

**JOIN KC Coalition for Roadway Safety (KC-MCRS) – *Learn more***

## What is Missouri Coalition for Roadway Safety

The Missouri Coalition for Roadway Safety (MCRS) is supported by the National Highway Traffic Safety Administration (NHTSA). NHTSA provides funding to MoDOT to develop and carry out a targeted **5-year** safety plan that addresses the state’s most critical roadway issues. This includes MoDOT’s seven (7) districts. *We represent the Kansas City District which involves 9 counties.*

MCRS Statewide Goal: Steadily decrease fatal and serious injury crashes for all users of the Missouri transportation system.

### Missouri’s KC-MCRS *Show-Me-Zero* Critical Roadway Issues

Occupant Protection	Distracted Driving	Speed and Aggressive Driving
Impaired Driving	Teen Drivers	Older Drivers
Pedestrians	Non-Motorized Users	

### Seven MoDOT Districts Manage Roadway Safety Coalitions (KC, STL, SW, SE, NW, NE, Central)

- District coalitions receive guidance and funding from MoDOT’s Highway Safety and Traffic Division.
- Our statewide goal is to reduce fatal and serious injury crashes through Education, Enforcement, Engineering, and the Safe System Approach.
- Local MoDOT Coalitions support communities through outreach, safety programs, and funding opportunities.

### KC Coalition for Roadway Safety *Local People Solving Local Problems*

**KC MCRS Mission** - A community of advocates dedicated to making our roadways safer by decreasing traffic fatalities and serious injuries within our 9 counties. We are focused on education, community outreach, enforcement, and partnerships that advance safer roadways.

**KC MCRS Meetings** - You’re invited to join our quarterly meetings at MoDOT in Lee’s Summit. To receive updates on meetings, funding opportunities, and other coalition benefits, we encourage you to become a coalition member. [Coalition for Roadway Safety Kansas City Region | Missouri Department of Transportation](#) (Meetings: August, November, February, June. Typically, the 2 Wednesday)



## **JOIN KC-MCRS - Check out the Benefits!**

[MCRS KC Chapter Member Application | Missouri Department of Transportation](#)

### ✔ Stay Connected & Informed

- Advance notice about funding availability for entire community (Infrastructure & Equipment)
- Receive digital copies of “*The Buzz- KC-MCRS publication*” with access to live links
- Get advance notice of coalition meetings, conferences, and safety events
- **Strength in Numbers – Call to Action! Together we create Safer Roads for everyone!**
- Be the first to know about statewide roadway safety initiatives
- Receive digital copies of PowerPoint presentations
- You will have access to MoDOT’s professionally designed Safety Campaigns

**Packages contain videos, social media posts, graphics, PSAs, and more**

Spring Impaired Driving

Summer Pedestrian Safety Awareness

Speeding Awareness Campaign

Heads-Up! Pedestrian Campaign

Farm Vehicle Safety Campaign  
Click It or Ticket Campaign  
Back to School Roadway Safety  
Aging Road Users Campaign  
Holiday Impaired Campaign

Teen Seat Belt Campaign  
Commercial Motor Vehicle Campaign  
Drive Sober Campaign  
Child Passenger Safety Campaign  
Motorcycle Awareness

✔ **Visibility & Recognition**

- [Your logo featured on the KC Save MO Lives webpage](#)
- **Showcase your commitment to roadway safety in the community**
- [Your organization featured on The Buzz](#)

✔ **Funding & Grant Opportunities**

- [Early alerts for KC-MCRS and Highway Safety Grants](#)
- **Active MCRS members receive priority consideration for KC-MCRS grants**
- [Access to funding for schools \(After-Prom, After-Grad Scholarships, and more\)](#)

✔ **Community Engagement & Support**

- **Over 20 Free Youth Traffic Safety Programs available for schools and communities**
- [KC-MCRS representative available to assist with roadway concerns](#)
- **Partner with us for local outreach and engagement opportunities**



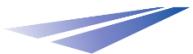
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*Learn more: [www.savemolives.com](http://www.savemolives.com)*



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*Missouri Coalition  
for Roadway Safety*



**saveMOlives**  
Kansas City District