**Southeast Coalition for Roadway Safety Strategic Plan, FY 2024**

Missouri’s Highway Safety Plan (Show-Me Zero) has 4 key behaviors of focus that we, as a regional Coalition, must incorporate into our vision plan for the year. These are Occupant Protection, Distracted Driving, Speed and Aggressive Driving and Impaired Driving. These emphasis areas apply to virtually every road user in Missouri. MCRS has identified 3 groups warranting additional attention: teen drivers, older drivers and vulnerable road users (bicyclists, motorcyclists and pedestrians). This plan will incorporate strategies and action plans to help achieve the ultimate goal of zero fatalities on   
Missouri’s roadways.

**GOAL 1:** Educate teens and young adults on the dangers of distracted and impaired driving. Continue educational outreach to increase the seat belt use of teens and young adults in the southeast district.   
  
*Emphasis Areas Covered: Occupant Protection, Distracted Driving, Speed and Aggressive Driving and Impaired Driving  
  
Targeted Road Users: Teen Drivers*Strategies:

1. Arrange for the Hooked on Science program to educate teens on the science behind seat belts; targeting high schools with less than 70% seat belt usage reported in the 2022 Missouri Teen Seat Belt Survey.
2. Arrange for the Arrive Alive Tour to educate teens and young adults on the dangers of distracted & impaired driving and speeding; targeting schools in high fatality counties.
   1. October 25- Willow Springs High School
3. Increase social media engagement with various campaigns to reach teen and young adult audiences. Work with Bucket Agency on Snapchat, Instagram posts, etc.
   1. Advertising campaign ran in spring 2024. Analytics from campaign coming soon.
4. Offer a Project Prom/Graduation Grant to 40 local schools that have roadway safety presentations at Graduation or Prom lock-in events.
   1. Granted 40 schools funding
5. Provide educational and promotional items for Project Prom/Graduation grant recipients to reinforce the message.
   1. Completed
6. Increase BUPD sign placement at high schools, to 90% in the district (92 schools total).
   1. 87 schools have signs- 85%
7. Assist annual MoDOT Bridge Competition and educate participants (teens) about responsible driving.
   1. Completed in October 2023

**GOAL 2:** Promote Buckle Up Phone Down (BUPD) in all facets of safe driving.  
  
*Emphasis Areas Covered: Occupant Protection, Distracted Driving*  
  
*Targeted Road Users: All Drivers*  
  
Strategies:

1. Partner with 35 additional local businesses for installation of BUPD signs.
   1. 24 new businesses/schools have signs
2. Provide BUPD promotional items and resources to businesses and Coalition members to include during their events within their community to raise awareness.
   1. Continue to do
3. Advertise and promote BUPD messaging on social media sites, with a minimum of 2 posts per month.
   1. Completed
4. Develop and execute an action plan to promote Annual BUPD Day (October 25) to Coalition members, communities and schools. The Coalition aims to enhance outreach efforts and support events within schools and communities during the week and day of this event.
   1. Paid for Arrive Alive Tour to attend Willow Springs High School on BUPD Day
5. Assist AAA with BUPD High School Showdown in the fall by promoting the event to schools and providing education and promotional materials to those who participate.
   1. 22 schools in SE district participated. 5,562 pledges total . 33% of all Missouri pledges. 16,483 total from all schools in Missouri.

**GOAL 3:** Pass a primary seatbelt ordinance in one city or county to help increase the seat belt use in the southeast district.  
  
*Emphasis Areas Covered: Occupant Protection*  
  
*Targeted Road Users: All Drivers*  
  
Strategies:

1. Work with the Executive Board to identify key cities/counties in which we can target to try and pass an ordinance.
   1. No ordinances passed this FY
2. Provide data, sample ordinances, statistics and support to our planning partners, law enforcement agencies, and Coalition members to encourage their city/county to pass a seat belt ordinance.

**GOAL 4:** Encourage cities to adopt Safe Across program into their community.  
  
*Emphasis Areas Covered: Distracted Driving, Speed and Aggressive Driving*

*Targeted Road Users: Vulnerable Road Users, Specifically Pedestrians*

Strategy:

1. Provide data, program materials, statistics and support to our planning partners, law enforcement agencies and Coalition members to encourage their city to incorporate the Safe Across program.
   1. No cities adopted program this FY

**GOAL 5:** Provide communities with resources to ensure children are properly restrained in vehicles.  
  
*Emphasis Areas Covered: Occupant Protection*  
  
*Targeted Road Users: All Drivers*   
  
Strategies:

1. As funding allots, provide car seats to Child Passenger Safety Technicians within the Southeast District to distribute to families in need.
   1. Provided about $8,000 worth of car seats to local agencies
2. Host a district-wide car seat check and education event during Child Passenger Safety week in September.
   1. Event was held and it was a success
3. Encourage and support community members wanting to get certified as a Child Passenger Seat Technician.
   1. Continual promotion of Tech classes

**GOAL 6:** Continual promotion of campaigns and programs to community members.  
  
*Emphasis Areas Covered: Occupant Protection, Distracted Driving, Speed and Aggressive Driving and Impaired Driving*  
  
*Targeted Road Users: All Drivers*

Strategy:

1. Promote and support all enforcement and safety campaigns throughout the year that are funded by MoDOT and NHTSA.
   1. Continue to do so

**GOAL 7:** Provide first responders in the Southeast District with the proper equipment to reduce serious injuries and fatalities on Missouri roadways.  
  
*Emphasis Areas Covered: Occupant Protection, Distracted Driving, Speed and Aggressive Driving and Impaired Driving.*  
  
*Targeted Road Users: All Drivers*   
  
Strategies:

1. Provide grant funded equipment (such as radars, portable breathalyzer tests, etc.) to law enforcement agencies to reduce speeding and impaired drivers. Equipment may also be used to ensure the safety of first responders while on Missouri’s roadways. This specifically refers to the Law Enforcement Grant.
   1. Over $60,000 in equipment was purchased this FY to help local agencies.
2. Offer grant funding and/or equipment to first responders and community organizations with the ultimate goal of reducing serious injuries and fatalities on Missouri’s roads. This strategy specifically refers the Community Outreach Grant.
   1. Have awarded about $20,000 worth of equipment through this grant.

**GOAL 8:** Increase Southeast Coalition for Roadway Safety awareness and reach within the Southeast District.

Strategy:

1. Encourage and increase participation at Coalition meetings.
   1. Continue to do so