

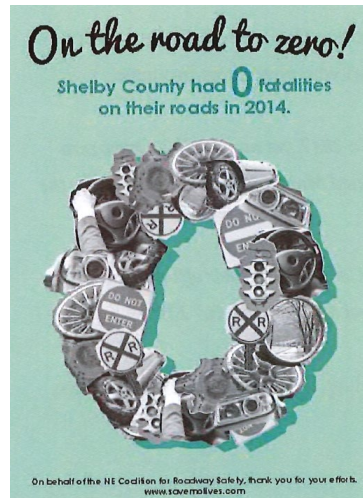


Productivity

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Prepared by Transportation Planning
Missouri Department of Transportation

Road to Zero Video



Description

MoDOT is constantly asking the roadway Coalition members to help promote safe driving and they do a great job, but they can't do it all. The Road to Zero was created in effort to reward counties who had zero fatalities the previous year while being consistent with the statewide Coalition theme of "On the Road to Zero". At the end of each calendar year presentations are made to the County Commission law enforcement, Regional Planning Partners, schools and other partners with a poster, a 12-pack of Coke Zero and Zero candy bars. MoDOT garners any local media attention and sometimes makes the presentations at hometown sporting events. This has been occurring for five years.

Benefit

The Road to Zero program has helped gain buy-in from several counties' leadership, not only of their counties, but also for them personally. Two of the counties who have been recognized have had zero fatalities for two years in a row and have made sure their local law enforcement is active in Coalition activities. There has also been more activity from the schools and businesses in the counties that been recognized. Besides the safety impact, rewarding a county for behavior like this brings a positive and fun light to their communities.

Materials and Labor

The material costs are about \$8 for soda and a candy bar. The poster created by a third party is \$200. These materials would need to be purchased each year. The total amount of labor spent is about six hours.

For More Information Contact

Northeast District

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Additional information, photos or videos can be seen by accessing Innovations Challenge SharePoint page at: <http://sp/sites/tp/planpol/SitePages/InnovationHome.aspx>



2016 Knox County



2018 Shelby County



2017 Schuyler County



2016 Macon County

2015 Scotland County