

# Table of Contents

## 1) OVERVIEW

PROCESS DESCRIPTION 1

STATE CERTIFICATION AND ASSURANCES 2

## 2) MISSOURI'S HIGHWAY SAFETY PLAN and PERFORMANCE PLAN

Supporting Background—Missouri's Blueprint to Arrive Alive 13

Missouri Annual Comparative Data Chart 15

*Blueprint Strategies* 16

*Blueprint Implementation, HSP and Performance Plan*

Overview & Performance Measures 17

Benchmarks & Best Practices Countermeasures 18

Partnerships 19

Planning, Programming and Implementation Timeframes 20

HSP and Annual Report 21

SAFETEA-LU Incentive Grant Programs (other than 402) 22

Grant Application Process, Internal Grants Management

System & Grant Selection Process 23

Grantee Compliance Requirements 25

Local Ordinances and Policies 26

## 3) STATEWIDE TRAFFIC CRASH ANALYSIS

Problem Identification 27

20-Year Death and Disabling Injury Rates 28

3-Year (2008-2010) Death and Disabling Injury Rates 29

Current Traffic Crash Data, 2008-2010 30

Data Collection & Contributing Factors 31

Total Fatalities and Disabling Injuries by Target Area 32

Urban versus Rural Crash Experience 33

County Rank Order—Fatal Crashes, 2008-2010	34
County Rank Order—Disabling Injury Crashes, 2008-2010	38
City Rank Order—Fatal Crashes, 2008-2010	42
City Rank Order—Disabling Injury Crashes, 2008-2010	47
Unincorporated County—Fatal Crashes, 2008-2010	55
Unincorporated County—Disabling Injury Crashes, 2008-2010	59
Goals, Performance Measures & Benchmarks	63
<b>4) PUBLIC INFORMATION AND EDUCATION</b>	
Background	64
Goals, Performance Measures, Benchmarks & Strategies	65
<b>5) AGGRESSIVE DRIVERS</b>	
Background	68
Goals, Performance Measures, Benchmarks & Strategies	69
<b>6) ALCOHOL AND OTHER DRUGS</b>	
Background	71
Young Impaired Drivers (Under Age 21)	72
Goals, Performance Measures & Benchmarks	73
Strategies:	
Public Information, Education, Enforcement,	
Prosecution/Adjudication, Technology & Hazard	
Elimination (Sec 154 Open Container Transfer Funds)	74
<b>7) OCCUPANT RESTRAINTS</b>	
Restraint Use	77
Ejections	79
Seat Belt Usage Among High School Students	80
Very Young Passengers	81
Goals, Performance Measures, Benchmarks	82
Strategies:	
Child Passengers, Teen Passengers/Drivers,	
General Occupant Protection	85

## **8) YOUNG DRIVERS**

Background	87
Young Drinking Drivers	89
Goals, Performance Measures, Benchmarks & Strategies	90

## **9) OLDER DRIVERS—65 YEARS OF AGE & OVER**

Background	92
Goals, Performance Measures, Benchmarks & Strategies	94

## **10) COMMERCIAL MOTOR VEHICLES**

Background	95
------------	----

## **11) MOTORCYCLE CRASHES**

Background	96
Goals, Performance Measures, Benchmarks & Strategies	99

## **12) CRASHES INVOLVING SCHOOL BUSES**

Background	101
Goals, Performance Measures, Benchmarks & Strategies	102

## **13) VULNERABLE ROADWAY USERS**

Pedestrians	104
Bicyclists	105
Goals, Performance Measures, Benchmarks & Strategies	105

## **14) ENGINEERING SERVICES AND DATA COLLECTION**

Engineering Services, Traffic Engineering Assistance Program (TEAP), Bridge Engineering Assistance Program (BEAP)	107
Training & Data Collection STARS Maintenance and Traffic Safety Compendium, Law Enforcement Traffic Software (LETS)	108
Goals, Performance Measures, Benchmarks & Strategies	109

## **15) FY 2012 BUDGET & PROJECT LISTING**

## **16) FY 2012 EQUIPMENT LIST**

## **17) APPENDIX A**

# PROCESS DESCRIPTION

## **Missouri Department of Transportation Mission**

To provide a world-class transportation experience that delights our customers and promotes a prosperous Missouri.

## **Missouri's Highway Safety Goal**

Overall Goal – to reduce number and severity of traffic crashes occurring in Missouri  
Specific Goal – to reduce traffic fatalities to 850 or fewer by the year 2012 as identified in the state's strategic highway safety plan, *Missouri's Blueprint to ARRIVE ALIVE*.

## **Highway Safety Plan and Performance Plan**

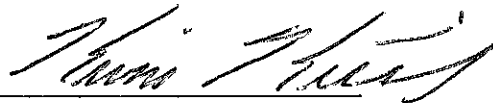
The Governor's Highway Safety Program is outlined in an annual Highway Safety Plan (HSP) and Performance Plan. This document describes how Missouri's Section 402 State and Community Highway Safety Program grant (plus additional incentive grant funds and Sections 154 and 164 transfer funds) will be used to promote highway safety within our state. The 2012 HSP encompasses the federal fiscal year October 1, 2011 through September 30, 2012.

The HSP will be a data-supported, performance based, dynamic plan, allowing for continual review and modification in order to enhance the outcome of our efforts.

## **Submission**

The Missouri Department of Transportation submits herewith the 2012 Highway Safety Plan and Performance Plan to:

The Honorable Jay Nixon, Governor of Missouri  
Romell Cooks, NHTSA Central Region Administrator  
Kevin Ward, FHWA Region VII Administrator



Kevin Keith, P.E.

Governor's Representative for Highway Safety

Copies of this document are available by writing to:

Missouri Department of Transportation  
Traffic and Highway Safety Division  
P. O. Box 270  
Jefferson City, MO 65102

Or to download free at: [www.nhtsa.dot.gov/nhtsa/whatsup/SAFETEAWeb/](http://www.nhtsa.dot.gov/nhtsa/whatsup/SAFETEAWeb/)

## **STATE CERTIFICATIONS AND ASSURANCES**

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

### **Certifications and Assurances**

#### **Section 402 Requirements**

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the

State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

**The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:**

- **National law enforcement mobilizations,**
- **Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,**
- **An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,**
- **Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.**

**(23 USC 402 (b)(1)(E));**

**The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 USC 402(I)).**

#### **Other Federal Requirements**

Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20

Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49 CFR 18.21.

The same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations. 49 CFR 18.41.

Failure to adhere to these provisions may result in the termination of drawdown privileges.

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes 23 CFR 1200.21

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

**Federal Funding Accountability and Transparency Act (FFATA)**

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, ([https://www.fsrc.gov/documents/OMB\\_Guidance\\_on\\_FFATA\\_Subaward\\_and\\_Executive\\_Compensation\\_Reporting\\_08272010.pdf](https://www.fsrc.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf)) by reporting to FSRG.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;

(i) the entity in the preceding fiscal year received—

(I) 80 percent or more of its annual gross revenues in Federal awards; and(II) \$25,000,000 or more in annual gross revenues from Federal awards; and(ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;

- Other relevant information specified by OMB guidance.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as

amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.*; PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 *et seq.*), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

**The Drug-free Workplace Act of 1988(41 U.S.C. 702;):**

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
  1. The dangers of drug abuse in the workplace.
  2. The grantee's policy of maintaining a drug-free workplace.
  3. Any available drug counseling, rehabilitation, and employee assistance programs.
  4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).



- d. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
  - 1. Abide by the terms of the statement.
  - 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
  - 1. Taking appropriate personnel action against such an employee, up to and including termination.
  - 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- g. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

### **BUY AMERICA ACT**

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

### **POLITICAL ACTIVITY (HATCH ACT).**

The State will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

**CERTIFICATION REGARDING FEDERAL LOBBYING**

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

**RESTRICTION ON STATE LOBBYING**

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

## **CERTIFICATION REGARDING DEBARMENT AND SUSPENSION**

### **Instructions for Primary Certification**

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the

department or agency entering into this covered transaction, without modification , in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

*Certification Regarding Debarment, Suspension, and Other Responsibility Matters-  
Primary Covered Transactions*

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

### Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under

48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

**POLICY TO BAN TEXT MESSAGING WHILE DRIVING**

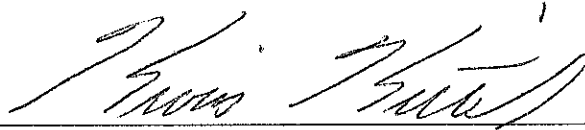
In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to:

- (1) Adopt and enforce workplace safety policies to decrease crashes caused by distracted driving including policies to ban text messaging while driving—
  - a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
  - b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.
- (2) Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as –

- a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
- b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

**ENVIRONMENTAL IMPACT**

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).



---

**Governor's Representative for Highway Safety**

Missouri

---

**State or Commonwealth**

2012

---

**For Fiscal Year**

8/24/2011

---

**Date**

# MISSOURI'S HIGHWAY SAFETY PLAN (HSP) AND PERFORMANCE PLAN

## **Supporting Background – *Missouri's Blueprint for Safer Roadways***

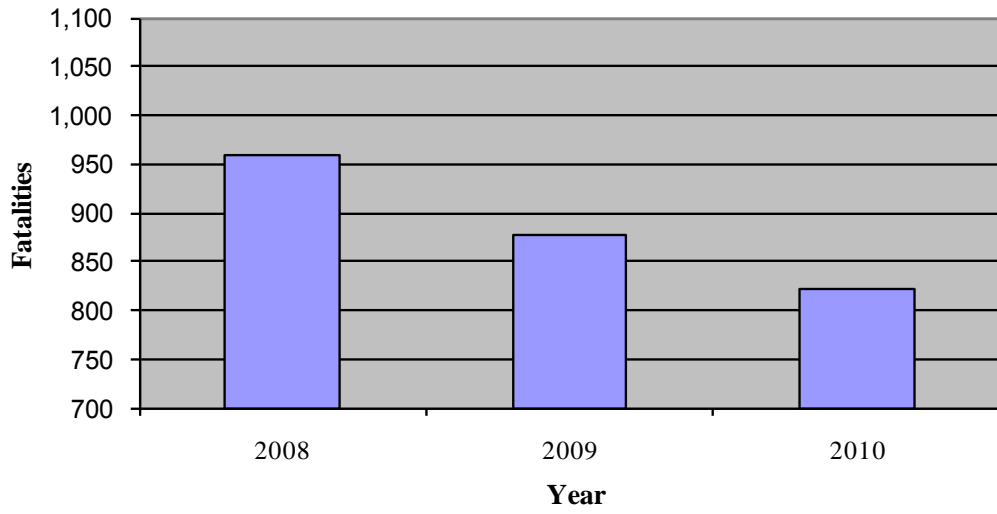
In 2003, Missouri participated with the American Association of State Highway Transportation Officials (AASHTO) in a national effort to reduce the preventable tragedies associated with traffic crashes. Utilizing a partnership approach, the state's Strategic Highway Safety Plan (SHSP) *Missouri's Blueprint for Safer Roadways* was developed that outlined opportunities to reduce fatal and serious injuries on Missouri's roads. The goal established in the *Blueprint* was set at 1,000 or fewer fatalities by 2008. That goal was reached one year early, with a year-end fatality total for 2007 of 992, as well as in 2008 with 960 fatalities. The second SHSP, *Missouri's Blueprint to ARRIVE ALIVE* was unveiled at the semi-annual Blueprint Conference in October 2008. The new goal was set to reduce traffic fatalities to 850 or fewer by 2012.

In 2010 the fatality total was 821, reaching the 2012 goal two years early. This was the lowest number of people lost in highway related fatalities in Missouri since 1950.

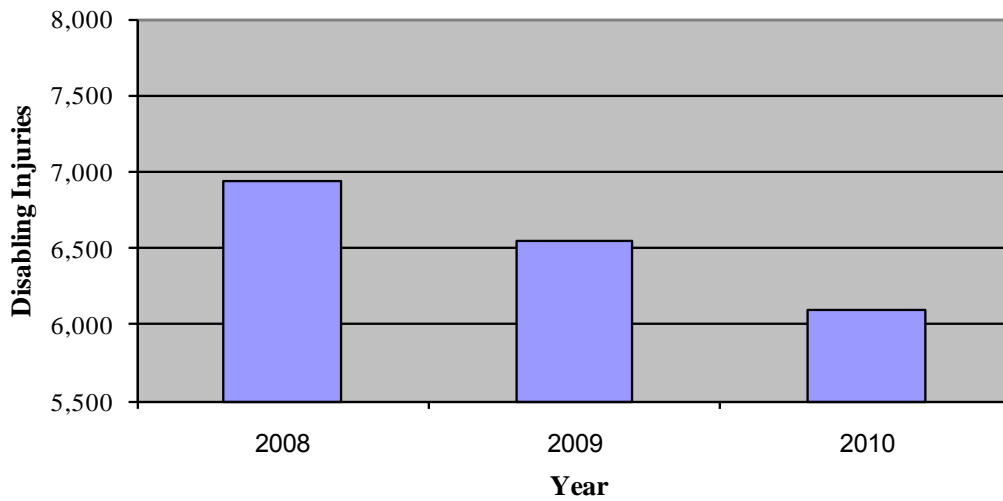
Year	Fatalities	Disabling Injuries
2006	1,096	8,151
2007	992	7,744
2008	960	6,932
2009	878	6,540
2010	821	6,095
2006-2008 Total	3,048	22,827
2007-2009 Total	2,830	21,216
2008-2010 Total	<b>2,659</b>	<b>19,567</b>



**TRAFFIC CRASH FATALITIES  
2008 - 2010**



**TRAFFIC CRASH DISABLING INJURIES  
2008 - 2010**



# Missouri Annual Comparative Data Chart

## Fatalities & Serious Injuries:

	2004	2005	2006	2007	2008	2009	2010
Number of Fatalities	1,130	1,257	1,096	992	960	878	821
Total Rural Fatalities	744	797	681	638	600	559	491
Total Urban Fatalities	386	460	415	354	360	319	330
Number of Serious Injuries	8,857	8,624	8,151	7,744	6,932	6,540	6,095
Fatalities and Serious Injuries Combined	9,987	9,881	9,247	8,736	7,892	7,418	6,916

## Vehicle Miles Traveled:

Vehicle Miles (Billions)	68,300	68,754	68,834	69,150	68,086	69,096	70,630
Total Fatalities Per 100 Million VMT	1.65	1.83	1.59	1.43	1.41	1.29	1.16
Fatality & Serious Injury Rate Per 100 Million VMT	14.62	14.37	13.43	12.63	11.59	10.90	9.79

## Alcohol Related:

Alcohol-Related Fatalities	277	252	274	273	243	262	265
Alcohol-Related Fatalities as a % of all fatalities	22.48%	22.30%	21.80%	24.91%	24.50%	27.29%	30.18%
Alcohol-Related Fatality Rate per 100 million VMT	40.78%	36.90%	39.85%	39.66%	35.14%	38.48%	38.92%
Alcohol-related fatalities involving a driver with .08 BAC or higher	369	420	386	333	314	300	Not available

## Speed Related:

Speed-Related Fatal and Injury Crashes	11,228	10,591	9,647	10,272	9,457	8,704	8,656
<i>Includes Speed Exceeded Limit &amp; Too Fast for Conditions</i>							
Speed-Related Fatalities	466	510	457	411	426	366	324
<i>Includes Speed Exceeded Limit &amp; Too Fast for Conditions</i>							

## Youth Driver (15-20) Involved:

Youth (15-20) Involved Fatal and Injury Crashes	12,802	12,511	11,934	11,018	9,983	9,706	9,448
<i>Does not include teen (15-20) drivers of ATVs, bicycles, farm implements, construction equip., other transport devices and unknown vehicle body types.</i>							

## Drivers 20 or Younger Involved:

Drivers 20 or Younger in Fatal Crashes	223	235	219	168	156	143	116
<i>Does not include drivers of ATVs, bicycles, farm implements, construction equip., other transport devices and unknown vehicle body types.</i>							

## Occupant Protection:

Unrestrained Passenger Vehicle Fatalities	618	621	576	478	489	425	392
<i>Includes drivers &amp; passengers of cars, SUVs, limousine, vans, motor homes, trucks and large commercial trucks. These are the vehicles subject to Missouri's seat belt law.</i>							
Percent of unbelted drivers and occupants killed in crashes	70.5%	67.6%	71.8%	66.9%	69.5%	67.1%	67.7%
Percent of unbelted drivers and occupants seriously injured in crashes	40.2%	38.6%	38.9%	36.5%	38.2%	35.1%	35.9%
Percent observed safety belt usage rate by year	75.88%	77.41%	75.18%	77.16%	75.78%	77.18%	76.03%

## Motorcyclists:

Motorcycle Fatalities	55	88	93	91	107	84	93
Unhelmeted Motorcycle Fatalities	9	14	12	14	12	16	11

## Pedestrians:

Pedestrian Fatalities	81	92	78	79	66	71	57
Safety Belt Citations Grant Funded	N/A	N/A	14,948	17,513	20,244	29,034	20,278
Impaired Driving Arrests Grant Funded	N/A	N/A	3,531	3,604	3,808	5,369	5,779
Speeding Citations Grant Funded	N/A	N/A	67,478	76,471	75,812	98,453	85,809

## ***Blueprint Strategies***

Through extensive data analysis, current research findings, and best practices, strategies were identified that must be implemented in order to make significant progress toward reaching the projected goal. Key strategies in the *Blueprint to ARRIVE ALIVE* were identified and called the “Targeted Ten”:

1. Pass a primary safety belt law, and maintain and enhance existing traffic safety laws;
2. Increase enforcement on targeted crash corridors;
3. Increase public education and information on traffic safety issues;
4. Expand the installation of shoulder and centerline rumble strips/stripes;
5. Expand, improve and maintain roadway visibility features (pavement markings, signs, lighting, etc);
6. Effectively deter, identify, arrest & adjudicate alcohol and other drug impaired drivers & pedestrians;
7. Expand installation and maintenance of roadway shoulders;
8. Remove and/or shield fixed objects along roadside right of way;
9. Improve and expand intersection safety with the use of innovative engineering designs (e.g., J-turns, roundabouts), technology and enforcement; and
10. Improve curve recognition through the use of signs, markings, and pavement treatments.

Five key Emphasis Areas and 19 Focus Areas were identified within the *Blueprint*:

### I – Serious Crash Types

1. Run-off-road crashes
2. Crashes involving horizontal curves
3. Head-on crashes
4. Collisions w/trees or poles
5. Intersection crashes (signalized/unsignalized)

### III – Special Vehicles

1. Commercial motor vehicles
2. Motorcycles
3. School buses/school bus signals

### II – High-Risk Drivers and Occupants

1. Unrestrained occupants
2. Crashes involving inattentive drivers
3. Crashes involving aggressive drivers
4. Crashes involving drivers impaired by alcohol and/or other drugs
5. Crashes involving young drivers (15-20 years of age)
6. Crashes involving unlicensed, revoked or suspended drivers
7. Crashes involving older drivers (65 years of age or older)

### IV – Vulnerable Roadway Users

1. Pedestrians
2. Bicyclists

### V – Special Roadway Environments

1. Work zones
2. Highway/rail crossings

For each of these emphasis areas and focus areas, strategies are being employed that incorporate the 4 E’s – education, enforcement, engineering, and emergency medical services.

## ***Blueprint Implementation***

The *Blueprint* is a collective effort of the Missouri Coalition for Roadway Safety (MCRS) and safety professionals throughout the state. The MCRS leads the charge to implement the *Blueprint* and encourage safety partners to focus their activities and programs in support of the “Targeted Ten” and subsequent emphasis areas, focus areas, and strategies. The state is divided into seven (7) regional coalitions that develop annual safety plans. The coalitions meet on a regular basis to discuss their concerns, review how their countermeasures are working, and consider ways to improve their efforts. Approximately \$2 million of state road funds is dedicated to this effort.

The *Blueprint* is an overarching strategic highway safety plan for the State of Missouri while the state’s Section 402 Highway Safety Plan serves as one of the implementation components in support of the *Blueprint* efforts.

- The *Blueprint* serves as a **roadmap** for the State’s Highway Safety Plan
- The “**Targeted Ten**” provides **direction** for the HSP
- The **goal** determines our **final destination**

## **Highway Safety Plan (HSP) and Performance Plan Overview**

Under the Highway Safety Act of 1966, the National Highway Traffic Safety Administration (NHTSA) provides grants and technical assistance to states and communities. Section 402 of the Act requires each state to have a highway safety program to reduce traffic crashes and deaths, injuries and property damage. Section 402 grant funds are apportioned to the states based on the ratio of state population to the national population (75%) and state public road mileage to the total national public road mileage (25%).

Section 402 funds must be used to support the state's performance plan (which contains performance goals based on the traffic safety problems identified by the state) and the HSP. These plans provide for the implementation of a program that addresses a wide range of highway safety problems related to human factors and the roadway environment and that contributes to the reduction of crashes and resulting deaths and injuries.

The strategies outlined within the HSP and performance plan will be implemented in an attempt to reach the overarching statewide *Blueprint* goal of 850 or fewer fatalities by 2012.

## **Performance Measures**

Performance measures enable the state to track progress, from a specific baseline, toward meeting a goal. In August 2008, the US Department of Transportation released a document, DOT HS 811 025, that outlines a minimum set of performance measures to be used by States and federal agencies in the development and implementation of behavioral highway safety plans and programs. An expert panel from the National Highway Traffic Safety Administration, State Highway Safety Offices, academic and research organizations, and other key groups developed these performance measures, which were agreed upon by NHTSA and the Governors Highway Safety Association.

The initial minimum set contains 14 measures: 10 core outcome measures, 1 core behavior measure; and 3 activity measures. These 14 measures cover the major areas common to State highway safety plans and use existing data systems. States will set goals for and report progress on each of the 11 core out come and behavior measures annually beginning with the 2010 Highway Safety Plans and Annual Reports. Following are the 14 performance measures which will be identified within their respective program areas:

1. Fatalities (actual)
2. Fatality rate per 100M VMT (statewide; urban; rural)
3. Number of serious (disabling) injuries
4. Number of fatalities involving drivers or motorcycle operators with .08 BAC or above
5. Number of unrestrained passenger vehicle occupant fatalities
6. Number of speeding-related fatalities
7. Number of motorcyclist fatalities
8. Number of unhelmeted motorcyclist fatalities
9. Number of drivers age 20 or younger involved in fatal crashes
10. Number of pedestrian fatalities
11. Percent observed belt use for passenger vehicles – front seat outboard occupants
12. Number of seat belt citations issued during grant-funded enforcement activities
13. Number of impaired driving arrests made during grant-funded enforcement activities
14. Number of speeding citations issued during grant-funded enforcement activities

## **Benchmarks**

Our benchmarks will serve as points of reference by which we are able to measure our progress. These benchmarks are not totally reliant upon the programs implemented by the highway safety division, however. They are often highly dependent upon existing public policy and the motoring public's adherence to traffic laws and safe driving habits.

The Benchmarks provided within this 2011 HSP/Performance Plan are, in most cases, "expectations" based upon the goal of reaching 850 or fewer fatalities by 2012 established in the 2008 *Missouri's Blueprint to Arrive Alive* and are not actual 2012 data.

## **Best Practices Countermeasures**

The highway safety division makes every attempt to ensure that effective countermeasure efforts are incorporated into the strategies of the Plan by employing the following methods:

1. Utilizing proven countermeasures identified within the document *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices*, US DOT, NHTSA, Fourth Edition, 2009;
2. Evaluating traffic crash data to determine target populations and geographic locations in order to most effectively implement countermeasure efforts;
3. Participating in national law enforcement mobilizations that combine blanketed enforcement and saturated media during established timeframes and in targeted traffic corridors; and
4. Participating in state and national training opportunities in order to gain insight into proven programs that can be replicated in Missouri.

## Partnerships

No highway safety office can work in a vacuum without communication, cooperation and coordination with our safety partners. This partnership approach allows us to expand our resources, generate diverse ideas, and incorporate new concepts and projects into our Highway Safety Plan. A sampling of the myriad of our safety partners includes:

American Automobile Association	MO Division of Alcohol and Tobacco Control
American Association of Retired Persons	
Blueprint Regional Coalitions (7 – Northwest, Northeast, Kansas City, Central, St. Louis, Southwest, Southeast)	MO Head Injury Advisory Council
Cape Girardeau Safe Communities Program	MO Motor Carriers Association
County Health Departments	MO Office of Prosecution Services
East-West Gateway Coordinating Council	MO Police Chiefs Association
Emergency Nurses Association	MO Safety Center
Federal Highway Administration	MO Safety Council
Federal Motor Carrier Safety Administration	MO Sheriffs Association
Institutions of Higher Education	MO State Highway Patrol
Law Enforcement Traffic Safety Advisory Council	MO Youth/Adult Alliance
Law Enforcement Training Academies	Mothers Against Drunk Driving
Mid-American Regional Council	Motorcycle Safety Task Force
MO Association of Insurance Agents	National Highway Traffic Safety Administration Region VII
MO Automobile Dealers Association	Office of State Courts Administrator
MO Coalition for Roadway Safety	Operation Impact
MO Department of Health & Senior Services	Operation Lifesaver
MO Department of Labor and Industrial Relations	Partners in Environmental Change
MO Department of Mental Health	Partners in Prevention
MO Department of Public Safety	Safe Kids Coalitions
MO Department of Revenue	Safety Council of the Ozarks
MO Division of Alcohol and Drug Abuse	Safety Council of Greater St. Louis
	Safety & Health Council of MO and KS
	State Farm Insurance
	Think First Missouri
	Traffic Safety Alliance of the Ozarks

In addition to our highway safety partners, each *Blueprint* regional coalition has an extensive base of local partners. During the 2010 legislative session, the MCRS established a widespread grassroots network of safety advocates statewide. These partners numbered over 3,000. The highway safety office is able to collaborate with those partners at a lower tier level by working through our regional coalition contacts.

## **Planning, Programming and Implementation Timeframes**

The state's highway safety program, as explained earlier, is a federal grant program. The federal fiscal year runs from the period October 1 through September 30.

The tables on the following pages represent the timeframes within which the agency must operate in order to meet our federal requirements. The timeframes also provide a quick overview of when grant applications, program reports, and annual reports are due. This information provides our grantees and the general public a clearer picture of our internal process.

Some dates are firm—those established by the federal government for submitting our HSP, annual report, and supplemental grant applications. Some of the dates established by the Highway Safety Office are more fluid; they may be revised in order to allow the agency to function more efficiently.

The first table sets the timeframes for the basic Section 402 State and Community Program Grant and the annual report for that grant. The second table establishes the timeframes for supplemental grants the agency may receive under the additional provisions of SAFETEA-LU.

## Planning, Programming and Implementation Timeframes Highway Safety Plan and Annual Report

ACTIVITY	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Data collection & analysis, problem identification, internal planning and input solicitation for new fiscal year				1								
Mail out requests for project proposals for new fiscal year					1							
Contract and equipment monitoring by HS staff	O N G O I N G											
Grantee reimbursement vouchers	V O U C H E R S A R E P R O C E S S E D M U L T I P L E T I M E S P E R M O N T H											
Conduct regional grant application training sessions						1-15						
Grant applications due to HS								1				
Grant applications review & budget meetings									15-30			
HSP & Performance Plan due to NHTSA											31	
Mail grantee award and denial letters											1	
Contracts written and reviewed internally											15	
Regional contract award workshops w/grantees											25	
Verify that soft match letters are on file												1
Program income submissions from grantees	31						30					
Federal fiscal year ends (contract ending date)												30
All funds must be obligated for new fiscal year												30
Federal fiscal year begins (contract start date)	1											
Mail letters requesting year-end reports												30
Year end reports due from grantees		15										
Compile & print annual report			15									
Annual report & final cost summary due			31									
Audit closeout (within 90 days of fiscal year end)			31									
Require submission of program income documentation	31						30					



# Planning, Programming and Implementation Timeframes

## SAFETEA-LU Incentive Grant Programs (other than 402)

ACTIVITY	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Data collection and analysis; problem identification; input solicitation for next grant cycle				1								
Contract and Equipment monitoring by HS staff	O N G O I N G											
Grantee reimbursement vouchers	VOUCHERS ARE PROCESSED MULTIPLE TIMES PER MONTH											
Safety belt use survey results from previous calendar year are released											15	
Section 154 Open Container Certification split letter	DUE 60 DAYS AFTER FUNDS ARE MADE AVAILABLE											
Section 405 Occupant Protection Incentive Grant application due					15							
Section 406 Safety Belt Incentive Grant application due (eligible as soon as the law is passed and is being enforced)									30			
Section 408 Data Improvement Incentive Grant application due									15			
Section 410 Alcohol Impaired Driving Incentive Grant application due											1	
Section 2010 Motorcycle Safety Incentive Grant application due											1	
Section 2011 Child Safety & Booster Seat Incentive Grant application due										1		
Require submission of program income documentation	31						30					

## **Grant Application Process**

The Highway Safety Office hosts grant application workshops each spring for potential grantees. These workshops are held in five strategic regional locations (Cape Girardeau, Chesterfield, Jefferson City, Springfield, and Lee's Summit) so that no participant has to travel terribly far in order to attend. They are usually scheduled during March.

Workshop participants are provided a packet explaining the highway safety grant program, the types of projects eligible for award, and an overview of statewide statistical traffic crash data. Potential grantees are given instruction on how to retrieve traffic crash data for analysis through the Missouri State Highway Patrol's web site.

The purpose of the highway safety program and the statewide goal are explained to help the potential grantees understand how their efforts are required in order to impact the goal. Program areas are identified and the Highway Safety Grant Management System and on-line reporting systems are detailed for them. These seminars are used as an opportunity to share any new contract conditions, application process changes, or legislative changes that may impact the grant programs. The grant application deadline for the 2012 fiscal year was May 2.

## **Internal Grants Management System**

In late 2001, the Highway Safety Office began work with the Regional Justice Information Service (REJIS) to develop the first-of-its-kind on-line grants management system. The system allows grantees to electronically submit applications. This information feeds into a system that builds databases for managing the highway safety grants (budgets, grantee lists, inventory, vouchering, reporting data, disbursement reports, etc.). The system went live for the 2003 grant application cycle. Since that time, the Highway Safety Office has continued to work with REJIS to refine the system in order to make it more user friendly for the grantees, in addition to being more functional and robust for the Highway Safety Office. An extensive rewrite took place to coincide with the 2010 grant cycle. The system was refined so that the processes of application submission, contract development, enforcement reporting, and vouchering are now entirely Web-based. Three additional programs were also added to the system: Safe Routes to School; Work Zones; and the Motor Carrier Safety Assistance Program. Additional reporting components are currently in the development stages. The Highway Safety Office will continue to maintain and improve this grants management system as funding is available.

## **Grant Selection Process**

The highway safety program staff reviews the applications relative to their specific areas of expertise. During this preliminary review, they assess the applications to determine their relevancy toward meeting the highway safety goals. Applicants are contacted if clarification is needed. In essence, a case is prepared to present to management and the remaining program staff members to support whether the application should be funded in full, in part, or denied.

Fatal and disabling injury crash rankings are performed for all cities, counties, and the unincorporated areas in the state. These rankings are conducted for the problem areas of alcohol, speed, young drinking drivers, and older drivers. The rankings are also used in determining the overall severity of the problem for each respective location. Fatal and disabling injury county, city, and unincorporated county rank orders are located on pages 33-61 of this report. The

rankings by problem areas can be found on the Missouri State Highway Patrol's on-line State Traffic Accident System located at <https://www.mshp.dps.missouri.gov/TR10WEB/includes/TR10L600.jsp>.

Law enforcement applications are assessed to determine where they fit within the rankings by the type of project they are choosing to conduct. While the highest-ranking locales are most often given priority because of the potential impact of their project, other considerations are taken into account. For instance, a lower-ranking city may be given a project because the county in which they reside ranks high or they may fall within a dangerous corridor. Some communities may be given a project in order that they can become an active participant in the national mobilizations while others are given consideration because the Highway Safety Office has determined a need exists to garner traffic safety minded agencies within a particular geographic location.

An internal team of highway safety program staff review all grant applications. Several days are set aside to review the applications and hear both supporting arguments and issues of concern.

The reviewers take many factors into consideration when assessing the applications:

- Does the project fall within the national priority program areas (alcohol and other drug countermeasures; police traffic services; occupant protection; traffic records; emergency medical services; speed; motorcycle, pedestrian or bicycle safety)?
- Does the project address the key emphasis areas identified within the *Blueprint* and does it have the ability to impact statewide traffic crash fatalities and disabling injuries?
- Does the problem identification sufficiently document problem locations, crash statistics, targeted population, demonstrated need, and the impact this project would have on traffic safety problems in their community?
- Have “best practices” countermeasures been proposed in order to make a positive impact on the identified problem?
- Will this project provide continuity of effort in a particular geographic region (such as multi-jurisdiction enforcement) or in a particular program area (occupant protection)?
- Will the activity serve as a “foundational project” that satisfies criteria for additional federal funding (e.g., sobriety checkpoints, server training, underage drinking prevention)?
- Does the project alleviate, eliminate or correct a problem that was identified in a federally conducted assessment of a highway safety priority program area?
- Will the project satisfy or help satisfy federal goals for regional highway safety issues?
- Are innovative countermeasures proposed and, if so, is there an effective evaluation component included?
- Are any local in-kind resources proposed to match the federal grant efforts?
- Does the applicant propose developing partnerships (e.g., working with service organizations, health agencies, and/or insurance companies; conducting multi-jurisdiction enforcement efforts) in order to expand their resources and enhance their outcomes?
- Has past experience working with this grantee been positive or negative (have they performed according to expectations; have there been monitoring or audit findings)?
- Is the local government or administration supportive of this proposed activity?
- If equipment is requested, will the equipment support a project or enforcement activity; does the agency have the ability to provide a local match for part of the equipment purchase?
- Is there sufficient funding in the budget to support all or part of this application?

The applications are discussed at length to determine whether they should be funded, the level of funding, which grant funding source should support the project, and whether the activity is a state or local benefit (40 percent of funds must be expended toward local benefit). A key reference document is countermeasures that work to assure we support research-based strategies. When equipment is required, the grantee agency is requested to provide a local match. If the local match is unavailable, those applications are reviewed on a case-by-case basis to determine whether this agency can provide full support.

During the meeting, this information is continually updated into the Highway Safety Office's grant management system so that real-time information is immediately available. By the end of the meeting, there is a complete listing of the approved projects that will best support the mission and work toward reaching the *Blueprint* goal.

## **Grantee Compliance Requirements**

### **COMPLIANCE**

**Any agency receiving a Highway Safety grant must comply with the following Statutes or Rules:**

Nondiscrimination — CFR Chapter 50 prohibits discrimination on the basis of race, color, religion, sex or national origin including DBE and Segregated Facilities.

Hatch Act – Pursuant to United States Code Sections 1501-1508, employees who are paid in whole or in part with federal funds are prohibited from participating in certain partisan political activities including, but not limited to, being candidates for elective office.

Federal Funding Accountability and Transparency Act: Grantees must disclose detailed information about their operations including the name and location of the entity, amount of award, transaction type, unique identifier, names and the total compensation of the five most highly compensated officers of the entity if certain parameters are met. The State then compiles this information for all grantees and facilitates the disclosure of this information to the federal government and the public.

**Any law enforcement agency receiving a Highway Safety grant must also comply with the following Statutes or Rules:**

Peace Officer Standards and Training Certification (P.O.S.T.) — Pursuant to RSMo 590.100-590.180 all peace officers in the State of Missouri are required to be certified by the Department of Public Safety

Statewide Traffic Analysis Reporting (STARS) – Pursuant to RSMo 43.250, law enforcement agencies must file accident reports with the Missouri State Highway Patrol

Uniform Crime Reporting — Pursuant to RSMo 43.505, all law enforcement agencies shall submit crime incident reports to the Department of Public Safety on the forms or in the format prescribed by DPS, as shall any other crime incident information that may be required by DPS.

Racial Profiling — Pursuant to RSMo 590.650, each law enforcement agency shall compile the data described in subsection 2 of Section 590.650 for the calendar year into a report to the Attorney General and submit the report to the AG no later than March first of the following calendar year.

## **LOCAL ORDINANCES AND POLICIES**

Agencies are encouraged to adopt, if possible:

- ***Model Traffic Ordinance***—RSMo 300.00—Rules governing traffic administration and regulation
- ***Child Restraints***—RSMo 307.179—Passenger restraint system required for children birth through age seven years (Primary Offense)
- ***Seat Belts***—RSMo 307.178—Seat belts required for passenger cars
- ***Open Container***—A model ordinance prohibiting the possession of an open container of alcoholic beverages in a motor vehicle.
- ***Law Enforcement Vehicular Pursuit Training***—Section 402 subsection (l) pursuant to SAFETEA-LU, requires **states** to actively encourage all relevant law enforcement agencies in the state to follow guidelines set for vehicular pursuits issued by the International Association of Chiefs of Police. The Highway Safety Office, by way of letter and inclusion in the Highway Safety Contract Conditions, encourages all Missouri law enforcement agencies to follow the IACP Vehicular Pursuit Guidelines.

# STATEWIDE TRAFFIC CRASH ANALYSIS

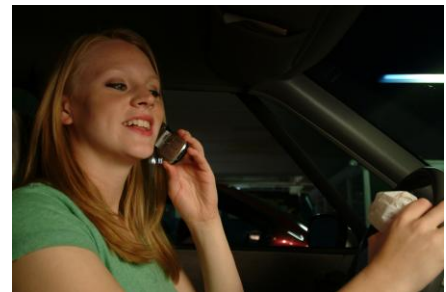
Making the roadway traffic system less hazardous requires understanding the system as a whole – understanding the interaction between its elements (vehicles, roads, road users and their physical, social and economic environments) and identifying where there is potential for intervention. This integrated approach more effectively addresses our traffic safety problems.

## Problem Identification

Problem identification involves the study of the relationship between collisions and the characteristics of people using the roadways, types and numbers of vehicles on the roads, miles traveled, and roadway engineering.

Most motor vehicle crashes have multiple causes. Experts and studies have identified three categories of factors that contribute to crashes – human, roadway environment, and vehicle factors. Human factors involve the driver's actions (speeding and violating traffic laws) or condition (effects of alcohol or drugs, inattention, decision errors, age). Roadway environment factors include the design of the roadway, roadside hazards, and roadway conditions. Vehicle factors include any failures in the vehicle or its design. Human factors are generally seen as contributing most often to crashes at 93 percent, followed by roadway environment at 33 percent, and finally the vehicle at 13 percent (US General Accounting Office, GAO-03-436, *Research Continues on a Variety of Factors that Contribute to Motor Vehicle Crashes*, March 2003).

Since this plan is directed toward modifying behavior so that safety will be the accepted norm, it stands to reason that we must identify and categorize those individuals who are making unsafe decisions and/or who are causing traffic crashes. It will be obvious to the reader that this document references *targeted* audiences or populations. The term “target audience” infers a population group that is overrepresented in a particular type of crash (e.g., drinking drivers) or is underrepresented in using safety devices (e.g., unhelmeted motorcyclists or unbuckled occupants). This terminology is in no way meant to profile certain populations by age, gender, race, or nationality. Rather, this is an accepted term to identify specific population groups that must be reached with our messages and our enforcement efforts if we are to reduce traffic crashes, prevent injuries and save lives.

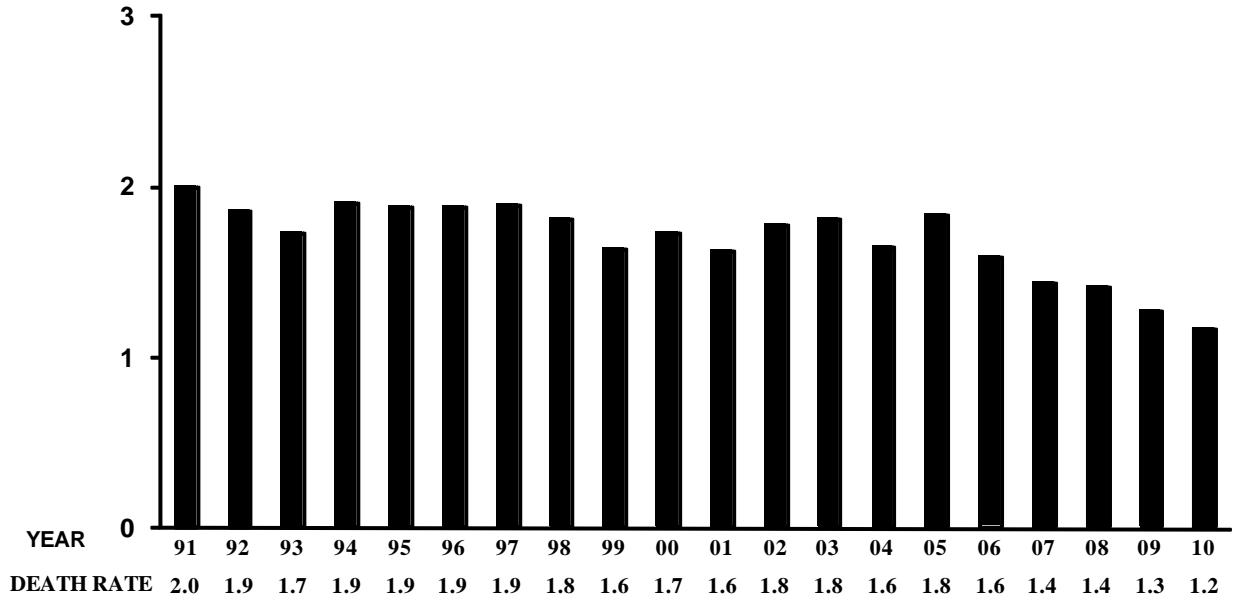


Research has shown that the number of crashes at a particular site can vary widely from year to year, even if there are no changes in traffic or in the layout of the road. Since a single year's data is subject to considerable statistical variation; three years is generally regarded as a practical minimum period for which a fairly reliable annual average rate can be calculated. Statistical data from the most current three years are analyzed to support the annual Highway Safety Plan.

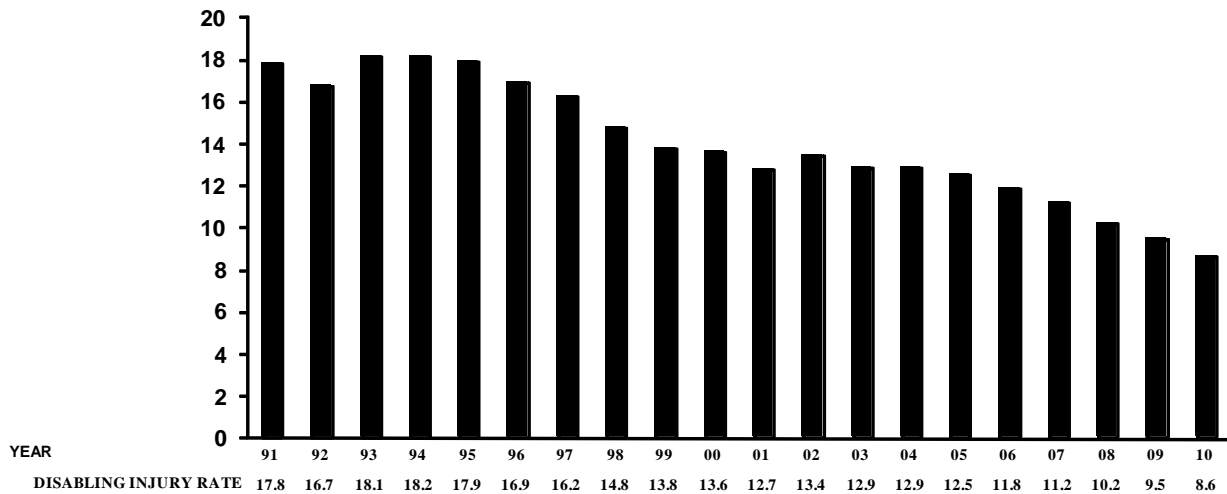
In the 3-year period **2008-2010**, a total of **2,659 people died** on Missouri's roadways while another **19,567 suffered disabling injuries**. A fatality is recorded when a victim dies within 30 days of the crash date from injuries sustained in the crash. A disabling injury is recorded when a victim observed at the scene has sustained injuries that prevent them from walking, driving, or continuing activities the person was capable of performing before the crash. While we recognize that many crashes result simply in property damage, only fatal and disabling (serious) injury crashes have been targeted because they are more costly in human suffering, social and economic terms.

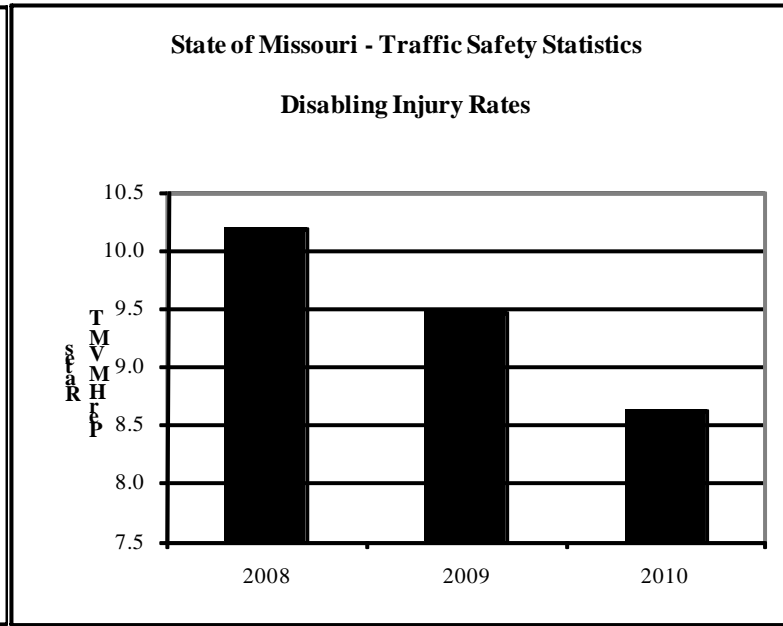
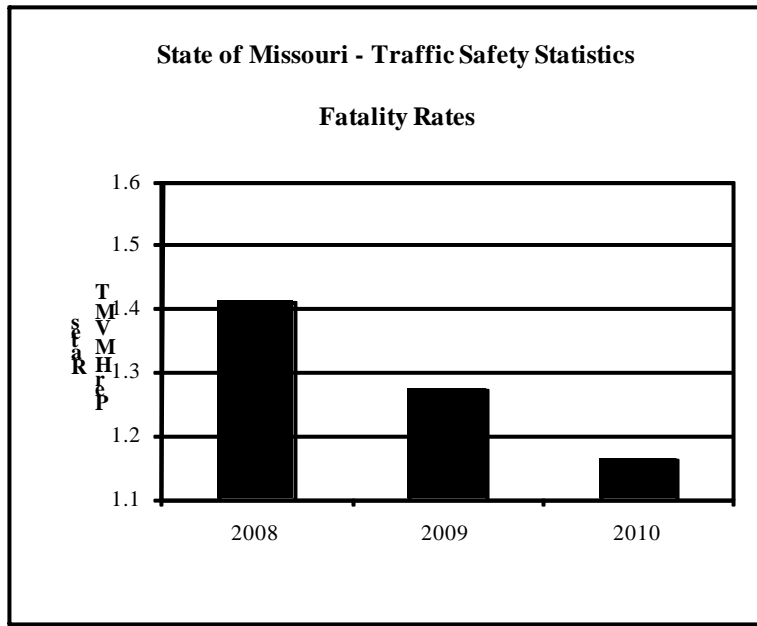
The graphs on this page present a long-term depiction of deaths and disabling injuries covering the 20-year period 1991 through 2010. While the graphs on the following page address only the 3-year period 2008-2010 assessed within this plan.

### MISSOURI DEATH RATE 1991-2010



### MISSOURI DISABLING INJURY RATE 1991-2010





<b>Year</b>	<b>Fatalities</b>	<b>Disabling Injuries</b>	<b>Miles Traveled<sup>1</sup></b>	<b>Fatality<sup>2</sup> Rate</b>	<b>Disabling Injury<sup>3</sup> Rate</b>
2008	960	6,932	68,086,000,000	1.4	10.2
2009	878	6,540	69,096,000,000	1.3	9.5
2010	821	6,095	70,630,000,000	1.2	8.6

<sup>1</sup>Miles traveled were obtained from the Missouri Department of Transportation - Planning (not an official number)

<sup>2</sup>Number of fatalities per 100 million miles of vehicle travel.

<sup>3</sup>Number of disabling injuries per 100 million miles of vehicle travel.

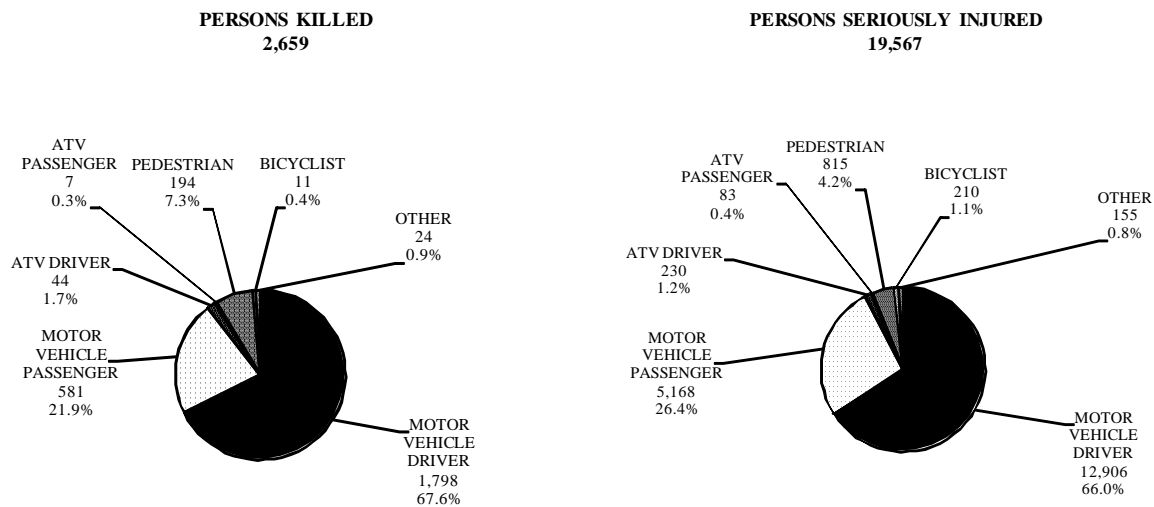


## Current Traffic Crash Data: 2008-2010

Although overall fatalities and the death rate reflect a positive reduction, it should not be a cause for complacency. A substantial number of people continue to be killed and seriously injured on Missouri roadways and most of these traffic crashes are preventable. In 2008-2010, of the 460,267 traffic crashes, 2,408 resulted in fatalities and 15,080 resulted in serious injuries. These fatal and serious injury crashes resulted in 2,659 deaths and 19,567 serious injuries.

A substantial number of persons killed and injured in Missouri's 2008-2010 traffic crashes were drivers and passengers of motorized vehicles. Of the fatalities, 67.6% were drivers and 21.9% were passengers; of those seriously injured, 66.0% were drivers and 26.4% were passengers.

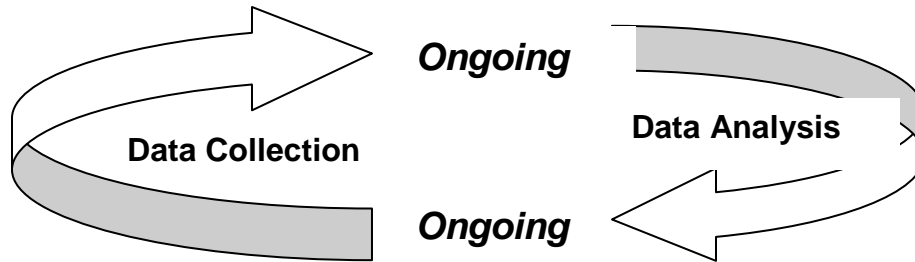
### 2008-2010 MISSOURI FATALITIES AND DISABLING INJURIES



Note: OTHER = drivers/passengers of farm implements, motorized bicycles, other transport devices, construction equipment and unknown vehicle body types.

## Data Collection

Data is the cornerstone of this plan, and is essential for diagnosing crash problems and monitoring efforts to solve traffic safety problems. We must identify the demographics of the roadway users involved in crashes, what behaviors or actions led to their crashes, and the conditions under which the crashes occurred. Data collection and analysis is dynamic throughout the year.



When data is effectively used to identify repeating patterns in the dynamic interaction of people, pavement, vehicles, traffic, and other conditions, there is increased potential for successful mitigation. From this comes a reduction in the number and severity of crashes, ultimately resulting in fewer fatalities and disabling injuries.

The Missouri State Highway Patrol serves as the central repository for all traffic crash data in the state. The Safety Section of MoDOT's Traffic and Highway Safety Division analyzes that data to compile statistics on fatalities and disabling injuries. Three years' worth of crash statistics are compiled to provide a more representative sampling, thereby more effectively normalizing the data.

Collisions are analyzed to identify:

- *Occurrence* – time of day, day of week, month of year, holidays and/or special events
- *Roadways* – urban versus rural, design, signage, traffic volume, work zones, visibility factors, location within high accident corridors
- *Roadway users* – age, gender, vehicle users versus pedestrians
- *Safety devices* – used/not used (safety belts, child safety seats, motorcycle helmets)
- *Causation factors* –
  - Primary: aggressive driving, impaired by alcohol and/or other drugs, distracted or fatigued, speeding or driving too fast for conditions, red light running
  - Secondary: run off the road, head-on, horizontal curves, collisions with trees or utility poles, unsignalized intersections
- *Vehicles* – type (e.g., passenger vehicles, motorcycles, pickup trucks)

## Contributing Factors

Analysis of our statewide traffic crash data was based on the five emphasis areas and their focus areas as defined in the *Blueprint to ARRIVE ALIVE*:

Emphasis Area I – Serious Crash Types

Emphasis Area II – High-Risk Drivers and Occupants

Emphasis Area III – Special Vehicles

Emphasis Area IV – Vulnerable Roadway Users

Emphasis Area V – Special Roadway Environments

## Statewide

Total Fatalities and Disabling Injuries by Target Area  
2008 - 2010

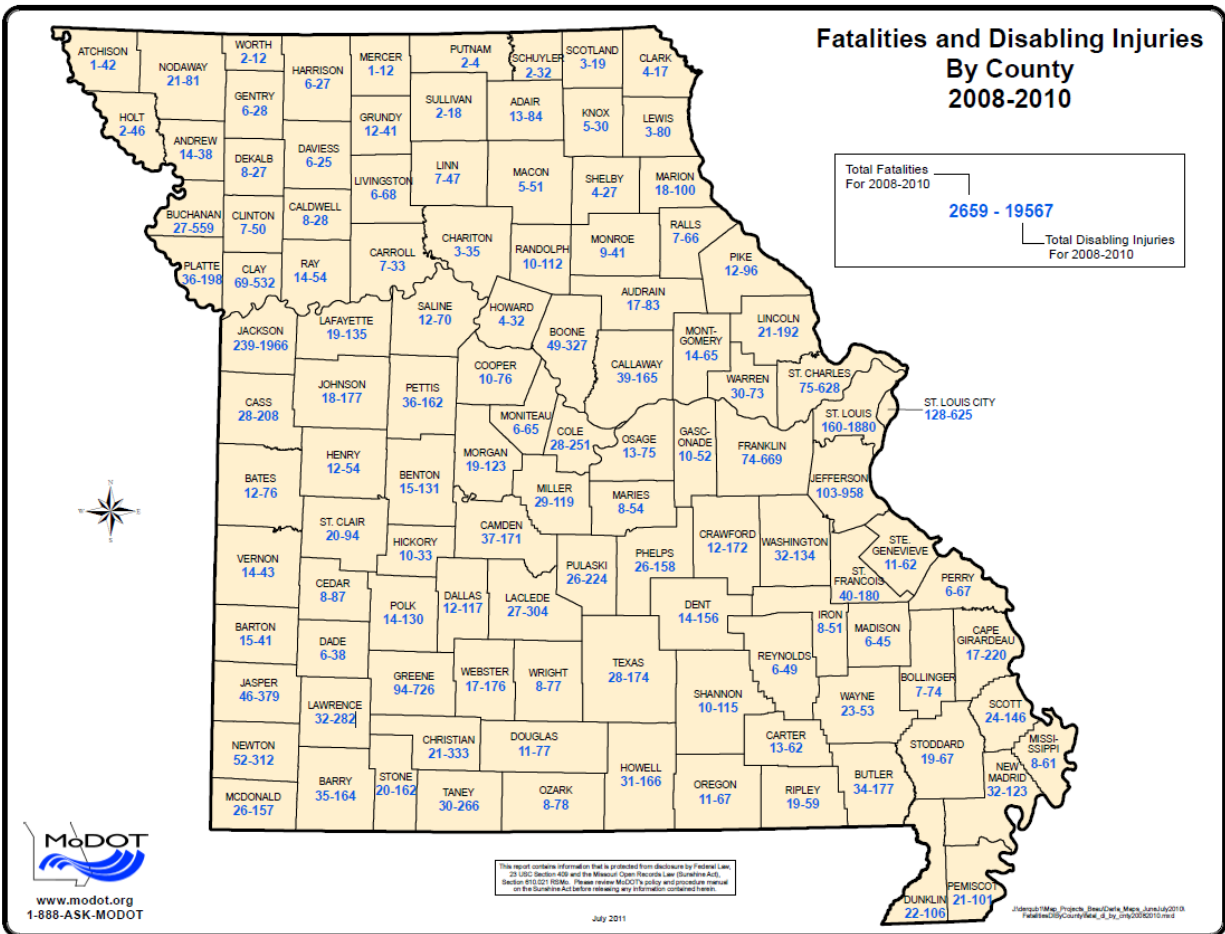
Fatalities Involving					Disabling Injuries Involving				
Description	2008	2009	2010	Total	Description	2008	2009	2010	Total
Unrestrained Occupants Killed	489	425	392	1,306	Run-off-Road Crashes	2,967	2,692	2,543	8,202
Run-off-Road Crashes	460	398	395	1,253	Horizontal Curves	1,889	1,783	1,636	5,308
Horizontal Curves	332	293	262	887	Unrestrained Occupants Seriously Injured	1,930	1,703	1,598	5,231
Alcohol and - or Other Drugs	279	281	240	800	Aggressive Driving-Too Fast for Conditions	1,872	1,658	1,604	5,134
Aggressive Driving-Too Fast for Conditions	262	224	192	678	Inattention	1,715	1,697	1,537	4,949
Inattention	231	181	203	615	Young Drivers - 15-20	1,771	1,618	1,420	4,809
Inattentive Drivers	207	155	182	544	Inattentive Drivers	1,599	1,589	1,428	4,616
Aggressive Driving-Speed Exceeded Limit	194	161	150	505	Unsignalized Intersection Crashes	1,369	1,369	1,208	3,946
Young Drivers - 15-20	189	153	119	461	Alcohol and - or Other Drugs	1,205	1,142	963	3,310
Collision with Tree	153	142	123	418	Unlicensed Drivers	818	756	685	2,259
Unlicensed Drivers	151	123	120	394	Collision with Tree	790	702	609	2,101
Head-On Crashes (Non-Interstates)	133	136	98	367	Signalized Intersection Crashes	704	714	682	2,100
Unsignalized Intersection Crashes	133	101	128	362	Motorcyclists Seriously Injured	750	639	591	1,980
Commercial Motor Vehicle	137	99	101	337	Older Drivers - 65-75	641	628	572	1,841
Motorcyclists Killed	107	84	93	284	Head-On Crashes (Non-Interstates)	592	570	463	1,625
Older Drivers - 65-75	84	91	81	256	Commercial Motor Vehicle	549	512	471	1,532
Older Drivers - 76 or Older	80	65	77	222	Aggressive Driving-Speed Exceeded Limit	536	464	377	1,377
Pedestrians Killed	66	71	57	194	Aggressive Driving-Following Too Close	414	396	463	1,273
Signalized Intersection Crashes	42	58	46	146	Older Drivers - 76 or Older	350	366	330	1,046
Collision with Utility Pole	38	23	27	88	Pedestrians Seriously Injured	288	259	268	815
Aggressive Driving-Following Too Close	18	15	23	56	Collision with Utility Pole	223	227	176	626
Work Zones	12	13	15	40	Work Zones	75	73	100	248
Head-On Crashes (Interstates)	14	4	8	26	Bicyclists Seriously Injured	69	72	69	210
Bicyclists Killed	2	2	7	11	School Buses/Bus Signal	20	35	34	89
School Buses/Bus Signal	1	2	5	8	Head-On Crashes (Interstates)	23	12	15	50

Note: This summary of traffic crashes represents only those crashes that occurred on Missouri's highway system, including all public roadways. The information is a summary of the crash reports submitted to the Missouri State Highway Patrol.

This publication is possible only through the conscientious reporting efforts of Missouri law-enforcement agencies. These statistics are compiled pursuant to federal law, 23 USC Section 152.

## Urban versus Rural Crash Experience

Traffic crashes are not evenly distributed on Missouri roadways. As expected, crashes occur in large numbers in the densely populated urban areas (population of 5,000 or more) of the State. Since such a large portion of Missouri's overall population is in the rural areas (under 5,000 population or unincorporated area), the greater number of crashes occurs in those areas. Of the 17,488 fatal and disabling injury crashes in 2008-2010, 48.3% occurred in an urban community while 51.7% occurred in a rural area. The rural areas of the State take on even greater significance when examining only fatal traffic crashes. In 2008-2010 fatal traffic crashes, 38.7% occurred in an urban area of the state while 61.3% occurred in a rural area.



**COUNTY RANK ORDER**  
**2008 – 2010**  
**FATAL CRASHES**

## 2008 - 2010 Missouri Fatal Traffic Crashes Rank Order County Listing

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>County</b>	<b>Count</b>	<b>Percent</b>
1	JACKSON	216	9.0%
2	ST. LOUIS	149	6.2%
3	ST. LOUIS CITY	118	4.9%
4	JEFFERSON	101	4.2%
5	GREENE	82	3.4%
6	ST. CHARLES	72	3.0%
7	FRANKLIN	65	2.7%
8	CLAY	61	2.5%
9	NEWTON	48	2.0%
10	BOONE	47	2.0%
11	JASPER	40	1.7%
12	PLATTE	36	1.5%
13	CALLAWAY	34	1.4%
14	ST. FRANCOIS	33	1.4%
15	CAMDEN	32	1.3%
15	BARRY	32	1.3%
17	BUTLER	30	1.2%
17	WASHINGTON	30	1.2%
17	NEW MADRID	30	1.2%
20	PETTIS	29	1.2%
20	WARREN	29	1.2%
22	TANEY	27	1.1%
22	LAWRENCE	27	1.1%
24	CASS	26	1.1%
24	HOWELL	26	1.1%
26	TEXAS	25	1.0%
26	BUCHANAN	25	1.0%
28	COLE	24	1.0%
28	LACLEDE	24	1.0%
30	PHELPS	22	0.9%
30	WAYNE	22	0.9%
30	DUNKLIN	22	0.9%
30	PULASKI	22	0.9%
34	SCOTT	21	0.9%
34	MILLER	21	0.9%
36	STONE	20	0.8%
36	MCDONALD	20	0.8%
38	STODDARD	19	0.8%
38	CHRISTIAN	19	0.8%
40	ST. CLAIR	18	0.7%

## 2008 - 2010 Missouri Fatal Traffic Crashes Rank Order County Listing

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>County</b>	<b>Count</b>	<b>Percent</b>
40	LAFAYETTE	18	0.7%
42	NODAWAY	17	0.7%
42	MARION	17	0.7%
42	CAPE GIRARDEAU	17	0.7%
42	LINCOLN	17	0.7%
45	MORGAN	16	0.7%
45	JOHNSON	16	0.7%
45	AUDRAIN	16	0.7%
49	WEBSTER	15	0.6%
50	RIPLEY	14	0.6%
50	ANDREW	14	0.6%
50	PEMISCOT	14	0.6%
50	BENTON	14	0.6%
54	POLK	13	0.5%
54	OSAGE	13	0.5%
54	MONTGOMERY	13	0.5%
54	VERNON	13	0.5%
58	CARTER	12	0.5%
58	DALLAS	12	0.5%
58	BARTON	12	0.5%
58	ADAIR	12	0.5%
58	HENRY	12	0.5%
58	RAY	12	0.5%
64	PIKE	11	0.5%
64	DENT	11	0.5%
64	CRAWFORD	11	0.5%
64	OREGON	11	0.5%
68	HICKORY	10	0.4%
68	RANDOLPH	10	0.4%
68	STE. GENEVIEVE	10	0.4%
68	GRUNDY	10	0.4%
68	SALINE	10	0.4%
73	SHANNON	9	0.4%
73	DOUGLAS	9	0.4%
73	GASCONADE	9	0.4%
73	BATES	9	0.4%
73	COOPER	9	0.4%
78	MARIES	8	0.3%
78	DEKALB	8	0.3%
78	OZARK	8	0.3%

## 2008 - 2010 Missouri Fatal Traffic Crashes Rank Order County Listing

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>County</b>	<b>Count</b>	<b>Percent</b>
78	MISSISSIPPI	8	0.3%
78	CEDAR	8	0.3%
78	WRIGHT	8	0.3%
84	CLINTON	7	0.3%
84	IRON	7	0.3%
84	LINN	7	0.3%
84	CARROLL	7	0.3%
84	MONROE	7	0.3%
84	CALDWELL	7	0.3%
90	REYNOLDS	6	0.2%
90	BOLLINGER	6	0.2%
90	LIVINGSTON	6	0.2%
90	RALLS	6	0.2%
90	GENTRY	6	0.2%
90	PERRY	6	0.2%
90	MONITEAU	6	0.2%
90	DADE	6	0.2%
90	MADISON	6	0.2%
90	HARRISON	6	0.2%
100	MACON	5	0.2%
101	SHELBY	4	0.2%
101	DAVISS	4	0.2%
101	KNOX	4	0.2%
101	HOWARD	4	0.2%
105	LEWIS	3	0.1%
105	CLARK	3	0.1%
105	CHARITON	3	0.1%
108	SULLIVAN	2	0.1%
108	HOLT	2	0.1%
108	SCHUYLER	2	0.1%
108	WORTH	2	0.1%
108	SCOTLAND	2	0.1%
108	PUTNAM	2	0.1%
114	MERCER	1	0.0%
114	ATCHISON	1	0.0%



# **COUNTY RANK ORDER**

**2008 – 2010**

## **DISABLING INJURY CRASHES**

## 2008 - 2010 Missouri Disabling Injury Traffic Crashes Rank Order County Listing

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>County</b>	<b>Count</b>	<b>Percent</b>
1	JACKSON	1549	10.3%
2	ST. LOUIS	1525	10.1%
3	JEFFERSON	708	4.7%
4	GREENE	577	3.8%
5	ST. LOUIS CITY	518	3.4%
6	ST. CHARLES	516	3.4%
7	FRANKLIN	481	3.2%
8	CLAY	426	2.8%
9	BUCHANAN	418	2.8%
10	JASPER	302	2.0%
11	BOONE	259	1.7%
12	CHRISTIAN	244	1.6%
13	LACLEDE	221	1.5%
14	NEWTON	209	1.4%
15	TANEY	201	1.3%
16	COLE	198	1.3%
17	LAWRENCE	194	1.3%
18	CAPE GIRARDEAU	179	1.2%
19	PULASKI	173	1.1%
20	CASS	164	1.1%
21	PLATTE	162	1.1%
22	BUTLER	149	1.0%
23	ST. FRANCOIS	141	0.9%
24	CRAWFORD	136	0.9%
24	JOHNSON	136	0.9%
26	LINCOLN	135	0.9%
27	TEXAS	133	0.9%
28	CAMDEN	132	0.9%
29	PHELPS	130	0.9%
30	STONE	129	0.9%
30	WEBSTER	129	0.9%
32	CALLAWAY	128	0.8%
33	BARRY	123	0.8%
34	HOWELL	122	0.8%
35	MCDONALD	121	0.8%
36	PETTIS	118	0.8%
37	DENT	114	0.8%
38	LAFAYETTE	111	0.7%
39	SCOTT	109	0.7%
40	POLK	105	0.7%
41	BENTON	103	0.7%

## 2008 - 2010 Missouri Disabling Injury Traffic Crashes Rank Order County Listing

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>County</b>	<b>Count</b>	<b>Percent</b>
42	WASHINGTON	102	0.7%
43	MILLER	93	0.6%
44	MORGAN	89	0.6%
45	DALLAS	83	0.6%
46	NEW MADRID	80	0.5%
47	RANDOLPH	79	0.5%
47	SHANNON	79	0.5%
47	MARION	79	0.5%
47	DUNKLIN	79	0.5%
51	PEMISCOT	77	0.5%
52	PIKE	72	0.5%
23	WRIGHT	68	0.5%
54	ADAIR	63	0.4%
55	DOUGLAS	62	0.4%
55	ST. CLAIR	62	0.4%
55	BATES	62	0.4%
58	AUDRAIN	61	0.4%
59	NODAWAY	60	0.4%
60	CEDAR	59	0.4%
61	LEWIS	57	0.4%
61	COOPER	57	0.4%
63	BOLLINGER	56	0.4%
63	OZARK	56	0.4%
65	PERRY	55	0.4%
65	WARREN	55	0.4%
67	OSAGE	54	0.4%
67	SALINE	54	0.4%
69	OREGON	50	0.3%
69	RALLS	50	0.3%
69	LIVINGSTON	50	0.3%
69	STODDARD	50	0.3%
73	MONTGOMERY	48	0.3%
74	MONITEAU	47	0.3%
75	MACON	46	0.3%
75	RIPLEY	46	0.3%
75	MARIES	46	0.3%
78	STE. GENEVIEVE	45	0.3%
79	CARTER	44	0.3%
79	REYNOLDS	44	0.3%
79	MISSISSIPPI	44	0.3%
82	HENRY	40	0.3%

**2008 - 2010 Missouri Disabling Injury Traffic Crashes  
Rank Order County Listing**

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>County</b>	<b>Count</b>	<b>Percent</b>
83	WAYNE	39	0.3%
83	LINN	39	0.3%
85	IRON	38	0.3%
85	GASCONADE	38	0.3%
87	RAY	37	0.2%
88	MADISON	36	0.2%
89	ATCHISON	35	0.2%
90	CLINTON	33	0.2%
90	VERNON	33	0.2%
92	HOLT	32	0.2%
92	GRUNDY	32	0.2%
94	MONROE	31	0.2%
95	CHARITON	27	0.2%
95	BARTON	27	0.2%
95	ANDREW	27	0.2%
98	DADE	26	0.2%
98	HARRISON	26	0.2%
98	HOWARD	26	0.2%
101	HICKORY	25	0.2%
101	CARROLL	25	0.2%
101	KNOX	25	0.2%
104	CALDWELL	24	0.2%
105	DEKALB	23	0.2%
106	SCHUYLER	22	0.1%
107	DAVISS	21	0.1%
108	GENTRY	20	0.1%
109	SHELBY	18	0.1%
110	SCOTLAND	14	0.1%
111	CLARK	13	0.1%
112	SULLIVAN	12	0.1%
113	WORTH	10	0.1%
114	MERCER	10	0.1%
115	PUTNAM	3	0.0%

**CITY RANK ORDER**  
**2008 – 2010**  
**FATAL CRASHES**

**2008 - 2010 Missouri Fatal Traffic Crashes  
Rank Order City Listing**

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>City</b>	<b>Count</b>	<b>Percent</b>
1	KANSAS CITY	168	20.7%
2	ST. LOUIS	118	14.5%
3	SPRINGFIELD	46	5.7%
4	INDEPENDENCE	28	3.5%
5	COLUMBIA	20	2.5%
6	JOPLIN	17	2.1%
7	LEES SUMMIT	15	1.8%
8	BRIDGETON	13	1.6%
9	ST. JOSEPH	11	1.4%
10	ARNOLD	10	1.2%
10	JEFFERSON CITY	10	1.2%
12	ST. CHARLES	9	1.1%
12	BERKELEY	9	1.1%
14	GRANDVIEW	8	1.0%
14	BLUE SPRINGS	8	1.0%
16	WENTZVILLE	7	0.9%
16	FENTON	7	0.9%
18	HANNIBAL	6	0.7%
18	WEST PLAINS	6	0.7%
20	ST. JAMES	5	0.6%
20	SENECA	5	0.6%
20	SIKESTON	5	0.6%
20	FLORISSANT	5	0.6%
20	BELLEFONTAINE NEIGHBORS	5	0.6%
20	LIBERTY	5	0.6%
20	O'FALLON	5	0.6%
20	HAZELWOOD	5	0.6%
20	ST. PETERS	5	0.6%
29	AURORA	4	0.5%
29	FESTUS	4	0.5%
29	FULTON	4	0.5%
29	POPLAR BLUFF	4	0.5%
29	BOLIVAR	4	0.5%
29	SEDALIA	4	0.5%
29	CAPE GIRARDEAU	4	0.5%
29	UNION	4	0.5%
29	RIVERSIDE	4	0.5%
29	PARKVILLE	4	0.5%
39	WARRENTON	3	0.4%
39	CREVE COEUR	3	0.4%
39	NORTH KANSAS CITY	3	0.4%
39	CLINTON	3	0.4%

## 2008 - 2010 Missouri Fatal Traffic Crashes Rank Order City Listing

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>City</b>	<b>Count</b>	<b>Percent</b>
39	ROLLA	3	0.4%
39	HERCULANEUM	3	0.4%
39	WILDWOOD	3	0.4%
39	SEYMOUR	3	0.4%
39	NEVADA	3	0.4%
39	OZARK	3	0.4%
39	DE SOTO	3	0.4%
39	TOWN AND COUNTRY	3	0.4%
39	PLATTE CITY	3	0.4%
39	LEBANON	3	0.4%
39	ST. ROBERT	3	0.4%
39	TRENTON	3	0.4%
39	JENNINGS	3	0.4%
39	BRANSON	3	0.4%
39	MARSHALL	3	0.4%
39	KIRKSVILLE	3	0.4%
39	MEXICO	3	0.4%
39	UNIVERSITY CITY	3	0.4%
61	PIEDMONT	2	0.2%
61	CASSVILLE	2	0.2%
61	ROGERSVILLE	2	0.2%
61	PINE LAWN	2	0.2%
61	PACIFIC	2	0.2%
61	HOLLISTER	2	0.2%
61	CAMERON	2	0.2%
61	PAGEDALE	2	0.2%
61	RICHMOND	2	0.2%
61	CHESTERFIELD	2	0.2%
61	ST. CLAIR	2	0.2%
61	BATTLEFIELD	2	0.2%
61	FERGUSON	2	0.2%
61	WASHINGTON	2	0.2%
61	MONETT	2	0.2%
61	WEBB CITY	2	0.2%
61	ELLISVILLE	2	0.2%
61	LAKE OZARK	2	0.2%
61	DES PERES	2	0.2%
61	GRAIN VALLEY	2	0.2%
61	FARMINGTON	2	0.2%
61	MALDEN	2	0.2%
61	CRYSTAL CITY	2	0.2%
61	HOLTS SUMMIT	2	0.2%

**2008 - 2010 Missouri Fatal Traffic Crashes  
Rank Order City Listing**

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>City</b>	<b>Count</b>	<b>Percent</b>
61	SULLIVAN	2	0.2%
61	MARYLAND HEIGHTS	2	0.2%
61	PECULIAR	2	0.2%
61	EUREKA	2	0.2%
61	SUNSET HILLS	2	0.2%
61	GLADSTONE	2	0.2%
61	MOBERLY	2	0.2%
61	LAKE LOTAWANA	2	0.2%
61	VERSAILLES	2	0.2%
61	WEBSTER GROVES	2	0.2%
61	DEXTER	2	0.2%
61	WELDON SPRING	2	0.2%
61	BELTON	2	0.2%
98	LOUISIANA	1	0.1%
98	APPLETON CITY	1	0.1%
98	CARTHAGE	1	0.1%
98	CLAYTON	1	0.1%
98	POTOSI	1	0.1%
98	EAST PRAIRIE	1	0.1%
98	KEARNEY	1	0.1%
98	SMITHVILLE	1	0.1%
98	ST. GEORGE	1	0.1%
98	NIXA	1	0.1%
98	ST. ANN	1	0.1%
98	PLEASANT VALLEY	1	0.1%
98	PEVELY	1	0.1%
98	WRIGHT CITY	1	0.1%
98	SCOTT CITY	1	0.1%
98	LEXINGTON	1	0.1%
98	OVERLAND	1	0.1%
98	RICH HILL	1	0.1%
98	BRECKENRIDGE HILLS	1	0.1%
98	LILBOURN	1	0.1%
98	COUNTRY CLUB HILLS	1	0.1%
98	MOLINE ACRES	1	0.1%
98	MEMPHIS	1	0.1%
98	OAK GROVE	1	0.1%
98	SHELBINA	1	0.1%
98	BILLINGS	1	0.1%
98	CROCKER	1	0.1%
98	CANTON	1	0.1%
98	KENNETT	1	0.1%



## 2008 - 2010 Missouri Fatal Traffic Crashes Rank Order City Listing

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>City</b>	<b>Count</b>	<b>Percent</b>
98	AVA	1	0.1%
98	LINCOLN	1	0.1%
98	NORWOOD COURT	1	0.1%
98	MAPLEWOOD	1	0.1%
98	CRESTWOOD	1	0.1%
98	RAYMORE	1	0.1%
98	STE. GENEVIEVE	1	0.1%
98	GLENDALE	1	0.1%
98	OSAGE BEACH	1	0.1%
98	BYRNES MILL	1	0.1%
98	MARLBOROUGH	1	0.1%
98	CAMPBELL	1	0.1%
98	CUBA	1	0.1%
98	WELLSTON	1	0.1%
98	MILAN	1	0.1%
98	STEELVILLE	1	0.1%
98	RAYTOWN	1	0.1%
98	STRAFFORD	1	0.1%
98	BONNE TERRE	1	0.1%
98	CARUTHERSVILLE	1	0.1%
98	REPUBLIC	1	0.1%
98	BLOOMFIELD	1	0.1%
98	MANCHESTER	1	0.1%
98	DESLOGE	1	0.1%
98	WAYNESVILLE	1	0.1%
98	CALIFORNIA	1	0.1%
98	MOUNTAIN GROVE	1	0.1%
98	STEELE	1	0.1%
98	CABOOL	1	0.1%
98	CHILLICOTHE	1	0.1%
98	NOEL	1	0.1%
98	PALMYRA	1	0.1%
98	WARRENSBURG	1	0.1%
98	BRENTWOOD	1	0.1%
98	BOONVILLE	1	0.1%
98	CENTRALIA	1	0.1%
98	MARYVILLE	1	0.1%
98	MOUNTAIN VIEW	1	0.1%
98	PERRYVILLE	1	0.1%
98	NEOSHO	1	0.1%
98	JACKSON	1	0.1%

**CITY RANK ORDER**  
**2008 – 2010**  
**DISABLING INJURY**  
**CRASHES**

## 2008 - 2010 Missouri Disabling Injury Traffic Crashes Rank Order City Listing

*Data reflects all crashes in system as of August 1, 2011*

Ranking	City	Count	Percent
1	KANSAS CITY	950	14.7%
2	ST. LOUIS	520	8.0%
3	ST. JOSEPH	366	5.6%
4	SPRINGFIELD	348	5.4%
5	INDEPENDENCE	278	4.3%
6	LEES SUMMIT	179	2.8%
7	COLUMBIA	167	2.6%
8	JOPLIN	160	2.5%
9	ST. CHARLES	154	2.4%
10	BLUE SPRINGS	152	2.3%
11	LIBERTY	130	2.0%
12	JEFFERSON CITY	121	1.9%
13	FERGUSON	64	1.0%
13	BRIDGETON	64	1.0%
15	ST. PETERS	60	0.9%
16	FLORISSANT	59	0.9%
17	CHESTERFIELD	58	0.9%
18	HAZELWOOD	56	0.9%
19	CREVE COEUR	51	0.8%
19	KIRKWOOD	51	0.8%
21	POPLAR BLUFF	48	0.7%
22	ARNOLD	46	0.7%
23	BERKELEY	44	0.7%
24	LEBANON	42	0.6%
25	OZARK	41	0.6%
26	SEDALIA	40	0.6%
26	MARYLAND HEIGHTS	40	0.6%
28	TOWN AND COUNTRY	37	0.6%
28	EXCELSIOR SPRINGS	37	0.6%
28	CAPE GIRARDEAU	37	0.6%
31	BELTON	35	0.5%
31	SUNSET HILLS	35	0.5%
31	RAYTOWN	35	0.5%
31	O'FALLON	35	0.5%
35	ST. ROBERT	32	0.5%
35	SIKESTON	32	0.5%
35	BELLEFONTAINE NEIGHBORS	32	0.5%
38	KIRKSVILLE	30	0.5%
38	HANNIBAL	30	0.5%
38	WENTZVILLE	30	0.5%
41	UNIVERSITY CITY	29	0.4%
41	ROLLA	29	0.4%

**2008 - 2010 Missouri Disabling Injury Traffic Crashes  
Rank Order City Listing**

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>City</b>	<b>Count</b>	<b>Percent</b>
43	OVERLAND	28	0.4%
44	WILDWOOD	26	0.4%
44	NEOSHO	26	0.4%
46	FENTON	25	0.4%
46	OSAGE BEACH	25	0.4%
46	LAKE ST. LOUIS	25	0.4%
46	GRANDVIEW	25	0.4%
50	FARMINGTON	23	0.4%
50	MEXICO	23	0.4%
50	WEBSTER GROVES	23	0.4%
50	COTTLEVILLE	23	0.4%
54	WAYNESVILLE	22	0.3%
54	KENNETT	22	0.3%
54	JACKSON	22	0.3%
57	JENNINGS	21	0.3%
57	CARTHAGE	21	0.3%
57	ST. ANN	21	0.3%
60	CLAYTON	20	0.3%
60	HARRISONVILLE	20	0.3%
60	WEST PLAINS	20	0.3%
60	BRANSON	20	0.3%
64	REPUBLIC	19	0.3%
64	FULTON	19	0.3%
64	WEBB CITY	19	0.3%
64	UNION	19	0.3%
64	MAPLEWOOD	19	0.3%
69	GLADSTONE	18	0.3%
70	AURORA	17	0.3%
70	BALLWIN	17	0.3%
70	KEARNEY	17	0.3%
70	MOBERLY	17	0.3%
74	TROY	16	0.2%
75	ST. CLAIR	15	0.2%
75	PEVELY	15	0.2%
75	NORTH KANSAS CITY	15	0.2%
75	EUREKA	15	0.2%
75	BOLIVAR	15	0.2%
75	RICHMOND HEIGHTS	15	0.2%
75	PLATTE CITY	15	0.2%
82	GRAIN VALLEY	14	0.2%
82	MARSHALL	14	0.2%

## 2008 - 2010 Missouri Disabling Injury Traffic Crashes Rank Order City Listing

*Data reflects all crashes in system as of August 1, 2011*

Ranking	City	Count	Percent
84	OLIVETTE	13	0.2%
84	FESTUS	13	0.2%
84	MARSHFIELD	13	0.2%
84	WASHINGTON	13	0.2%
84	WARRENSBURG	13	0.2%
84	PARKVILLE	13	0.2%
84	PACIFIC	13	0.2%
91	HOLLISTER	12	0.2%
91	PLEASANT HILL	12	0.2%
91	RAYMORE	12	0.2%
91	NEVADA	12	0.2%
91	DES PERES	12	0.2%
91	CRYSTAL CITY	12	0.2%
91	NIXA	12	0.2%
91	SMITHVILLE	12	0.2%
99	NORMANDY	11	0.2%
99	SALEM	11	0.2%
101	RIVERSIDE	10	0.2%
101	MONETT	10	0.2%
101	MOSCOW MILLS	10	0.2%
101	HAYTI	10	0.2%
101	BRENTWOOD	10	0.2%
101	ST. JOHN	10	0.2%
101	CLINTON	10	0.2%
101	CLAYCOMO	10	0.2%
101	PERRYVILLE	10	0.2%
101	MANCHESTER	10	0.2%
111	TRENTON	9	0.1%
111	WILLARD	9	0.1%
111	ELLISVILLE	9	0.1%
111	WARRENTON	9	0.1%
111	SEYMOUR	9	0.1%
111	BOONVILLE	9	0.1%
111	CAMDENTON	9	0.1%
118	OAK GROVE	8	0.1%
118	DE SOTO	8	0.1%
118	BYRNES MILL	8	0.1%
118	SULLIVAN	8	0.1%
122	ST. JAMES	7	0.1%
122	SUGAR CREEK	7	0.1%
122	MINER	7	0.1%

**2008 - 2010 Missouri Disabling Injury Traffic Crashes  
Rank Order City Listing**

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>City</b>	<b>Count</b>	<b>Percent</b>
122	BOWLING GREEN	7	0.1%
122	BOURBON	7	0.1%
122	STE. GENEVIEVE	7	0.1%
122	BUFFALO	7	0.1%
122	ROCK HILL	7	0.1%
122	LADUE	7	0.1%
122	NORTHWOODS	7	0.1%
132	ROGERSVILLE	6	0.1%
132	PINE LAWN	6	0.1%
132	SCOTT CITY	6	0.1%
132	WRIGHT CITY	6	0.1%
132	ANDERSON	6	0.1%
132	CRESTWOOD	6	0.1%
132	CUBA	6	0.1%
132	CARUTHERSVILLE	6	0.1%
132	FRONTENAC	6	0.1%
141	ELDON	5	0.1%
141	LAKE LOTAWANA	5	0.1%
141	PAGEDALE	5	0.1%
141	SHREWSBURY	5	0.1%
141	LEXINGTON	5	0.1%
141	RICHMOND	5	0.1%
141	ODESSA	5	0.1%
141	MOLINE ACRES	5	0.1%
141	BEL-RIDGE	5	0.1%
141	WOODSON TERRACE	5	0.1%
141	NORWOOD COURT	5	0.1%
141	SENECA	5	0.1%
141	HIGGINSVILLE	5	0.1%
141	STRAFFORD	5	0.1%
141	MARYVILLE	5	0.1%
141	CHILLICOTHE	5	0.1%
141	PALMYRA	5	0.1%
141	HERCULANEUM	5	0.1%
141	PECULIAR	5	0.1%
141	LOUISIANA	5	0.1%
141	BUTLER	5	0.1%
162	DARDENNE PRAIRIE	4	0.1%
162	POTOSI	4	0.1%
162	BRECKENRIDGE HILLS	4	0.1%
162	HILLSBORO	4	0.1%

**2008 - 2010 Missouri Disabling Injury Traffic Crashes  
Rank Order City Listing**

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>City</b>	<b>Count</b>	<b>Percent</b>
162	BATTLEFIELD	4	0.1%
162	AVA	4	0.1%
162	GREENWOOD	4	0.1%
162	GLENDALE	4	0.1%
162	HOLTS SUMMIT	4	0.1%
162	WELLSTON	4	0.1%
162	MALDEN	4	0.1%
162	VALLEY PARK	4	0.1%
162	IRONTON	4	0.1%
162	MERRIAM WOODS	4	0.1%
162	MOUNTAIN VIEW	4	0.1%
162	OAKLAND	4	0.1%
162	DELLWOOD	4	0.1%
162	WELDON SPRING	4	0.1%
162	COOL VALLEY	4	0.1%
181	PLEASANT VALLEY	3	0.0%
181	LAMAR	3	0.0%
181	HERMANN	3	0.0%
181	COUNTRY CLUB HILLS	3	0.0%
181	NEW MADRID	3	0.0%
181	BUCKNER	3	0.0%
181	DONIPHAN	3	0.0%
181	EL DORADO SPRINGS	3	0.0%
181	BROOKFIELD	3	0.0%
181	ASHLAND	3	0.0%
181	KNOB NOSTER	3	0.0%
181	MILAN	3	0.0%
181	STEELVILLE	3	0.0%
181	HOUSTON	3	0.0%
181	FREDERICKTOWN	3	0.0%
181	PUXICO	3	0.0%
181	WINONA	3	0.0%
181	DESLOGE	3	0.0%
181	VERSAILLES	3	0.0%
181	BEL-NOR	3	0.0%
201	CALVERTON PARK	2	0.0%
201	THAYER	2	0.0%
201	KIMBERLING CITY	2	0.0%
201	TARKIO	2	0.0%
201	MARBLE HILL	2	0.0%
201	BILLINGS	2	0.0%

**2008 - 2010 Missouri Disabling Injury Traffic Crashes  
Rank Order City Listing**

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>City</b>	<b>Count</b>	<b>Percent</b>
201	MARCELINE	2	0.0%
201	BETHANY	2	0.0%
201	PARIS	2	0.0%
201	PURDY	2	0.0%
201	BLACK JACK	2	0.0%
201	OWENSVILLE	2	0.0%
201	ROCK PORT	2	0.0%
201	LAKE OZARK	2	0.0%
201	WARSAW	2	0.0%
201	ELSBERRY	2	0.0%
201	WESTON	2	0.0%
201	CAMPBELL	2	0.0%
201	RICHLAND	2	0.0%
201	TIPTON	2	0.0%
201	MAYSVILLE	2	0.0%
201	PIERCE CITY	2	0.0%
201	LA MONTE	2	0.0%
201	CABOOL	2	0.0%
201	KINLOCH	2	0.0%
201	CARL JUNCTION	2	0.0%
201	FORSYTH	2	0.0%
201	DIXON	2	0.0%
201	HAMILTON	2	0.0%
201	DEXTER	2	0.0%
201	GRANBY	2	0.0%
201	PARK HILLS	2	0.0%
233	BISMARCK	1	0.0%
233	GREENFIELD	1	0.0%
233	SLATER	1	0.0%
233	PIEDMONT	1	0.0%
233	CARROLLTON	1	0.0%
233	UNIONVILLE	1	0.0%
233	ALBANY	1	0.0%
233	RIVERVIEW	1	0.0%
233	SPARTA	1	0.0%
233	SALISBURY	1	0.0%
233	RICH HILL	1	0.0%
233	MEMPHIS	1	0.0%
233	VANDALIA	1	0.0%
233	SAVANNAH	1	0.0%
233	STANBERRY	1	0.0%



**2008 - 2010 Missouri Disabling Injury Traffic Crashes  
Rank Order City Listing**

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>City</b>	<b>Count</b>	<b>Percent</b>
233	SWEET SPRINGS	1	0.0%
233	ASH GROVE	1	0.0%
233	NEW HAVEN	1	0.0%
233	SARCOXIE	1	0.0%
233	NEW LONDON	1	0.0%
233	MARIONVILLE	1	0.0%
233	WILLOW SPRINGS	1	0.0%
233	LINCOLN	1	0.0%
233	COLE CAMP	1	0.0%
233	MOUND CITY	1	0.0%
233	LA GRANGE	1	0.0%
233	LAWSON	1	0.0%
233	PRINCETON	1	0.0%
233	STOCKTON	1	0.0%
233	WINDSOR	1	0.0%
233	MARLBOROUGH	1	0.0%
233	CHAFFEE	1	0.0%
233	GERALD	1	0.0%
233	BONNE TERRE	1	0.0%
233	BLOOMFIELD	1	0.0%
233	PLATTSBURG	1	0.0%
233	MACON	1	0.0%
233	WELLSVILLE	1	0.0%
233	CLARKTON	1	0.0%
233	GREEN PARK	1	0.0%
233	DUENWEG	1	0.0%
233	MOUNTAIN GROVE	1	0.0%
233	ADRIAN	1	0.0%
233	MANSFIELD	1	0.0%
233	CHARLESTON	1	0.0%
233	GALLATIN	1	0.0%
233	EAST PRAIRIE	1	0.0%
233	VELDA CITY	1	0.0%
233	LICKING	1	0.0%
233	UNIONVILLE	1	0.0%
233	VILLAGE OF FOUR SEASONS	1	0.0%
233	WARSAW	1	0.0%
233	WINDSOR	1	0.0%

**UNINCORPORATED COUNTY**  
**2008 – 2010**  
**FATAL CRASHES**

## 2008 - 2010 Missouri Fatal Traffic Crashes Rank Order Unincorporated County Listing

*Data reflects all crashes in system as of August 1, 2011*

Ranking	County	Count	Percent
1	JEFFERSON	76	4.8%
2	ST. LOUIS	56	3.5%
3	FRANKLIN	53	3.3%
4	ST. CHARLES	44	2.8%
5	NEWTON	32	2.0%
6	CAMDEN	31	1.9%
7	GREENE	30	1.9%
7	JASPER	30	1.9%
9	NEW MADRID	29	1.8%
9	ST. FRANCOIS	29	1.8%
9	WASHINGTON	29	1.8%
12	BARRY	28	1.8%
13	BOONE	26	1.6%
13	BUTLER	26	1.6%
15	CALLAWAY	25	1.6%
15	PETTIS	25	1.6%
15	WARREN	25	1.6%
18	TEXAS	24	1.5%
19	CLAY	23	1.4%
19	LAWRENCE	23	1.4%
21	TANEY	22	1.4%
22	CASS	21	1.3%
22	LACLEDE	21	1.3%
24	WAYNE	20	1.3%
24	JACKSON	20	1.3%
24	STONE	20	1.3%
27	MILLER	19	1.2%
27	MCDONALD	19	1.2%
27	HOWELL	19	1.2%
30	DUNKLIN	18	1.1%
31	LAFAYETTE	17	1.1%
31	PULASKI	17	1.1%
31	COLE	17	1.1%
31	LINCOLN	17	1.1%
31	ST. CLAIR	17	1.1%
36	STODDARD	16	1.0%
36	NODAWAY	16	1.0%
38	JOHNSON	15	0.9%
38	SCOTT	15	0.9%
40	MORGAN	14	0.9%
40	PHELPS	14	0.9%
40	RIPLEY	14	0.9%

## 2008 - 2010 Missouri Fatal Traffic Crashes Rank Order Unincorporated County Listing

*Data reflects all crashes in system as of August 1, 2011*

Ranking	County	Count	Percent
40	ANDREW	14	0.9%
40	BUCHANAN	14	0.9%
40	CHRISTIAN	14	0.9%
46	BENTON	13	0.8%
46	MONTGOMERY	13	0.8%
46	PLATTE	13	0.8%
46	AUDRAIN	13	0.8%
46	OSAGE	13	0.8%
51	PEMISCOT	12	0.8%
51	CAPE GIRARDEAU	12	0.8%
51	DALLAS	12	0.8%
51	BARTON	12	0.8%
51	CARTER	12	0.8%
51	WEBSTER	12	0.8%
57	OREGON	11	0.7%
57	DENT	11	0.7%
59	VERNON	10	0.6%
59	MARION	10	0.6%
59	RAY	10	0.6%
59	HICKORY	10	0.6%
59	PIKE	10	0.6%
64	ADAIR	9	0.6%
64	HENRY	9	0.6%
64	GASCONADE	9	0.6%
64	CRAWFORD	9	0.6%
64	SHANNON	9	0.6%
64	POLK	9	0.6%
64	STE. GENEVIEVE	9	0.6%
71	RANDOLPH	8	0.5%
71	COOPER	8	0.5%
71	BATES	8	0.5%
71	DOUGLAS	8	0.5%
71	OZARK	8	0.5%
71	MARIES	8	0.5%
71	CEDAR	8	0.5%
78	MISSISSIPPI	7	0.4%
78	SALINE	7	0.4%
78	GRUNDY	7	0.4%
78	CALDWELL	7	0.4%
78	CARROLL	7	0.4%
78	MONROE	7	0.4%
78	LINN	7	0.4%

## 2008 - 2010 Missouri Fatal Traffic Crashes Rank Order Unincorporated County Listing

*Data reflects all crashes in system as of August 1, 2011*

Ranking	County	Count	Percent
78	CLINTON	7	0.4%
78	IRON	7	0.4%
78	WRIGHT	7	0.4%
88	GENTRY	6	0.4%
88	DEKALB	6	0.4%
88	MADISON	6	0.4%
88	HARRISON	6	0.4%
88	BOLLINGER	6	0.4%
88	RALLS	6	0.4%
88	REYNOLDS	6	0.4%
88	DADE	6	0.4%
96	LIVINGSTON	5	0.3%
96	MACON	5	0.3%
96	MONITEAU	5	0.3%
96	PERRY	5	0.3%
100	DAVISS	4	0.3%
100	HOWARD	4	0.3%
100	KNOX	4	0.3%
103	SHELBY	3	0.2%
103	CLARK	3	0.2%
103	CHARITON	3	0.2%
106	HOLT	2	0.1%
106	SCHUYLER	2	0.1%
106	LEWIS	2	0.1%
106	WORTH	2	0.1%
106	PUTNAM	2	0.1%
111	ATCHISON	1	0.1%
111	MERCER	1	0.1%
111	SCOTLAND	1	0.1%
111	SULLIVAN	1	0.1%

**UNINCORPORATED COUNTY**  
**2008 – 2010**  
**DISABLING INJURY CRASHES**

**2008 - 2010 Missouri Disabling Injury Traffic Crashes  
Rank Order Unincorporated County Listing**

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>County</b>	<b>Count</b>	<b>Percent</b>
1	JEFFERSON	597	6.9%
2	ST. LOUIS	485	5.6%
3	FRANKLIN	412	4.8%
4	CHRISTIAN	189	2.2%
5	GREENE	187	2.2%
6	ST. CHARLES	181	2.1%
7	LACLEDE	179	2.1%
8	LAWRENCE	171	2.0%
9	TANEY	163	1.9%
10	NEWTON	153	1.8%
11	STONE	127	1.5%
11	TEXAS	127	1.5%
13	JASPER	121	1.4%
14	JOHNSON	120	1.4%
14	CAPE GIRARDEAU	120	1.4%
16	CRAWFORD	119	1.4%
17	PULASKI	115	1.3%
17	MCDONALD	115	1.3%
19	BARRY	114	1.3%
20	ST. FRANCOIS	111	1.3%
21	LINCOLN	107	1.2%
22	WEBSTER	104	1.2%
23	DENT	103	1.2%
24	CALLAWAY	102	1.2%
25	BUTLER	101	1.2%
26	CAMDEN	100	1.2%
27	BENTON	99	1.2%
28	WASHINGTON	98	1.1%
29	HOWELL	97	1.1%
30	LAFAYETTE	96	1.1%
31	PHELPS	94	1.1%
32	POLK	90	1.0%
33	BOONE	89	1.0%
34	MORGAN	86	1.0%
35	MILLER	84	1.0%
36	CASS	80	0.9%
36	COLE	80	0.9%
38	DALLAS	76	0.9%
38	PETTIS	76	0.9%
38	SHANNON	76	0.9%
41	JACKSON	73	0.8%
42	NEW MADRID	71	0.8%

**2008 - 2010 Missouri Disabling Injury Traffic Crashes  
Rank Order Unincorporated County Listing**

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>County</b>	<b>Count</b>	<b>Percent</b>
43	SCOTT	69	0.8%
44	WRIGHT	66	0.8%
45	CLAY	65	0.8%
46	RANDOLPH	62	0.7%
46	ST. CLAIR	62	0.7%
48	PEMISCOT	61	0.7%
49	PIKE	60	0.7%
50	DOUGLAS	58	0.7%
51	OZARK	56	0.7%
51	LEWIS	56	0.7%
53	NODAWAY	55	0.6%
53	BATES	55	0.6%
53	CEDAR	55	0.6%
53	PLATTE	55	0.6%
57	BOLLINGER	54	0.6%
57	OSAGE	54	0.6%
59	BUCHANAN	52	0.6%
60	DUNKLIN	50	0.6%
61	OREGON	48	0.6%
61	RALLS	48	0.6%
61	COOPER	48	0.6%
64	MONTGOMERY	47	0.5%
65	MARIES	46	0.5%
66	PERRY	45	0.5%
66	MACON	45	0.5%
66	LIVINGSTON	45	0.5%
66	MARION	45	0.5%
66	MONITEAU	45	0.5%
71	CARTER	44	0.5%
71	REYNOLDS	44	0.5%
71	STODDARD	44	0.5%
74	RIPLEY	43	0.5%
75	MISSISSIPPI	42	0.5%
76	WARREN	40	0.5%
77	WAYNE	38	0.4%
77	SALINE	38	0.4%
77	STE. GENEVIEVE	38	0.4%
80	AUDRAIN	37	0.4%
81	IRON	34	0.4%
81	LINN	34	0.4%
83	ADAIR	33	0.4%
83	MADISON	33	0.4%



**2008 - 2010 Missouri Disabling Injury Traffic Crashes  
Rank Order Unincorporated County Listing**

*Data reflects all crashes in system as of August 1, 2011*

<b>Ranking</b>	<b>County</b>	<b>Count</b>	<b>Percent</b>
83	GASCONADE	33	0.4%
86	CLINTON	32	0.4%
86	RAY	32	0.4%
88	ATCHISON	31	0.4%
88	HOLT	31	0.4%
90	HENRY	29	0.3%
90	MONROE	29	0.3%
92	CHARITON	27	0.3%
93	HOWARD	26	0.3%
93	ANDREW	26	0.3%
95	HICKORY	25	0.3%
95	KNOX	25	0.3%
95	DADE	25	0.3%
98	HARRISON	24	0.3%
98	BARTON	24	0.3%
98	CARROLL	24	0.3%
101	GRUNDY	23	0.3%
102	SCHUYLER	22	0.3%
102	CALDWELL	22	0.3%
104	VERNON	21	0.2%
104	DEKALB	21	0.2%
106	DAVISS	20	0.2%
107	GENTRY	18	0.2%
107	SHELBY	18	0.2%
109	CLARK	13	0.2%
109	SCOTLAND	13	0.2%
111	WORTH	10	0.1%
112	SULLIVAN	9	0.1%
112	MERCER	9	0.1%
114	PUTNAM	2	0.0%
115	ST. LOUIS CITY	1	0.0%

## Statewide Goals, Performance Measures, and Benchmarks

### Goal #1: To reduce fatalities to:

- 963 or lower by 2009
- 925 or lower by 2010
- 888 or lower by 2011
- 850 or lower by 2012

### Performance Measures:

- Number of statewide fatalities
- Fatality rate per 100M VMT

### Benchmarks:

- Expected 2011 fatalities = 888
- Expected 2011 fatality rate per 100M VMT = 1.26

### Goal #2: To reduce serious injuries to:

- 6,818 by 2009
- 6,549 by 2010
- 6,287 by 2011
- 6,020 by 2012

### Performance Measure:

- Number of serious injuries

### Benchmark:

- Expected 2011 serious (disabling) injuries = 6,287



## PUBLIC INFORMATION AND EDUCATION



### Background

More people ARRIVED ALIVE on Missouri roads in 2010, the fifth year in a row with a reduction in roadway fatalities. Missouri met its goal of 850 or fewer roadway fatalities by the end of 2012 – two years early! Not since 1949 has Missouri seen so few people killed in highway crashes.

Overall since 2005, due to the combined efforts of highway safety advocates in the Missouri Coalition for Roadway Safety, 1,538 lives have been saved on Missouri roadways, a decrease of 35 percent. The coalition credits a combination of law enforcement, educational efforts, emergency medical services, engineering enhancements and public policy as the successful formula for saving lives.

While our roads are safer than they have been in many years, there are still too many senseless crashes and deaths happening every year. We are committed to further reducing the number of traffic crashes in Missouri, so we must work even harder to reach those remaining people who haven't gotten the message that:

- Seat belts save lives;
- Drinking and driving are a deadly mix;
- Distracted drivers are dangerous drivers; and
- Parents and caregivers must secure children in size-and age-appropriate car seats that are properly installed.

This is accomplished by developing highly visible, catchy campaigns that are coupled with strong enforcement efforts. We rely on our traffic safety partners to be active participants in these campaigns. Some of the most effective campaigns have been the national law enforcement mobilization efforts such as "Click It or Ticket" and "You Drink & Drive. YOU LOSE." People heard about the mobilizations in the media, and drivers were aware that the risk of apprehension was high. These campaigns have proven their ability to not only heighten awareness, but also to ultimately make positive behavioral changes.

In order to continue to raise awareness and change driving attitudes and behaviors, the safe driving messages need to be perpetuated through traditional media vehicles (TV, radio, print, outdoor, digital) as well as through social media throughout the year. Social media has become a key part of the highway safety campaigns, increasing awareness and conversation about safe driving, complementing PSA distributions and helping to spread campaign messages virally. Social media efforts will continue through mainstream platforms such as Facebook and Twitter.

The Public Information Subcommittee of the Missouri Coalition for Roadway Safety (MCRS) has been instrumental in increasing public education and information on traffic safety issues. The subcommittee developed an annual statewide media plan; identified ARRIVE ALIVE as the overarching message for the coalition's public information activities; and redesigned the saveMOlives.com website to grab people's attention and convey safety information in the best way possible. The site features eye-catching graphics, intriguing videos, news and information, driving tips and advice on how to Arrive Alive at your destination.

This year, the Traffic and Highway Safety Division will have an added tool to combat fatalities and disabling injuries on our roadways. This tool is a driver survey that reflects drivers' views on a variety of highway safety issues including seat belt usage, speeding, cell phone use, and impaired driving. Heartland Market Research conducted this research project that reached 1,207 adult Missouri drivers in June of 2010 (drivers were surveyed via landline telephone from almost all of the 114 counties and the City of St. Louis, resulting in a universe of participants from 464 different zip codes). The purpose was to capture current attitudes and awareness of highway safety issues. These findings will be used to design and implement public information and law enforcement campaigns that effectively deter drivers from engaging in unsafe driving behaviors. In addition, better understanding driver attitudes on highway safety issues will also aide in public policy and legislative decisions.

The results of this driver survey showed that drivers perceive their driving abilities and habits to be better than citation numbers and what accident rates reflect. For example, 84.1% of the sample in the driver survey claim to always use their seat belt but the most recent safety belt survey (2011) showed that only 79% of drivers observed were actually belted. Also, drivers' perception of law enforcement efforts were revealed. Forty-three percent of the drivers surveyed thought people would be caught at least fifty percent of the time if they did not wear their seat belt. Almost 68% thought their chances of receiving a speeding ticket if they speed were at least fifty percent. The largest perceived risk of being ticketed or arrested was associated with driving while impaired; 69% of those surveys expected people who drove after drinking would be arrested at least half of the time.

Additionally, driver attitudes towards traffic laws were extrapolated using this survey. A slight majority (51.4%) of the survey population prefer to keep Missouri's seat belt law a secondary law and (50.1%) preferred to leave the penalty for violating it unchanged. The drivers surveyed overwhelming (95.4%) favored some type of restrictions on how people could use cell phones while driving.

The full executive summary of this report is attached in Appendix A of the Highway Safety Plan.

**Goal #1:** Promote Missouri's traffic safety issues to improve understanding and increase compliance with state traffic laws, thereby reducing fatalities and disabling injuries

**Performance Measures:**

- Traffic crash statistics relevant to target audiences
- Campaign messages:
  - > Target audiences reached
  - > News clippings

- > Venues utilized
- > Total spots aired
- > Total impressions/reach
- Increase in safety devices used:
  - > Statewide safety belt use rate
  - > Teen safety belt use rate
  - > Commercial vehicle safety belt use rate
  - > Child safety seat and/or booster seat use rate
  - > Motorcycle helmet usage rate (note: this survey is not conducted annually)
- Pieces of traffic safety materials distributed

**Benchmarks:**

- 2010 fatalities = 821
- Campaign messages:
  - > Target audiences reached = General public; young drivers; parents/caregivers of children in child safety seats or booster seats; older drivers; commercial motor vehicle drivers; pedestrians; bicyclists; motorcyclists; impaired drivers
  - > News clippings = Seat Belt (630); Child Passenger Safety (207); Impaired Driving (1,473); Motorcycle (44); Older Driver (109); School and Bus Safety (208); Teens (361); Miscellaneous (929); TOTAL=3,961
  - > Venues utilized = Internet; radio; billboards; television; print; cinema; social media; events; mobile (text messaging); email; outdoor advertising; other
  - > Total spots aired: Spring Teen Seat Belt (8,414 spots); Work Zone (10,649 spots); Motorcycle Safety (6,831 spots); Click It or Ticket (9,499 spots); You Drink & Drive You Lose (8,495 spots); Child Passenger Safety (1,248 spots); Holiday impaired driving (2,518 spots); All quarterly impaired driving (2,550 spots); TOTAL = 50,204
  - > Total served impressions: Spring Teen Seat Belt (6,366,356); Work zone (16,220,155); Motorcycle safety (n/a); Click It or Ticket (9,579,709); You Drink & Drive You Lose (11,356,554); Child Passenger Safety (12,983,037); Holiday impaired driving (n/a) TOTAL: 56,505,811
- Increase in safety devices used:
  - > Statewide safety belt use rate = 79 percent in 2011
  - > Teen safety belt use rate = 67 percent in 2011
  - > Commercial vehicle safety belt use rate (note: this survey is not conducted annually) = 73 percent in 2010
  - > Child safety seat and/or booster seat use rate = 91 percent in 2009
  - > Motorcycle helmet usage rate (note: this survey is not conducted annually) = 99.2 percent in 2005
- Pieces of traffic safety materials distributed through on-line ordering system = 222,076

**Strategies**

1. Serve as the point of contact for the media and the general public to field questions, conduct interviews, and provide information

2. Conduct an attitude and awareness survey. The survey will contain questions on occupant protection, impaired driving, speeding, and distracted driving (cellphone/texting)
3. Organize and/or participate in press events and work with media outlets across the state to promote highway safety initiatives
4. Encourage the media to participate in campaigns by publicizing our messages
5. Publicize the services and resources of the Highway Safety Office to the general public through our Web sites at [www.saveMOlives.com](http://www.saveMOlives.com), in workshops, at conferences/exhibits, and through our materials
6. Develop, update and disseminate public information/promotional/educational materials and websites
7. Develop and promote materials/campaigns to reach specific audiences (e.g., high risk drivers, vulnerable roadway users, impaired drivers, mature drivers)
8. Actively participate in the Missouri Coalition for Roadway Safety (MCRS) Public Information Subcommittee in order to increase coordination, communication and cooperation among safety advocates statewide
9. Promote and incorporate the ARRIVE ALIVE theme and logo developed by the MCRS
10. Work with the MCRS regional coalitions to appropriately target their messages and develop programs to meet their needs
11. Develop strategies to work with partners—both traditional and nontraditional—in order to reach wider audiences and maximize resources
12. Solicit public information activity reports from law enforcement partners and district coalitions
13. Work with the Motor Carrier Safety Assistance Program, Missouri Motorcycle Safety Education Program, and others to promote joint traffic safety awareness campaigns when possible
14. Give presentations and provide training to community groups, schools, etc. as available
15. Serve on federal, state, and regional committees/boards in order to broaden opportunities to promote traffic safety issues
16. Promote law enforcement mobilization efforts: *Click It or Ticket* safety belt campaign; *You Drink & Drive. YOU LOSE* alcohol campaign; quarterly occupant protection and impaired driving mobilizations; youth seat belt enforcement campaign
17. Purchase paid advertising to support traffic safety campaigns (e.g., occupant protection and impaired driving)
18. Support and promote MoDOT's construction work zone public awareness campaign
19. Promote *Saved by the Belt* and *Battle of the Belt* programs
20. Promote the *Seat Belt Convincer*, *Rollover Simulator*, and *SIDNE* educational programs to assure the units are used to reach as many people as possible
21. Participate in the Missouri State Fair to educate the public on traffic safety issues and any modifications to traffic safety laws
22. Promote the cellular phone ICE program (In Case of Emergency) which is designed to assist first responders in rapidly identifying a crash victim's emergency contacts

# AGGRESSIVE DRIVERS

## Background

The causes of aggressive driving are complex. However, three factors in particular are linked to aggressive driving: 1) lack of responsible driving behavior; 2) reduced levels of traffic enforcement; and 3) increased congestion and travel in our urban areas. One researcher has suggested that, “A driving behavior is aggressive if it is deliberate, likely to increase the risk of collision and is motivated by impatience, annoyance, hostility and/or an attempt to save time.”

Aggressive driving is a serious problem on Missouri’s roadways and has contributed substantially to traffic crashes, especially crashes resulting in death. Aggressive drivers are defined within *Missouri’s Blueprint to ARRIVE ALIVE* as, “drivers of motorized vehicles who committed one or more of the following violations which contributed to the cause of a traffic crash: speeding; driving too fast for conditions; and/or following too close.”

**2008-2010 Missouri Aggressive Driver Involved Fatalities & Disabling Injuries  
Type Of Circumstance (by Crash Severity<sup>1</sup>)**

<b>CIRCUMSTANCE</b>	<b>FATALITIES - 1,239</b>	<b>DISABLING INJURIES - 7,784</b>
<b>Exceeding Speed Limit</b>	40.8%	17.7%
<b>Too Fast For Conditions</b>	56.5%	66.0%
<b>Following Too Close</b>	4.5%	16.4%

<sup>1</sup> Percentage of 2008-2010 aggressive driving related fatalities and disabling injuries by type of aggressive driving behavior involved. For instance, in aggressive driving related fatalities and disabling injuries, 40.8% involved a motorized vehicle-driver exceeding the speed limit. NOTE: Multiple aggressive driving factors can be related to a single fatality or disabling injury.

Aggressive drivers not only put their own lives at risk, but the lives of others as well. Of the 1,153 people killed, 65.0% were the aggressive driver and the other 35.0% were some other party in the incident. Of the 7,309 seriously injured, slightly more than one-half (54.1%) were the aggressive drivers and nearly one-half (45.9%) being some other person involved.

Speeding (too fast for conditions or exceeding the posted limit) is a large part of the aggressive driving problem. In 2002, NHTSA conducted a national telephone survey of over 4,000 drivers which verified that speeding is a pervasive behavior with most drivers—51% indicated they drive 10 mph over the posted speed on the interstates and 34% responded that they drive 10 mph faster than most other vehicles. According to an April 2009 report by the AAA Foundation for Traffic Safety, aggressive driving actions “were reported in 56 percent of fatal crashes from 2003 through 2007, with excessive speed being the number one factor.”

In 2008-2010, there were 460,267 traffic crashes in Missouri – 18.0% involved speeding. Correlating with the national data, Missouri’s problem is also more significant when examining fatal crashes—of the **2,408 fatal crashes, 41.1% involved drivers who were speeding.**

**Goal #1: To decrease aggressive driving-related fatalities by 2 percent annually to:**

- 357 by 2011
- 350 by 2012
- 343 by 2013
- 336 by 2014

**Performance Measure:**

- Number of aggressive driving-related fatalities

**Benchmarks:**

- 2010 aggressive driving-related fatalities = 364

**Goal #2: To decrease speed-related fatalities by 2 percent annually to:**

- 334 by 2011
- 327 by 2012
- 321 by 2013
- 315 by 2014

**Performance Measure:**

- Number of speed-related fatalities

**Benchmarks:**

- 2010 speed-related fatalities = 341

**Goal #3: To increase speed-related citations/warnings made during grant-funded enforcement activities and mobilizations by 2 percent annually to:**

- 131,425 by 2011
- 134,053 by 2012
- 136,735 by 2013
- 139,469 by 2014

**Performance Measure:**

- Number of speeding citations/warnings issued during grant-funded enforcement activities and mobilizations

**Benchmark:**

- 2010 speeding citations issued during grant-funded enforcement activities and mobilizations = 128,848



## **Strategies**

1. Continue funding speed/hazardous moving violation enforcement overtime grants with local law enforcement and the Highway Patrol
2. Encourage law enforcement agencies to target aggressive drivers when working statewide DWI and occupant protection mobilization campaigns
3. Continue implementing targeted corridor projects (Travel Safe Zones) and Selective Traffic Enforcement Programs (STEPS) and High Enforcement Action Teams (HEAT) conducted by law enforcement agencies
4. Continue to strategize with law enforcement and training academy partners to develop enforcement/awareness countermeasures and share their concepts and programs
5. Fund enforcement efforts in construction/work zones in the MoDOT districts and enhance the enforcement with public awareness campaigns
6. Continue the use of speed monitoring devices (radars) and changeable message signs
7. Expand efforts to educate roadways users on the dangers of aggressive driving and the rules of the road

# ALCOHOL AND OTHER DRUGS

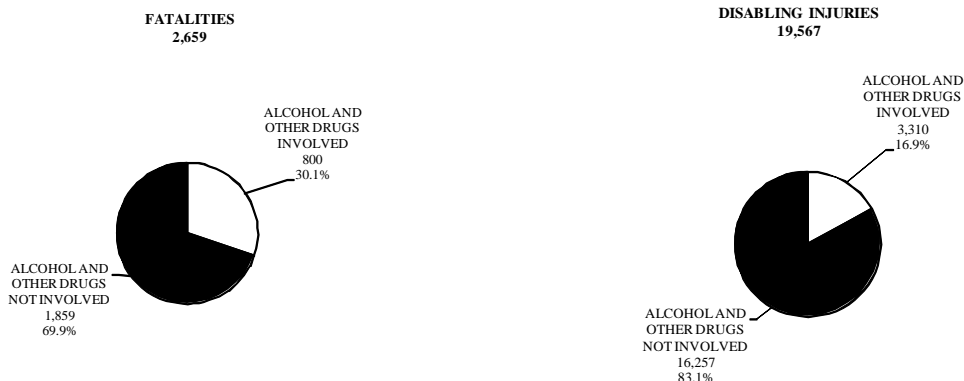


## Background

It is impossible to predict how alcohol will affect a person on any given occasion. Every drink influences both the body and mind and has a profound impact on the physical and mental skills needed to drive a motor vehicle. Only one drink could have dire consequences.

Alcohol and other drugs contribute substantially to traffic crashes on Missouri's roads, particularly those resulting in death or disabling injury. In the 2008-2010 period, 460,267 traffic crashes occurred in the state. Of those, 0.5% resulted in a fatality and 3.3% involved someone being seriously injured. During the same time period, there were 23,064 traffic crashes where one or more drivers and/or pedestrians were under the influence of intoxicants and in the opinion of the investigating officer their intoxicated condition was a contributing factor to the crash. In these crashes where drivers or pedestrians were impaired by alcohol or other drugs, 800 people were killed and another 3,310 were seriously injured. It also is important to note that impaired driving is under-reported as a contributing factor in traffic crashes. This under-reporting is due to drivers undergoing injuries sustained from crashes without being tested for blood alcohol content. Also, some forms of drug impairment may not be apparent to officers on the scene. As a result, it is an even greater problem than these statistics would indicate. In addition, 86.2% of impaired drivers killed also failed to wear a seat belt further compounding the problem of impaired driving.

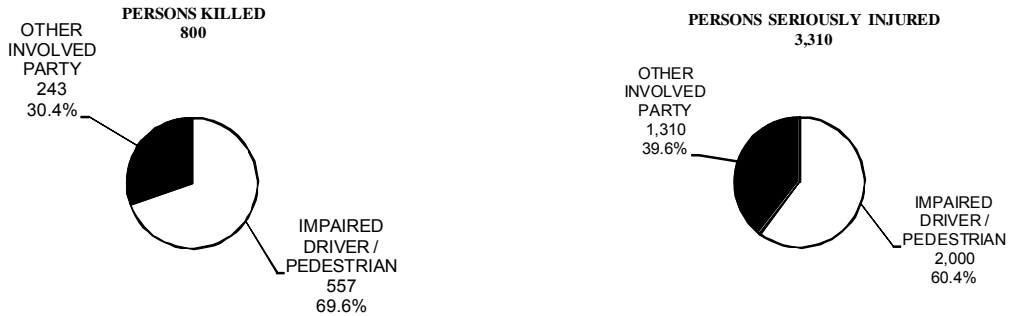
## 2008-2010 MISSOURI ALCOHOL AND OTHER DRUG RELATED FATALITIES AND DISABLING INJURIES



A common misconception is that impaired drivers are mostly hurting and killing themselves. While that is often true, a substantial number of people killed and seriously injured in these crashes were not intoxicated. Their actions in these incidents probably did not contribute to the cause of the collision. Of the 800 people killed in alcohol and other drug-related traffic crashes, 69.6% were the impaired driver/pedestrian and 30.4% were some other involved party. Of the

3,310 seriously injured, 60.4% were the impaired drivers/pedestrians while 39.6% were other persons in the incidents.

### 2008-2010 MISSOURI ALCOHOL AND OTHER DRUG RELATED FATALITIES AND DISABLING INJURIES (Person Involvement)

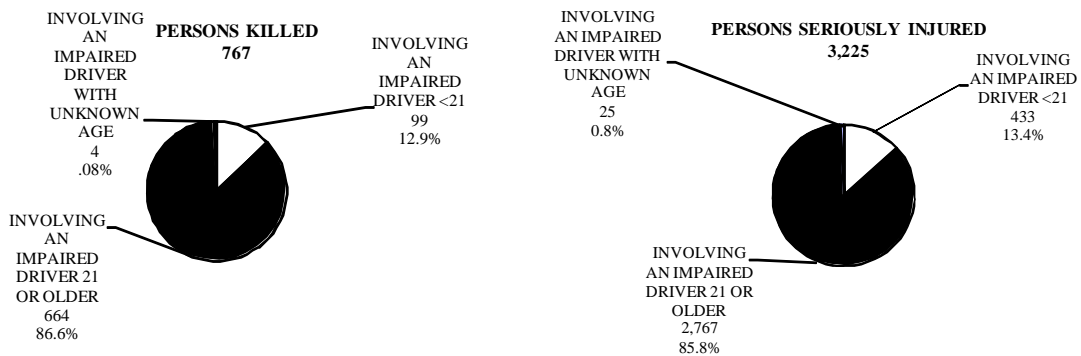


### Young Impaired Drivers (Under Age 21)

Youth make up a significant proportion of impaired drivers of motorized vehicles causing traffic crashes on Missouri roadways. Of the 22,814 impaired drivers involved in traffic crashes during 2008-2010, 12.6% were under the age of 21 (in known cases). This is especially significant when you consider it is illegal for someone under 21 to possess or consume alcohol in Missouri.

In 2008-2010, a total of 705 impaired drivers were involved in crashes where one or more persons were killed. In known cases, 13.0% of these drivers were under the age of 21. A total of 99 persons were killed in traffic crashes involving these young drivers. Of those persons killed, 50.5% were the underage impaired driver and 49.5% were some other party in the crash.

### 2008-2010 MISSOURI ALCOHOL AND OTHER DRUG RELATED FATALITIES AND DISABLING INJURIES (by Age)



**NOTE:** The data for persons killed and seriously injured involving an impaired driver by age does not include data for those crashes where the driver's age was unknown or where the pedestrian was the impaired party. Also, one alcohol and other drug related crash has the potential of consisting of an impaired driver younger than 21 and one 21 or older. In these cases, the persons killed and seriously injured will be counted in each chart shown above.

**Goal #1: To decrease fatalities involving drivers with .08 BAC or greater by 2 percent annually to:**

- 294 by 2010
- 288 by 2011
- 282 by 2012
- 277 by 2013

**Performance Measure:**

- Number of fatalities involving impaired drivers

**Benchmarks:**

- 2009 fatalities involving impaired drivers = 300

**Goal #2: To increase impaired driving arrests made during grant-funded enforcement activities and mobilizations by 2 percent annually to:**

- 9,096 by 2011
- 9,278 by 2012
- 9,464 by 2013
- 9,653 by 2014

**Performance Measure:**

- Number of impaired driving arrests made during grant-funded enforcement activities and mobilizations

**Benchmark:**

- 2010 impaired driving arrests made during grant-funded enforcement activities and mobilizations = 8,918 (DWI)

**Goal #3: To decrease fatalities involving impaired drivers under the age of 21 years by 2 percent annually to:**

- 23 by 2011
- 22 by 2012
- 22 by 2013
- 21 by 2014

**Performance Measure:**

- Number of fatalities involving impaired drivers under the age of 21 years

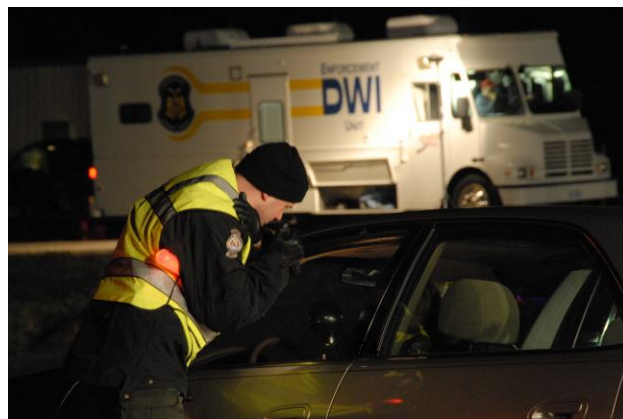
**Benchmark:**

- 2010 fatalities involving impaired drivers under the age of 21 years = 23

## Strategies

### Public Information and Education

1. Educate the public on the dangers of driving after drinking or using other drugs through public awareness campaigns such as *You Drink & Drive. YOU LOSE.*, through quarterly impaired driving mobilizations, and through the distribution of educational materials at traffic safety workshops, health and safety fairs, displays, on the website, and through public service announcements
2. Incorporate impaired driving educational programs into school systems and businesses
3. Develop statewide designated driver programs which stress alternatives to drinking and driving (CHEERS designated driver program)
4. Educate large numbers of alcohol servers in intervention techniques utilizing the Server Training program conducted by the Division of Alcohol and Tobacco Control and through the SMART Web-based server training program; continue to expand and promote the programs
5. Provide support for the MCRS Impaired Driving Subcommittee to address impaired driving crashes and underage impaired driving
6. Implement, as appropriate, recommendations identified in the 2008 Statewide Impaired Driving Assessment
7. Working through the MCRS Impaired Driving Subcommittee to implement strategies outlined in the Impaired Driving Strategic Plan
8. Continue support for youth and young adult prevention and education programs including Team Spirit Leadership Conference; Team Spirit Reunion; Think First Programs (School Assembly Programs, Elementary School Curriculum, Young Traffic Offenders Program); university level Partners in Prevention and Partners in Environmental Change; local community educational programs
9. Revise and reprint impaired driving educational materials as needed; expand partnerships to encourage use of these materials in their publications
10. Develop campaigns/materials to reach targeted high-risk groups
11. Develop materials to educate legislators about alcohol and other drug-related driving issues
12. Participate in interagency committees to share ideas, avoid duplication of efforts, and maximize resources (MCRS and the MCRS Impaired Driving Subcommittee, Missouri Youth/Adult Alliance, Partners In Prevention, Partners In Environmental Change)
13. Support local efforts to reduce drinking and driving – especially underage drinking – by providing technical assistance to develop programs such as DWI docudramas or *Every 15 Minutes*, loaning them collateral materials to enhance their efforts (fatal vision goggles, videos, community program guides), and providing speakers
14. Provide Drug Impairment Training for Educational Professionals across the state
15. Organize and/or participate in press events and work with media outlets across the state to promote highway safety initiatives



## **Enforcement**

1. Provide funding for alcohol saturation enforcement teams, DWI Task Forces, sobriety checkpoints, quarterly impaired driving mobilizations, overtime salaries for Breath Alcohol Testing (BAT) van operations, and maintenance for BAT vans
2. Provide equipment to enhance enforcement efforts and appropriate training to ensure effective use of this equipment (e.g., breath alcohol testing instruments; enforcement vehicles; digital in-car video cameras; and sobriety checkpoint supplies)
3. Provide training on detection and apprehension of impaired drivers (e.g., standardized field sobriety testing (SFST), sobriety checkpoint supervisor training, courtroom testimony, drug recognition experts (DRE), ARIDE, and DWI crash investigation techniques)
4. Provide motivational and educational speakers for law enforcement personnel during training events such as the annual Law Enforcement Traffic Safety Advisory Council (LETSAC) conference
5. Provide supplies, support, and training for DREs and the DRE recertification training to ensure continuity of the program
6. Support a state SFST coordinator who will work in cooperation with the Impaired Driving Subcommittee of the MCRS and the DRE/SFST Advisory Committee in order to maintain standardization of the program
7. Support projects designed to prevent underage alcohol purchase, apprehend minors attempting to purchase alcohol, and provide a physical enforcement/intervention presence (e.g., Server Training, Party Patrol, PIRE law enforcement training, selective enforcement, compliance checks, and special events)
8. Incorporate, as appropriate, recommendations identified in the 2008 Impaired Driving Assessment
9. Increase participation in statewide multi-jurisdiction mobilization enforcement efforts
10. Support selective enforcement efforts to address young drinking drivers by funding statewide underage drinking enforcement projects and training
11. Support DWI traffic units with local law enforcement agencies

## **Prosecution/Adjudication**

1. Train judges, prosecutors and law enforcement personnel on local/national DWI issues utilizing the expertise of the Missouri Office of Prosecution Services, Department of Revenue, Office of State Courts Administrator, and the National Drug Court Institute
2. Provide continued funding for the statewide Traffic Safety Resource Prosecutor whose job it is to provide training and technical support for prosecutors in Missouri
3. Continue to provide funding for the MADD Court Monitoring project in selected counties and municipalities in order to increase conviction rates
4. Provide National Drug Court Institute training to DWI court teams from across the state
5. Provide equipment and training to enhance the DWI Tracking System (DWITS)
6. Provide motivational speakers for judicial personnel during training events such as their annual municipal judges and court clerks conference
7. Provide an integrated system, a web link and/or specifications to local law enforcement agencies that will allow them to access the DWITS and enter DWI arrest information that can be tracked through prosecution and sentencing

8. Continue expansion of DWI courts throughout the state beyond the current ten locations in St. Charles, Lincoln, Jefferson, Buchanan, Greene, Butler, Franklin, Montgomery, Warren, Boone and Platte Counties
9. Provide funding for an additional transportation attorney at the Missouri Department of Revenue to provide legal representation for alcohol-related license appeals to Missouri appellate courts.
10. Provide funding for a paralegal position in the legal counsel's office at the Missouri Department of Revenue whose dedicated function will be to serve as the ignition interlock coordinator

### **Technology**

1. Continue to provide DWITS enhancements: design specifications for program linkages; develop reports as needed by the users; conduct training for users of the system
2. Support the efforts of the Missouri Safety Center Breath Alcohol Instrument Training and Repair Laboratory to calibrate and repair breath test instruments in order to improve their reliability, and reassign instruments as needed
3. Seek ways to expedite processing of DWI offenders
4. Improve the process of tracking DWI offenders who have been sanctioned to install ignition interlock devices
5. Monitor ignition interlock manufacturers/installers for adherence to the Breath Alcohol Ignition Interlock Device Program guidelines and administrative rules

### **Hazard Elimination** (Section 154 Open Container Transfer Funds)

Within the provisions of SAFETEA-LU, states were required to pass and enforce a qualifying open container law or be subject to a 3% transfer of their federal aid highway funds. These funds were required to be diverted to either alcohol countermeasure safety programs (within the Highway Safety Office) or be utilized for qualifying hazard elimination projects. Some of the alcohol countermeasures identified within this plan are supported by Section 154 transfer funds. The remainder of the funding has been retained for hazard elimination efforts.

For several years Missouri has focused on the prevention of crossover fatalities through the installation of 3-strand median guard cable on major roadways – one of the most serious types of crashes occurring in Missouri. Because of our efforts using the Open Container Transfer funds to install the median guard cable, we have almost eliminated crossover fatalities on our divided roadways. Other safety engineering efforts using this funding source involve the installation of rumble stripes focused on keeping vehicles on the roadway, systematically addressing horizontal curve crash locations, and the systematic improvement to numerous intersections with both low-cost and higher-cost initiatives.

# OCCUPANT RESTRAINTS



## RESTRAINT USE

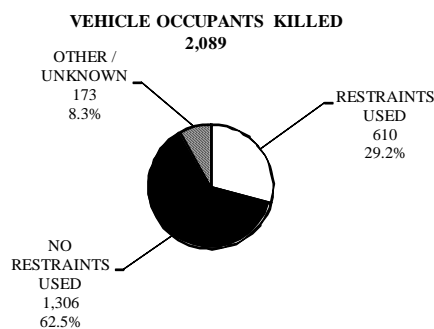
Traffic crashes are the leading cause of death in the United States. It is well recognized that one of the best means of defense in a crash is to be protected by a seat belt or a child safety seat. Increasing safety belt use has tremendous potential for saving lives, preventing injuries, and reducing the economic costs associated with traffic crashes. For many years, motor vehicle manufacturers have been required to install seat belts in their vehicles, so the vast majority of vehicles on the roads today have these types of safety devices installed. The overwhelming percentage of people killed on Missouri roads or seriously injured in 2008-2010, in all probability, had a seat belt available for use (except for pedestrians and motorcyclists):

- 2,659 killed – 78.6% had a seat belt available;
- 19,567 seriously injured – 81.8% had a seat belt available.

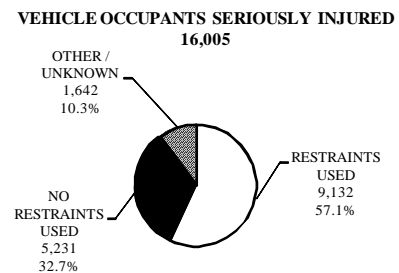
A substantial number of occupants killed in 2008-2010 Missouri traffic crashes were not wearing seat belts compared to those injured and not injured. In fatal crashes where seat belt usage was known, **68.2% of the people who died were not buckled up**. Of those seriously injured, 36.4% were not belted. Conversely, of those not injured, 736,573 were wearing a seat belt.

Note: The following charts include the percent of fatalities with unknown seat belt usage.

## 2008-2010 MISSOURI TRAFFIC FATALITIES AND DISABLING INJURIES SEAT BELT USAGE



Data includes Child Safety Seats



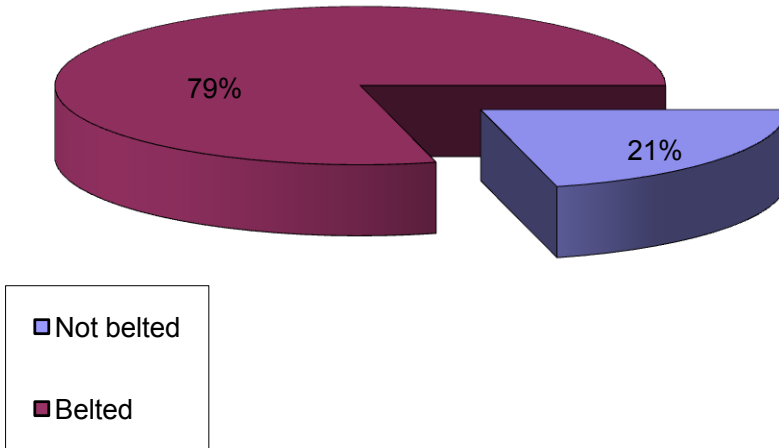
Data includes Child Safety Seats

Seat belt use dramatically reduces a person’s chance of being killed or seriously injured in a traffic crash. Of the drivers involved in 2008-2010 crashes, 1 in 2 was injured when they failed to wear their seat belt, however, when they were wearing a seat belt, their chances of being injured in the crash were 1 in 8. When examining driver deaths, the differences are much more significant. Drivers had a **1 in 29.9** chance of being **killed** if they were **not wearing a seat belt**; but that chance dropped dramatically to only **1 in 1,376** if the driver was **wearing a seat belt**.

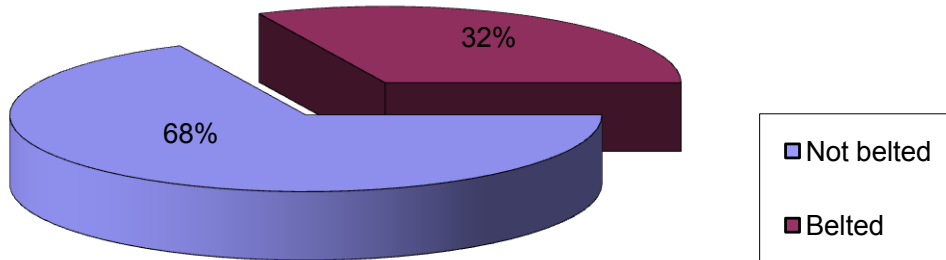


**Safety belt usage  
for all age groups  
only 79%**

**Observed Safety Belt Usage**



**Fatalities**



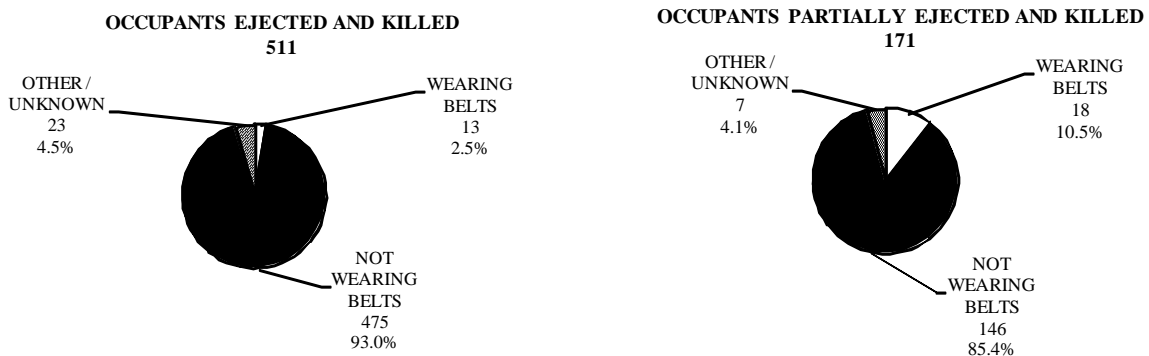
**68% of vehicle occupants killed were unbelted**

## Ejections

The possibility of death and serious injury dramatically increases in cases where the person is ejected from the vehicle at the time of the crash. One of the benefits of being belted is it increases the probability of the person staying in the vehicle and being protected by the vehicle passenger compartment. In known cases of those occupants killed who were totally ejected from the vehicle, 93.0% were not wearing seat belts and of those partially ejected, 85.4% were not belted. Of the occupants not ejected from their vehicles, 48.6% failed to wear their seat belts.

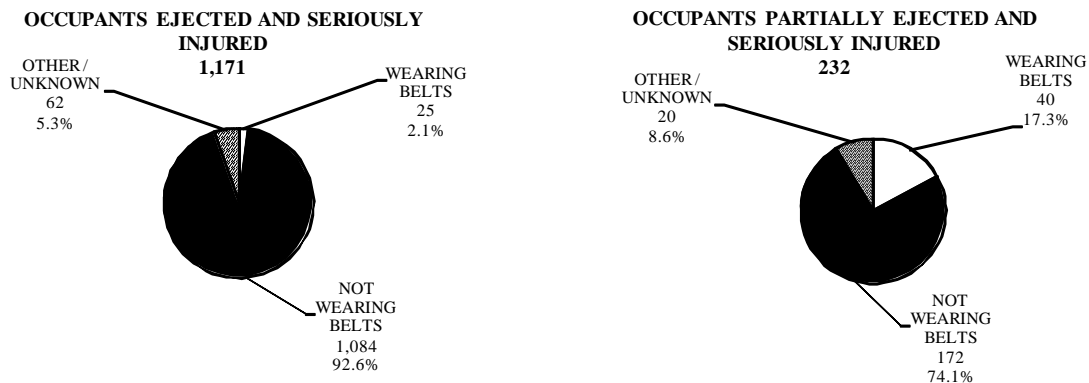
Note: The following charts include the percent of fatalities with unknown seat belt usage.

### 2008-2010 MISSOURI TRAFFIC FATALITIES AND DISABLING INJURIES SEAT BELT USAGE



In known cases of those occupants seriously injured who were totally ejected from the vehicle, 92.6% were not wearing seat belts and of those partially ejected, 74.1% were not belted. Of the occupants not ejected from their vehicles, 27.5% failed to wear their seat belts.

Note: The following charts include the percent of fatalities with unknown seat belt usage.



## Seat Belt Usage Among High School Students

While 68.2% of the dead occupants were not buckled up, lack of seat belt use becomes even more significant when we segregate young people. When just looking at young people between the ages of 15 through 20, **74.2% of those who died were not buckled up.**



The Highway Safety Office had long been concerned with the lack of seat belt usage among young drivers and passengers. Unfortunately, there was no survey data to provide an established use rate for this age group. In 2003, parameters were developed to conduct an observational safety belt use survey for these teens. It was determined that the most effective way to reach this very targeted age group was to survey specific high schools throughout the state.

Several guiding principles served as the underlying basis for the sampling plan:

1. The individual public high school would be the basic sample unit at which seat belt usage observations would be made.
2. The safety belt usage rates of high school students would be computed for each of the seven MoDOT regions in the state.
3. The number of schools selected from each MoDOT region would be proportionate to the number of schools in that region in comparison to the state total of 496 public high schools
4. The high schools within each region would be selected in their descending order of student enrollment to maximize the number of high school students from each MoDOT region.

One hundred-fifty high schools were selected for the survey in 92 counties (80 percent of the 115 counties in Missouri). Observational data were collected in April, Monday through Friday. Two instruments were used to collect the data. One instrument focused on the vehicle and the driver, while the other targeted the front seat outboard passenger and other occupants in the vehicle. A detailed report of all findings is available on file at the Highway Safety Office.

Results of the high school surveys reflected mostly modest increases until a 5 percent jump in usage in 2010. From 2010 to 2011 there was a one percent increase.

- 2006 – 58 percent;
- 2007 – 61 percent;
- 2008 – 62 percent;
- 2009 – 61 percent;
- 2010 – 66 percent; and
- 2011 – 67 percent



## Very Young Passengers

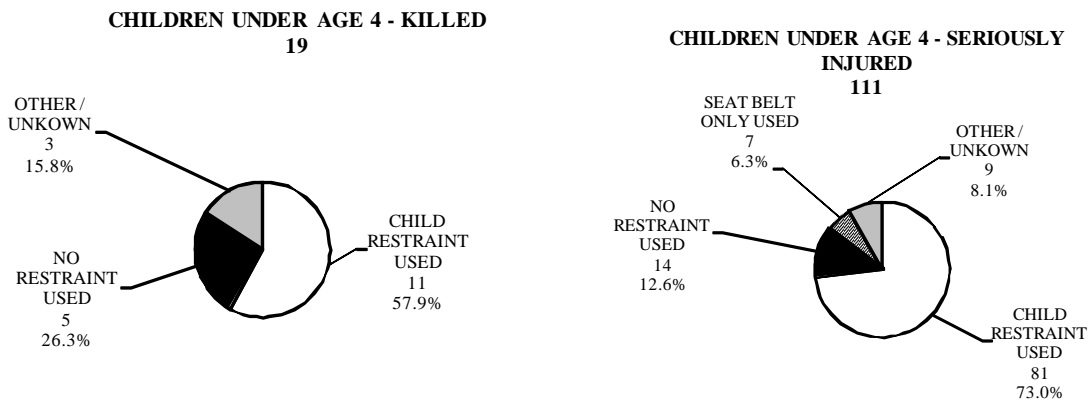
While Missouri must continue to promote the use of seat belts, particular attention must be paid to increasing the use of restraint devices for transporting young children. According to the National Highway Traffic Safety Administration (NHTSA), approximately 7,500 lives have been saved by the proper use of child restraints during the past 20 years. Yet, motor vehicle crashes still remain the number one killer of children ages 4 to 14 in America. The reason? Too often it is the improper or non-use of child safety seats and booster seats.



## Children Birth through Age Three – Child Safety Seats

In 2008-2010, 19 children under the age of 4 were killed in a motor vehicle; 26.3% were not using any type of restraint device (in known cases). Another 111 were seriously injured. In known cases, 12.6% were not in any restraint device and 6.3% were in an adult seat belt.

### 2008-2010 MISSOURI TRAFFIC FATALITIES AND DISABLING INJURIES RESTRAINT DEVICE USAGE – CHILDREN UNDER AGE 4



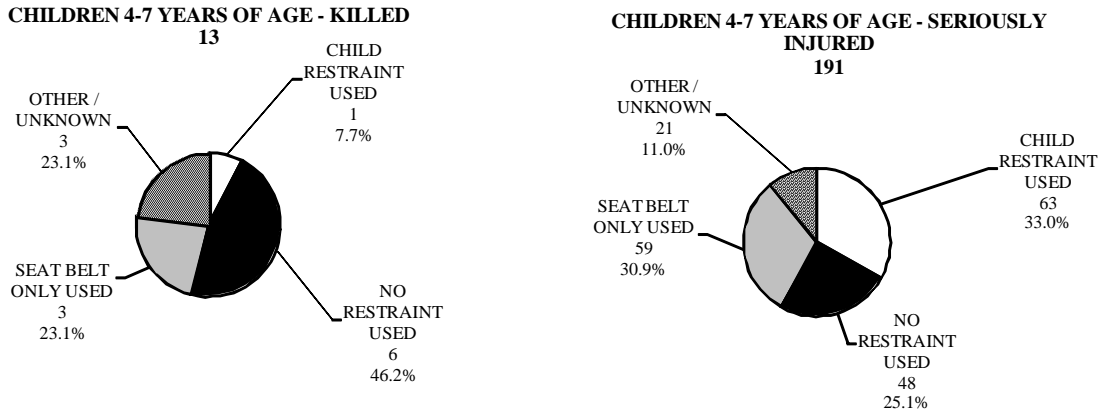
## Children Age 4 through 7 – Booster Seats

Research indicates that when children are graduated to a safety belt too soon, they are much more likely to suffer serious, disabling injuries in a crash due to “seat belt syndrome.”

Therefore, during the 2006 legislative session, Missouri’s child passenger restraint law was strengthened to require children ages 4 through 7 (unless they are 4’9” tall or weigh more than 80 pounds) to be secured in a booster seat (or child safety seat if appropriate for their height and weight). The law became effective August 28, leaving only four months in 2006 to capture data on booster seat usage. Given that it takes up to six months before the general public is aware of a new law and has put it into practice, booster seat usage for 2006 was not evaluated. We did, however, begin analyzing crash data on this age group beginning in 2007 to determine whether we observe a trend that is indicative of a reduction in deaths and serious injuries.

In 2008-2010, 13 children, 4 through 7 years of age, were killed in a motor vehicle; in known cases, 46.2% were not using any type of restraint device. Another 191 children within this age group were seriously injured – 25.1% were not secured in any type of restraint device, 33.0% were in a child restraint, and 30.9% were in an adult seat belt.

**2008-2010 MISSOURI TRAFFIC FATALITIES AND DISABLING INJURIES  
RESTRAINT DEVICE USAGE – CHILDREN 4-7 YEARS OF AGE**



**Goal #1: To increase statewide seat belt usage by 2 percent annually to:**

- 81% by 2011
- 83% by 2012
- 85% by 2013
- 87% by 2014

**Performance Measures:**

- Statewide percent observed belt use for passenger vehicles (front seat outboard occupants)

**Benchmarks:**

- 2010 statewide seat belt usage rate = 79%

**Goal #2: To reduce unrestrained passenger vehicle occupant fatalities by 2 percent annually to:**

- 388 by 2011
- 384 by 2012
- 380 by 2013
- 377 by 2014

**Performance Measures:**

- Number of unrestrained passenger vehicle occupant fatalities

**Benchmarks:**

- 2010 unrestrained passenger vehicle occupant fatalities = 392

**Goal #3: To increase seat belt citations by 2 percent annually to:**

- 39,586 by 2011
- 40,378 by 2012
- 41,185 by 2013
- 42,009 by 2014

**Performance Measures:**

- Number of seat belt citations issued during grant-funded enforcement and mobilizations

**Benchmarks:**

- 2010 seat belt citations (grant-funded enforcement and mobilizations) = 38,810

**Goal #4: To increase teen seat belt usage by 2 percent usage annually to:**

- 69% by 2011
- 71% by 2012
- 73% by 2013
- 75% by 2014

**Performance Measures:**

- Percent observed belt use for teen front seat outboard occupants

**Benchmarks:**

- 2010 teen seat belt usage rate = 67%

**Goal #5: To increase seat belt usage by commercial motor vehicle drivers by 2 percent annually to:**

- 82.2% by 2011
- 83.9% by 2012
- 85.5% by 2013
- 87.2% by 2014

**Performance Measures:**

- Percent observed seat belt use for commercial motor vehicle (CMV) drivers

**Benchmarks:**

- 2010 CMV driver usage rate = 80.6%

**Goal #6: To increase child safety seat usage by 1 percent annually to:**

- 92% by 2010
- 93% by 2011
- 94% by 2012
- 95% by 2013

**Performance Measures:**

- Percent observed child safety seat use

**Benchmarks:**

- 2009 child safety seat usage rate = 91%

**Goal #7: To maintain an adequate base of certified Child Passenger Safety Technicians throughout the state to fall within the following range:**

- 800-1,000 with representation in each of the ten *Blueprint* regional coalitions

**Performance Measures:**

- Number of certified Child Passenger Safety Technicians in the statewide database maintained by the highway safety division

**Benchmarks:**

- Certified Technicians as of July 2011 = 796

**Goal #8: To maintain an adequate base of certified Child Passenger Safety Instructors throughout the state to fall within the following range:**

- 30-40 with representation in each of the seven *Blueprint* regional coalitions

**Performance Measures:**

- Number of certified Child Passenger Safety Instructors in the statewide database maintained by the highway safety division

**Benchmarks:**

- Certified Instructors as of July 2011 = 35

**Goal #9: To maintain an adequate base of Missouri inspection stations (that are listed on the NHTSA website) throughout the state to fall within the following range:**

- 125 – 200 with representation in each of the seven *blueprint* regional coalitions

**Performance Measures:**

- Number of Missouri inspection stations in a statewide database maintained by the Highway Safety Office

**Benchmarks:**

- Inspection stations in Missouri as of July 2012 = 196

## Strategies

### Child Passengers

1. Produce, promote and distribute educational materials addressing: the proper installation of child safety seats and booster seat use
2. Maintain a state CPS Advisory Committee and implement their recommendations where appropriate
3. Conduct four certified Child Passenger Safety Technician classes statewide
4. Certify an additional CPS Instructor each year
5. Maintain a statewide computer list-serve of CPS technicians and instructors
6. Support child safety seat checkup events and educational programs through local law enforcement agencies, fire departments, Safe Communities, hospitals and health care agencies, safety organizations such as Safe Kids, and the Traffic and Highway Safety Division
7. Work with partners and with the media to garner support for annual CPS Week in September
8. Provide child safety seats/booster seats and supplies to inspection stations for distribution to low income families (note: inspection stations must meet guidelines established by Missouri's CPS Advisory Committee and must be listed on the NHTSA Web site <http://www.nhtsa.dot.gov/people/injury/childps/CPSFittingStations/CPSinspection.htm> )
9. Develop educational pieces to heighten awareness concerning the life-saving and economic benefits derived from enhanced child safety seat laws

### Teen Passengers/Drivers

1. Conduct annual teen statewide safety belt enforcement and public awareness campaign in February/March followed by the teen observational safety belt survey in March/April
2. Conduct youth safety belt selective traffic enforcement efforts statewide (*Operation Safe Teen*) coupled with press releases, radio spots, and materials targeting young drivers
3. Promote the *Never Made It* and *Battle of the Belt* youth campaigns; modify or enhance campaigns as needed to keep a fresh approach for the teen audience
4. Develop youth safety belt public awareness materials with input from young drivers
5. Educate youth on the importance of safety belts through programs such as Team Spirit Leadership Training & Reunion, Think First, and the Young Traffic Offenders Program

### General Occupant Protection

1. Conduct NHTSA-approved statewide observational safety belt survey every year, in May/June (pre, peak, and post surveys in conjunction with enforcement mobilizations and public awareness campaigns)
2. Produce, promote and distribute educational materials addressing: occupant protection laws; important of wearing safety belts all the time and air bag safety
3. Promote the *Saved by the Belt* survivor program; maintain a database of survivors to contact those who are willing to speak publicly about their life-saving experience
4. Conduct annual *Click It or Ticket* selective traffic enforcement wave during May/June, augmented with collateral public information and awareness efforts such as press releases,





observational surveys, and educational programs utilizing the *Click It or Ticket* safety belt campaign message

5. Compliment annual *Click It or Ticket* campaign with quarterly occupant protection enforcement days, augmented with collateral public information and awareness efforts, namely through press releases.
6. Conduct paid media efforts and work toward continual increases in earned media efforts
7. Develop educational pieces to heighten awareness concerning the life-saving and economic benefits derived from primary safety belt laws
8. Continue funding traffic occupant protection strategies training to law enforcement agencies throughout the state.
9. Provide motivational and educational speakers for law enforcement personnel during training events such as the annual Law Enforcement Traffic Safety Advisory Council (LETSAC) conference

# YOUNG DRIVERS

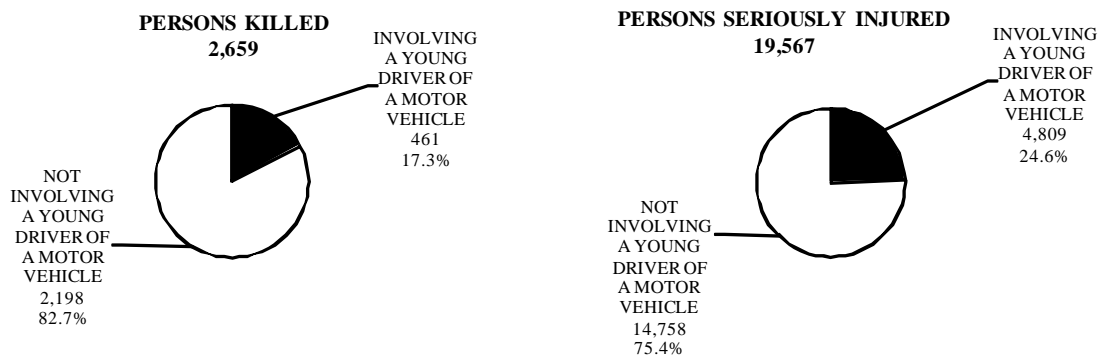


## Background

Young drivers are categorized as those ages 15 through 20 years. These young drivers are substantially over-involved in Missouri traffic crashes. In 2010, 14.8% of all fatal crashes involved a young driver of a motor vehicle; this is particularly significant since young drivers comprised only 8.4% of the licensed driver population in Missouri.

Of all 2008-2010 fatal and disabling injury crashes in Missouri, 23.0% involved a young driver of a motor vehicle. In 2008-2010, 461 persons were killed and 4,809 were seriously injured in traffic crashes involving a young driver of a motor vehicle.

## 2008-2010 MISSOURI YOUTH INVOLVED TRAFFIC FATALITIES AND DISABLING INJURIES



NOTE: data for persons killed and seriously injured involving a young driver does not include young drivers of ATV's, bicycles, farm implements, construction equipment, other transport devices, and unknown vehicle body types.

Several factors work together to make this age group so susceptible to crashes:

- **Inexperience:** All young drivers start out with very little knowledge or understanding of the complexities of driving a motor vehicle. Like any other skill, learning to drive well takes a lot of time. Technical ability, good judgment and experience are all needed to properly make the many continuous decisions—small and large—that add up to safe driving. This is confirmed by the larger percentage of single-vehicle fatal crashes involving young drivers where the vehicle frequently leaves the road and overturns or hits a stationary object like a tree or pole.
- **Risk-taking behavior and immaturity:** Adolescent impulsiveness is a natural behavior, but it results in poor driving judgment and participation in high-risk behaviors such as speeding, inattention, impairment and failing to wear a safety belt. Peer pressure also often encourages risk taking. In general a smaller percentage of young drivers in Missouri wear their safety belts compared to other drivers (teen safety belt usage rate for 2011 was 67 percent compared to the overall usage rate of 79 percent).

- Greater risk exposure: Young drivers often drive at night with other friends in the vehicle. During night driving, reaction time is slower since the driver can only see as far as the headlights allow. More teen fatal crashes occur when passengers—usually other teenagers—are in the car than do crashes involving other drivers. Driving with young, exuberant passengers usually poses a situation of distraction from the driving task. Both of these factors increase crash risk.

The top 5 contributing circumstances attributable to young drivers were:

1. Inattention
2. Driving Too Fast for Conditions
3. Failed to Yield
4. Following too Closely
5. Improper lane usage/change

## Young Drinking Drivers

When analyzing statistics involving young drinking drivers, it is all the more important for us to keep in mind that drinking alcohol is an illegal behavior for those under 21 years of age. Missouri has a “zero tolerance” law for people under 21 that sets their illegal blood alcohol content level at .02 percent (considerably lower than the .08 BAC level for adults).



In 2008-2010, there were 2,872 drivers whose consumption of alcohol contributed to the cause of a fatal or disabling injury crash. In known cases, 336 (11.8%) of the drinking drivers were under the legal drinking age of 21.

In 2008-2010, a total of 655 drinking drivers were involved in crashes where one or more people were killed. In known cases, 81 (12.4%) of those drinking drivers were under the legal drinking age of 21.

In 2008-2010, 745 (28.0%) of the fatalities and 3,028 (15.5%) of the disabling injuries involved a drinking driver. Of these, 88 (11.8%) of the fatalities and 372 (12.3%) of the disabling injuries involved an underage drinking driver.

In 2008-2010, **411 young drivers** of motor vehicles were involved in 396 fatal traffic crashes where 461 people died. In those crashes, 80 or 19.5% of the young drivers were drinking and driving. **In other words, one of every 5 young drivers of a motor vehicle involved in fatal crashes was drinking alcohol and their intoxicated condition contributed to the cause of the crash.**

**Goal #1: To decrease fatalities involving drivers age 15 through 20 by 2 percent annually to:**

- 117 by 2011
- 114 by 2012
- 112 by 2013
- 110 by 2014

**Performance Measure:**

- Number of fatalities involving drivers age 15 through 20

**Benchmarks:**

- 2010 fatalities involving drivers age 15 through 20 = 119

**Goal #2: To decrease disabling injuries involving drivers age 15 through 20 by 2 percent annually to:**

- 1,392 by 2011
- 1,364 by 2012
- 1,336 by 2013
- 1,310 by 2014

**Performance Measure:**

- Number of people seriously injured involving drivers age 15 through 20

**Benchmarks:**

- 2010 disabling injuries involving drivers age 20 or younger = 1,420

**Strategies**

1. Continue support for youth prevention and education programs to include Team Spirit Leadership Conferences and Reunion; Think First Programs (school assemblies Traffic Offenders Program, and the corporate program); *Every15 Minutes*; DWI docudramas; CHEERS university-based designated driver program, Safe Communities programs throughout the state and statewide Battle of the Belt competition
2. Continue statewide distribution of *Road Wise: Parent/Teen Safe Driving Guide* through DOR licensing offices and Highway Patrol driver examination stations and upon request
3. Seek out and continually assess young driver educational programs to determine the best and most cost-effective way to reach the largest number of parents and teens
4. Continue to update, as needed, materials and Web site information on young, high-risk drivers; develop materials that are especially appealing to young drivers
5. Include information on the graduated driving license (GDL) law in materials, on the website, and within presentations
6. Support projects designed to prevent underage alcohol purchase, educate law enforcement and the public about underage drinking, apprehend minors attempting to purchase alcohol, and provide a physical enforcement/intervention presence (e.g., Badges in Business, Server Training, SMART Web-based server training, PIRE law enforcement training, compliance checks, and multi-jurisdiction enforcement teams)

7. Conduct an annual safety belt survey of young drivers and their passengers and conduct annual law enforcement mobilizations and public awareness campaigns targeting lack of safety belt use at high schools
8. Conduct an annual law enforcement campaign focused on underage drinking and driving
9. Provide funding to support college/university prevention programs (Partners In Prevention, Partners In Environmental Change, CHEERS Designated Driver program) that focus on the development and implementation of UMC's *Drive Safe. Drive Smart* campaign
10. Encourage strict enforcement of Missouri laws targeting young drivers (e.g., Graduated Drivers License, Zero Tolerance, Abuse and Lose)
11. Promote saveMOLives website and other social marketing sites that appeal to youth (Facebook, Twitter, etc.)
12. Provide support for the Missouri Coalition for Roadway Safety Impaired Driving Subcommittee to address underage impaired driving
13. Implement, if possible, recommendations identified in the 2009 Statewide Underage Impaired Driving Strategic Advance
14. Develop campaigns/materials to reach targeted high-risk groups
15. Promote the Never Say Never seat belt campaign, Battle of the Belt, and the youth alcohol campaigns; modify or enhance campaigns as needed to keep a fresh approach for the teen audience

# OLDER DRIVERS – 65 YEARS OF AGE AND OVER



## Background

Our population is aging and older adult drivers are increasing their exposure (miles driven/year) on the highways. Fatality rates per vehicle miles traveled have been falling for society as a whole, but older drivers' rates are increasing (NHTSA, 2005). According to the U.S. Census Bureau, Missouri ranked 17<sup>th</sup> nationally in 2008 with 13.6% of the population age 65 or older. A 62% increase is expected in this age group between 2005 and 2025, from 774,000 to 1,258,000.

Being able to go where we want and when we want is important to our quality of life. Personal mobility is often inextricably linked to the ability to drive a car. However, as we age our ability to drive a motor vehicle may be compromised by changes in vision, attention, perception, memory, decision-making, reaction time and aspects of physical fitness and performance.

A wide variety of age-related decreases in physical and mental abilities can contribute to decreased driving ability, as implied by reports that elderly drivers drive less as they age, while collisions per mile driven increase. Drivers 65 and older who are injured in automobile crashes are more likely than younger drivers to die from their injuries. Accordingly, several reports have noted that per mile driven, older drivers experience higher crash fatality rates than all but teen-age drivers. Studies have shown that a driver 70 or over is about three times as likely as someone 35-54 years old to sustain a fatal injury in a crash.

Older drivers are a major concern because they are more at risk of dying in a traffic crash than younger drivers. This is due, in large part, to the fragility of older individuals. Fragility and inflexibility – natural occurrences of aging – cause older drivers to be more easily injured. These conditions cause them to be less likely to survive their injuries. Certain progressive illnesses, such as osteoporosis, atherosclerosis, Alzheimer's disease and macular degeneration, eventually cause physical weakness and/or require driving retirement due to the progressive nature of these diseases. For this reason, NHTSA lists older driver safety as a priority area for research, education and rulemaking in the upcoming decade.

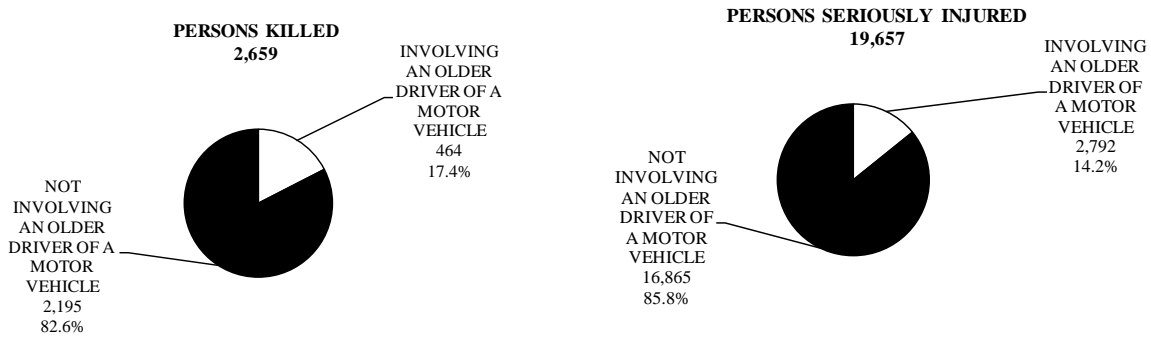
- The good news is that older drivers who keep track of changes in their eyesight, physical fitness and reflexes may be able to adjust their driving habits so they stay safer on the road. The Missouri Department of Transportation has also begun implementing numerous countermeasures to address visibility issues with older drivers. Roadway markings and highway signs have been modified to utilize material and paint with higher retro-reflectivity. Advance street name signs and wrong-way arrows on ramps have been installed on the highways. Center and edgeline rumble stripes have been installed with this highly reflective material and the width of the stripes has been increased. Interstate mile markers have been redesigned for higher visibility. Signs have been revamped and are now much larger.

In relation to all other licensed drivers in the state, drivers 65 and over are almost equally involved in Missouri’s traffic crash experience; however, older drivers do not travel as many miles or as frequently as other drivers. This may be due, in part, to the fact that older drivers tend to self-regulate. As their nighttime vision begins to deteriorate, they begin to restrict their driving to daylight hours. If they are uncomfortable or frightened driving in unfamiliar surroundings, they limit their driving to locations that are well known to them.

In July of 2011, there were 715,326 people licensed in Missouri who were age 65 or over. They accounted for 16.4% percent of the 4,372,541 persons licensed in Missouri.

Of all 2008-2010 fatal and disabling injury crashes in Missouri, 14.5% involved an older driver of a motor vehicle. In 2008-2010, 464 persons were killed and 2,792 were seriously injured in traffic crashes involving an older driver of a motor vehicle.

### OLDER DRIVER INVOLVEMENT IN 2008-2010 MISSOURI TRAFFIC CRASHES





**Goal #1: To decrease fatalities involving older drivers by 2 percent annually to:**

- 148 by 2011
- 145 by 2012
- 142 by 2013
- 139 by 2014

**Performance Measure:**

- Number of fatalities occurring in crashes involving older drivers

**Benchmarks:**

- 2010 fatalities involving older drivers = 151

**Goal #2: To decrease serious injuries involving older drivers by 2 percent annually to:**

- 854 by 2011
- 837 by 2012
- 820 by 2013
- 803 by 2014

**Performance Measure:**

- Number of serious injuries occurring in crashes involving older drivers

**Benchmarks:**

- 2010 serious injuries involving older drivers = 871

## Strategies

1. Work with safety advocates and partners to assess and implement countermeasures to reduce crashes involving older drivers
2. Maintain a database of partners that have an interest in older driver issues; keep these partners apprised of new developments and materials in this field
3. Develop and distribute public informational materials to assist older drivers and their families
4. Provide educational programs to community groups and the public
5. Implement strategies outlined in *Missouri's Blueprint to ARRIVE ALIVE*
6. Train law enforcement personnel to identify signs of impairment specific to older drivers
7. Identify and promote self-assessment tools to enable older drivers to check their own driving abilities
8. Improve the process for reporting unsafe or medically unfit drivers (revisions of forms, internal processes, and needed training)
9. Work with the Subcommittee on Elder Mobility and Safety under the Missouri Coalition for Roadway Safety to address older driver safety
10. Develop a package of office-based screening tools that can be used by agencies involved in licensing decisions



# COMMERCIAL MOTOR VEHICLES

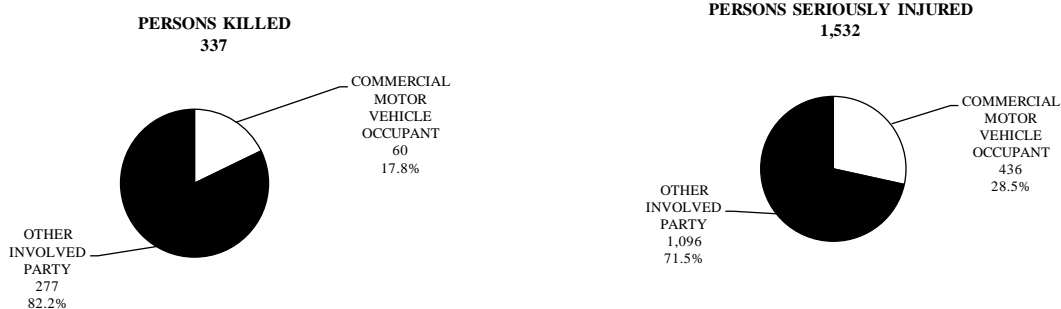
## Background

Large trucks have blind spots – identified as *No Zones* – around the front, back and sides of the truck, which make it difficult for the driver to see. It is critically important that other drivers stay out of the *No Zone* of a commercial vehicle. Because most commercial motor vehicles (CMVs) are large transport devices that are much heavier than the normal vehicle population, they cause greater amounts of personal injury and severity to the occupants of vehicles with which they collide. When analyzing the types of persons killed or injured in CMV crashes, the great majority were not the occupants of the commercial motor vehicle.

Commercial motor vehicles are involved in a substantial number of traffic crashes in Missouri, especially those resulting in the death of one or more persons. In 2008-2010, there were 460,267 traffic crashes in the state. In these crashes, 33,404 (7.3%) involved at least one commercial motor vehicle. Of the 2,408 fatal crashes, however, 297 (12.3%) involved at least one commercial motor vehicle.

Of those killed in 2008–2010 CMV crashes, 60 (17.8%) were CMV occupants and 277 (82.2%) were other parties in the incident. When examining disabling injuries, 436 (28.5%) were CMV occupants while 1,096 (71.5%) were some other party.

## 2008-2010 MISSOURI COMMERCIAL MOTOR VEHICLE INVOLVED TRAFFIC CRASHES



The Motor Carrier Safety Assistance Program (MCSAP) is a federal grant program that provides financial assistance to states to reduce the number and severity of accidents and hazardous materials incidents involving commercial motor vehicles. The goal of the MCSAP is to reduce CMV involved crashes, fatalities, and injuries through consistent, uniform and effective CMV safety programs. Investing grant monies in appropriate safety programs will increase the likelihood that safety defects, driver deficiencies, and unsafe motor carrier practices will be detected and corrected before they become contributing factors to crashes. The Traffic and Highway Safety Division administers MCSAP, but the MCSAP program operates under a separate federal grant. Goals, benchmarks and strategies are outlined within the MCSAP Plan, which is submitted to the Federal Motor Carrier Safety Administration.

# MOTORCYCLE CRASHES



## Background

A responsible motorcyclist must think about the consequences of their riding behavior in traffic and accept personal responsibility for the results of their decisions and actions, as well as develop good skills and judgment. The motorcyclist must consider their personal margin of safety or margin for error – how much extra time and space they need given their skill level.

Likewise, the general motoring public must be aware of their surroundings while driving and share the road with motorcyclists. A significant number of motorcycle crashes involve another vehicle.

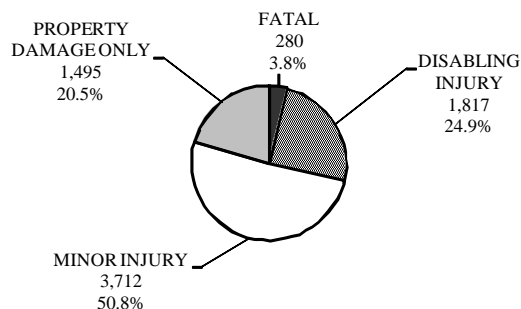
Although motorcycle traffic crashes do not occur with great frequency in Missouri, they usually result in deaths or disabling injuries at a considerably greater rate than other traffic crashes. This reality makes helmet use imperative. In 2008, Missouri ranked 19<sup>th</sup> in helmet use nationwide (ranking is based on an overall percentage of motorcyclists wearing their helmets).

Of the 460,267 traffic crashes in 2008-2010, 0.5% resulted in a fatality and 3.3% involved someone being seriously injured in the incident. During the same period, there were 7,304 traffic crashes involving motorcycles. In these incidents, 280 (3.8%) resulted in a fatality and 1,817 (24.9%) resulted in someone being seriously injured in the crash. These figures demonstrate the overrepresentation of motorcycles in fatal and serious injury crashes.

An area of particular concern is the number of unlicensed motorcyclists involved in crashes. Between 2008-2010 24.3% of the 7,304 motorcycle involved traffic crashes involved an unlicensed motorcycle driver. In fatal crashes, 35.7% involved an unlicensed motorcycle driver, while 30.0% of the disabling injury crashes involved an unlicensed motorcycle driver.

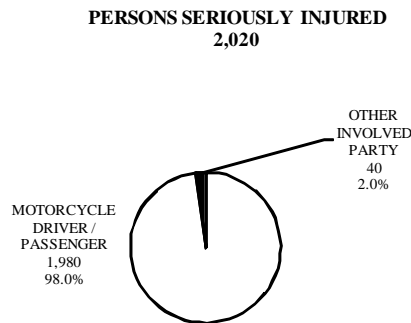
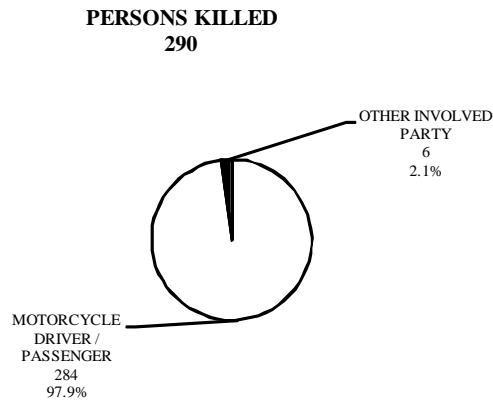
## 2008 – 2010 MISSOURI MOTORCYCLE INVOLVED CRASHES

7,304



**In most instances, motorcycle drivers and/or their passengers are the ones killed and seriously injured when they are involved in a traffic crash.** Of the 1,495 people killed in motorcycle-involved crashes (2008-2010), (20.5%) were motorcycle riders and ( ) were some other person in the incident. Of the seriously injured (2008-2010), ( ) were the motorcycle riders while only ( ) were some other person in the incident.

**2008 – 2010 MISSOURI MOTORCYCLE INVOLVED TRAFFIC CRASHES  
(Person Involvement)**



A significant number of motorcyclists and their passengers killed and seriously injured in Missouri traffic crashes are middle age. Of those killed, 44.0% were between the ages of 41-60 and 47.2% of those seriously injured were in this age group.

**2008-2010 MISSOURI MOTORCYCLE DRIVERS AND PASSENGERS KILLED AND SERIOUSLY INJURED IN MISSOURI TRAFFIC CRASHES  
(Age by Personal Injury Severity)**

Age	KILLED			SERIOUSLY INJURED			TOTAL	
	Number	%	Without Helmets	Number	%	Without Helmets	Number	%
00 - 20	19	6.7%	3	149	7.5%	21	168	7.4%
21 - 40	104	36.6%	15	710	35.9%	60	814	36.0%
41 - 60	125	44.0%	19	934	47.2%	73	1059	46.9%
61 and Over	36	12.7%	2	183	9.2%	2	219	9.7%
Unknown age	0	0.0%	0	4	0.2%	0	4	0.2%
<b>Total</b>	284	100.0%	39	1980	100.0%	156	2260	100.0%

**Goal #1: To decrease motorcyclist fatalities by 2 percent annually to:**

- 91 by 2011
- 89 by 2012
- 88 by 2013
- 86 by 2014

**Performance Measure:**

- Number of motorcyclist fatalities

**Benchmarks:**

- Number of 2010 motorcyclist fatalities = 93

**Goal #2: To decrease unhelmeted motorcyclist fatalities by one per year (does not include fatalities where helmet use was “unknown”):**

- 10 by 2011
- 9 by 2012
- 8 by 2013
- 7 by 2014

**Performance Measure:**

- Number of unhelmeted motorcyclist fatalities (only those fatalities where helmet use was known)

**Benchmarks:**

- Number of 2010 unhelmeted motorcyclist fatalities = 11

**Goal #3: To decrease fatalities involving motorcycle operators who are not licensed or improperly licensed by two per year:**

- by 2011
- by 2012
- by 2013
- by 2014

**Performance Measure:**

- Number of fatalities involving motorcycle operators with no license or improperly licensed

**Benchmark:**

- 2010 fatalities involving an unlicensed motorcycle operator =

## Strategies

1. Continue support for the Missouri Motorcycle Safety Program administered by the Missouri Safety Center at University of Central Missouri
2. Continue to provide motorcycle rider education statewide in order to train 4500+ riders annually
3. Conduct RiderCoach (Instructor) Preparation courses as needed in order to train and expand the base of certified motorcycle RiderCoaches to meet demand
4. Actively participate as a member of the Missouri Motorcycle Safety Advisory Committee
5. Implement, where possible, recommendations documented in the Motorcycle Safety Program Technical Assessment conducted in April of 2009, which includes:
  - Analyze and improve the unlicensed/improperly licensed motorcycle operators to encourage and improve full licensing
  - Change Missouri Statute so motorcycle permits can only be renewed once before retesting is required
  - Address the impaired motorcyclist problem by using enforcement and education
  - Implement comprehensive efforts to educate motorcyclists about how to make themselves visible to motorists
  - Allow both the Beginner Rider Course (BRC) and Experienced Rider Course (ERC) to be used as a waiver to the skills portion of the license test
6. Create and distribute Missouri Helmet Law cards to law enforcement statewide on detecting non-compliant helmets
7. Continue working with numerous grass-roots motorcycle safety groups in promoting the “Watch for Motorcycles” message throughout the state
8. Host a Missouri Motorcycle Safety Strategic Advance in FY2012
9. Organize a Missouri Motorcycle Safety Strategic Planning Committee and create a Missouri Motorcycle Safety Strategic Plan in FY2012



## CRASHES INVOLVING SCHOOL BUSES



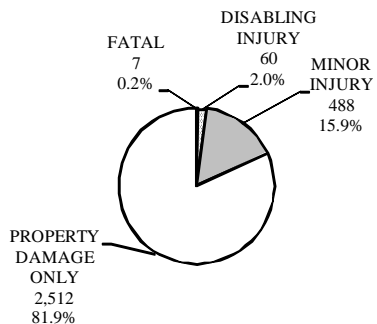
### Background

Although school buses provide one of the safest modes of transportation, there are still school bus related injuries and, unfortunately, some fatalities every year. Some of these are due to crashes with other vehicles while others are due to the school bus striking a pedestrian or bicyclist. The responsibility borne by school bus drivers is considerable.

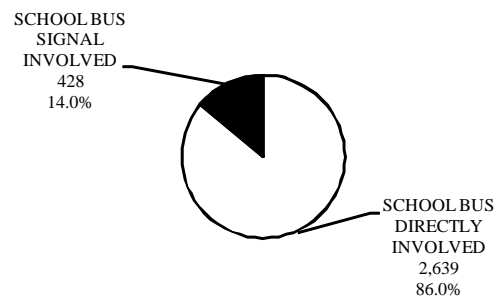
A vehicle must meet safety standards that are appropriate for its size and type because different types of vehicles perform differently in a crash. For example, because a large school bus is heavier than most other vehicles, its weight can protect its occupants from crash forces better than a light vehicle such as a passenger car. The passive protection engineered into large school buses, combined with other factors such as weight, provides passenger protection similar to that provided by safety devices in passenger cars. Both types of vehicles protect children from harm but in different ways. Many school buses throughout Missouri are now equipped with 3-point safety belts. This safety enhancement, when properly used, provides additional protection in the event of a crash.

School buses are not involved in a large number of traffic crashes in Missouri. Of all 2008-2010 Missouri traffic crashes, 0.7% involved a school bus or school bus signal. In 86.0% of the school bus crashes, a school bus was directly involved in the crash and in 14.0% of the crashes, no school bus was directly involved but a school bus signal was involved.

2008-2010 MISSOURI SCHOOL BUS/SCHOOL BUS SIGNAL INVOLVED TRAFFIC CRASHES

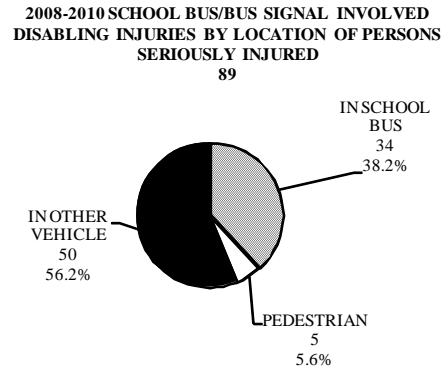
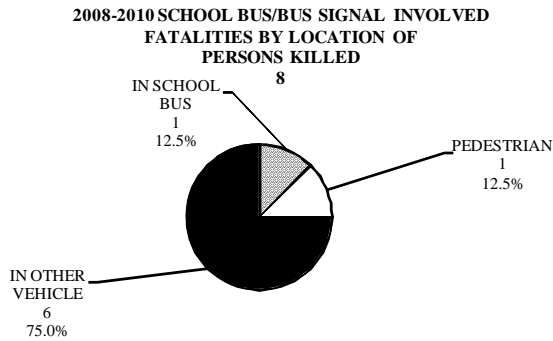


SCHOOL BUS INVOLVEMENT TYPE  
2008-2010 MISSOURI SCHOOL BUS INVOLVED TRAFFIC CRASHES



Of the eight persons killed during 2008-2010 in crashes involving school buses, one was an actual occupant of the school bus and seven were some other person in the incident. Of the 89 persons seriously injured, 34 were occupants of the school bus, five were pedestrians and 50 were some other person in the incident.





A significant number of persons killed or seriously injured in crashes involving school buses are young.

**PERSONS KILLED AND SERIOUSLY INJURED IN 2008-2010 SCHOOL BUS/BUS SIGNAL INVOLVED TRAFFIC CRASHES  
(Age by Personal Injury Severity by Involvement)**

Age	IN BUS		PEDESTRIAN		IN OTHER VEHICLE	
	Killed	Disabling Injuries	Killed	Disabling Injuries	Killed	Disabling Injuries
0-4	0	0	0	0	0	1
5-8	0	1	0	1	0	1
9-20	1	20	1	2	3	9
21+	0	12	0	2	3	38
Unknown	0	1	0	0	0	1
<b>Total</b>	<b>1</b>	<b>34</b>	<b>1</b>	<b>5</b>	<b>6</b>	<b>50</b>

**Goal: To decrease by 2% the number of fatalities and disabling injuries resulting from crashes involving school buses or school bus signals in comparison to the previous 3-year period to:**

- 95 for the period 2009-2011
- 93 for the period 2010-2012
- 91 for the period 2011-2013
- 89 for the period 2012-2014

**Performance Measures**

- Number of fatalities occurring in crashes involving school buses or school bus signals
- Number of disabling injuries occurring in crashes involving school buses or school bus signals

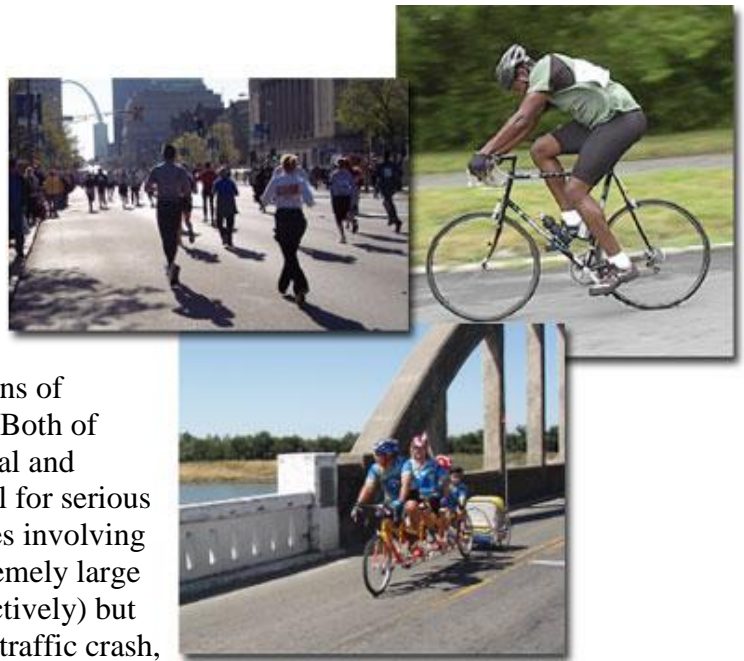
**Benchmarks:**

- 2008-2010 fatalities and disabling injuries occurring in crashes involving school buses or school bus signals = 97

**Strategies**

1. Support and implement, if feasible, recommendations made by the 2005 Governor's School Bus Task Force
2. Continue to serve on any state school bus safety committees
3. Expand current public awareness materials to address seat belts on school buses, compartmentalization of school buses, general safety issues regarding riding a school bus, safety around the loading zones and sharing the road with school buses

# VULNERABLE ROADWAY USERS



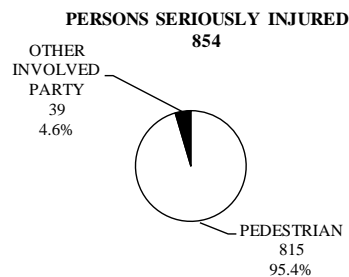
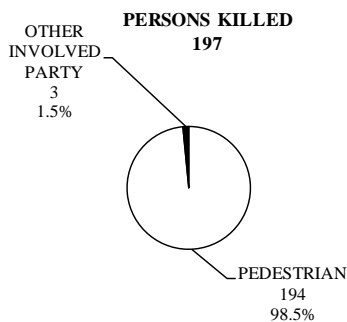
Many Missourians rely on non-motorized means of transportation such as walking and bicycling. Both of these modes have the ability to provide physical and health benefits, but they also have the potential for serious or fatal injuries in the event of a crash. Crashes involving pedestrians and bicyclists do not occur in extremely large numbers (0.9% and 0.4% of all crashes, respectively) but when a pedestrian or bicyclist is involved in a traffic crash, the potential for harm is much greater.

Pedestrians and bicyclists alike need to understand that they have primary responsibility for their own safety; however, the motoring public also has a responsibility to share the road in a safe manner with these vulnerable road users. This is especially true since many pedestrians and bicyclists are children who often lack the knowledge or skills to interact safely in traffic.

## Pedestrians

For the period 2008-2010, there were 195 fatal pedestrian-involved crashes and 789 disabling injury pedestrian-involved crashes. During that 3-year period, of the 197 persons killed in pedestrian involved crashes, 194 (98.5%) were the pedestrians. Of the 854 seriously injured in pedestrian involved crashes, 815 (95.4%) were the pedestrians.

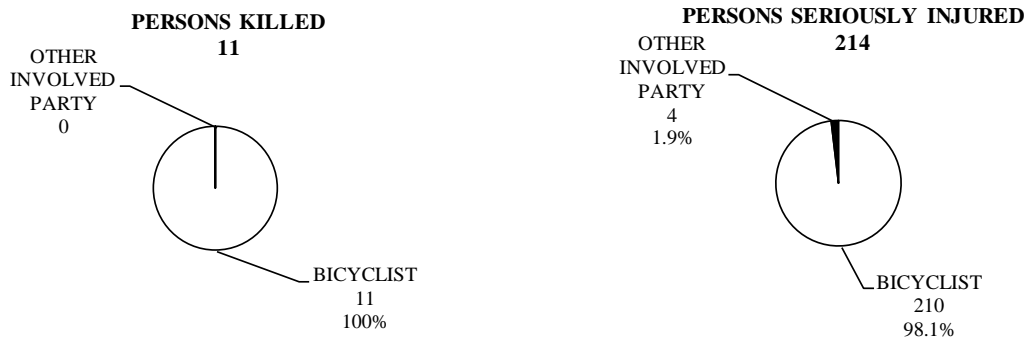
## 2008 – 2010 MISSOURI PEDESTRIAN INVOLVED TRAFFIC CRASHES (Person Involvement)



## Bicyclists

For the period 2008-2010, there were 11 fatal bicycle-involved crashes and 206 disabling injury bicycle-involved crashes. For that same 3-year period, of the 11 persons killed in bicycle-involved crashes, all were the bicyclists. Of the 214 persons seriously injured in bicycle-involved crashes, 210 (98.1%) were the bicyclists.

### 2008-2010 MISSOURI BICYCLE INVOLVED TRAFFIC CRASHES (Person Involvement)



#### Goal #1: To decrease one pedestrian fatality annually to:

- 56 by 2011
- 55 by 2012
- 54 by 2013
- 53 by 2014

#### Performance Measure:

- Number of pedestrian fatalities

#### Benchmarks:

- 2010 pedestrian fatalities = 57
- 

#### Goal #2: To decrease by one the number of bicyclist fatalities in comparison to the previous 5-year period to:

- 26 by 2007-2011
- 25 by 2008-2012
- 24 by 2009-2013
- 23 by 2010-2014

#### Performance Measure:

- Number of bicyclist fatalities

#### Benchmarks:

- 2006-2010 bicyclist fatalities = 27

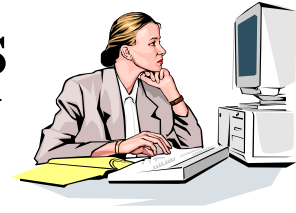
- 2010 bicyclist fatalities = 7

### **Strategies**

1. Educate the motoring public on sharing the road safely with pedestrians and bicyclists
2. Educate pedestrians and bicyclists on safely interacting with motor vehicles
3. Purchase helmets for distribution at exhibits and for school/local safety awareness programs
4. Promote bicycle safety events/awareness programs at the local level utilizing the Safe Communities programs and the *Blueprint* regional coalitions



# ENGINEERING SERVICES AND DATA COLLECTION



## **Engineering Services**

Traffic engineering is a vital component of the traffic safety countermeasure picture. The techniques engineers use to design roads certainly affect the safety of motorists. Engineering approaches offer two basic types of countermeasures against drivers committing hazardous moving violations: highway design and traffic operations. With highway design, the roads can be redesigned to add capacity or accommodate increased traffic. Highway design can also mitigate the injury consequences for motorists who come into contact with aggressive, impaired, or distracted drivers. Effective traffic engineering offers a way to accommodate increased traffic flow, or at least get it under control, without building new roads.

One of the most successful examples of an engineering solution to mitigate cross-median crashes (one of our most deadly crashes on the interstates), has been the installation of the median guard cable. Since the statewide installation effort began in 2003, over 640 miles of guard cable have been installed across the state. As a result, only two crossover fatalities occurred at cable locations in 2007 compared to 55 the year before cable was installed – a 96% reduction. Similar results have been experienced annually at locations with median guard cable.

## **Traffic Engineering Assistance Program (TEAP)**

It is often necessary for cities and counties to obtain the services of private consulting engineering firms in order to aid them in correcting operational problems on their streets and highways. Correction of these problems can require detailed assessment of traffic crash analysis, traffic courts, speed surveys, minor origin and destination studies, non-rapid transit studies, parking supply and demand studies, capacity analysis, lighting analysis and design, traffic control devices (inventory and layout), or traffic signal progression analysis and design. Most cities and counties do not have the personnel with expertise in these areas to perform the necessary analysis. (This is not a complete list of the studies a traffic engineering consultant may be called upon to perform.) This is a support problem where methods of correcting a particular situation must first be examined and determined before they can be implemented or evaluated for effectiveness. In order to provide assistance in this area, the Highway Safety Office allocates funding for consultants to perform this service for the local jurisdictions.

## **Bridge Engineering Assistance Program (BEAP)**

It is often necessary for cities and counties to obtain the services of private consulting engineering firms in order to aid them in correcting operational problems on their bridges. Correction of these problems can require evaluation of bridge structures for load-carrying capacity. Technical expertise is provided to cities/counties to conduct bridge analysis including bridge inspections. In order to provide assistance in this area, the Highway Safety Office allocates funding for consultants to perform this service for the local jurisdictions.

## **Training**

Support is also provided for traffic engineering forums and technology transfer to enhance the ability of the local communities to develop accident countermeasures. This is accomplished through training workshops and conferences funded through MoDOT.

An instructional program on traffic practices and crash countermeasure development will be offered to local law enforcement and traffic engineers. This program provides them fifteen hours of professional development. Participants receive training on pinpointing typical traffic problems, recognizing roadway and signing defects, and identifying solutions for high-crash locations.

## **Data Collection**

Each state has developed, to varying degrees, systems for the collection, maintenance and analysis of traffic safety data. Motor vehicle crash data tell us about the characteristics of the crash and the vehicles and persons involved. Crash data elements describe the date, time, location, harmful events, type of crash, weather and contributing circumstances. Vehicle data elements describe the vehicle in terms of the make, year, type, role, actions, direction, impact, sequence of events and damaged areas. Person data elements describe all persons involved by age, sex, injury status and type. Additional information describing the vehicle number, seating position, use of safety equipment, driver status information, non-motorist status, alcohol/drug involvement and EMS transport status is collected when relevant to the person involved.

### **STARS Maintenance and Traffic Safety Compendium**

The traffic safety program supports maintenance of the Statewide Traffic Accident Reporting System (STARS), which is the repository for all crash statistics. The Missouri State Highway Patrol started electronically filing crash reports in 2007. Approximately 13% of local crash reports are now entered electronically into the STARS system via the LETS software. Revision of the current crash report form is completed with training underway. The form will become effective on January 1, 2012. The Traffic Safety Compendium is compiled from statistics collected in STARS. Without this vital component, it would be difficult to develop a comprehensive plan based on consistently reported crash data especially as it relates to contributing circumstances that caused the crash. This crash information is shared with MoDOT's Traffic and Highway Safety Division.

### **Law Enforcement Traffic Software (LETS)**

This Web-based computerized system for collection and comprehensive management of traffic data provides on-line information concerning traffic activities and needs for local law enforcement agencies. LETS allows agencies to track crash occurrences, deploy enforcement efforts, design accident countermeasure programs, and develop customized reports. The LETS software also allows agencies to electronically transfer crash data to the STARS database.

**Goal #1: To assure there is a robust traffic data system available to assist all data users in development of appropriate traffic safety countermeasures**

**Performance Measure:**

- Percent of all crash reports filed electronically through LETS into the STARS system.
- Ability to track positive or negative trends in traffic crashes by target populations, geographic location, driver subgroups, and causation factors

**Benchmarks:**

- In 2009, local law enforcement agencies began electronically submitting crash reports through LETS.

**Goal #2: To publish the annual Traffic Safety Compendium by July 1**

**Performance Measure**

- Production of the annual Traffic Safety Compendium in a timely fashion for use by traffic safety advocates, law enforcement agencies, media, and the general public

**Benchmarks:**

- 2008 Compendium published

**Goal #3: To provide adequate training on an annual basis that will support and enhance the ability of state and local agencies in developing accident countermeasures**

**Performance Measure:**

- Continue partnership with Mid America Regional Council to conduct road safety audits with law enforcement

**Benchmarks:**

- Conduct one road safety audit with law enforcement

**Benchmarks**

- A. Provide consultant assistance to local communities for traffic engineering assessments
- B. Provide consultant assistance to local communities for bridge engineering assessments
- C. Provide training for engineering professionals at workshops and the Annual Traffic Conference (number of attendees depends upon conference costs which is based on location and travel constraints)
- D. Provide an effective, efficient software system for capturing local law enforcement crash data
- E. Provide an effective, efficient Web-based highway safety grants management system



## **Strategies**

1. Encode all accident reports into the STARS system, ensuring accuracy and efficiency, and provide equipment to support STARS maintenance
2. Utilize statistics to produce the annual Traffic Safety Compendium to assist MoDOT's Traffic and Highway Safety Division and local communities in developing problem identification
3. Provide expertise and funding to assure communities are in compliance with uniform traffic codes and that the bridges within their jurisdictions are upgraded in terms of their safety
4. Provide training to assure state and local engineers are kept abreast of current technology
5. Continue LETS software improvement and training – train users on accessing and utilizing LETS system, log users into the system, and provide help desk through REJIS
6. Continue to serve on the Traffic Records Coordinating Committee and assist in the redevelopment of the Missouri Traffic Records Strategic Plan
7. Continue to emphasize linkage capability within the traffic records data systems to generate merged records for analytic purposes.
8. Implement recommendations of the 2011 Traffic Records Assessment into the statewide strategic plan (as required in Section 408 implementing guidelines)
9. Continually refine and enhance Missouri's data collection and analysis systems in order to produce tables and reports that provide standardized exposure data for use in developing traffic safety countermeasure programs
10. Promote use of the online law enforcement mobilization reporting system
11. Collaborate with the Missouri State Highway Patrol to assure that Missouri's traffic crash report form complies with 2008 revised MMUCC standards. This includes redevelopment of the crash report form to allow for capture of additional data elements as recommended by the review process and statewide implementation of the form.
12. Maintain and improve as needed a totally Web-based Highway Safety grants management system working in conjunction with the Highway Safety Office, REJIS, and MoDOT's Information Technology division
13. Continue to procure enhanced broadband wireless services for Missouri State Highway Patrol cars through a wireless service provider, to allow for seamless, continuous, and complete transmissions of racial profiling data

**FY 2012 BUDGET**  
**and**  
**PROJECT LISTING**

PROJECT #	GRANTEE	PROJECT TITLE	FUNDING AMOUNT
<b>154 CONTRACTS</b>			
12-154-AL-003	Aurora Police Dept.	Impaired Driving Enforcement	\$5,000.00
12-154-AL-004	Billings Police Dept.	DWI Enforcement	\$3,000.00
12-154-AL-005	Bolivar Police Dept.	DWI Enforcement	\$4,000.00
12-154-AL-006	Boone County Sheriff's Dept.	Boone County Compliance Checks	\$2,112.00
12-154-AL-007	Belton Police Dept.	DWI Enforcement	\$5,300.00
12-154-AL-008	Belton Police Dept.	Sobriety Checkpoint	\$8,000.00
12-154-AL-009	Clay County Sheriff's Dept.	Youth Alcohol Enforcement	\$5,000.00
12-154-AL-010	Clay County Sheriff's Dept.	Sobriety Checkpoints / DWI Enforcement	\$13,000.00
12-154-AL-011	Cleveland Police Dept.	Cass County STEP/DWI Enforcement	\$2,000.00
12-154-AL-012	Independence Police Dept.	Sobriety Checkpoint / DWI Enforcement	\$172,000.00
12-154-AL-013	Lee's Summit Police Dept.	DWI Enforcement	\$42,000.00
12-154-AL-014	Livingston County Sheriff's Dept.	DWI Enforcement	\$5,000.00
12-154-AL-015	Pleasant Hill Police Dept.	D.W.I. Enforcement	\$6,000.00
12-154-AL-016	Boone County Sheriff's Dept.	Full-Time DWI / Traffic Unit	\$53,403.47
12-154-AL-017	Boone County Sheriff's Dept.	Sobriety Checkpoint / Saturation Patrols	\$19,608.30
12-154-AL-018	Branson Police Dept.	DWI Checkpoint/Saturation Patrol	\$5,000.00
12-154-AL-019	Branson Police Dept.	Youth Alcohol Enforcement	\$2,000.00
12-154-AL-020	Jackson County Sheriff's Dept.	Jackson Co. Traffic Safety Unit	\$181,563.33
12-154-AL-021	Butler County Sheriff's Dept.	Butler County DWI Enforcement	\$9,000.00
12-154-AL-022	Callaway County Sheriff's Dept.	Callaway County DWI Enforcement	\$10,000.00
12-154-AL-023	Camden County Sheriff's Dept.	DWI Enforcement Unit	\$41,721.02
12-154-AL-024	Kansas City MO Board of Police Commissioners	DWI Enforcement	\$156,866.00
12-154-AL-025	Camden County Sheriff's Dept.	DWI Enforcement and Reduction	\$10,000.00
12-154-AL-026	Canton Police Dept.	DWI Enforcement	\$1,500.00
12-154-AL-027	Cape Girardeau County Sheriff's Dept.	DWI Enforcement Overtime	\$7,000.00
12-154-AL-028	Kansas City MO Board of Police Commissioners	Youth Alcohol	\$40,007.00
12-154-AL-029	Cape Girardeau Police Dept.	DWI Enforcement	\$10,000.00
12-154-AL-030	Kansas City MO Board of Police Commissioners	Sobriety Checkpoint	\$137,483.00
12-154-AL-031	Cape Girardeau Police Dept.	Sobriety Checkpoints	\$2,500.00
12-154-AL-032	MO Div. of Alcohol and Tobacco Control	Alcohol Compliance Check Training	\$72,720.00
12-154-AL-033	Traffic and Highway Safety Division	Youth Alcohol	\$25,970.00
12-154-AL-034	Cartersville Police Dept.	DWI Enforcement	\$2,000.00
12-154-AL-035	Carthage Police Dept.	DWI Enforcement	\$1,875.00

PROJECT #	GRANTEE	PROJECT TITLE	FUNDING AMOUNT
12-154-AL-036	St. Louis County Police Dept.	Sobriety Checkpoints and DWI Saturation	\$90,000.00
12-154-AL-037	Caruthersville Police Dept.	DWI Overtime Enforcement	\$2,000.00
12-154-AL-038	Christian County Sheriff's Dept.	DWI Enforcement	\$15,295.00
12-154-AL-039	Christian County Sheriff's Dept.	Youth Alcohol Enforcement	\$3,000.00
12-154-AL-040	St. Louis County Police Dept.	St. Louis County HMV/DWI Unit	\$136,362.00
12-154-AL-041	MO Dept. of Revenue	DOR and Law Enforcement Training	\$18,720.00
12-154-AL-042	MO Dept. of Revenue	Attorney and Legal Assistant	\$125,250.50
12-154-AL-043	Mothers Against Drunk Driving	MADD Court Monitoring Project	\$126,127.00
12-154-AL-044	Office of State Courts Administrator	DWI Court Projects	\$324,640.82
12-154-AL-045	Traffic and Highway Safety Division	Youth Alcohol Campaign	\$125,000.00
12-154-AL-046	University of MO Curators	SMART CHEERS DriveSafeDriveSmart	\$257,441.76
12-154-AL-047	Jefferson County Sheriff's Office	DWI Enforcement	\$139,982.70
12-154-AL-048	Clark County Sheriff's Dept.	Northeast Missouri DWI Task Force	\$6,000.00
12-154-AL-049	Clark County Sheriff's Dept.	DWI/Drug Impaired Enforcement	\$5,250.00
12-154-AL-050	Cole County Sheriff's Dept.	Sobriety Checkpoints/DWI Enforcement	\$16,000.00
12-154-AL-051	Crawford County Sheriff's Dept.	HMV / Alcohol Involved	\$5,000.00
12-154-AL-052	Cuba Police Dept.	DWI Enforcement and Sobriety Checkpoints	\$3,000.00
12-154-AL-053	Dallas County Sheriff's Dept.	DWI Enforcement	\$5,000.00
12-154-AL-054	Dexter Police Dept.	DWI Enforcement	\$2,000.00
12-154-AL-055	Douglas County Sheriff's Dept.	DWI Enforcement	\$4,000.00
12-154-AL-056	Farmington Police Dept.	DWI Enforcement	\$11,815.00
12-154-AL-057	Greene County Sheriff's Dept.	DWI Enforcement	\$75,000.00
12-154-AL-058	Greene County Sheriff's Dept.	Youth Alcohol Enforcement	\$60,000.00
12-154-AL-059	Pevely Police Dept.	DWI Wolfpack Enforcement	\$8,010.00
12-154-AL-060	Hayti Police Dept.	DWI Enforcement	\$5,000.00
12-154-AL-061	Traffic and Highway Safety Division	Southwest Missouri DWI Task Force	\$25,000.00
12-154-AL-062	Traffic and Highway Safety Division	Statewide DWI Enforcement	\$100,000.00
12-154-AL-063	Hollister Police Dept.	DWI Enforcement	\$3,000.00
12-154-AL-064	Howell County Sheriff's Dept.	DWI Enforcement	\$8,000.00
12-154-AL-065	Jefferson City Police Dept.	DWI Enforcement	\$25,000.00
12-154-AL-066	Joplin Police Dept.	DWI Enforcement & Youth Alcohol	\$11,250.00
12-154-AL-067	Joplin Police Dept.	Full-Time DWI Unit	\$62,580.78
12-154-AL-068	Kennett Police Dept.	Sobriety Checkpoints	\$6,000.00
12-154-AL-069	Kennett Police Dept.	DWI Enforcement	\$15,000.00

PROJECT #	GRANTEE	PROJECT TITLE	FUNDING AMOUNT
12-154-AL-070	Lawrence County Sheriff's Dept.	DWI Enforcement	\$3,000.00
12-154-AL-071	Leadington Police Dept.	DWI Enforcement	\$2,000.00
12-154-AL-072	Moberly Police Dept.	DWI Enforcement/Sobriety Checkpoint	\$3,000.00
12-154-AL-073	Monett Police Dept.	DWI Enforcement/Sobriety Checkpoints	\$4,400.00
12-154-AL-074	Morgan County Sheriff's Dept.	DWI Enforcement	\$5,000.00
12-154-AL-075	Mountain View Police Dept.	Sobriety Checkpoints/Saturation Patrol	\$3,000.00
12-154-AL-076	Newton County Sheriff's Dept.	DWI Enforcement	\$10,000.00
12-154-AL-077	Oronogo Police Department	Sobriety Checkpoint / Saturation Patrols	\$2,000.00
12-154-AL-078	Springfield Police Dept.	DWI Enforcement	\$74,200.00
12-154-AL-079	Springfield Police Dept.	Sobriety Checkpoint	\$21,600.00
12-154-AL-080	Smithville Police Dept.	Sobriety Checkpoint / DWI Enforcement	\$41,000.00
12-154-AL-081	Waynesville Police Dept.	DWI Enforcement	\$3,495.14
12-154-AL-082	Webb City Police Dept.	DWI Enforcement	\$10,000.00
12-154-AL-083	Missouri Safety Center	Statewide DWI Enforcement	\$261,690.00
12-154-AL-084	MO State Highway Patrol	DWI Tracking System (DWITS)	\$50,050.00
12-154-AL-085	Missouri Safety Center	Alcohol Impaired Driving Countermeasures	\$472,882.00
12-154-AL-086	Greene County Sheriff's Dept.	DWI Enforcement Unit	\$175,000.00
12-154-HE-001	MoDOT Financial Services	2012 HE	\$20,000,000.00
		<b>Total 154 Contracts</b>	<b>\$24,030,671.82</b>
<b>164 CONTRACTS</b>			
12-164-AL-001	Missouri Safety Center	BA Upgrade 2012	\$1,000,000.00
12-164-HE-001	MoDOT Financial Services	2012 HE 164	\$13,964,448.00
		<b>Total 164 Contracts</b>	<b>\$14,964,448.00</b>
<b>2010 CONTRACTS</b>			
12-K6-12-001	Traffic and Highway Safety Division	Motorcycle Safety Awareness	\$120,000.00
		<b>Total 2010 Contracts</b>	<b>\$120,000.00</b>
<b>2011 CONTRACTS</b>			
12-K3-05-001	Chesterfield Police Dept.	CPS/Traffic Safety	\$28,261.92
12-K3-05-002	Traffic and Highway Safety Division	Child Passenger Safety 2011(d)	\$205,187.00
12-K3-05-003	Missouri Safety Center	Click It or Ticket - CPS Enforcement	\$100,000.00
		<b>Total 2011 Contracts</b>	<b>\$333,448.92</b>
<b>402 CONTRACTS</b>			
12-AI-04-001	Missouri Safety Center	Crash Investigation Training	\$43,505.00

PROJECT #	GRANTEE	PROJECT TITLE	FUNDING AMOUNT
12-CP-09-001	Cape Girardeau Safe Communities	Team Spirit Youth Traffic Safety Program	\$155,685.44
12-CP-09-002	Traffic and Highway Safety Division	Young Driver	\$15,000.00
12-CP-09-003	University of MO Curators	ThinkFirst Missouri	\$316,932.58
12-CR-05-001	Traffic and Highway Safety Division	CPS Program Activities	\$8,000.00
12-CR-05-002	Traffic and Highway Safety Division	Child Passenger Safety Coordination	\$60,000.00
12-DE-02-001	Frank L. Mitchell Jr. MD Trauma Center	Decide to Drive Campaign	\$50,908.00
12-DE-02-002	Traffic and Highway Safety Division	Parent/Teen Instructional Guide	\$20,135.50
12-DE-02-003	Missouri Police Chiefs Association	LE Driving & Response Training	\$28,847.00
12-DE-02-004	Traffic and Highway Safety Division	In-House Older Driver Project	\$4,000.00
12-DE-02-005	Missouri Sheriffs Association	Law Enforcement Officer Driver Training	\$12,514.00
12-DE-02-006	Missouri Safety Center	Driver Improvement Program	\$46,436.00
12-DL-02-001	Washington University - Attn: Connie Motoki	Expanding Medical fitness to drive	\$109,999.00
12-EM-02-001	University of MO Curators	Highway Safety Course Delivery	\$23,450.00
12-OP-05-001	Missouri Safety Center	Teen (High School) Seat Belt Survey	\$47,465.00
12-OP-05-002	Missouri Safety Center	Youth Seat Belt Enforcement	\$42,680.00
12-OP-05-003	Traffic and Highway Safety Division	2012 Click It or Ticket	\$55,550.00
12-OP-05-004	Missouri Safety Center	Statewide Seat Belt Survey	\$83,380.00
12-OP-05-005	Missouri Safety Center	CIOT Enforcement	\$132,550.00
12-PA-02-001	Traffic and Highway Safety Division	Planning and Administration	\$75,000.00
12-PM-02-001	Traffic and Highway Safety Division	Click It or Ticket	\$150,000.00
12-PM-02-002	Traffic and Highway Safety Division	Youth Seat Belt	\$100,000.00
12-PM-02-003	Traffic and Highway Safety Division	Work Zone Safety	\$50,000.00
12-PM-02-004	Traffic and Highway Safety Division	PI Creative Services	\$30,000.00
12-PS-02-001	Traffic and Highway Safety Division	Bicycle and Pedestrian Safety	\$500.00
12-PT-02-001	Bolivar Police Dept.	2012 Hazardous Moving Grant	\$3,000.00
12-PT-02-002	Boone County Sheriff's Dept.	HMV - Slowdown	\$18,667.20
12-PT-02-003	Traffic and Highway Safety Division	Tween Safety Program	\$10,000.00
12-PT-02-004	Belton Police Dept.	Hazardous Moving	\$6,000.00
12-PT-02-005	Buchanan County Sheriff's Dept.	Buchanan County Speed Enforcement	\$3,000.00
12-PT-02-006	Cass County Sheriff's Office	Hazardous Moving Violation	\$5,000.00
12-PT-02-007	Chillicothe Police Dept.	Hazardous Moving Enforcement	\$1,800.00
12-PT-02-008	Clay County Sheriff's Dept.	Hazardous Moving Violation Enforcement	\$8,000.00
12-PT-02-009	Clinton Police Dept.	Hazardous Moving Violations Enforcement	\$6,000.00
12-PT-02-010	Gladstone Dept. of Public Safety	Hazardous Moving Violation Enforcement	\$7,000.00

PROJECT #	GRANTEE	PROJECT TITLE	FUNDING AMOUNT
12-PT-02-011	Grandview Police Dept.	HMV Enforcement	\$8,000.00
12-PT-02-012	Independence Police Dept.	Hazardous Moving Violation	\$150,000.00
12-PT-02-013	Lee's Summit Police Dept.	HMV Enforcement	\$37,600.00
12-PT-02-014	Liberty Police Dept.	Hazardous Moving Violation	\$5,000.00
12-PT-02-015	Livingston County Sheriff's Dept.	HMV Enforcement	\$5,000.00
12-PT-02-016	North Kansas City Police Dept.	Hazardous Moving Violations	\$6,000.00
12-PT-02-017	Pettis County Sheriff's Dept.	Hazardous Moving Violation	\$4,000.00
12-PT-02-018	Platte County Sheriff's Dept.	Hazardous Moving Violation	\$9,000.00
12-PT-02-019	Platte County Sheriff's Dept.	Traffic Safety Officer	\$20,434.50
12-PT-02-020	Raymore Police Dept.	Hazardous Moving Violation Enforcement	\$5,000.00
12-PT-02-021	Raytown Police Dept.	HMV Enforcement	\$8,500.00
12-PT-02-022	St. Joseph Police Dept.	HMV Enforcement	\$6,000.00
12-PT-02-023	Branson Police Dept.	HMV Enforcement	\$3,000.00
12-PT-02-024	Jackson County Sheriff's Dept.	Hazardous Moving Violation	\$8,000.00
12-PT-02-025	Butler County Sheriff's Dept.	Enforcing HMV laws in Butler County, MO	\$6,000.00
12-PT-02-026	Kansas City MO Board of Police Commissioners	Hazardous Moving Violations Enforcement	\$200,000.00
12-PT-02-027	Camden County Sheriff's Dept.	Hazardous Moving Violation Enforcement	\$8,000.00
12-PT-02-028	Cape Girardeau Police Dept.	HMV Enforcement	\$7,000.00
12-PT-02-029	Kansas City MO Board of Police Commissioners	Occupant Protection	\$30,000.00
12-PT-02-030	St. Louis County Police Dept.	Highway Safety Unit	\$136,362.00
12-PT-02-031	Christian County Sheriff's Dept.	HMV Enforcement Grant	\$6,000.00
12-PT-02-032	Missouri Southern State University	Law Enforcement Training	\$24,000.00
12-PT-02-033	MO State Highway Patrol	Skill Development	\$17,000.00
12-PT-02-034	MO State Highway Patrol	Radar/EVOC/Instr Develop/Equip Materials	\$59,321.92
12-PT-02-035	MO State Highway Patrol	Accident Investigation Training	\$62,945.50
12-PT-02-036	Traffic and Highway Safety Division	Public Information and Education General	\$20,000.00
12-PT-02-037	Arnold Police Dept.	Hazardous Moving Violations	\$9,009.00
12-PT-02-038	Ballwin Police Dept.	Hazardous Moving Violations	\$3,990.00
12-PT-02-039	Bellefontaine Neighbors Police Dept.	Aggressive Drivers	\$7,004.00
12-PT-02-040	Brentwood Police Dept.	Creating Awareness for Motorists	\$9,050.45
12-PT-02-041	Bridgeton Police Dept.	Hazardous Moving Violations	\$10,000.50
12-PT-02-042	Chesterfield Police Dept.	HMV Enforcement	\$7,470.00
12-PT-02-043	Creve Coeur Police Dept.	Speed Enforcement	\$5,000.00
12-PT-02-044	Crystal City Police Dept.	Hazardous Moving Violations Enforcement	\$3,999.87

PROJECT #	GRANTEE	PROJECT TITLE	FUNDING AMOUNT
12-PT-02-045	Des Peres Dept. of Public Safety	Hazardous Moving Violation Enforcement	\$3,200.00
12-PT-02-046	Eureka Police Dept.	Hazardous Moving Violations	\$9,981.48
12-PT-02-047	Ferguson Police Dept.	IS-270 Enforcement Activity	\$4,515.00
12-PT-02-048	Festus Police Dept.	Hazardous Moving Violation Enforcement	\$12,000.00
12-PT-02-049	Foristell Police Dept.	Traffic Safety 2012	\$3,507.50
12-PT-02-050	Franklin County Sheriff's Dept.	Hazardous Moving/Speed Enforcement	\$10,000.00
12-PT-02-051	Glendale Police Dept.	Hazardous Moving Violation	\$2,126.25
12-PT-02-052	Hazelwood Police Dept.	Hazelwood PD Hazardous Moving Violations	\$9,960.00
12-PT-02-053	Herculaneum Police Dept.	Hazardous Moving Violations	\$2,995.20
12-PT-02-054	Traffic and Highway Safety Division	Statewide HMV	\$50,000.00
12-PT-02-055	Jefferson County Sheriff's Office	Hazardous Moving Violation	\$85,013.70
12-PT-02-056	Kirkwood Police Dept.	2012 HMV & MDT PROJECT	\$10,006.88
12-PT-02-057	Lake St. Louis Police Dept.	HMV Enforcement	\$1,995.00
12-PT-02-058	Manchester Police Dept.	Hazardous Moving Violations	\$2,000.00
12-PT-02-059	Cole County Sheriff's Dept.	HMV Enforcement	\$6,248.00
12-PT-02-060	Columbia Police Dept.	HMV Enforcement	\$8,000.00
12-PT-02-061	Maryland Heights Police Dept.	I-270 Speed Enforcement	\$10,016.51
12-PT-02-062	O'Fallon Police Dept.	Speeding/Red Light Violation Enforcement	\$9,998.59
12-PT-02-063	Olivette Police Dept.	Citywide HMV Enforcement	\$2,025.00
12-PT-02-064	Overland Police Dept.	Hazardous & Speeding	\$5,986.05
12-PT-02-065	Greene County Sheriff's Dept.	2012 HMV Enforcement	\$60,000.00
12-PT-02-066	Pacific Police Dept.	Speed and Occupant Protection	\$3,032.66
12-PT-02-067	Pevely Police Dept.	Aggressive Driving Enforcement	\$8,010.00
12-PT-02-068	Richmond Heights Police Dept.	Hazardous Moving Violation Enforcement	\$4,998.00
12-PT-02-069	Sedalia Police Dept.	Hazardous Moving Violation Grant 2012	\$4,980.00
12-PT-02-070	St. Charles City Police Dept.	Hazardous Moving Violations	\$9,990.00
12-PT-02-071	Howell County Sheriff's Dept.	Hazardous Moving Violation	\$2,000.00
12-PT-02-072	St. Charles County Sheriff's Dept.	Hazardous Moving Violation Enforcement	\$12,000.00
12-PT-02-073	Jackson Police Dept.	Hazardous Moving Violation Enforcement	\$2,000.00
12-PT-02-074	Jasper County Sheriff's Dept.	HMV Enforcement	\$10,000.00
12-PT-02-075	Jefferson City Police Dept.	Hazardous Moving Violations	\$15,000.00
12-PT-02-076	Joplin Police Dept.	HMV Enforcement	\$8,000.00
12-PT-02-077	St. Clair Police Dept.	Speed Enforcement	\$1,989.00
12-PT-02-078	St. John Police Dept.	Hazardous Moving Violation	\$4,004.00



PROJECT #	GRANTEE	PROJECT TITLE	FUNDING AMOUNT
12-PT-02-079	Kennett Police Dept.	HMV Enforcement	\$5,000.00
12-PT-02-080	St. Louis Metro Police Dept.	Hazardous Violations/Speed Enforcement	\$124,994.00
12-PT-02-081	St. Peters Police Dept.	Hazardous Moving Viol. Hwy 70 and 364	\$19,015.30
12-PT-02-082	Town & Country Police Dept.	HMV Enforcement Activity	\$15,015.00
12-PT-02-083	Troy Police Dept.	Hazardous Moving Violations	\$4,520.00
12-PT-02-084	Union Police Dept.	Hazardous Moving Violation Enforcement	\$7,502.00
12-PT-02-085	University City Police Dept.	Hazardous Moving Violation	\$7,980.00
12-PT-02-086	Washington Police Dept.	Hazardous Moving Violation Grant	\$5,010.00
12-PT-02-087	Webster Groves Police Dept.	HMV FY2012	\$3,000.00
12-PT-02-088	Traffic and Highway Safety Division	LETSAC	\$35,000.00
12-PT-02-089	Lawrence County Sheriff's Dept.	Hazardous Moving Violation	\$4,795.00
12-PT-02-090	Neosho Police Dept.	Hazardous Motor Violation	\$2,000.00
12-PT-02-091	Newton County Sheriff's Dept.	Hazardous Moving Violation	\$8,000.00
12-PT-02-092	Nixa Police Dept.	HMV / Occupant Protection Enforcement	\$8,000.00
12-PT-02-093	Farmington Police Dept.	HMV Enforcement	\$5,000.00
12-PT-02-094	Osage Beach Dept. of Public Safety	HMV Enforcement	\$3,000.00
12-PT-02-095	Ozark Police Dept.	HMV Enforcement	\$4,000.00
12-PT-02-096	Pemiscot County Sheriff's Dept.	Hazardous Moving Violation	\$2,000.00
12-PT-02-097	Republic Police Dept.	HMV Enforcement	\$3,000.00
12-PT-02-098	Rolla Police Dept.	Hazardous Moving Violation	\$6,000.00
12-PT-02-099	Scott County Sheriff's Dept.	HMV Enforcement	\$3,000.00
12-PT-02-100	Springfield Police Dept.	HMV Enforcement	\$65,400.00
12-PT-02-101	St. Robert Police Dept.	HMV Enforcement	\$3,000.00
12-PT-02-102	Stone County Sheriff's Dept.	HMV Enforcement	\$3,000.00
12-PT-02-103	Washington County Sheriff's Dept.	HMV-Seat Belt Enforcement	\$4,000.00
12-PT-02-104	MO State Highway Patrol	STEP Hazardous Moving Violations	\$101,200.00
12-PT-02-105	Webb City Police Dept.	HMV Enforcement	\$5,000.00
12-PT-02-106	Webster County Sheriff's Dept.	HMV Enforcement	\$5,000.00
12-PT-02-107	West Plains Police Dept.	HMV Enforcement	\$4,000.00
12-PT-02-108	MO State Highway Patrol	Speed Enforcement	\$75,152.00
12-PT-02-109	MO State Highway Patrol	Click It or Ticket Seat Belt enforcement	\$51,000.00
12-PT-02-110	MO State Highway Patrol	SAC Support	\$4,413.72
12-PT-02-111	REJIS	2012 Project Support	\$5,000.00
12-PT-02-112	Traffic and Highway Safety Division	PTS Program Coordination	\$200,000.00

PROJECT #	GRANTEE	PROJECT TITLE	FUNDING AMOUNT
12-PT-02-113	Traffic and Highway Safety Division	PA Training Travel Sponsorship	\$45,000.00
12-PT-02-114	MO State Highway Patrol	Statewide Traffic Accident Records Sys.	\$98,000.00
12-PT-02-115	Moline Acres Police Dept.	HMV Enforcement	\$10,011.00
12-RH-02-001	Missouri Operation Lifesaver	Missouri Operation Lifesaver	\$10,000.00
12-RS-11-001	Traffic and Highway Safety Division	MoDOT Traffic & Safety Conference	\$20,000.00
12-RS-11-002	Traffic and Highway Safety Division	BEAP/TEAP	\$60,000.00
12-SA-09-001	Ozark Technical Community College	Safe Communities Grant	\$35,617.42
12-SA-09-002	Cape Girardeau Safe Communities	Cape Girardeau Safe Communities Program	\$60,000.00
12-SE-02-001	Phelps County Sheriff's Dept.	Speed Enforcement	\$4,000.00
12-AL-03-001	Traffic and Highway Safety Division	Impaired Driving Program	\$40,000.00
12-YA-03-001	Traffic and Highway Safety Division	Youth Alcohol Program Coordination	\$74,000.00
		<b>Total 402 Contracts</b>	<b>\$4,292,896.72</b>
<b>408 CONTRACTS</b>			
12-K9-04-001	REJIS	LETS Hosting and Support	\$67,000.00
12-K9-04-002	Springfield Police Dept.	Part-time Data Entry	\$4,000.00
12-K9-04-003	MO State Highway Patrol	MUAR Revision	\$30,000.00
12-K9-04-004	MO State Highway Patrol	Crash Report Data Quality Control	\$80,000.00
12-K9-04-005	Office of State Courts Administrator	Municipal Court Automation	\$225,000.00
12-K9-04-006	Traffic and Highway Safety Division	Traffic Records Data Improvement	\$154,392.22
12-K9-04-007	Traffic and Highway Safety Division	Traffic Records Program Coordination	\$5,000.00
12-K9-04-008	Traffic and Highway Safety Division	Engineering Coordination	\$1,500.00
12-K9-04-009	Missouri Safety Center	LETS Training	\$5,940.00
12-K9-04-010	University of Central Missouri	Traffic Data Standardization Project	\$64,020.00
		<b>Total 408 Contracts</b>	<b>\$636,852.22</b>
<b>410 CONTRACTS</b>			
12-K8-03-001	Cass County Sheriff's Office	Sobriety Checkpoint / DWI Enforcement	\$12,750.00
12-K8-03-002	Chillicothe Police Dept.	DWI Enforcement	\$2,500.00
12-K8-03-003	Chillicothe Police Dept.	Youth Alcohol Enforcement	\$1,400.00
12-K8-03-004	Gladstone Dept. of Public Safety	DWI Enforcement	\$11,000.00
12-K8-03-005	Grain Valley Police Dept.	DWI Enforcement	\$2,000.00
12-K8-03-006	Grandview Police Dept.	DWI Wolfpack / Sobriety Checkpoint	\$10,000.00
12-K8-03-007	Harrisonville Police Dept.	DWI Enforcement / Sobriety Checkpoint	\$4,000.00
12-K8-03-008	Peculiar Police Dept.	DWI Enforcement	\$3,500.00

PROJECT #	GRANTEE	PROJECT TITLE	FUNDING AMOUNT
12-K8-03-009	Platte County Sheriff's Dept.	DWI Enforcement / Sobriety Checkpoint	\$4,290.00
12-K8-03-010	Raymore Police Dept.	Sobriety Checkpoint DWI / Enforcement	\$11,000.00
12-K8-03-011	Riverside Dept. of Public Safety	DWI Enforcement	\$3,000.00
12-K8-03-013	St. Joseph Police Dept.	Midland Empire Alcohol Task Force	\$19,200.00
12-K8-03-014	St. Joseph Police Dept.	Sobriety Checkpoint	\$5,195.00
12-K8-03-015	Jackson County Sheriff's Dept.	Sobriety Checkpoint / DWI Enforcement	\$42,000.00
12-K8-03-016	Eastern Missouri Law Enforcement Training Academy	DRE Training	\$10,000.00
12-K8-03-017	Traffic and Highway Safety Division	Drug Recognition Expert (DRE)	\$19,000.00
12-K8-03-018	Missouri Southern State University	Alcohol Training for L.E. Officers	\$69,000.00
12-K8-03-019	MO Office of Prosecution Services	Traffic Safety Resource Prosecutor	\$188,161.16
12-K8-03-020	MO State Highway Patrol	DRE, BAC, SFST & DRE Conf	\$72,716.00
12-K8-03-021	Missouri Police Chiefs Association	DITEP 2011-12	\$35,414.49
12-K8-03-022	Arnold Police Dept.	Sobriety Checkpoint/DWI Saturation/YA	\$23,996.00
12-K8-03-023	Ballwin Police Dept.	DWI Detection	\$7,518.00
12-K8-03-024	Breckenridge Hills Police Dept.	Sobriety Checkpoint & DWI Saturation	\$7,537.60
12-K8-03-025	Byrnes Mill Police Dept.	DWI & MIP Enforcement	\$16,992.00
12-K8-03-026	Calverton Park Police Dept.	Sobriety Checkpoint Enforcement	\$5,000.00
12-K8-03-027	Charlack Police Dept.	Sobriety Checkpoint and DWI Wolfpack	\$16,876.59
12-K8-03-028	Chesterfield Police Dept.	Sobriety Checkpoint & DWI Saturation	\$18,748.00
12-K8-03-029	Cottleville Police Dept.	DWI Enforcement	\$5,013.10
12-K8-03-030	Creve Coeur Police Dept.	You Drink You Drive You Lose	\$3,000.00
12-K8-03-031	Creve Coeur Police Dept.	BAT Van	\$5,900.00
12-K8-03-032	Des Peres Dept. of Public Safety	DWI Enforcement	\$3,200.00
12-K8-03-033	Creve Coeur Police Dept.	DWI Officer	\$45,378.00
12-K8-03-034	Creve Coeur Police Dept.	Sobriety Checkpoints	\$15,975.00
12-K8-03-035	Ellisville Police Dept.	Driving While Intoxicated	\$7,500.00
12-K8-03-036	Eureka Police Dept.	Sobriety Checkpoint, Saturation & YA	\$18,485.88
12-K8-03-037	Festus Police Dept.	DWI Enforcement & Youth Alcohol	\$25,500.00
12-K8-03-038	Foristell Police Dept.	DWI Enforcement Foristell 2012	\$2,731.25
12-K8-03-039	Franklin County Sheriff's Dept.	Traffic Safety/DWI Unit	\$93,600.00
12-K8-03-040	Franklin County Sheriff's Dept.	Checkpoint, Saturation & Youth Alcohol	\$43,005.00
12-K8-03-041	Hazelwood Police Dept.	Hazelwood PD BAT Van Operator	\$5,616.00
12-K8-03-042	Hazelwood Police Dept.	Sobriety Checkpoint & DWI Saturation	\$22,514.40
12-K8-03-043	Herculaneum Police Dept.	DWI Enforcement	\$6,998.40

PROJECT #	GRANTEE	PROJECT TITLE	FUNDING AMOUNT
12-K8-03-044	Jefferson County Sheriff's Office	DWI Enforcement Unit	\$87,553.19
12-K8-03-045	Jefferson County Sheriff's Office	Sobriety Checkpoint	\$57,529.20
12-K8-03-046	Jefferson County Sheriff's Office	Youth Alcohol Enforcement	\$119,990.55
12-K8-03-047	Lake St. Louis Police Dept.	DWI Saturation Patrols	\$3,010.00
12-K8-03-048	Manchester Police Dept.	Manchester City Wide DWI Patrol	\$4,500.00
12-K8-03-049	Columbia Police Dept.	Full Time DWI Enforcement Unit	\$67,735.52
12-K8-03-050	Columbia Police Dept.	Sobriety Checkpoints/Saturation Patrols	\$22,000.00
12-K8-03-051	Maryland Heights Police Dept.	DWI Enforcement	\$9,004.05
12-K8-03-052	O'Fallon Police Dept.	DWI Saturation Enforcement (Wolfpack)	\$12,019.97
12-K8-03-053	O'Fallon Police Dept.	DWI Checkpoint	\$13,536.00
12-K8-03-054	Olivette Police Dept.	DWI Checkpoint & Saturation Patrol	\$10,800.00
12-K8-03-055	Overland Police Dept.	Checkpoint , Saturation & Youth Alcohol	\$19,487.33
12-K8-03-056	Sedalia Police Dept.	DWI Enforcement	\$7,000.00
12-K8-03-057	St. Charles City Police Dept.	Checkpoint, Saturation & Youth Alcohol	\$29,025.00
12-K8-03-058	St. Charles County Sheriff's Dept.	Checkpoint, Saturation & Youth Alcohol	\$45,150.00
12-K8-03-059	Jasper County Sheriff's Dept.	DWI Wolfpack Detail	\$18,000.00
12-K8-03-060	St. Clair Police Dept.	DWI Enforcement	\$4,014.00
12-K8-03-061	St. John Police Dept.	Sobriety Checkpoint & DWI Saturation	\$22,475.00
12-K8-03-062	St. Louis Metro Police Dept.	Sobriety Checkpoints	\$162,498.00
12-K8-03-063	St. Peters Police Dept.	Sobriety Checkpoint	\$21,003.84
12-K8-03-064	Troy Police Dept.	Sobriety Checkpoint & DWI Saturation	\$12,480.00
12-K8-03-065	Union Police Dept.	DWI Wolfpack Enforcement	\$11,978.00
12-K8-03-066	University City Police Dept.	DWI Enforcement	\$9,990.00
12-K8-03-067	Velda City Police Dept.	OPERATION RED EYE	\$6,494.00
12-K8-03-068	Washington Police Dept.	DWI & Youth Alcohol Enforcement	\$9,000.00
12-K8-03-069	Lebanon Police Dept.	Sobriety Checkpoint/DWI Patrols	\$5,000.00
12-K8-03-070	Nevada Police Dept.	DWI Enforcement	\$4,122.50
12-K8-03-071	Nixa Police Dept.	Sobriety Checkpoint / Saturation Patrols	\$15,000.00
12-K8-03-072	Sugar Creek Police Dept.	DWI enforcement	\$3,000.00
12-K8-03-073	Osage Beach Dept. of Public Safety	DWI Enforcement	\$6,000.00
12-K8-03-074	Ozark Police Dept.	DWI Checkpoint	\$7,500.00
12-K8-03-075	Phelps County Sheriff's Dept.	DWI Enforcement Project	\$8,000.00
12-K8-03-076	Pike County Sheriff's Dept.	DWI Enforcement	\$5,000.00
12-K8-03-077	Potosi Police Dept.	DWI Enforcement	\$5,000.00

PROJECT #	GRANTEE	PROJECT TITLE	FUNDING AMOUNT
12-K8-03-078	Republic Police Dept.	Sobriety Checkpoint/Saturation Patrols	\$12,000.00
12-K8-03-079	Rolla Police Dept.	Sobriety Checkpoints/Saturation Patrols	\$14,000.00
12-K8-03-080	Scott County Sheriff's Dept.	DWI Enforcement	\$3,000.00
12-K8-03-081	Springfield Police Dept.	Youth Alcohol Enforcement	\$50,000.00
12-K8-03-082	St. Robert Police Dept.	Sobriety Checkpoint	\$7,500.00
12-K8-03-083	Ste. Genevieve County Sheriff's Office	DWI Enforcement	\$10,000.00
12-K8-03-084	MO State Highway Patrol	Highway Patrol Sobriety Checkpoint	\$200,275.00
12-K8-03-085	Stone County Sheriff's Dept.	Sobriety Checkpoint/Saturation Patrols	\$10,000.00
12-K8-03-086	Strafford Police Dept.	DWI Enforcement	\$3,000.00
12-K8-03-087	Thayer Police Dept.	DWI Enforcement	\$2,000.00
12-K8-03-088	Vernon County Sheriff's Dept.	Sobriety Checkpoints/Saturation Patrols	\$5,000.00
12-K8-03-089	Washington County Sheriff's Dept.	DWI Enforcement	\$11,995.00
12-K8-03-090	Webster County Sheriff's Dept.	DWI Enforcement	\$8,000.00
12-K8-03-091	West Plains Police Dept.	DWI Enforcement	\$3,287.52
12-K8-03-092	Willow Springs Police Dept.	Sobriety Checkpoint	\$3,000.00
12-K8-03-093	MO State Highway Patrol	DWI Saturations	\$201,300.00
12-K8-03-094	MO State Highway Patrol	Aggressive Impaired Driving Enforcement	\$52,200.00
12-K8-03-095	MO State Highway Patrol	Lake Ozark DWI Prevention	\$27,072.00
12-K8-03-096	Traffic and Highway Safety Division	Sobriety Checkpoint Equipment	\$50,000.00
12-K8-03-097	Traffic and Highway Safety Division	Breath Alcohol Testing Vans	\$125,000.00
12-K8-03-098	Traffic and Highway Safety Division	Travel Training Sponsorship	\$10,000.00
12-K8-03-099	Traffic and Highway Safety Division	Alcohol Coordination	\$80,000.00
12-K8PM-03-001	Traffic and Highway Safety Division	Impaired Driving Campaign	\$250,000.00
		<b>Total 410 Contracts</b>	<b>\$2,910,737.54</b>
<b>TOTAL</b>			<b>\$47,289,055.22</b>

**FY 2012**  
**EQUIPMENT LIST**

## TECHNICAL REPORT DOCUMENTATION PAGE

1. Report No. TRyy1140	2. Government Accession No.	3. Recipient's Catalog No.	
4. Title and Subtitle  Highway Safety Drivers Survey		5. Report Date July 28, 2011	
		6. Performing Organization Code	
7. Author(s) Lance C. Gentry, Ph.D., M.B.A.		8. Performing Organization Report No.	
9. Performing Organization Name and Address  Missouri Department of Transportation Research, Development and Technology P. O. Box 270-Jefferson City, MO 65102		10. Work Unit No.	
		11. Contract or Grant No. TRyy1140	
12. Sponsoring Agency Name and Address  Missouri Department of Transportation Research, Development and Technology P. O. Box 270-Jefferson City, MO 65102		13. Type of Report and Period Covered Final Report	
		14. Sponsoring Agency Code	
15. Supplementary Notes The investigation was conducted in cooperation with the U. S. Department of Transportation, Federal Highway Administration.			
16. Abstract  Missouri drivers were surveyed to capture their current attitudes and awareness of specific items concerning highway safety such as seat belt usage, speeding issues, cell phone use while driving, and alcohol impaired driving. The results are presented for the entire state, and by district (stratified), and weighted proportionally to the region distribution in terms of geographic, gender, and age distributions. Results are also compared to that of the previous year. The viability of using commercially available email lists to survey the Missouri general public was also investigated.			
17. Key Words Driver survey, highway safety, seat belts, speeding, driving under the influence (DUI), cell phones, research methodology		18. Distribution Statement No restrictions. This document is available to the public through National Technical Information Center, Springfield, Virginia 22161	
19. Security Classification (of this report) Unclassified	20. Security Classification (of this page) Unclassified	21. No. of Pages	22. Price

Form DOT F 1700.7 (06/98)

## Executive Summary

### **Primary Findings: Highway Safety**

This research project surveyed 1,207 adult Missouri drivers in June 2011 to capture their current attitudes and awareness of specific items concerning highway safety such as seat belt usage, speeding issues, cell phone use while driving, and alcohol impaired driving. The research was designed so that in addition to providing a statewide result, statistically useful information was also available at the district level.

Special emphasis was placed on ensuring that the sample reflected Missouri's geographic, age, and gender diversity. People were surveyed from virtually all of Missouri's counties as well as the independent city of St. Louis. Residents from 464 different zip codes are represented. The standard phone survey practice of alternatively asking for either the oldest or youngest adult was not employed. Instead, the calling center was given specific goals for each age group and gender within various geographic areas to ensure the most representative sample possible.

**Seat belt findings:** 84.1% of Missouri drivers claimed they always used their seat belts. Those least likely to wear seat belts were males, between the ages of 30 and 64, who drove a pickup truck. There was no correlation between seat belt usage and any publicity about law enforcement activities; however, those more likely to think they would receive a ticket if they did not wear a seat belt were more likely to comply with the law. A slight majority (51.4%) of the respondents prefer to keep Missouri's seat belt law a secondary law and (50.1%) preferred to leave the penalty for violating the law unchanged. Out of the minority who favored increasing the fine, a plurality (31.0%) thought the fine should range from \$25 to \$49. The second largest group (21.6%) thought the fine should be increased to \$50 to \$74. Over two-thirds of the respondents (70.3%) were not aware of any publicity concerning seat belt law enforcement. Less than half (43%) thought people would be caught at least fifty percent of the time if they did not wear their seatbelt. These findings were similar to those from the 2010 survey.

**Speeding findings:** 72% of Missouri drivers stated they never or rarely drive more than 35 mph when the speed limit is 30 mph. 84% of Missouri drivers stated they never or rarely drive more than 75 mph when the speed limit is 70 mph. Those most likely to speed were anyone between 18 to 29, males 40 to 49, and females 65 and older. Those who stated they drove an "other type of truck" were more likely to speed than drivers of other vehicles followed by motorcyclists. There was no correlation between speeding and any publicity about relevant law enforcement activities; nor was there any correlation between speeding and the respondent's perception of the chance of being caught. The majority (67.9%) of Missouri drivers were unaware of any recent publicity regarding speed enforcement. Almost 68% of Missouri drivers thought their chances of receiving a ticket if they speed were at least fifty percent. These findings were also similar to those from the 2010 survey.

**Cell phone findings:** 95.4% of Missouri drivers favored some type of restriction on how people could use cell phones while driving. 34.2% favored banning all cell phone use by drivers, while a majority (61.2%) wanted to ensure drivers could still use cell phones for talking while seeing the need for some restrictions. There were some significant changes from the previous year. Less Missourians were willing to consider a complete ban on cell phone usage in 2011 compared to 2010 as a sizeable portion of this segment moved into the less restrictive category of simply banning texting while driving.



**DUI findings:** 81.3% of Missouri drivers stated that they had not driven a vehicle within two hours of consuming an alcoholic beverage anytime in the last sixty days. This is a significant change for the worse from 2010 when 88.5% of Missouri drivers avoided this behavior. Heartland Market Research concluded that approximately 18.7% of Missouri drivers have driven under the influence of alcohol in the last sixty days, up from 11.5% in the previous year. Out of those who admitted to drinking before driving, the average driver did so just over six times in the last sixty days, up from just over five times in 2010. Those most likely to drive under the influence of alcohol were males between 50 to 64 years of age. Males 18 to 29 and females 30 to 39 were also more likely to drive while intoxicated compared to other segments. 48.4% of Missouri drivers were aware of recent publicity regarding DUI enforcement and there was no correlation between awareness and behavior. 69.1% of the respondents expected people who drove after drinking would be arrested at least half of the time. In a significant change from last year's findings, in 2011 there was a correlation between the expectation of getting a ticket and behavior. Those who thought their chances of being ticketed for DUI were high were less likely to drive under the influence of alcohol.

### **Secondary Findings: Research Methodology**

The secondary objective of this research project was to investigate the viability of using less expensive electronic survey methods in the future to replace traditional phone or mailed surveys. The viability of a commercially available email list of over 1.7 million email addresses associated with Missourians was tested by sending two emails to each address on the list. The response rate was the lowest ever measured by the researchers in a large scale test. Out of the two experiments with the commercial email list, the best overall response rate returned was 0.00064%.

Since there were not enough online responses to analyze, Heartland Market Research expanded the online experiment by using two convenient samples of groups that had previous contact with the Missouri Department of Transportation. The first group consisted of individuals who had contact with MoDOT's Motor Carrier Services (MCS) division. The second group, dubbed "Concerned Citizens", were those that had attended at least one of MoDOT's public information meetings during Fiscal Year 2011. The response rates of these groups were quite good. 9.2% of the MCS sample responded to their email invitation and 23.1% of the Concerned Citizen segment provided feedback. Since these groups do not reflect the general population, the results were not included in the report body. Appendix E documents these findings.

### **Conclusions and Recommendations**

**Seat belt usage:** Publicity about law enforcement activities pertaining to seat belt usage had no impact on behavior, but those more likely to think they would receive a ticket for not wearing a seat belt were more likely to comply with the law. This suggests that dollars allocated for public service announcements (PSAs) would obtain greater effect if the message focused on the ticket itself. Since the fear of punishment was a significant factor, PSAs may be more effective if they focus on the penalties paid by offenders who are caught. In addition to the fine itself, an effective tactic might be to discuss the increased cost of automotive insurance associated with receiving a ticket.

**Speeding issues:** The survey found no correlation between speeding and any publicity about relevant law enforcement activities; nor was there any correlation between speeding and the respondent's perception of the chance of being caught. This suggests that public service announcements that discuss speeding enforcement will have little to no impact on behavior. Based upon these findings, efforts to decrease speeding should follow two paths. First, the reasons why people speed should be studied and then, perhaps, effective public service announcements could be created based upon these findings. Alternatively, public service announcements that focus on other consequences of speeding might be tried. Second, enforcement may turn out to be the most effective mechanisms to reduce speeding.

**Cell phone use while driving:** Out of all the issues studied in this survey, the general public would most clearly support some type of restriction on how people could use cell phones while driving. Overall, 96.8% of Missouri drivers favored some type of cell phone safety regulation.

**Heartland Market Research recommends that MoDOT consider proposing a cell phone safety law that would have the greatest public support.** For example, a law forbidding drivers from texting while operating a moving vehicle should obtain the support of both those who want to ban all cell phone use by drivers (34.2%) and those (47.2%) who want to ensure drivers could still use cell phones for talking while seeing the need for some restrictions.

**Alcohol impaired driving:** In both years of this study awareness of DUI enforcement was not correlated with driver behavior. However, unlike 2010, in 2011 respondents' expectations of being caught for driving after drinking was correlated with driver behavior. This suggests that public service announcements that discuss DUI enforcement will have little to no impact on behavior, but publicizing both the penalties for being caught and increasing the perception of the likelihood of being caught may prove effective.

**Future research methods:** The research absolutely and conclusively demonstrated that the use of commercial email lists is not yet a viable method for surveying Missourians. The response rates approached zero and the majority of the limited number of responses were from non-Missourians, an indication that the quality of these lists is far below the quality of the equivalent commercial lists for physical mailing addresses and phone numbers. Traditional phone or mailed surveys should continue to be used for surveying the general public until the reliability of commercial email lists is much improved. It is suggested that this experiment be replicated in 2015 to test the suitability of commercially available lists at that time. In the meantime, **this research also clearly demonstrated that the use of email addresses already possessed by MoDOT is a very viable method of obtaining respondent feedback.** Heartland Market Research recommends that MoDOT ask for an email address every time they come into contact with the general public. If MoDOT can establish their own list of Missourians that reflects the general public, then there is the strong possibility of using this list in future research which will save MoDOT the cost of employing more expensive research methods. Likewise, the use of online surveys is recommended when the MoDOT already has a sizeable email list from the population of interest.

# NHTSA Program Assessments

The NHTSA Program Assessments are included in this section. The assessments and recommendations are in various stages of completion and include the following:

- Occupant Protection
- Occupant Protection Children
- Motorcycle
- Impaired Driving
- Standardized Field Sobriety Testing
- Traffic Record

Occupant Protection Assessment Recommendations						
	Recommendation	Will recommendation be addressed?	Tasks to be completed	Assigned to	Target date	Current Status
<b>REC# I: PROGRAM MANAGEMENT</b>						
1	Request the Governor's active support in traffic safety and occupant protection efforts, including passage of a primary seat belt law.	Yes. We are currently addressing this issue and plan to continue with our course of action.	Meet with Commission to determine their level of comfort with actively supporting a primary seat belt law	Leanna/Joni/Scott	12/31/2010	Awaiting MHP's public stance on primary seat belt law
2	Expand the planning process to utilize carry forward funds and proactively solicit specific projects in high-need areas, including occupant protection projects that combine strong enforcement with community leadership.	Yes		HSD Staff		While we cannot use carry over funds, we do have enforcement projects geared to specific problem areas of the state
3	Actively market the highway safety program, encouraging the submission of innovative occupant protection projects through the Missouri Department of Transportation web site, through the Missouri Coalition for Roadway Safety, and the development of new project partners.	No. Although programs and regional MCRS coalition efforts are promoted on the web site, the HSD does not plan to actively market the submission of innovative projects because the funding is limited and too often such marketing paves the way for ineligible agencies to submit grant applications.				
4	Develop and describe a method to identify and rank priorities for the occupant protection program area to increase rates.	Yes	Conduct Seat Belt Summit	Scott	5/31/2010	This is completed annually during the budget process
5	Conduct a top to bottom review of all grant awards to assess relative impact on problem identification with appropriate performance standards.	Yes		Scott		This is completed annually during the budget process
6	Develop and implement a comprehensive occupant protection program with a strong, identified enforcement component that is dedicated solely to occupant protection.	Yes		Scott		This is ongoing but expansion depends on funding availability.
7	Incorporate occupant protection enforcement in Selective Traffic Enforcement Program grant projects.	Yes		Scott		This is ongoing but expansion depends on funding availability.
8	Expand the description of program areas, particularly occupant protection, in the <i>Highway Safety Plan</i> ; implement the "best practices" for highway safety performance plans as described in the Governors Highway Safety Association <i>Guidelines for Developing Highway Safety Performance Plans</i> .	Yes	The Highway Safety Plan will be reviewed to expand program area descriptions as needed	Joni	5/6/2010	2011 HSP incorporated expanded descriptions of program areas.
9	Develop and implement community traffic safety programs with a priority focus on occupant protection activities.	Yes				This is ongoing but expansion depends on funding availability.
10	Establish a routine protocol for regional coalitions to report activities and results, including the expenditure of funds.	Yes				This recommendation has been completed
11	Establish an occupant protection subcommittee as part of the Missouri Coalition for Roadway Safety.	No. The Executive Committee does not see the need for this subcommittee				
12	Dedicate a full-time staff person as the State Occupant Protection Coordinator to the planning, implementation, coordination and evaluation of a comprehensive State seat belt program in addition to the current commitment to child passenger safety.	No. Funding is not available for this.				
<b>II: LEGISLATION/REGULATION &amp; POLICY</b>						

1	Strengthen the seat belt law by: a) Making the law apply to all occupants in all seating positions in all vehicles required by federal motor vehicle safety standards to be equipped with seat belts; b) Removing the secondary enforcement provision; c) Increasing the fine to a level that is meaningful to Missourians and add court costs; d) Reducing the number of exceptions where possible; e) Allowing for the assessment of points and inclusion of a violation in the motor vehicle records.	Yes					We will continue to support legislative efforts to enact a primary seat belt law. However, the legislature has not been willing to make this statute change.
2	Strengthen the child passenger restraint law by: a) Reducing the number of exceptions where possible; b) Allowing for the assessment of points and inclusion of a violation in the motor vehicle records.	No. These are not changes to which Missouri's legislature has been especially receptive.					
3	Strengthen the open bed law by: a) Increasing the fine to a level that is meaningful to Missourians and add court costs; b) Reducing the number of exemptions where possible; c) Allowing for the assessment of points and inclusion of a violation in the motor vehicle records.	No. These are not changes to which Missouri's legislature has been receptive.					
4	Increase the coverage of safe transportation requirements for childcare facilities to include those being operated by religious organizations and those operating for the benefit of four or fewer unrelated children.	No. Missouri's child safety laws address the age, height, weight and vehicle (whether or not there is access to seat belts, etc.) rather than particular childcare facilities. The Highway Safety office attempts to educate all childcare facilities on the proper transportation of children in their care. A special brochure was developed, however, specifically to educate the faith community on transporting young children after Missouri's booster set law was enacted.					
5	Seek an Executive Order to require seat belt use by the driver and all occupants in all state motor vehicles or private vehicles on state business, including enforcement provisions ranging from counseling up to termination.	No. There are already state travel regulations that require seat belt use in all state vehicles.					
6	Recruit the Missouri Insurance Commissioner to encourage insurer doing business in the State to offer incentives to policy holders who use seat belts and child safety seats.	Yes	Meet with insurance companies to see what their role might be in encouraging policy holders to buckle up.	Joni	8/31/2010		We expect the companies to say that these kinds of incentives are impractical. We hope they can offer other ways of supporting seat belt use.
7	Enlist the support of the Missouri Department of Labor to assist in the promotion of increasing seat belt use among the State's employers including dissemination of a model seat belt use policy for business/company-owned vehicles.	Yes	Schedule meeting with Department of Labor	Joni	8/31/2010		Initial conversations with Dept of Labor have been positive and will continue when their staff member returns from leave.
8	Increase the number of communities with primary belt ordinances until such time as a primary belt law is passed.	Yes		HSD	Ongoing		We currently have 15 primary seat belt ordinances and are working with local leaders to implement more.
<b>III: LAW ENFORCEMENT</b>							
1	Develop an effective Law Enforcement Liaison Program with experienced law enforcement officers managed by the MoDOT Highway Safety Division.	No. The highway safety division feels it already has an effective liaison with traffic law enforcement officers statewide. The law enforcement team of the Highway Safety division works closely with the Law Enforcement Traffic Safety Advisory Council (LETSAC) on all issues traffic-safety related. The highway safety division also actively partners with the Missouri Police Chiefs Association and the Missouri Sheriffs' Association.					
2	Increase LE funding for OP mobilizations and sustained enforcement.	No					We have no additional funding.
3	Initiate TOPS training for law enforcement officers.	Yes					TOPS training is currently offered at no cost to the law enforcement agencies

4	Develop a team approach to traffic law enforcement by implementing regional traffic enforcement networks/coalitions to facilitate law enforcement partnerships among <u>all</u> of Missouri's law enforcement agencies in an effort to increase traffic enforcement training, communication, networking and enforcement opportunities across the State.	Yes				This is an ongoing initiative	
5	Develop an innovative and competitive incentive program that includes law enforcement equipment and is designed to motivate and involve the participation of <u>all</u> law enforcement agencies in the State of Missouri in traffic enforcement mobilizations and initiatives.	Yes				This is an ongoing initiative	
6	Develop a law enforcement recognition program to award Missouri's law enforcement agencies for outstanding efforts in traffic enforcement and highway safety initiatives; consider a Missouri Law Enforcement Challenge, which promotes and encourages award winning traffic safety programs.	Yes	Meet to discuss the particular of developing a Missouri Law Enforcement Challenge and any costs associated.	HSD Law Enforcement Team	12/31/2010	Decision will be made whether to move forward on the initiative and who it will be assigned to.	
7	Promote the IACP National Law Enforcement challenge to Missouri's law enforcement agencies, which will showcase their highway safety efforts on a national level.	Yes	Continue to promote the Chief's Challenge and encourage the Police Chief's Association to take the lead.	Leanna	Ongoing	We hope that our continued efforts will lead to more buy in from law enforcement agencies to participate in the Chief's Challenge.	
8	Provide occupant protection messaging throughout the year.	Yes				This is an ongoing initiative	
9	Provide more occupant protection for children (ages 0-15) education for law enforcement officers to include regional child passenger safety training.	Yes		HSD law Enforcement Team		More buy-in on the importance of CPS from law enforcement is needed before this recommendation will be beneficial	
10	Continue to partner with law enforcement and other highway safety coalitions to seek passage of the primary seat belt law.	Yes				This is an ongoing initiative	
11	Actively enforce local primary seat belt ordinances	Yes	Encourage those agencies with PSB ordinances to actively enforce and request feedback on their enforcement efforts.	HSD law enforcement team plus Leanna	Ongoing	Better enforcement efforts at the local level.	
12	Initiate zero tolerance enforcement policies for all jurisdictions that require citing seat belt violators when another offense exists.	Yes	Encourage LE agencies to initiate zero tolerance seat belt violation policy.	Leanna & HSD LE enforcement team	Ongoing	Enhanced enforcement of seat belt law violations.	
13	Participate and exhibit at Missouri Sheriff's and Police Chief conferences.	Yes				This is an ongoing initiative	
14	Increase high visibility enforcement initiatives throughout the entire State to a level that at least matches the national average of secondary law states, currently 25 citations per 10,000 population.	Yes				While we do not operate under a quota system, we are working on high visibility enforcement projects.	
<b>IV: OCCUPANT PROTECTION FOR CHILDREN</b>							
1	Expand and improve upon the annual statewide notification of fund availability to include unfunded and potential partners to encourage new participants	No.	Funding for this program area is limited and most comes from the Section 2011 CPS grant. The use of Section 2011 funds is very restricted. The 2011 grants funds, therefore, are maintained internally. Expenditures to support the CPS activities (training sessions, purchase of seats) is handled through the highway safety office.				
2	Require any agency or person receiving resources from the Highway Safety division to provide regular activity reports. Provide incentives to non-funded partners to provide regular activity reports.	Yes.	HSD is developing an activity report in the grants management system to capture this information from grantees. No. Section 402 funds are allocated for CPS activities, but these funds are too limited to be spent on incentives for non-funded partners. The regulations on	A standardized reporting format is being developed	Carrie, Jackie, Pam	9/1/2010	Regularly-scheduled, standardized activity reports will be submitted by general HSD grantees
			General (non-law enforcement) HSD grantees will be required to submit regularly scheduled activity reports.	All HSD Staff		10/1/2010	Standardized reports will be received and input into the HSD grants management system and utilized to monitor activities and compile the annual report.
3	Conduct brief introductory CPS presentations to serve as a conduit to technician certification.	Yes.	Develop CPS Course <del>134</del> 134	Pam, HSD		8/1/2010	Brochure will contain information about the content of the course, contact phone numbers, where courses are offered

			Discuss venues for distribution at CPS advisory council meeting	Pam, HSD	8/10/2010	Best distribution venues will be identified
			Brochure will be distributed and posted on web sites	Pam, HSD	9/10/2010	In lieu of personal presentations (which were conducted at the MCRS coalitions early on, the brochure will provide the brief introduction - which should be more time and cost effective
4	Offer certification classes spread out over weekends or other schedules that do not require students to be away from regular duties for extended time in areas that are underserved and have limited certified technicians available to assist families.	Yes.		Pam		This is an ongoing initiative
5	Develop and implement effective strategies for making residents in the more rural area of the State aware of the inspection stations and distribution programs available in their areas.	Yes.	Contact DHSS and Social Services to seek listservs for county health departments and licensed day care facilities	Pam, HSD	5/10/2010	Email list will be secured
			Compile lists of inspection stations and distribution programs by counties/MCRS coalitions	Pam, HSD	8/10/2010	Easily accessible/reproducible lists will be made available statewide.
			Distribute lists for posting at county health departments and licensed day care facilities and on web sites	Pam, HSD	9/10/2010	A larger rural populations will be aware of, and able to access, inspection stations and distribution programs
			Update lists as needed	Pam, HSD	Ongoing	Lists will be current and best serve the needs of the parents and caregivers
6	Develop and launch a statewide initiative targeting older kids and tweens to encourage proper seat belt use and prepare them to wear seat belts as a teen when arriving on school campuses.	Yes.	Continue statewide seatbelt efforts targeting older kids and tweens.	Pam	Ongoing	Increase seat belt usage among target audience.
7	Develop policies and procedures for Child Passenger Safety (CPS) Programs agencies that receive child safety seats from Highway Safety Division (HSD) to collect funds at the local level to help achieve self-sufficiency.	No. Procedures are in place to collect program income for HS funded child safety seat programs. It doesn't seem that the responsibility to develop procedures for collecting funds at the local level should fall on the HSD. The HSD CPS coordinator, Pam Hoelscher, will ask for input from the CPS Advisory Committee.	Discuss the issue with the CPS Advisory Committee	Pam	8/31/2010	A decision will be made to determine whether this should be carried out by the HSD
<b>V: OUTREACH PROGRAM</b>						
1	Identify mutually beneficial opportunities through the Missouri Department of Health and Senior Services to promote occupant protection in rural, underserved communities.	Yes.	Schedule meeting with DHSS to determine action items to increase belt usage in rural and underserved communities.	Joni	10/1/2010	Initial conversation with DHSS completed. Will continue with this recommendation this fall.
2	Add sub-committees and representatives to MCRS (Missouri Coalition for Roadway Safety) to build greater capacity to specifically address diversity, medical, business-commerce issues and occupant protection (seat belts, child restraints, helmets, etc.).	Yes. The MCRS continually seeks to expand partnerships in order to have a diverse Coalition that represents the needs of all Missourians. The MCRS does not, however, plan to add additional subcommittees at this point in time.				MCRS will seek to build existing subcommittees and add new subcommittees where feasible.
3	Designate a full-time person at the Missouri Department of Transportation Highway Safety Division to oversee and coordinate the efforts of the Missouri Coalition for Roadway Safety.	No. Lack of fiscal resources. Also, the Missouri Department of Transportation recognizes that the Coalition is a partnership of many agencies, organizations, and businesses throughout the state. Placing this responsibility within the Department of Transportation would give the appearance that the MCRS was a MoDOT-led effort, which was never the intent.				
4	Solicit and guide potential partners in the grant and mini-grant process to increase visibility and seat belt activities in previously untapped locations.	Yes.				Although this is an ongoing process by the HSD staff, expansion in the grant programs is limited to available funding.
5	Work with the project director of the tween safety program to develop, package and disseminate it on a statewide basis.	Yes. The southwest region's tween program "Be the Back Seat Boss" has been promoted statewide. It has also been promoted on the MCRS web site. Receptiveness to implementing it in other locations, however, has been limited. This issue will be discussed at the Seat Belt Summit in May 2010.	Continue to use effective strategies in the southwest region statewide.	Pam	Ongoing	We hope to instill the habit of buckling up in young passengers so they continue to habit when the begin driving.
<b>VI: COMMUNICATION</b>						
1	Develop and implement a statewide traffic safety media plan, to include occupant protection, in which all major traffic safety partners can participate.	Yes.				This is an ongoing initiative

2	Within a traffic safety media plan, create and implement an identifiable, statewide seat belt public information campaign with a consistent message for all media, a consistent look and identifiable logo, acknowledgement of multiple sponsors or use of a space so each sponsoring agency can produce their own materials, using select media which reaches identified high-risk audiences, and taking advantage of social marketing channels such as Facebook® and Twitter®.	Yes.				This is an ongoing initiative
3	Assign or hire professional media specialists to focus solely on highway safety priorities and activities, including occupant protection.	Yes.				Community Relations staff is used to communicate highway safety messages to the public
4	Develop and implement media training and support materials to develop a large, well-trained and on-call speaker's bureau around the State.	Yes.				This is an ongoing initiative
5	Minimize the "secondary" element of Missouri's seat belt law and increase the perception that law enforcement is enforcing the law by using an "it's the law and it's enforced" approach both during and between designated mobilizations.	Yes.				This is an ongoing initiative
6	Work closely with surrounding states to share and coordinate messaging, with an emphasis especially on primary enforcement messages which can be provided by Iowa, Illinois, and Arkansas.	No. Just not one of our top priorities; also, the logistics of coordinating with another state can sometimes be overwhelming.				
7	Create and implement a comprehensive campaign for the African-American and Hispanic communities with community leaders as spokespersons and specifically-developed and culturally appropriate media materials.	Yes.	Meet with community relations staff to draft a campaign outline to reach African-American and Hispanic communities.	Joni	10/31/2010	Increase belt usage among African-American and Hispanic drivers/passengers.
8	Replicate the "Be the Back Seat Boss" program to reach tweens statewide.	Yes.	Complete an action plan to promote this program stateside.	Pam	Ongoing	Use the effective strategies established in the southwest region throughout the rest of the state
9	Determine what efforts are being made in the State to educate parents and provide occupant protection systems for children with special healthcare needs.	Yes.				
10	Ensure that sustained, high visibility enforcement is supported with a media campaign that uses a strong enforcement message.	Yes.				This is an ongoing initiative
11	Ensure that electronic media, such as web sites, and all printed materials are consistently dated.	Yes.	Apprise SMCR staff to be aware of this recommendation	Vicky	4/1/2010	Materials and electronic media will be dated
12	Work with LE to develop and implement communication strategies that take advantage of primary seat belt enforcement of young drivers, teens, commercial drivers, and motorists traveling through communities with primary ordinances.	Yes.	Bring in community leaders of area with primary ordinances to discuss implementation/lessons learned. Share these finding with others.	Leanna/Scott/Joni	12/31/2010	More primary ordinances, which will influence a primary seat belt law at the state level
<b>VII: EVALUATION</b>						
1	Discontinue reliance on the overall number of motor vehicle crash fatalities as an indicator of the performance of occupant protection programs since restraints cannot help all types of crash victims (e.g., pedestrians and motorcyclists).	Yes.				This recommendation has been completed
2	Compute and use fatality and injury rates based on the proportion of occupants involved in crashes for problem identification and evaluation as well as rates based on vehicle miles traveled and population since these are a more direct indicator of injuries among the population that restraints can help.	Yes.				This is an ongoing initiative



3	Establish restraint usage goals for projects which, while realistic, would also indicate statistically significant increases in the use of occupant protection.	No. Restraint usage goals are set for the overall occupant restraint program area of the Highway Safety Plan and Performance Plan, but not individual projects (such as enforcement mobilizations).				
4	Ensure benchmarks are measurable and evaluated, for example, "reach xx number of youth with safety belt materials" rather than simply "develop youth safety belt awareness materials."	Yes.	Discuss this recommendation with coalition partners across the state	Carrie	12/31/2010	We hope to be better able to measure our efforts in getting youth to wear their seat belts
5	Determine which occupant protection projects are most cost-effective by implementing cost-benefit or return-on-investment analyses for select projects such as educational components or media activities.	No. It is unclear how a cost/benefit analysis can be done on preventative strategies.				
6	Include targets for performance measures in every highway safety grant agreement to establish expectations for each project and provide the data necessary to conduct performance evaluations. Require all subgrantees to include not just a process evaluation for their programs but an outcome evaluation, such as pre- and post-program observational surveys of child restraint/booster seat and seat belt use or pre- and post-program knowledge tests, whenever possible.	No. This recommendation is too labor intensive for our subgrantees.				
7	Develop and make available simplified and standardized seat belt and child restraint observational survey protocols and forms that can be used by local program planners and evaluators.	No. We already have these forms, but lack the ability to make local program planners and evaluators complete them.				
8	Modify the annual child restraint use survey protocols to include children older than age three and modify protocols to enable observers to more readily see into the vehicle for more reliable assessment of restraint use and to collect potentially more accurate age assessments, in order to evaluate the effects of legislation or programs on older children.	Yes.				This recommendation has been completed
9	Continue efforts to have all crash reports completed and transmitted electronically to the STARS system. Develop a program to provide assistance to the departments that may face technological or staffing challenges to coming onboard with electronic submission of crash reports.	Yes.				This recommendation has been completed
10	Conduct a reasonable number of nighttime seat belt observational surveys to determine if nighttime restraint use is low enough to consider implementing nighttime enforcement efforts to further increase seat belt use and reduce injuries among some of the higher risk drivers in Missouri.	No. We do not have the funding available for this recommendation.				

11	<p>Ensure that potential users of the Missouri motor vehicle crash and CODES data are made aware of the availability of this data through Missouri State Highway Patrol Statistical Analysis Center and the Missouri Department of Health and Senior Services web sites. Continue to provide "over-the-phone" assistance to help users understand the types of data available and how it should be used for problem identification or evaluation.</p>	Yes.				This recommendation has been completed
----	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------	--	--	--	----------------------------------------

## Occupant Protection Children Assessment Recommendations

Number	Recommendation	Will recommendation be addressed?	Tasks to be completed	Assigned to	Target date	Current Status
<b>Management &amp; Leadership</b>						
I. 1	Conduct a formal strategic planning workshop using a professional facilitator to establish formal operating procedures.					
I. 2	Establish a data-driven process for identifying short-and long-term goals for the OPC program in Missouri.					
I. 3	Continue to branch out and develop new partnerships to institutionalize the program throughout the state. This means that successful partnerships will be based on strong commitment and support from an organization, not dependant on an individual champion.					
I. 4	Conduct a nationwide search and posting for the vacant position of Highway Safety Division Director.					
I. 5	Establish protocols for communication so that agencies are aware of each other's activities, special projects and programs that can be combined and enhanced through collaboration.					
I. 6	Any agency or person receiving resources from the SHSO should be required to provided regular activity reports. This way, the SHSO would have an accurate, comprehensive view of CPS activity in the state.					
I. 7	Prioritize the completion of the website so it is fully functional ASAP. Track the number of calls made to the SHSO toll-free number and track website use.					

I. 8        Prioritize the completion of the website so it is fully functional ASAP. Track the number of calls made to the SHSO toll-free number and track website use.

I. 9        Establish a consistent protocol for an annual statewide notification of fund availability. Expand beyond the current workshop notification process to include previously unfunded and potential partners. Evaluate and improve the grant workshop process to encourage new participants.

I. 10       Export successful program models to other areas of the state in order to replicate successful programs.

**Data**

II. 1       Establish a research program designed to maximize the potential analysis, information and utility from state data sources.

II. 2       INJURY PROFILE data should be used to illustrate crash impact by voting district to augment advocacy efforts related to strengthening current laws.

II. 3       Utilize INJURY PROFILE injury and mortality data by county to assist in OPC program planning.

II. 4       Coordinate a concerted effort to identify traffic citation rates by MoDOT District (or another method of choice)

- II. 5 Examine the number of children per fitting station rates and the technician hours per child rates and restraint inspections per child rates by MoDOT District to assist in the geographic distribution of these services.
- II. 6 Map the locations of fitting stations, technicians and instructors and identify areas where no services are available.
- II. 6 Develop a separate survey methodology to study premature graduation from harnessed child restraints to booster seats (children under age four) and booster seat to safety belts for children (age 4 to 8)
- II. 7 SHSO should consider developing a research plan to address the issues surrounding: 1. Number of occupants in the vehicle greater than seating positions. 2. Lap-held babies. 3. Back seat usage has decreased. 4. Premature graduation to safety belts for children under 4. 5. Grandparents

**Evaluation**

- III. 1 Require an application that has an evaluation component for any resource that is provided from the SHSO to a statewide, regional or local program.

**Training**

- IV. 1 SHSO should immediately discontinue the eight-hour "installer" training classes conducted by SHSO, sub-grantees and their program partners. This is considered a critical recommendation. The use of installers could have damaging potential, not only for the State of Missouri, but the entire nationally established CPS community.
- IV. 2 The use of "installers" increases the liability for the SHSO, agencies who subsequently allow non-certified persons to install child seats, and for the technicians who sign-off on these installations. The overall emphasis of the standardized training course is to educate parents, not install seats. Only CPS technicians are equipped to do this consistently according to nationally established best practices.
- IV. 3 Persons who have already undergone the eight-hour training and are performing duties as an "installer" under the current system should discontinue parent education and installation activities immediately. If they are interested in continuing this activity, they should be required to complete the standardized 32-hour NHTSA training.
- IV. 4 Shorter courses should be used to increase awareness of the CPS issue and serve as a conduit to certification through the 32-hour standardized NHTSA course.

- IV. 5      Develop a two-hour awareness training for those who wish to assist technicians in a non-technical role at fitting stations and checkup events. This can serve as a conduit to direct people into the 32-hour class.
- IV. 6      Develop a child safety seat application process so that any seats provided to fitting stations and special event coordinators by the SHSO are distributed to currently certified technicians only. Proof of active certification should be a part of the seat application process.
- IV. 7      Develop a data-driven strategic plan to identify areas of the state lacking adequate numbers of instructors and technicians. Subsequently, plan for, locate and provide classes in previously underserved areas.
- IV. 8      Provide two-hour awareness training to Fire Marshals, Social Service Workers and other identified groups. A by-product of this is that it would identify persons interested in pursuing certification for the 32-hour course and encourage permanent fitting station development within the state's newly defined plan.
- IV. 9      Develop a mechanism to recruit strategically located certified technicians to receive Riley Hospital's two day Special Needs training.
- IV. 10     Provide technical updates to certified technicians and instructors on a consistent, ongoing basis.

- IV. 11 The SHSO should develop a database of currently certified technicians and instructors based on the information received monthly from the NHTSA regional office. The NHTSA website is not updated as frequently as this list from the Regional Office.

**Child Restraint Inspection/Distribution**

- V. 1 The SHSO must initiate a survey immediately to determine who in the fitting stations is currently certified as a technician and who is functioning as an "installer" (eight-hour trained). Outline the roles that each plays.
- V. 2 Develop a training module to explain the requirements for those responsible for parent education and child restraint system (CRS) inspection.
- V. 3 Schedule trainings in areas of the state where eight-hour trained "installers" are working, provide a training to re-educate the "installers" about what they can and cannot safely do.
- V. 4 Develop a state definition and minimum standards statement regarding fitting stations in the state. That definition should include a required contribution for every seat distributed.
- V. 5 All information disseminated from the SHSO should emphasize the education role of the fitting station.



- V. 6 The SHSO should develop their own roster of current fitting stations that meet the newly defined minimum standards. Conduct quarterly updates to assure accurate contact information is available for the website. Promote the fitting station locator on the website.
  
- V. 7 Make this information available to partners to provide to legislators.
  
- V. 8 Stratify seat inventories by MoDOT Districts.
  
- V. 9 Develop a protocol to track inventory, number of inspections and contributions for seat distributed by the SHSO.
  
- V. 10 A standardized checklist form should be used for every seat checked and should be kept by the local program for X number of years.
  
- V. 11 The SHSO should develop a special needs component to be provided annually at the previously mentioned technical updates.
  
- V. 12 The SHSO should assess the need for and availability of interpreter services throughout the state.
  
- V. 13 Encourage fitting station sponsors to invite local legislators for awareness visits.

**Legislation/Regulation/Policy**

- VI. 1 Adopt NHTSA's model CPS legislation that includes increased fines, points and increased coverage for children up to 16 years of age.
  
- VI. 2 Adopt a primary seat belt law that includes increased fines and covers all occupants ages 16 or older.
  
- VI. 3 As a second option, amend the GDL to primary enforcement as a first step towards enacting an overall primary seat belt law. This may backfire though and prevent a more comprehensive safety belt law from gaining strength.
  
- VI. 4 Utilize existing crash morbidity and mortality data generated by the Highway Patrol and the Department of Health and Senior Services' discharge system to illustrate the impact on local legislator's constituencies.
  
- VI. 5 Examine the increased NHTSA Federal 402 Funds that would be gained in the state as a result of a successful primary seat belt legislation and the anticipated "bump" in use rate. Incorporate these findings into the legislative advocacy efforts.
  
- VI. 6 Provide access to special needs information through a funded, institutionalized state contact that can refer families for services and provide training to additional advocates working with children in the state.
  
- VI. 7 Conduct a needs assessment among Head Start, preschool and child care transportation providers.

- VI. 8 Contact each children's hospital and birthing hospital in the state to determine the appropriate and specific contact for distributing special needs and CPS information. Establish a database of those names for future use.
- VI. 9 Add a sub-committee on CPS issues within the Blueprint for Safer Roadways project.
- VI. 10 Begin preparation for next year's legislative session to include testimony from local survivors, NHTSA and disabled teens already associated with a sub-grantee.
- VI. 11 Coordinate efforts of MoDOT Youth Safety Belt Program and Think First Missouri, which offers "in person" presentations.
- VI. 12 Utilize and build upon the existing relationship with the Black Caucus to advocate for improved Occupant Protection (OP) legislation, including a primary seat belt law.
- VI. 13 Develop a sustained effort for OP and CPS enforcement.

**Law Enforcement**

- VII. 1 Increase sustained law enforcement efforts.
- VII. 2 Analyze traffic citation rates by Troops.
- VII. 3 Provide funding and incentives to troops for technician and instructor training and participation.

- VII. 4 Provide two hour awareness classes at all police academies for every class.
- VII. 5 Identify Zero Tolerance as a goal and provide incentives based upon CPS and safety belt citation rates and other measures of CPS and safety belt enforcement.
- VII. 6 Survey the state to determine the number of Zero Tolerance department. Create a database of those departments.
- VII. 7 Set a goal of 100% Zero Tolerance Police Departments in the state.
- VII. 8 Require Zero Tolerance for all sub-grant recipients.

**Public Information & Education**

- VIII. 1 Convene a committee comprised of interested, existing and potential partners to brainstorm ideas and examine options for a long-term CPS media and marketing campaign. Committee representatives should include those interested in special needs, rural and underserved populations, law enforcement, fire personnel, MoDOT Creative and Public Information Officer (PIO) representatives and diverse populations.
- VIII. 2 Publicize the toll-free telephone number and website more frequently and in places where underserved and under-represented state residents live and work.

- VIII. 3 Initiate a needs assessment for identifying the best form of communication to reach currently underserved and under-represented populations. Use of radio, presentations or other forms of communication may better serve identified groups than print materials.
- VIII. 4 Examine free materials available from organizations such as the American Academy of Pediatrics, National Highway Traffic Safety Administration (NHTSA) and USAA to determine if they can serve Missouri families. Poll other SHSO's for examples of successful 402-funded campaigns that are in the public domain
- VIII. 5 Purchase existing culturally sensitive materials for smaller, diverse populations based on demographics instead of utilizing in-house time and expense for development (ie. 2% of state is Hispanic). Prior to purchase, have sample materials reviewed by representatives of the appropriate ethnic community.
- VIII. 6 At a basic level, advertise and promote the Riley Hospital toll-free number and website to maternity and rehabilitation hospitals, clinics, schools and community health services that serve Missouri's families with special needs children.
- VIII. 7 At a higher level, provide access to special needs information through a funded, state contact that can refer families for services.

**Public Information & Education**

IX. 1      Develop a plan to outreach new partners, support and reconcile relationships with existing partners.

## Motorcycle Assessment Recommendations

Number	Recommendation	Will recommendation be addressed?	Tasks to be completed	Assigned to	Target date	Current Status
<b>Program Management</b>						
I. 1	Designate a full-time motorcycle safety coordinator within the HSD	No, lack of funding and FTE allocation. All HSD program specialists are obligated to work in more than one program area.	N/A	N/A	N/A	N/A
I. 2	Develop action plans to provide accountability, measurements, and completion dates for strategies in the 2008-2012 Missouri's Blueprint to ARRIVE ALIVE and the 2009 Highway Safety Plan & Performance Plan	No, there are performance measures in the 2010 HSP & Performance Plan. The Blueprint to ARRIVE ALIVE, however, is an umbrella document that focuses on fatalities and serious injuries; it does not drill down to the micro level of action planning strategies.	N/A	N/A	N/A	N/A
I. 3	Take the lead in facilitating and coordinating cooperative efforts among motorcycle safety stakeholders to provide more unified and focused countermeasures.	Yes	1) Make contacts to develop a working group to promote helmet use and counter the efforts of lobbying groups that attempt to repeal Missouri's all-rider helmet law; 2) Work with Dr. Peterson @ SMARTER-USA.org (Michigan) to determine if Missouri should/could become a chapter or the best way to replicate their program	1) Leanna Depue and 2) Michael Davis	1) April 2010 and 2) Mid-May 2010	ongoing
I. 4	Develop a written Memorandum of Understanding to define the specific responsibilities of the Highway Safety Division and the Missouri Safety Center for providing the MMSP to Missouri Motorcyclists.	Yes	1) Meet with MoDOT Chief Counsel to begin development of MOU; 2) Host meeting and begin work on writing MOU and determine whose signatures are required on MOU; 3) Execute MOU adoption process and send copies and/or originals to appropriate offices	Chris Luebbert	1) March 2010; 2) April 2010; 3) December 2010	ongoing
<b>Motorcycle Personal Protect Equip</b>						
II. 1	Maintain and strengthen the universal helmet law by providing significant fines and court costs as penalties for noncompliance	Yes and No	Due to the long-term efforts of the anti-helmet lobbyists, Missouri's experience indicates that it would appear to be a waste of effort to attempt to increase fines and court costs—our efforts must be directed at maintaining our existing law	MCRS Legislative Subcommittee and Leanna Depue	Ongoing	ongoing

II. 2	Develop an aggressive campaign to encourage helmet use through effective communications campaigns	Yes, but expanded to include safety gear.	Meeting to discuss what is needed, funds available, what might be used that has already been produced by other states	Chris Luebbert and CR staff	April 2010	ongoing
II. 3	Coordinate efforts between public, private, and nonprofit groups to encourage the use of proper protective gear by motorcyclists	Yes, but will be expanded to include all safety gear.	Meet to determine: Whether any partners have been overlooked; funds available for materials; best venues to promote the issue; whether there are materials available from other states	Chris Luebbert, CR staff, Michael Davis	April 2010	ongoing
<b>Motorcycle Operator Licensing</b>						
III. 1	Analyze the unlicensed motorcycle operator problem and identify why individuals do not complete the licensing process. Initiate and evaluate a three-year plan to employ best practices and strategies that encourage full licensing.	Yes	1) Discussion between DOR & MSHP, 2) Draft and submit DOR rule change for approval; 3) Submit to Secretary of State for comment period; 4) Meet to determine whether allowing a waiver of the skills test in the Experienced Rider Course is a valid option and how it would be accomplished	Gina Wisch (DOR), Rhonda Czarnecki (MSHP Driver Examiners), Chris Luebbert, and Michael Davis	1) December 2009; 2) May 2010; 3) December 2010; 4) June 2010	ongoing
III. 2	Create a work team with stakeholders from the DOR, the MSHP, the MMSP, and the HSD to review and revise the current motorcycle license testing. The revised process should provide real-time electronic transfer of information, add operational restrictions for all instruction permit holders, limit the number of instruction permits that may be issued to individuals, and deploy testing instruments that accurately and effectively evaluate safe and responsible motorcycle operation	Yes and No	The state does not have the capability for electronic transfer of information. We are going through process for updating manual with other agencies and have stakeholders comments provided to DOR forms group for inclusion into the final version of the MOM.	DOR, MSHP, MMSP, Chris Luebbert	December 2010	ongoing
III. 3	Expand the license waiver program to accept the knowledge tests administered at rider training courses.	No, Missouri stakeholders are of the opinion that the knowledge test should continue to be administered by the Missouri State Highway Patrol Driver Examiners	N/A	N/A	N/A	N/A



III. 4	Create processes, data files, and reports to track individuals who apply for motorcycle endorsements or licenses. This includes test results, the number of applications for instruction permits, how long the permits are held, when individuals received their endorsement or license, whether they participated in the license waiver program, and whether they completed the licensing process.	No, lack of funding and manpower resources; sharing and security issues of linking MSC with the Patrol and DOR.	N/A	N/A	N/A	N/A
III. 5	Implement a compliance and quality assurance program in MSHP to ensure that all licensing tests are administered according to established procedures and standards.	Yes	Examiner training is currently being conducted.	DOR	June 2010	ongoing
III. 6	Revise the MOM to include crash data, proper licensing information, and unique or dangerous riding conditions, and to encourage rider training.	Yes	Go through process to make pertinent edits to MOM	Chris Luebbert, Michael Davis, and Joni Smith	May 2010	ongoing
<b>Motorcycle Rider Educ &amp; Training</b>						
IV. 1	Develop a formal curriculum review and evaluation process to assure that the approved training curriculum meets the needs of Missouri Riders.	Yes	Advisory Council to meet	Michael Davis	Regularly scheduled spring meeting	ongoing
IV. 2	Evaluate BRC instruction and instructional techniques, including the knowledge and skills tests, to ensure that the course meets the objectives of teaching individuals the knowledge and skills to safely and responsibly operate motorcycles	No, Missouri follows the Motorcycle Safety Foundation standards and is comfortable with that.	N/A	N/A	N/A	
IV. 3	Remove tuition caps and dedicate the available funding towards program monitoring, evaluation, and developing additional safety programs.	No, According to 302.135 RSMo, training sites may charge a reasonable tuition fee as determined by the director. The tuition supports the training sites so even if the cap were removed, the state wouldn't be able to access that money. The tuition is intended to support the cost of the training; it is not for the purpose of letting the training sites make a profit.	N/A	N/A	N/A	
IV. 4	Audit all course providers regularly to ensure that the skills test is being correctly administered.	Yes	Applicable audits	Michael Davis	Ongoing	ongoing
IV. 5	Develop standards and methodology to annually evaluate the effectiveness of the motorcycle training program.	No, All students complete an end-of course survey. Students are also invited to fill out a follow up on-line survey several months after completion of the course.	N/A	N/A	N/A	

IV. 6	Incorporate Missouri-specific information into the knowledge test.	Yes	Review and submit changes to MOM to DOR	Michael Davis	March 2010	ongoing
IV. 7	Develop a formal QAV (Quality Assurance Visit) plan for training sites and instructors. Revise QAV forms and procedures to provide more comprehensive and effective evaluation tools.	Yes	Review existing monitoring process	Michael Davis	TBD	
IV. 8	Require that student driver's license or permit numbers be recorded along with written and riding test scores.	No, The two systems (test results to DOR's licensing) are not linked. There are security issues associated with this and also with the fact that some drivers' licenses have social security numbers on them.	N/A	N/A	N/A	

**Motorcycle Oper Under Influen Alcohol/Drugs**

V.1	Incorporate motorcycle-specific messages into current MoDOT impaired driving campaign materials and enforcement activities	Yes	Incorporate motorcycle message into impaired driving campaign	Chris Luebbert and Reeve White	May 2010	ongoing
V.2	Include impaired motorcyclist enforcement as a specific component of enforcement grants.	No, law enforcement's job is to target all impaired drivers regardless of the vehicle they are operating. Another concern is the fact that there is a much smaller volume of impaired motorcyclists as compared to impaired drivers of other vehicles. However, the Missouri Safety Center (MSC) has agreed to inform local law enforcement agencies of dates and locations of rallies being held so that they might be able to conduct saturation enforcement efforts at such events.	N/A	N/A	N/A	
V.3	Develop training programs for prosecutors and judges on the problem of impaired driving.	No, the type of vehicle involved in an impaired driving case (e.g., passenger car, pick-up truck, motorcycle) is almost entirely irrelevant	N/A	N/A	N/A	
V.4	Investigate all single-vehicle motorcycle fatalities, including determining the BAC levels in all cases.	Yes	This is already being done	N/A	N/A	ongoing
V.5	Capitalize on the enthusiasm, expertise, and passion of law enforcement partners to develop and implement impaired-riding efforts. Organize and conduct law enforcement saturations, checkpoints, and operations with an emphasis on motorcycles.	Yes, to the extent law enforcement is willing to participate.	Research impaired riding enforcement efforts that are working in other states; Determine appropriate venue to make a presentation to law enforcement agencies (LETSAC, MPCA, MSA); Compile a list of dates and locations of rallies to be held in Missouri during 2010; Update list on a monthly basis	Chris Luebbert and Michael Davis	Spring 2010	ongoing

V. 6	Conduct motorcycle safety campaigns focused on impaired riding. Incorporate materials available from NHTSA, MSF, American Motorcyclist Association (AMA), and individual State programs.	Yes	Set up meeting with MMSEP, MSHP, and SMCR to evaluate what outreach materials are currently in use and expand if possible	Chris Luebbert	Spring 2010 and ongoing	ongoing
V. 7	Distribute NHTSA's "Detection of DWI Motorcyclists" materials to law enforcement agencies statewide.	Yes	Communicate with LE stakeholders to determine how many they need, monitor new "Roll Call" video release."	Chris Luebbert	Spring 2010	ongoing
V. 8	Develop relationships with rider groups to encourage self-policing and a culture of zero tolerance of drinking and riding	Yes	Include this as an agenda item for the next Advisory Council meeting	Chris Luebbert	April 2010	ongoing
<b>Legislation &amp; Regulations</b>						
VI.1	Maintain and strengthen the universal helmet law by providing significant fines and court costs as penalties for noncompliance.	No	Our resources are most maximized by maintaining the laws we have.	All	N/A	
VI.2	Introduce legislation to limit the number of motorcycle instruction permits that can be issued to an individual.	Yes	through a change to the Department of Revenue administrative rules. Although the changes have been drafted, DOR is undergoing a modification to the way administrative rules are filed internally. The changes are still in the pending approval stage at DOR; after approval, they will be filed with the Secretary of State. So forward movement on this action will be dependent upon when the filing modification is complete.	Brad Brester and Gina Wisch at DOR, Joni Smith and Chris Luebbert at HSD	January 31, 2011	ongoing
VI.3	Amend the Administrative Rule to allow the program to offer any curriculum approved by MoDOT	No, Missouri's administrative rule states that the approved curricula is the current version of the Motorcycle Safety Foundation Motorcycle Rider Course or Experience Rider Course. MMSP and the HSD will continue to monitor other curricula to see if something comparable is released; in which case, the Administrative Rule could always be amended at that time	N/A	N/A	N/A	N/A

**Law Enforcement**

VII.1	Identify motorcycle enforcement as a specific component of enforcement grants.	Yes, however the Highway Patrol has indicated that they do not focus on any particular type of vehicle when they are conducting HMV enforcement. So specific motorcycle-related events will have to be focused on in order to enforce moving violations associated with motorcycle riders.	Review information on the web and from motorcycle publications to determine when/where rallies will be held; notify HSD of rally dates/locations; publicize to law enforcement agencies the rally dates/locations and need for enforcement Inform law enforcement agencies that they may utilize HMV grant funds to enforce motorcycle violations in targeted areas	Michael Davis, HSD law enforcement staff	May 1, 2011	ongoing
VII.2	Encourage all law enforcement to take a zero-tolerance approach to motorcycle-related violations.	No, the HSD may provide training to enhance enforcement of motorcycle violations, but a “zero tolerance” approach is departmental discretion. The MSHP has indicated that they only take a zero tolerance approach on DWI and seat belt violations, and they will not be expanding this to include motorcycle violations.	N/A	N/A	N/A	N/A
VII.3	Partner with the Chiefs of Police and Sheriff’s Associations to educate law enforcement regarding motorcycle safety issues and crash causation factors.	Yes	Compile information on motorcycle crash causation factors, Contact MPCA & MSA to request permission to publish information in their publications and/or web sites, Work with SMCR to write article(s), Provide information to MPCA & MSA to be included in their publications and/or web sites, Provide information to MSHP and request they share data and issues with their instructors to include in training, Provide information to LETSAC to be included in their conference and/or other training opportunities	John Miller, Chris Luebbert, Leanna Depue	Fall 2010	ongoing

VII.4	Develop data-driven countermeasures and implement selective enforcement where fatal and injury motorcycle crashes are occurring.	Yes	Compile data, Share data with enforcement agencies, Encourage law enforcement agencies to use data to support selective enforcement efforts, if warranted, and to use HMV grant funds for this purpose of needed, Determine whether educational efforts can be targeted toward problem	John Miller, Chris Luebbert, Michael Davis	Fall 2010	ongoing
VII.5	Develop and distribute motorcycle crash statistics and motorcycle-specific information to aid law enforcement agencies in training and planning.	Yes	Compile data, Share data with enforcement agencies , Encourage law enforcement agencies to use data to support selective enforcement efforts, if warranted, and to use HMV grant funds for this purpose of needed	John Miller and Chris Luebbert	Fall 2010	ongoing
VII.6	Identify and fund “best practices” that are proven effective in motorcycle safety efforts.	Yes	Review “Countermeasures that Work” to determine those that can be incorporated in Missouri	Chris Luebbert and Michael Davis	Ongoing	ongoing
VII.7	Include patrol-level law enforcement officers in the review and revision of the State’s Uniform Accident Report.	Yes	This is already occurring. There are 18 law enforcement officers included in the rewrite of the crash report form.	Traffic Records Coordinating Committee	Ongoing	ongoing
VIII.1	<b>Highway Engineering</b> Maintain Missouri’s roadways in compliance with the Targeted 10 concerns listed in the 2008-2012 Missouri’s Blueprint to ARRIVE ALIVE and in compliance with the Transportation Research Board of the National Academies’ National Cooperative Highway Research Program, Report 500, Volume 22.	Yes	The motorcyclists have indicated they have issues with potholes, friction surface, tar patching, and side road intersections with loose gravel; MoDOT will continue to address these issues. MoDOT specifications require that there be no more than a ¼” lip when diamond grinding is conducted. The department has taken a proactive approach by stressing the importance of this specification when	Leanna Depue	January 31, 2011	ongoing

**Motorcycle Rider Conspicuity & Motorists Awareness Programs**

IX.1	Survey the non-motorcycling population to determine attitudes and opinions towards motorcycling. Use the information to ensure existing "Share the Road" materials are appropriate, develop new materials if needed, and create an effective distribution plan for the materials	No, not at this time.	N/A	N/A	N/A	N/A
IX.2	Implement comprehensive efforts to educate motorcyclists about how to make themselves visible to motorists.	Yes	Add more visual information on the web site to identify conspicuity, Add more visual information on the web site to identify conspicuity, Provide a link to <a href="http://www.video.about.com/motorcycles/Motorcycle-Visibility-.htm">www.video.about.com/motorcycles/Motorcycle-Visibility-.htm</a> , Develop conspicuity brochure, Provide MMSP Conspicuity brochure to MSHP Driver Examiners for distribution to new motorcyclists, Include new fields in the crash report to address whether a motorcyclist was wearing reflective clothing and a compliant/non-compliant helmet.	Michael Davis, Chris Luebbert, Randy Silvey, Rhonda Czarniecki, Reeve White	December 1, 2010	ongoing
IX.3	Communicate through law enforcement and motorcycle rider groups to dispel the myth that other drivers are a motorcycle rider's biggest threat.	Yes	Verify percentage of motorcyclists involved in single-vehicle crashes, Develop creative materials (e.g., posters) to be displayed at motorcycle rallies, at DOR license offices, safety fairs, etc	Michael Davis, Joni Smith	December 1, 2010	ongoing
IX.4	Ensure outreach efforts also target independent riders since rider education is not mandatory and a significant portion of riders are not affiliated with a rider group.	Yes	The Missouri Safety Center (Missouri Motorcyclist Safety Program) and MoDOT Highway Safety division will continue to produce public awareness campaigns to target all riders.	Chris Luebbert, Michael Davis	Ongoing	ongoing
IX.5	Include information on sharing the road with motorcycles in the Missouri Motorists' Handbook (Missouri Drivers Guide <b>Communications Program</b> )	Yes	This information is found on page 57.	N/A	N/A	N/A

X.1	Assign primary responsibility for motorcycle safety communications to the HSD. Document the review and approval process for motorcycle safety materials and messages to ensure subject matter experts (e.g., the State coordinator and program manager) and other key players (e.g., Motorcycle Safety Advisory Committee, rider groups) have input during the development production phases	No, the HSD will not have primary responsibility for the motorcycle safety communications; that responsibility will fall upon the Public Relations committee of the Missouri Coalition for Roadway Safety. Coordination for materials, communications and outreach will be coordinated amongst the partners: MSC, HSD, MSHP, DOR and others.	N/A	N/A	N/A	N/A
X.2	Develop a comprehensive communications plan. The plan should include: A research component to identify problem areas to ensure that appropriate themes and messages are developed; Goals and objectives with realistic and measurable outcomes; Messages regarding the importance and availability of rider education, proper helmet and protective gear use, sharing the road, and the effects of alcohol and motorcyclists; Definition of target audiences, including motorists, independent riders, sport bike riders, returning riders, etc.; Use of appropriate multimedia channels; A comprehensive plan for community outreach at events; An evaluation component to measure pre- and post-campaign awareness and impact on motorist and motorcyclist behavior.	Yes, to an extent.	The Public Relations subcommittee (MCRS) and the System Management Community Relations division (MoDOT) will work to ensure that communications materials are reviewed by all partners and no conflicting or unsuitable messages are produced.	MCRS and MoDOT CR	Ongoing	Ongoing
X.3	Utilize the MSAC to coordinate PI&E efforts among the agencies that have the most involvement with the motorcycle safety program.	No, the MSAC doesn't have the authority to coordinate the efforts. The MCRS Public Information subcommittee will be utilized to coordinate the efforts statewide and with the local coalitions. as appropriate.	N/A	N/A	N/A	N/A
X.4	Update communications plans for existing campaigns, such as seat belt awareness and impaired driving, to include motorcycle safety messages about helmet use and protective gear and impaired driving respectively.	No, motorcycle safety messages will be considered when appropriate, but we do not believe it would necessarily be prudent to mix seat belt and helmet messages.	N/A	N/A	N/A	N/A
X.5	Create a style guide or standard look and feel for all motorcycle safety materials.	Yes, this is something MCRS and MoDOT already try to do with all the campaigns.	Continue efforts to standardize motorcycle safety materials	PI subcommittee	Ongoing	Ongoing

X.6	Strengthen relationships with rider groups; Yes utilize them to distribute messages/materials; explore the possibility of having a representative serve on the MSAC.		Determine groups in Missouri and work toward building a relationship with them, Research rally dates and locations, Assure the a rider representative serves on the MSAC	Michael Davis and Chris Luebbert	Ongoing	Ongoing
X.7	Develop a listserv for the HSD and the MMSP to collect contact information from people they encounter at rallies, interested rider education attendees, rider groups, etc., and send messages, statistics, and program updates via inexpensive, effective, electronic means.	Yes	Students at UCM will research on internet to find information on rider groups and what other states have available Set up the listserv on the MMSP web site	Michael Davis	June 1, 2010	ongoing
X.8	Continue to leverage paid media buys and negotiate bonus spots to be placed outside of the heavy rotation periods and arrange drive-time interviews during the riding season.	Yes	Continue to look for opportunities to leverage media buys and negotiate bonus spots; arrange drive- time interviews during riding season	PI subcommittee	Ongoing	Ongoing
X.9	Collaborate with the DOR to develop and distribute materials and messages about the importance of being properly licensed.	Yes	Work on development of materials in conjunction with changing administrative rule for motorcycle licensure	Chris Luebbert and Gina Wisch	January 31, 2011	ongoing
X.10	Explore distributing materials at trauma centers and other medical facilities.	No, ER docs have indicated that trauma centers are not the best place to reach people who have been in a crash or their family/friends because there are too many stressors occurring at that time (patient's welfare, insurance issues, liability/insurance issues)	N/A	N/A	N/A	N/A
X.11	Develop outreach efforts for "returning riders" (i.e., motorcyclists who haven't been riding for years and may need to update their knowledge and skills).	Yes	Ask the Insurance Coalition if they would contact their members to see if discounts are given to riders who complete MMSP training Meet with SMCR to discuss development of materials (such as the "Welcome Back" campaign the MSSEP is working on)	Chris Luebbert and Michael Davis	May 1, 2011	ongoing
X.12	Capitalize on relationships with news media to raise awareness of motorcycle safety issues, programs, and accomplishments through earned media.	Yes	This is something MCRS and MoDOT already do, and all of the MCRS regions and MoDOT districts help with as well.	PI subcommittee	Ongoing	Ongoing



**Program Evaluation & Data**

XI.1	Create a system to identify and collect critical information to assist with problem identification, establishing priorities, and developing countermeasures to reduce motorcycle crashes, injuries, and fatalities.	Yes	The state already collects critical crash data. This data, and countermeasures/strategies to address the problems, are included within MoDOT's annual Highway Safety Plan and also within the Missouri Coalition for Roadway Safety's Blueprint (which is updated every 4 years).	Chris Luebbert, Michael Davis, and Joni Smith	Ongoing	Ongoing
XI.2	Establish a formal planning process for the implementation and evaluation of motorcycle countermeasures that includes detailed action steps with assigned responsibilities, identification of partners, funding requirements, status and objective evaluation criteria to measure success, effectiveness, and value.	Yes, to an extent. Responsibility for this level of detail would fall on the HSD program manager Christopher Luebbert, whose workload is already severely extended. Overall goals for the motorcycle program area have been established within Missouri's Blueprint to ARRIVE ALIVE and within the state's strategic Highway Safety Plan.	Review status of the strategies in both the Blueprint the and Highway Safety Plan.	Chris Luebbert	Ongoing	Ongoing
XI.3	Evaluate all countermeasures for their impact on reducing motorcycle crashes, injuries, and fatalities.	Yes.	Set up meeting with Leanna Depue to determine which countermeasures can or cannot be evaluated	Chris Luebbert	May 1, 2010	ongoing

<b>Impaired Driving Assessment Recommendations</b>						
	<b>Recommendation</b>	<b>Will recommendation be added</b>	<b>Tasks to be completed</b>	<b>Assigned to</b>	<b>Target date</b>	<b>Current Status</b>
<b>I</b>	<b>PROGRAM MANAGEMENT AND STRATEGIC PLANNING</b>					
IA1	Ensure adequate, broad-based representation from all critical individuals and organizations on the Executive Committee of the Missouri Coalition for Roadway Safety	Yes	Submit for EC vote, an additional duty (in the MCRS Purpose & Procedural Guidelines) requiring the EC Chair to conduct a yearly review of the membership list to determine existing vacancies and assure such vacancies are filled in a timely manner, consider new additions to EC, and fill all vacancies	Leanna Depue, Executive Comm. Chair	12/3/2009	Subcommittee has changed chairs and filled any vacancies
IA2	Expand local law enforcement task forces to provide statewide coverage	Yes	Look for opportunities to promote the idea of local task forces	HS Law Enforcement program staff	Ongoing	We have expanded on existing task forces and have broadened work with regional coalitions.
IA3	Strengthen and support regional coalitions so all are operating at a minimal level of effort	Yes	Conduct information-sharing meetings with regional coalition representatives and attend regional coalition meetings to provide support and share information from the state level	Highway safety program staff liaisons who are assigned to the regional coalitions	As regional coalition meetings are set	Ongoing
IA4	Provide active and participatory traffic safety liaison with state and local prevention coalitions	Yes	Assign appropriate staff to serve as members on prevention coalitions and attend scheduled meetings.	Leanna Depue and Bill Whitfield	Ongoing	Ongoing
<b>Strategic Planning</b>						
IB1	Expedite the completion of the state strategic plan for impaired driving including goals, objectives, strategies, and initiatives for a systematic approach.	Yes	Finalization by the Graphic Design section at MoDOT and printing completed	Jackie Rogers, HSD Alcohol Program Coordinator	1/22/2010	Done
IB2	Expedite the development of the new State Traffic Records Strategic Plan	Yes	Continue development of the plan under contract with data nexus	STRCC	9/30/2010	Final plan complete
<b>Program Management</b>						
IC1	Analyze and use impaired driving system-related data such as arrests, convictions, and BAC levels in the State's problem identification process.	Yes	Collect data submitted from grantees into the REJIS grants management system	HS Law Enforcement program staff	As activity reports are submitted	Ongoing, DPS recently received a grant that will make this easier.
IC2	Develop a highway safety program management manual including a routine procedure to incorporate and implement updates.	No, staff time is not available to develop another manual. This information is available to staff, just not in a single source.				
<b>Resources</b>						
ID1	Legislate an increased fee and/or fine structure in the State requiring that the money received be placed in a dedicated fund to reduce the increasing gap between available resources and the State's impaired driving needs.	No, the Missouri constitution requires that all penalties, forfeitures, and fine be distributed annually to schools.				
ID2	Pursue additional corporate/business sponsorships and support of events, programs, and campaigns.	Yes	Define specific events/programs/campaigns for which sponsorship will be pursued and avoid conflicts of interest	MoDOT CR staff, MCRS PI committee, Blueprint regions	1/31/2010	Ongoing
ID3	Enhance state legislation, particularly regarding administrative license revocation and high BAC, to meet the criteria for Section 410 funds.	Yes	Lobby for legislation with provisions addressing repeat offenders, high BAC, refusals, ignition interlock, DWITS, expungement, SIS	MoDOT GR staff and MCRS legislative subcommittee	Ongoing	HB 1695 went into effect on August 28th, 2010 and addressed many of these provisions.
ID4	Continue to plan and implement activities to use carry-over funds.	Yes	Work with grantees to ensure projects are implemented on time, notify HS Director and Program Manager when sources need expending, and provide a list of old funding sources that need to be processed for next year's budget	HS program staff, HS financial staff, MCRS Regional Coordinators	Ongoing	Ongoing
ID5	Continue to provide state funds to all the regional coalitions to support local efforts in traffic safety.	Yes	Submit request for SM Director to support coalitions within the annual HS budget requests	Leanna Depue and HS financial staff	Annually (May - September)	Ongoing
<b>II</b>	<b>PREVENTION</b>					

2A1	Increase the state excise tax on alcoholic beverages and dedicate it to prevention, intervention, and treatment of impaired driving and alcohol abuse.	Yes	Identify lead agency for legislation and work through legislative process	MCRS legislative subcommittee	1/31/2010	Ongoing due to political climate.	
2A2	Enact restrictions on alcohol promotions such as Happy Hours	No - state regulation 11 CSR 70-2.2405G - regulates advertising as an inducement to purchase intoxicating liquor or nonintoxicating beer. See paper copy in file for further info.	Identify lead agency for legislation and work through legislative process	MCRS legislative subcommittee	1/31/2010	Ongoing due to political climate.	
2A3	Enact full dram shop statutes	No, not enough legislative support. We need to focus our legislative efforts in other areas.					
2A4	Enact social host liability statutes	Yes/Unknown - see paper documentation in file	Identify lead agency for legislation and work through legislative process	MCRS legislative subcommittee	1/31/2010	Ongoing due to political climate.	
2A5	Enact comprehensive open-container statutes	Yes/Unknown - see paper documentation in file	Identify lead agency for legislation and work through legislative process	MCRS legislative subcommittee	1/31/2010	Ongoing due to political climate.	
2A6	Increase Division of Alcohol Control budget resources	No, \$200 million was cut from ATC's budget, resulting in the loss of 200 full-time and 500 part-time state employee positions. Therefore, we cannot expect the legislature to increase funding to ATC					
2A7	Continue to encourage all alcohol sales and service establishments to display educational information to discourage impaired driving.	Yes - see paper documentation in file	To the extent possible, we will continue to design, produce educational information and distribute them.	MoDOT CR staff	Ongoing	Ongoing	
2A8	Continue to educate the public on underage drinking and irresponsible consumption of alcohol.	Yes	Complete annual public relations marketing calendar to include impaired driving campaign materials.	MoDOT CR staff	Ongoing	Ongoing	
<b>Transportation Alternatives</b>							
2B1	Continue to support designation of a non-drinking driver in any designated driver promotional material.	Yes	Complete annual public relations marketing calendar to include impaired driving campaign materials.	MoDOT CR staff and CHEERS coordinator	Ongoing	Ongoing	
2B2	Assure that designated driver and safe ride programs avoid any consumption by underage individuals or unintentional enabling of over-consumption	Yes	Continue to produce CHEERS materials that clearly define a designated driver and review CHEERS materials to add information on responsible, limited drinking	CHEERS coordinator (Jessica Schlosser) and Carrie Wolken	Ongoing	Ongoing	
2B3	Establish a partnership between public transportation and traffic safety to identify and implement opportunities in the Kansas City and St. Louis metro areas where transit may be able to assist with safe rides home	No, because of workloads of the individuals in the MoDOT districts or the HS division to whom this responsibility would be directed; the MCRS regional contacts have indicated that private transit agencies (e.g., cab companies) have implemented such programs but they are often limited to operation on holidays and/or during special events					
<b>Community-Based Programs</b>							
2C11	Include impaired driving issues in Missouri Health Education Grade Level Expectations	No, because of the time and funding needed to develop curriculum materials and there is no guarantee that school districts would use the materials since DESE does not have control over school districts' curriculum.					

2C12	Establish youth-led school-based impaired driving, underage drinking and traffic safety prevention programs in schools throughout Missouri.	Yes	Continue to seek local schools willing to allow Think First presentations, Battle of the Belt, and Team Spirit in their schools.	Think First Director Michelle Gibler, Carrie Wolken, CR staff and Team Spirit Director - Sharee Galnore	Ongoing	Ongoing	
2C13	Provide Drug Impairment Training for Education Professionals (DITEP) to school personnel throughout Missouri	Yes	Go through HSD grant process to implement the trainings	Jackie Rogers, HSD Alcohol Program Coordinator, MPCA	Ongoing	Ongoing	
2C14	Incorporate non-use messages in college underage drinking and impaired driving prevention programs	Yes, to an extent	The college prevention programs funded by HSD grants are implemented through the University of Missouri-Columbia. They employ non-use messages as well as messages on reducing drinking.	Michelle Gibler, Carrie Wolken, CR staff	Ongoing	Ongoing	
<b>Employers</b>							
2C21	Expand employer traffic safety programs to businesses throughout Missouri.	No, scarce resources do not allow this recommendation to be addressed.					
2C22	Provide current and accurate information to EAPs, employers, and those who provide employee safety programs.	Yes - see paper documentation in file	Compile listing of employers with employee safety programs, develop a toolkit of materials for use at these programs, inform employers of the toolkits' availability for these programs.	MoDOT CR staff, Michelle Gibler	Spring 2011		
<b>Community Coalitions &amp; Traffic Safety Programs</b>							
2C31	Provide sustainable support for local coalitions currently supported by Strategic Prevention Framework State Incentive Grants (SPF-SIG).	Yes, to an extent	Annual review of law enforcement grant applications	HS Law Enforcement program staff	Ongoing	Ongoing	
<b>III CRIMINAL JUSTICE SYSTEM</b>							
3A1	Provide adequate funding for the instruments and scientific personnel for the programs of breath, blood, and other chemical testing to support the needed testing program and to allow adequate quality assurance	No, Such funding is determined by the State Legislature and is not under the control of the stakeholders who are responsible for pursuing this recommendation. The stakeholders, however, will certainly continue to encourage the Legislature to consider appropriating adequate funding for support of this program.					
3A2	Require 10 days or less for turn-around time on testing results to allow prompt filing of charges for impaired driving	No, The Highway Patrol has opened an additional state lab with the hope of reducing the turn-around time down to 30 days. It would be unrealistic to believe Missouri could reduce the turnaround time to 10 days or less unless several additional state labs were established or the state or local governmental agencies were able to contract with outside laboratories; due to budgetary constraints, this seems highly					
3A3	Preempt the municipal ordinances regarding impaired driving by a comprehensive and clear statutory scheme of impaired driving laws.	Yes/Unknown - see paper documentation in file	To the extent that is politically feasible, the HSD will support legislative efforts in the DWI area. The passage of HB 1695 did address some key issues in DWI law.	Joni Smith, Leanna Depue, Jackie Rogers, and MoDOT GR staff	Ongoing	Ongoing	
<b>Enforcement</b>							
3B1	Continue the many multi-jurisdictional law enforcement saturations, checkpoints, and operations.	Yes	Continue to encourage law enforcement agencies to participate in these mobilizations.	HS Law Enforcement program staff	Ongoing	Ongoing	

3B2	Place more emphasis on reducing underage crashes involving alcohol or drugs.	Yes	Increase resources available to investigate, prosecute, sanction and track "minor in possession" violations (including LE training, increased awareness of available resources; grant-writing workshops for LE; improved coordination of efforts & increased oversight; increased resources to agencies to enforce underage drinking laws); Promote the establishment of a Governor's Taskforce focused on underage drinking issues; Expand the use of Teen/Youth Courts for juvenile offenders to allow jurisdiction for MIPs; Plan, implement, fund, and assess an evidence-based educational intervention program designed to reduce underage impaired driving	Carrie Wolken, Jackie Rogers, MCRS Impaired Driving Subcommittee	Ongoing	Ongoing	
3B3	Require National Highway Traffic Safety Administration/ International Association of Chiefs of Police (NHTSA/IACP) training standard be used for all Standardized Field Sobriety Testing training. Each training academy and agency must be required to use the latest version of the NHSTA/IACP curriculum	No, Highway Safety does not have the ability to "require" the academies/agencies use the latest curriculum unless it is mandated in statute. However, all of the POST certified academies are using the latest version of the curriculum and will continue to do so.					
3B4	Require a proficiency examination as part of the Standardized Field Sobriety Test (SFST) in-service update every two years for SFST practitioners and instructors.	Yes - instructors No - practitioners	Maintain database of SFST instructors and notify them every two years of the need to update their certification	Ralph Stewart, MO Safety Center	Ongoing	Ongoing	
3B5	Expand the number of Drug Evaluation and Classification training classes.	Yes	Allocate funding for these classes and promote participation in them among law enforcement agencies	Jackie Rogers	Ongoing	Ongoing	
<b>Publicizing High Visibility Enforcement</b>							
3C1	Evaluate impaired driving media campaigns to gauge the effectiveness in altering public awareness, attitude, and behavior.	Yes	Review analysis of teen comments on digital venues and track number of impaired driving traffic crashes, fatalities and disabling injuries following major impaired driving campaigns (e.g., You Drink, You Drive, You Lose)	ThinkFirst Missouri and CR staff	Ongoing	Ongoing	
3C2	Continue developing coalitions with the public sector to maximize support, involvement, and private funding	Yes	The Missouri Coalition for Roadway Safety is comprised of 10 regional coalitions representing the entire state. The individual coalitions meet on a regular basis and the entire coalition meets periodically to share successes, information, and ideas. While there is not a move afoot to continue developing coalitions (since they already exist and all are active), the coalitions will, however, continue promotion of their efforts locally and invite involvement by any and all stakeholders and seek private funding sources to support their local efforts whenever possible.	MCRS	Ongoing	Ongoing	
<b>Prosecution</b>							
3D1	Develop a strategic plan to streamline and improve the prosecution of impaired driving offenses.	Yes/Unknown - see paper documentation in file	Continue building on successes achieved by HB 1695 to achieve outcomes established in strategic plan.	MCRS Impaired Driving Subcommittee & Jackie Rogers	Ongoing	Ongoing	
3D2	Engage prosecutors from across the State, including counties of all sizes, in the planning and implementation of the strategic plan.	Yes/Unknown - see paper documentation in file	Continue building on successes achieved by HB 1695 to achieve outcomes established in strategic plan.	MCRS Impaired Driving Subcommittee & Jackie Rogers	Ongoing	Ongoing	
3D3	Comply with the NHTSA guidelines established for the Traffic Safety Resource Prosecutor (TSRP).	Yes	Continue to incorporate NHTSA's guidelines within the TSRP contract.	Jackie Rogers	Ongoing	Ongoing	
<b>Adjudication</b>							

3E1	Continue to work with and support Office of State Courts Administrator (OSCA) with the development and deployment of the court data systems.	Yes	Conduct periodic meetings to address this issue, STRCC and OSCA Continue expansion of the Justice Information System, Reduce the timeframe it takes Municipal Courts to transfer record of conviction and case transfers	Ongoing	Ongoing	
3E2	Require courts to timely, completely, and accurately report their data to Office of State Courts Administrator (OSCA) or be barred from hearing impaired driving offenses.	No, State courts have the ability to collect and report their data to OSCA nightly and are complying with this requirement. One of the provisions of HB 1695 requires all law enforcement, prosecutors, and courts report to the DWI Tracking System at the state Highway Patrol. This has the potential of resolving this problem. It is important to note, however, that not all municipal courts have the computer capability to comply. The highway safety division is currently under contract with OSCA to bring additional municipal courts online in order to allow electronic reporting, but this contract will only support 20 additional courts.				
3E3	Support judicial education programs using the research on alcohol screening, intervention and treatment from National Institute on Alcohol Abuse and Alcoholism (NIAAA).	Yes	HB 1695 addressed this issue through DWI court provisions. The Impaired Driving subcommittee will continue to implement its Strategic Plan that includes supports judicial education programs.	Jackie Rogers, MCRS Impaired Driving Subcommittee	Ongoing	Ongoing
<b>Administrative Sanctions and Driver Licensing Programs</b>						
3F11	Enact legislation requiring ignition interlocks on the offender's vehicle(s) until a qualified professional has determined that the licensee's alcohol and/or drug use problem will not interfere with their safe operation of a motor vehicle.	Unknown	We will pursue this type of legislation if the political climate is conducive.			
3F12	Implement other DWI deterrents such as impoundment of or markings on the license plate, or impoundment, immobilization or forfeiture of the vehicle(s), of repeat offenders and individuals who have driven with a license suspended or revoked for impaired driving.	Unknown	We will pursue this type of legislation if the political climate is conducive.			
3F13	Lengthen suspension times for DWI convictions and administrative suspensions.	Unknown	We will pursue this type of legislation if the political climate is conducive.			
<b>Programs</b>						
3F21	Enact legislation to make alcohol server training mandatory.	Unknown	We will pursue this type of legislation if the political climate is conducive.			
3F22	Include 18-20 year old drivers in primary enforcement of safety belt use laws for young novice drivers.	No, it has been common practice in Missouri to enact laws that apply to minor. Once this has been accomplished, it is exceedingly difficult to attempt to get such a law passed to encompass all ages of drivers/passengers. It was the determination of the Impaired Driving Subcommittee, therefore, to support a primary seat belt law for everyone (all ages) and nothing less.				

<b>IV COMMUNICATION PROGRAM</b>						
1	Make use of state-of-the-art techniques, such as online querying, to assist in the development and testing of campaign themes and media materials	No, campaigns are monitored or tracked to some extent by the number of "click throughs" on the website.				
2	Develop and implement a driver survey to provide pre-and post- data on driver awareness, knowledge, attitudes, and behavior	No, no funding.				
3	Work with various population groups to develop and provide impaired driving information to Missouri's ethnic, cultural, and linguistically diverse populations	No, no funding.				
<b>V ALCOHOL AND OTHER DRUG MISUSE</b>						
5A11	Conduct an evaluation of SATOP services and complete a management review of its operations.	Yes	Present Impaired Driving Strategic Plan to the MCRS Impaired Driving Subcommittee and implement those strategies	Jackie Rogers, HSD Alcohol Coordinator	1/1/2010	Completed
5A12	Complete a strategic planning process for SATOP with its justice and traffic partners	Yes	Present State of Missouri Impaired Driving Strategic Plan to the MCRS Impaired Driving Subcommittee and determine whether an actual "strategic planning process" will be conducted for SATOP and how this will occur.	Jackie Rogers, HSD Alcohol Coordinator	1/1/2010	Completed
<b>Medical or Health Care Settings</b>						
5A21	Train emergency room physicians, nurses and other treatment staff in the methods of Screening and Brief Intervention.	No, due to restrictions of the Alcohol Exclusion Law				
5A22	Implement Screening and Brief Intervention techniques in emergency rooms and other settings in Missouri	No, due to restrictions of the Alcohol Exclusion Law				
5A23	Repeal the alcohol exclusion statute and prohibit insurance companies from denying coverage to individuals injured as a result of impairment.	Unknown	Depends on the political climate.			
<b>Treatment and Rehab</b>						
None						
<b>Monitoring Impaired Drivers</b>						
5C1	Provide more effective monitoring of offenders by Substance Abuse Traffic Offender Program (SATOP) prior to their seeking license restoration and during court ordered supervision periods	Yes	Present State of Missouri Impaired Driving Strategic Plan to the MCRS Impaired Driving Subcommittee and determine whether an actual "strategic planning process" will be conducted for SATOP and how this will occur.	Jackie Rogers, HSD Alcohol Coordinator	1/1/2010	Completed
<b>V1 PROGRAM EVALUATION AND DATA</b>						
6A1	Require law enforcement participation in Driving While Intoxicated Tracking System (DWITS).	Yes/Unknown - see paper documentation in file	HB 1695 does require all jurisdictions to enter DWI arrest and case information into the Missouri State Highway Patrol's Driving While Intoxicated Tracking System (DWITS) to strengthen the tracking of DWI offenders. (Grant funding could be withheld from agencies that fail to report.)	Jackie Rogers and Joni Smith	Ongoing	Ongoing

6A2	Require DWITS participation as a requirement for receiving impaired driving funding.	Unknown/Yes	Some law enforcement agencies do not have the capability to electronically submit the data. For other agencies, they may have a proprietary or antiquated computerized records system that will not allow their system to "link" with another. They have indicated that this will require their officers or records clerks to encode double and sometimes triple entries into their various systems (requiring more work and more personnel time/costs). They have indicated this would be an unfunded mandate.				
6A3	Conduct several different types of evaluations to effectively measure progress, to determine effectiveness to plan and implement new program strategies and to ensure that resources are allocated appropriately	Yes	Assess evaluation methods prior to implementing strategies within the MO Impaired Driving Strategic Plan and Instruct HSD staff to incorporate varying methods of evaluation into HSD contracts	MCRS Impaired Driving Subcommittee and HSD staff	Ongoing	Ongoing	
6A4	Continue projects to improve traffic data collection in the State and use these data to properly evaluate programs.	Yes	Data collection is an ongoing process and is used for evaluation purposes when possible	HSD Staff	Ongoing	Ongoing	
6A5	Distribute Annual Report information to as wide of an audience as possible including, but not limited to, posting on the Missouri Department of Transportation website, issuing press releases regarding highlights and success stories, and including in highway safety program presentations.	Yes	Query other states to see if, and how, they are making this happen and determine which programs/projects to highlight. Set up a brainstorming session on ways to promote successes	Pam Hoelscher	1/1/2010	Done	
6A6	Include evaluation as an integral part of the planning process for the Highway Safety Plan & Performance Plan.	Yes	Include Performance Measures in 2010 HSP & Performance Plan	Joni Smith	1/1/2010	Done	
<b>Data and Records</b>							
6B1	Develop the capability for law enforcement to electronically submit crash reports into the Statewide Traffic Accident Reporting System (STARS) system.	Yes	Currently being worked on by State Traffic Records Coordinating Committee. Work with local LEAs to identify their current system and determine the potential for those systems to be modified for electronic transfer of crash report data.	STRCC & MSHP	9/30/2010	Ongoing	
6B2	Complete the Regional Justice Information Service (REJIS) pilot.	Yes	Town and Country pilot, implement statewide	STRCC	9/30/2010	Done	
6B3	Add the Automated Law Enforcement Response Team (ALERT) program to the Statewide Traffic Accident Reporting System (STARS) system.	No, KC data cannot be transferred automatically to MULES.					
6B4	Develop a method to transfer Automated Law Enforcement Response Team (ALERT) data automatically into Missouri's statewide Missouri Uniform Law Enforcement System (MULES) network.	No, ALERT does not have this capability.					
6B5	Upgrade the Traffic Arrest System/Driving While Intoxicated Tracking System (TAS/DWITS) making it user friendly and require all law enforcement agencies to enter data into the system.	Yes	The Highway Patrol is working to upgrade TAS/DWITS and make it more user friendly; requiring all LEAs to enter data into the system is. HB 1695 will help with this.	Randy Silvey	Ongoing	Ongoing	
6B6	Resolve vehicle data barriers that prevent linkage with driver or crash data and link these data files.	Yes	To the extent funding is available, these data barriers will be addressed.	STRCC, DOR, MSHP	Ongoing	Ongoing	
6B7	Record the original charge for citations issued to motorists on the driver history.	No, if the court sends that information to DOR, then it is put into the driver history. Normally DOR does receive this information.					
6B8	Expedite the development of the new State Traffic Records Strategic Plan	Yes	Continue development of Plan under contract with Data Nexus	STRCC	9/30/2010	Ongoing	









## Standardized Field Sobriety Testing Assessment Recommendations

Number	Recommendation	Will recommendation be addressed?	Tasks to be completed	Assigned to	Target date	Current Status
<b>Program Administration</b>						
I. 1	Assemble an advisory panel to include, but not limit to, law enforcement, prosecution, judiciary and toxicology to oversee the statewide SFST program.					
I. 2	Establish a Law Enforcement Liaison (LEL) position. The LEL position can assist with improving communication between law enforcement agencies involved in Missouri SFST program.					
I. 3	Establish a State SFST Coordinator to coordinate all SFST training to maintain standardization to the program. The SFST Coordinator shall not be involved in the delivery of the curriculum package.					
I. 4	The Highway Safety Division convenes a meeting with all training academy coordinators to discuss and resolve issues regarding the use of properly trained and updated SFST instructors.					
I. 5	Develop and maintain a database of SFST practitioners and instructors across the State. This database should include, but not be limited to, dates of SFST course completion, date of last SFST update, date of last SFST proficiency and date new course materials/revisions received. This will help ensure that the most recent revision of materials are being used which should lead to acceptance of your States courts.					
<b>Program Operation</b>						

- II. 1 The NHTSA/IACP SFST curriculum should be followed and delivered in the same manner across the State, regardless of who may be delivering the training. Any existing curriculum prior to the 2006 revision should be filed for reference and their use discontinued. Additional SFST training materials may be requested through the NHTSA Central Region Office.
  
- II. 2 Develop and maintain an open line of communication between all Missouri SFST and DRE Instructors through the use of a State Coordinator, allowing access to all training delivered, materials used and other pertinent information, so that consistency in the Missouri SFST training can be established and maintained. The SFST coordinator and the DRE coordinator must work closely together to achieve effective communication and standardization.
  
- II. 3 Develop and implement a SFST course schedule consistent with the contents contained in the Administrator's Guide of the SFST curriculum to maintain statewide standardization.
  
- II. 4 Establish a procedure for an in-service update every two years for SFST practitioners and SFST instructors. This update should include a proficiency examination.
  
- II. 5 Promote and utilize the National Sobriety Testing Resource Center web-site ([www.sobrietytesting.org](http://www.sobrietytesting.org)) to gain access to current SFST information.

**Program Prosecution & Adjudication**

- III. 1 Include prosecutors and DOR hearing officer's in SFST and DRE training to better enable them to understand and apply the technologies of detecting alcohol and drug impaired drivers in court.
- III. 2 Encourage pre-trial conferences in all DWI cases.
- III. 3 Reestablish the use of the National Judicial College to help with educating judges in the detection of alcohol and drug impaired drivers.
- III. 4 Provided training for prosecutors in the effective prosecution of alcohol and drug impaired drivers. These courses include the following: 1. Prosecuting the drugged driver, 2. Standardized field sobriety testing, 3. Introduction to drugged driving, 4. Drug evaluation and classification (DEC), 5. Protecting lives/saving futures
- III. 5 Expand the number of DWI Courts to other counties and jurisdictions.

## Traffic Record Assessment Recommendations

Number	Recommendation	Will recommendation be addressed?	Tasks to be completed	Assigned to	Target date	Current Status
<b>System-wide Recommendations</b>						
<b>Strengthen the coordination of traffic records and traffic safety analysis.</b>						
I. 1	Use the Coalition for Roadway Safety as a model for how the TRCC and STRAC should be structured and who should participate.					
I. 2	Task the Coalition for Roadway Safety with reviewing annual problem identification and safety project funding allocation to ensure statewide prioritization and safety project funding allocation to ensure statewide prioritization in addition to the current regional funding allocation.					
I. 3	Make explicit the STRAC mission with respect to its role in reviewing agency plans for changes to the key components of the traffic records system. Additional MOU may be necessary to demonstrate that the TRCC/STRAC committee meets the Section 408 recommended level of authority. The STRAC should be meeting more frequently, on a regular basis, and have a clear agenda that addresses all aspects of the traffic records system.					
I. 4	Conduct periodic reviews of the TRCC and STRAC membership and mission, and that senior level staff from key stakeholder agencies participate in reviewing the mission and vision of the TRCC and STRAC.					
I. 5	Develop a mechanism for apprising the STRAC of technology advancements that could be applied to components of the traffic records system.					

I. 6 Support pilot projects of promising technologies.

I. 7 Develop a standard set of quality control metrics for major components of the traffic records system and present information at the TRCC and STRAC meetings.

**Improve prosecution of serious, non-felony traffic violations**

I. 8 Support a change in jurisdiction so that DUI, drug and other serious traffic violations are heard at the circuit court level, not in the municipal courts.

I. 9 Expedite development of a prosecutor's tracking system as part of JIS.

I. 10 Require all courts and law enforcement agencies to participate in TAS/DWITS so that it becomes a full tracking system.

I. 11 If necessary, develop a fine-sharing agreement to ensure that municipal revenue streams are not affected by changes in court jurisdiction.

**Improve data availability and access to analytic resources**

I. 12 Reinforce the fact that the single, final, end-of-year closeout file for crash data is the only source to be used for official crash data reporting. It should be used by all agencies that report crash data for decision makers and the public.

I. 13 Ensure that all law enforcement agencies are reporting crashes in a timely manner, rather than waiting until the end of the year or later.



- I. 14 Develop user-accessible analytic tools for support *ad hoc user-defined* queries of roadway and crash data.
  
- I. 15 Ensure that data on local roadways, especially to support location-based analyses, are available and accessible to users through a mapping/GIS analysis tool.
  
- I. 16 Establish merged data sets of driver and crash data to support analysis and for use in the CODES project.
  
- I. 17 Ensure that authorized users have access to the sanitized medical datasets including EMS, trauma registry, and others.
  
- I. 18 Improve the commercial vehicle program effectiveness evaluation process using MoDOT and MSHP analytic staff resources.

## **Data Collection Recommendations**

### **Improve law enforcement data collection and reporting**

- II. 1 Implement electronic upload capabilities in STARS and publish a data transfer/layout standard.
  
- II. 2 Expedite the use of field data collection software through LETS, ALERT and the MSHP for crash and citation data.
  
- II. 3 Implement a standard, easily updated location coding method that applies to all public roadways, assuming both GPS and map-based tools for field use.

- II. 4 Require all law enforcement agencies to upload/enter data into the TAS/DWITS database.

**Improve EMS and trauma registry data collection/reporting**

- II. 5 Work with DHSS and service providers to identify barriers to reporting.
- II. 6 Implement grants for eliminating barriers to reporting.
- II. 7 Work with DHSS to encourage all hospitals to submit appropriate records to the trauma registry.

**Improve driver and vehicle systems.**

- II. 8 Develop a method for online renewals in the absence of online county property tax records.
- II. 9 Increase use of TRIPS by customer service locations.
- II. 10 Update the driver and vehicle system to modern relational databases with a common customer record.
- II. 11 Give DOR responsibility for all vehicle registrations, including commercial vehicles, all trucks, buses, and the international registration program.

**Improve court records system**

- II. 12 Require all courts to submit data to JIS electronically and thereby provide data to DOR electronically.
- II. 13 Develop and implement the prosecutor subsystem to JIS.

**Data Linkage Recommendations**

**Improve data linkages**

- III. 1 Modernize the driver and vehicle systems to share a customer identification record.
- III. 2 Provide access or linkage among crash, driver and vehicle records.
- III. 3 Use the improved EMS and trauma registry data in the CODES project.
- III. 4 Link law enforcement, court, and prosecutor systems to ensure tracking and appropriate charging of recidivists.
- Improve automated data sharing.**
- III. 5 Establish TMS facilities for updating the local roadway inventory from county, municipal, and regional records.
- III. 6 Implement automated uploads of crash data to STARS from existing records management systems at law enforcement agencies.
- III. 7 Develop automated links between citation data collection and records management systems at law enforcement agencies and court records systems.
- III. 8 Link information available only through the ALERT network with the statewide MULES network.

### **Training Recommendations**

#### **Train prosecutors, courts and judges in their role in improving traffic safety.**

- IV. 1 Develop training courses for prosecutors to improve the quality of prosecution of highway safety related cases.

IV. 2 Provide cross training and programs designed to improve cooperation between law enforcement and prosecutors.

IV. 3 Offer training courses such as basic DUI trial advocacy, trying vehicular homicide, et al.

**Train users in valid analytic techniques.**

IV. 4 Conduct a user needs assessment to identify specific requirements for analytic training.

IV. 5 Develop training to meet key users' needs for knowledge in the access and proper use of Missouri traffic records information.

IV. 6 Include analytic training topics in annual meetings of safety partners through the Coalition of Roadway Safety.