**Southeast Coalition for Roadway Safety Strategic Plan, FY 2025**

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 & impaired driving, speeding, and the importance of wearing a seat belt.   
  
*Emphasis Areas Covered: Occupant Protection, Distracted Driving, Speed and Aggressive Driving, and Impaired Driving  
  
Targeted Road Users: Teen and Young Adult Drivers*Strategies:

1. 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. Arranged for Tour to attend 9 schools in the fall
2. Project Prom/Graduation Grant- 43 schools received funding; other items completed
   1. Make funding available for 40 local schools that have roadway safety presentations at Graduation or Prom lock-in events
   2. Provide educational and promotional items to grant recipients to reinforce the message
   3. Create materials/presentations for parent committees/schools to use for roadway safety presentations
3. Increase BUPD sign placement at high schools, to 90% in the district (92 schools total out of 102 in the district). - 88 schools have signs- 86%
4. Assist with the annual MoDOT Bridge Competition and educate participants (teens) about responsible driving. - Completed
5. Utilize Coalition members to reach out to Athletic Directors at High Schools/Universities to have safe driving messages promoted during sporting events.

**GOAL 2:** Promote Buckle Up Phone Down (BUPD) in all facets of safe driving.- Completed all strategies; 107 signs distributed throughout the District  
  
*Emphasis Areas Covered: Occupant Protection, Distracted Driving*  
  
*Targeted Road Users: All Drivers*  
  
Strategies:

1. Partner with 20 additional local businesses for installation of BUPD signs.
2. Provide BUPD promotional items and resources to businesses and Coalition members to include during their events within their community to raise awareness.
3. Advertise and promote BUPD messaging on social media sites, with a minimum of 2 posts per month.
4. Develop and execute an action plan to promote Annual BUPD Challenge Day (October 30) 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.
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.

**GOAL 3:** Pass a primary seat belt ordinance in one city or county to help increase the seat belt usage in the southeast district.- Did not pass an ordinance  
  
*Emphasis Areas Covered: Occupant Protection*  
  
*Targeted Road Users: All Drivers*  
  
Strategies:

1. Key cities/counties in which we can target to try and pass an ordinance:
   1. Butler County- Qulin, Poplar Bluff
   2. Cape Girardeau County- Cape Girardeau, Jackson
   3. Dunklin County- Holcomb, Hornersville, Kennett, Senath
   4. Pemiscot County- Caruthersville, Hayti, Steele
   5. St. Francois County- Bismarck, Bonne Terre, Desloge, Park Hills
   6. Scott County- Benton, Chaffee, Miner, Morley, Oran, Scott City, Sikeston
   7. Stoddard County- Advance
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:** Provide communities with resources to ensure children are properly restrained in vehicles. -   
 Completed all strategies  
  
*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.
2. Host district-wide car seat checks and education events during Child Passenger Safety week in September.
3. Encourage and support community members wanting to get certified as a Child Passenger Seat Technician.

**GOAL 5:** Continual promotion of campaigns, programs, and safe driving messages to community members. - Completed all strategies  
  
*Emphasis Areas Covered: Occupant Protection, Distracted Driving, Speed and Aggressive Driving, and Impaired Driving*  
  
*Targeted Road Users: All Drivers*

Strategies:

1. Promote and support all enforcement and safety campaigns throughout the year that are funded by MoDOT and NHTSA.
2. Develop an advertising plan in which we target men and women, ages 21-64, in the counties of Butler, Cape Girardeau, Dunklin, Howell and St. Francois (at minimum) with occupant protection messaging. With our district having many major highways that run through it, we also want run advertisements in the summer to target motorcyclists about helmet usage and safe riding.

**GOAL 6:** Provide first responders in the Southeast District with the proper equipment to reduce serious injuries and fatalities on Missouri roadways. - Completed all strategies  
  
*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 Equipment Grant.
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 to the Community Outreach Grant.

**GOAL 7:** Increase Southeast Coalition for Roadway Safety awareness and reach within the Southeast District.- Completed strategy

Strategy:

1. Encourage and increase participation at Coalition meetings and other traffic safety events, such as the Highway Safety and Traffic Conference.