**Southeast Coalition for Roadway Safety Strategic Plan, FY 2026**

Missouri’s Highway Safety Plan (Show-Me Zero) has four 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 three 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 with low seat belt usage.
   1. So far in FY26, the Arrive Alive Tour has been to the following schools: Delta C7, East Prairie, Gideon, Mountain View, Risco, Summersville and Willow Springs. It is scheduled to be at the following schools in February: Campbell, Iron C4, Marquand-Zion, Richland, South Iron and Southern Reynolds (Ellington).
2. Project Prom/Graduation Grant
   1. Make funding available for 44 local schools that have roadway safety presentations at Graduation or Prom lock-in events
      1. Grant opened on Jan. 7 and have received over 15 applications so far.
   2. Provide educational and promotional items to grant recipients to reinforce the message
3. Increase BUPD sign placement at high schools to 90% in the district (92 schools total).
   1. There needs to be an audit of our list to see if the schools on there actually have signs, since some of them were given signs a few years ago.
4. Assist with the annual MoDOT Bridge Competition
   1. Educate teens about responsible driving
   2. In communications prior to and during the event, inform educators about youth traffic safety programs and opportunities
      1. Educators were given and sent information twice.
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.  
  
*Emphasis Areas Covered: Occupant Protection, Distracted Driving*  
  
*Targeted Road Users: All Drivers*  
  
Strategies:

1. Distribute 125 BUPD signs to area agencies, businesses, and schools.
   1. 246 signs distributed as of January!
2. Provide BUPD promotional items and resources to businesses and Coalition members to include during their community events 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 the Annual BUPD Challenge Day (October 29) 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.
   1. Coalition members promoted BUPD Day on social media channels. Several area schools held events and did promotions for BUPD during the week of BUPD Day. Three cities issued proclamations in support of BUPD.
5. Assist AAA with the BUPD High School Showdown in the fall by promoting the event to schools and providing education and promotional materials to participants.
   1. 14 schools participated in the Showdown. Two of those schools won in their respective class, East Prairie and Greenville.

**GOAL 3:** Pass a primary seat belt ordinance in one city or county to help increase the seat belt usage in the Southeast District.  
  
*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. Cape Girardeau County- Cape Girardeau, Jackson
   2. St. Francois County- Bonne Terre, Desloge, Leadwood, Park Hills
   3. Texas County- Cabool, Houston, Summersville
   4. Scott County- Benton, Chaffee, Miner, Morley, Oran, Scott City, Sikeston
   5. New Madrid County- Matthews, Morehouse, New Madrid, Portageville
   6. Dunklin County- Campbell, Holcomb, Hornersville, Kennett, Senath
   7. Butler County- Neelyville, Poplar Bluff, Qulin
      1. Qulin passed an ordinance on Jan. 14, 2026.
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.  
  
*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.
   1. Over $5,000 in car seats were donated to area agencies.
2. Host district-wide car seat checks and education events during Child Passenger Safety Week in September.
   1. 12 agencies held events during Child Passenger Safety Week.
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.  
  
*Emphasis Areas Covered: Occupant Protection, Distracted Driving, Speed and Aggressive Driving, and Impaired Driving*  
  
*Targeted Road Users: All Drivers*

Strategy:

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 teenage drivers and passengers with occupant protection messaging. Messaging may also include distracted driving information.
   1. Advertising targeting teens ran in the district in Sept. and Oct. during homecoming season. The same advertisement will run in April during prom season. Advertisements are promoting teen seat belt usage.

**GOAL 6:** Provide first responders in the Southeast District with the proper equipment to reduce serious injuries and fatalities on Missouri roadways.  
  
*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.
   1. Over $60,000 in equipment was awarded to agencies this fiscal year.
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.

Strategy:

1. Encourage and increase participation at Coalition meetings and other traffic safety events, such as the Highway Safety and Traffic Conference.
   1. In 2025, the coalition gained 51 new members. 24 of those agencies had not been involved in the coalition before.