

First-Round Winner

Innovations Challenge
<http://wwwi/intranet/cr/SolutionsAtWork/Innovations.htm>

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Missouri Department of Transportation

Fatality Messaging



Description

Fatality statistics are generated by law enforcement agencies and sent to MoDOT. Once information is received, Kansas City Scout activates the Dynamic Message Signs displaying the number of deaths in the state with the unbuckled statistic.

Benefit

MoDOT receives death toll information weekly, ensuring motorists have the most recent statistics to update the DMS. The more motorists that are buckled will ultimately save medical and insurance costs, as well as liability and disabling injury claims. The quality of the message boards ensures motorists easily can read the message displayed. The message is a constant reminder to motorists to use a safety belt, keeping them safer in the event of a traffic crash. Using this message in all districts will keep motorists safe statewide.

For More Information:

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Additional photos can be seen at the Innovations Challenge homepage: <http://wwwi/intranet/cr/SolutionsAtWork/Innovations.htm>