



Meeting Summary

ICT Safe: A Regional Transportation Coalition

Wednesday, November 1, 2023, @ 9:30 AM

Online meeting

Meeting Duration: 83 minutes

| Attendees | | |
|--|---------------------------------------|--|
| Raven Alexander, <i>Wichita Transit</i> | Gary Herman, <i>KDOT</i> | Heather Plaza, <i>DUI Victims Center of Kansas</i> |
| Rosa Aranda, <i>KTSRO</i> | Markey Jonas, <i>WAMPO</i> | Tia Raamot, <i>Sedgwick County</i> |
| Doug Ballou, <i>Blue Window</i> | Alan Kailer, <i>Bike Walk Wichita</i> | Lisa Riveros, <i>USD 259</i> |
| Chris Bortz, <i>KDOT</i> | Ethan Kershaw, <i>City of Wichita</i> | Kendra Schenk, <i>Burgess & Niple</i> |
| Jerod Breit, <i>MADD</i> | Daniel Kiser, <i>KDOT LEL</i> | Noel Schneider, <i>KDOT</i> |
| Jane Byrnes | Jenny Kramer, <i>KDOT</i> | Jaksyn Smith, <i>WAMPO</i> |
| Maria Cantrell, <i>Burgess & Niple</i> | Dani Lasher, <i>WAMPO</i> | Reed Sperry, <i>KHP</i> |
| Georgie Carter, <i>City of Haysville</i> | Joel Lomurno, <i>Wichita Thunder</i> | Dan Squires, <i>City of Derby</i> |
| Dylan Cossaart, <i>WAMPO</i> | Suzanne Loomis, <i>City of Newton</i> | Chase Tipton, <i>MADD</i> |
| Srilekha Dodda, <i>WAMPO</i> | Robyn Meinholdt, <i>KDOT</i> | Brian Turner, <i>Wichita Sports Commission</i> |
| Slade Engstrom, <i>TranSystems</i> | Patricia Middleton, <i>KTSRO</i> | Ingrid Vandervort, <i>KDOT</i> |
| Maura Fitzgerald, <i>KDOT</i> | Peter Mohr, <i>WAMPO</i> | James Wagner, <i>City of Wichita</i> |
| Nick Flanders, <i>WAMPO</i> | Kim Neufeld, <i>Bike Walk Wichita</i> | Cheyenne Waller, <i>DUI Victims Center of Kansas</i> |
| Lisa Frey Blume, <i>KDHE</i> | Lizeth Ortega, <i>City of Wichita</i> | Jessica Warren, <i>WAMPO</i> |
| Tiffany Fry, <i>Sedgwick County</i> | Chad Parasa, <i>WAMPO</i> | Troy Wells, <i>KDOT LEL</i> |
| Dora Gallo, <i>WAMPO</i> | Jodi Pew, <i>KTSRO</i> | |
| Jolene Graham, <i>City of Maize</i> | | |

I. Welcome

Dani Lasher, WAMPO, opened the meeting at 9:30 AM, welcoming everyone to the first meeting of ICT Safe: A Regional Transportation Coalition.

II. Discussion Items

A. What is ICT Safe?

Dora Gallo, WAMPO, presented on ICT Safe: A Regional Transportation Coalition and its mission to reduce transportation-related fatalities and serious injuries in the WAMPO region by implementing the WAMPO Comprehensive Safety Action Plan (CSAP). Several smaller entities and organizations are under the ICT Safe umbrella, including Drive Safe Sedgwick, and a diverse range of stakeholders involved in education, engineering, law enforcement and emergency-response, area hospitals, health departments, local transportation divisions, nonprofit organizations, and businesses. ICT Safe will review Behavioral Safety Grant applications, as well as assume other responsibilities at the discretion

of its members. Such additional responsibilities might include developing policy proposals for state and local governments, creating safety-policy toolkits, or disseminating information.

ICT Safe webpage - <https://www.wampo.org/ict-safe>

Draft Comprehensive Safety Action Plan - <https://bit.ly/DraftCSAPPlan>

B. Organizations Included/Seeking

Ms. Gallo shared that the WAMPO Safety & Health Committee (SHC) was established in August 2020, in accordance with the WAMPO Metropolitan Transportation Plan, to develop reports and hold discussions on transportation safety and health-related topics. The SHC's activities included, among other things, discussions of the Safety Data Initiative, a Vision Zero toolkit, and Safe Routes to School (SRTS) planning. The Safety and Health Committee has now transitioned to ICT Safe: A Regional Transportation Coalition.

Doug Ballou, Blue Window, presented data that served as the underlying rationale for Blue Window's involvement in Drive Safe Sedgwick (now ICT Safe), an overview of what the partnerships look like, the role of the Wichita Sports Commission, and an update on the Fans with a Plan campaign. Blue Window is a marketing contractor for KDOT that serves as their proxy for enlisting marketing partners and is primarily focused on impaired driving. Mr. Ballou presented on the relevance of sports and alcohol consumption, sharing that they have worked with the community to refine a set of strategies that could influence attitudes and shape behaviors around impaired driving: the Fans with a Plan campaign, whose core message is to encourage and enable fans to plan ahead for a round-trip sober ride.

Brian Turner explained that the Wichita Sports Commission is a privately funded organization that owns and operates six different events in Wichita and works to support local sports organizations. The Wichita Sports Commission, in collaboration with local partners, bars, and restaurants, has been working on establishing dedicated rideshare pickup/drop off zones and is currently negotiating with Uber on a partnership that would subsidize a portion of a rider's fare in support of Fans with a Plan.

Safety & Health Committee - <https://www.wampo.org/safety-committee>

Fans with a Plan - <https://kansasdrivetozero.com/fans-with-a-plan/>

Wichita Sports Commission - <https://wichitasports.com/>

Discussion:

Chris Bortz shared links to the Drive to Zero Dashboard

(<https://storymaps.arcgis.com/stories/01b8e784d1634e94b84ea0df67b8aea4>) and the Safety Corridor Dashboard (<https://storymaps.arcgis.com/stories/e3ba8aa541fb46eba4039812238f3a19>).

Maria Cantrell recommended exploring a potential partnership with Recording Artists Against Drunk Driving (<https://www.radd.org/>) due to their closely aligned goal and message: to have a plan before drinking.

Dan Squires asked about the negotiations with Uber: how sports crowds are targeted, if it would be by location or if it would be available to anyone who says they've been drinking. Mr. Turner said that the specifics have not been figured out yet but that the contract would cover the cost for one year to establish a benchmark for future sponsorship. Mr. Ballou added that similar projects elsewhere have been tailored to marketing objectives and said that ideas have come up about bundling Uber rides with purchases of food or event tickets.

Reed Sperry brought up the two casinos near Hartman Arena and Mulvane, to which Mr. Turner shared that the Kansas Star Casino is a member of their board, and that the focus would start narrow with the involved marketing partners and then extend to reach as many places as possible.

Alan Kailer asked if consideration has been given to also incorporating transit into the program, such as promoting the Q-Line, which is free, but its current hours of operation may not match up. James Wagner said that he does not think the City of Wichita has enough drivers to extend beyond the current hours. Raven Alexander, Wichita Transit, said that there are options for discussions regarding the Q-Line and adjusted transit hours, and that they do not have any rideshare partnerships.

Jane Byrnes asked about bike-share companies and if they have been asked about partnerships. Ms. Alexander said she is not involved with that aspect of the transportation department.

Joel Lomurno, Wichita Thunder, mentioned plans to do social media posts about why people choose to drive home safely, saying the inspiration came from Wichita Transit social media.

C. CSAP & Vision Zero

Maria Cantrell, Burgess & Niple (B&N), spoke about the Comprehensive Safety Action Plan (CSAP), which was developed through a ten-month process and was available for public comment from September 19 through October 19, 2023. Three public comments were received. In response to input from the public, WAMPO staff have prefaced the CSAP with a policy statement that safety is a priority in transportation planning and the project selection process. The CSAP is meant to promote the safety of all users of the transportation system. Following adoption of the CSAP by the Transportation Policy Body, the WAMPO region will be eligible to apply for Federal Safe Streets and Roads for All (SS4A) Implementation grants. WAMPO and the CSAP consultant team are also developing a Vision Zero toolkit that can be adapted to the needs of individual communities in the region to work towards eliminating traffic-related deaths and serious injuries. Vision Zero differs from traditional approaches by framing crashes and fatalities as preventable and by implementing the U.S Department of Transportation's Safe System Approach which incorporates multiple principles and builds redundancy into road design to reduce risk. Ms. Cantrell gave details on the draft WAMPO CSAP vision, mission, and goals, and shared the emphasis areas that will drive the actions taken to reach zero traffic deaths/serious injuries, as well as the implementation plan strategies. Chad Parasa, WAMPO, gave further context on the CSAP, sharing how this project got started and how WAMPO staff, city

officials, consultants, and KDOT are all collaborating on this effort and are dedicated to improving safety in the region. The ICT Safe Coalition will help unite the effort.

CSAP and Vision Zero Slides - <https://bit.ly/ICTsafe-CSAP-VZ-Slides>

Vision Zero Network - <https://visionzeronetwerk.org/>

Discussion:

Lisa Frey Blume commented that she is happy to hear there are plans to present Vision Zero to Wichita City Council members, saying their public commitment is necessary.

Jane Byrnes noted her appreciation for the use of wisdom, imagination, and data in creating the CSAP, saying she feels better about it knowing that there will be accountability.

Robyn Meinholdt shared that KDOT is also developing early plans and concepts to address the goal of media reporting on “crashes” rather than “accidents.”

D. Safe Routes to School (SRTS)

Ms. Lasher presented on the Safe Routes to School (SRTS) initiative that strives to make it safer and easier for children to walk or bicycle to school. WAMPO intends to provide member jurisdictions and school districts (or individual schools) with planning assistance to develop SRTS plans and has programmed \$200,000 of FFY2024 Transportation Alternatives (TA) funding for this purpose in the Transportation Improvement Program (TIP). WAMPO staff are looking into options for dedicating more funding to SRTS planning assistance, so that as many member jurisdictions and school districts as possible can benefit. Nick Flanders, WAMPO, spoke about KDOT Pilot Planning & Programming (P&P) Grants that jurisdictions may apply for to help with SRTS planning; the application period is open until November 17, 2023.

Safe Routes to School - <https://www.saferoutesinfo.org/>

KDOT P&P Grants Overview - <https://www.kansasrts.org/s/Kansas-SRTS-PP-Information.pdf>

Discussion:

Ms. Byrnes asked for clarification of whether SRTS planning assistance funds have been dedicated to specific jurisdictions. Mr. Flanders and Mr. Parasa explained that although jurisdictions were initially asked to apply for funding, after input and advice from the Transportation Policy Body about making the SRTS planning more comprehensive for the region, WAMPO staff, in coordination with member jurisdictions and KDOT, are researching options for a more comprehensive SRTS planning effort so that as many member jurisdictions and school districts as possible can benefit.

Ms. Frey Blume asked if there was a time frame for SRTS planning. Mr. Parasa said that it is currently being addressed and updates will be shared as soon as WAMPO is able to find more funding.

E. Open Discussion

Ms. Frey Blume asked if ICT Safe will meet monthly to work towards the implementation of these plans. Mr. Parasa shared that there will be quarterly meetings and that Dani Lasher, WAMPO Public Outreach Planner, will reach out to community groups and organizations to schedule more partner update presentations at future meetings to ensure continuous collaboration.

III. Adjournment

Ms. Lasher adjourned the meeting at 10:53 AM.

The next ICT Safe meeting is tentatively scheduled for February 7, 2023, at 9:30 AM.