

Safety, Outreach & Education Subcommittee Meeting #9

March 11, 2026 - Meeting Notes

Meeting Title: Safety Outreach and Education Subcommittee | Meeting #9

Date: Wednesday, March 11, 2026

Time: 10:00 a.m. to 11:00 a.m.

Attendees:

Subcommittee Members

Name	Position	Email
Chip Kneavel	DeIDOT	Thomas.Kneavel@delaware.gov
Robin Martin	Office of Civil Rights ADA Compliance Specialist	Robin.Martin@delaware.gov
Sarah Bett	Delaware Commute Solutions, AECOM	Sarah.Bett@aecom.com

DeIDOT Support Staff

Name	Organization	Email
Kelly Valencik	DeIDOT	Kelly.Valencik@delaware.gov
Matthew Langton	DeIDOT	Matthew.Langton@delaware.gov
Aaron Bell	DeIDOT	Aaron.Bell@delaware.gov
Angie Hernandez	JMT	AHernandez@jmt.com
Sophie Thompson	JMT	SThompson2@jmt.com

Meeting Purpose

The purpose of this meeting was to hold the ninth Safety, Outreach & Education Subcommittee meeting, and to discuss the following:

1. Call to Order

- a. Chip Kneavel called the meeting to order at 10:06 a.m. The group introduced themselves virtually before moving forward with the agenda.

2. Approval of Previous Minutes

- a. Chip provided time to review the previous meeting minutes. Following the subcommittee's review, Robin motioned to approve the minutes with Sarah Bett seconding the motion. With no opposition or abstentions, the meeting minutes from February 11th, 2026 subcommittee meeting were approved.

3. Public Comment Period

- a. Chip provided an opportunity for members of the public to share questions or comments. No questions or comments were stated by the public.

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4. Topics for Discussion

- a. Pedestrian safety and awareness messaging discussion with Kat Beasley from DeIDOT's Community Relations.
 - i. Chip shared that Kat Beasley from DeIDOT's Community Relations team intended to join this meeting but was ultimately unable to attend. He introduced her as the Pedestrian Council's primary point of contact within DeIDOT's Community Relations group. Chip noted that he has collaborated with Kat on several initiatives, including DeIDOT's Safety Activity Book and various press releases.
- b. Safety materials to be purchased for FY-2026
 - i. The subcommittee discussed purchasing safety outreach materials for distribution at public events and agreed to use these opportunities to gauge which items resonate most with constituents.
 1. Sarah and Robin both committed to distributing materials at their upcoming outreach events.
 2. Kelly added that the team will coordinate material distribution across events - both those staffed independently by subcommittee members and those formally sponsored by the subcommittee.
 - ii. Kelly and Sophie will work together to finalize the exact quantities and types of safety materials to purchase. They will work together to prepare an invoice and purchase order to ensure the budget is spent by July 1st.
- c. New subcommittee members from OHS
 - i. Meghan Niddrie reached out to Caitlin Reed and Kayla Mason from the Office of Highway Safety to confirm their availability.
 1. While Meghan was unavailable for this meeting, Sophie was included in the email and stated that while Caitlin and Kayla typically have a staff meeting conflict that they noted an opportunity to off-set attendance, with one attending the subcommittee meeting and reporting back to the other.
 - ii. Sophie will take the lead on preparing a poll to identify a potential new meeting time that works for all members, including the new members from OHS, Matt Harris from the University of Delaware Living Labs, and others.
- d. Any other topics?
 1. Kelly mentioned that the subcommittee should propose ideas for social media and outreach messaging for Kat at the next meeting.
 - a. The group proposed the questions below for Kat to ensure the best approach for the subcommittee's outreach efforts:

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- i. What are the Community Relations team's metrics (impressions, reshares, etc.)?
 - ii. Do they target/geofence any particular area(s)?
 - iii. Does the team have a specific protocol for public engagement and messaging? If so, what is its structure and how would the subcommittee fit in?
 - iv. Is there an opportunity to target the high-risk pedestrians, such as those who walk on the road at night? Would social media be the appropriate strategy?
 - b. Angie added that the group should look at the age demographics of fatal pedestrian crashes to support outreach strategy.
 - 2. Everyone Gets Home Summit – May 7, 2026
 - a. Angie shared the Everyone Gets Home Summit's request for sponsors with the group. Since the council intends to sponsor as an exhibitor, the council will provide a half-page ad for the Summit's program. JMT developed a full-page ad alongside an informational handout for the 2025 summit.
 - i. Kelly asked that JMT update the informational handout and consolidate the ad to a half-page for the 2026 summit.
 - b. Angie noted that JMT is available for additional graphic support for the summit if those services are needed.
 - c. Kelly volunteered to handle registration efforts on behalf of the council.
 - d. Chip noted that while the council does not currently have safety materials for distribution at the Summit, he can provide excess materials he has available and offered shared access to his storage facility for future needs.
- 5. **Next Meeting Date**
 - a. Sophie shared that the next meeting date and time is to be determined after she polls the group to find a new time that works best for everyone.
- 6. **Closing Remarks**
 - a. There were no additional remarks. Chip brought the meeting to a close at 10:46 a.m.