



Missouri Coalition for Roadway Safety



Membership Guide

Purpose: To improve roadway safety through education, enforcement, and roadway enhancements.

Mission: The Kansas City Coalition for Roadway Safety is a community of advocates dedicated to making Missouri roadways safer by decreasing traffic fatalities and serious injuries within our 9 counties. We are focused on education, community outreach, enforcement, leadership, and partnerships that advance Missouri's strategic highway safety plan.

- Meeting Requirement: members are encouraged to attend 3 of the 4 coalition meetings per fiscal year.
- The goal of coalition members is to support the reduction of fatalities within these key behaviors: Occupant Protection, Distracted Driving, Speed & Aggressive Driving, and Impaired Driving.
- MCRS members to advance traffic safety by attending local and state government meetings and to invite members to support initiatives that promote traffic safety.
- MCRS members are invited to present community outreach activities to KC MCRS. Members are encouraged to support by attending and/or assisting with the promotion of the Missouri **Show-Me-Zero** traffic safety plan.
- MCRS members are encouraged to invite community safety partners to join KC MCRS.
- MCRS members are encouraged to promote MoDOT's Traffic Safety programs within communities, coalitions, and educational institutions.
- KC MCRS will assist coalition members in establishing traffic safety goals for each county and the coalition will actively support these goals.