

MISSOURI'S

Blueprint

A PARTNERSHIP
TOWARD
ZERO
DEATHS

1,257

1,096

992

960

878

821

786

826

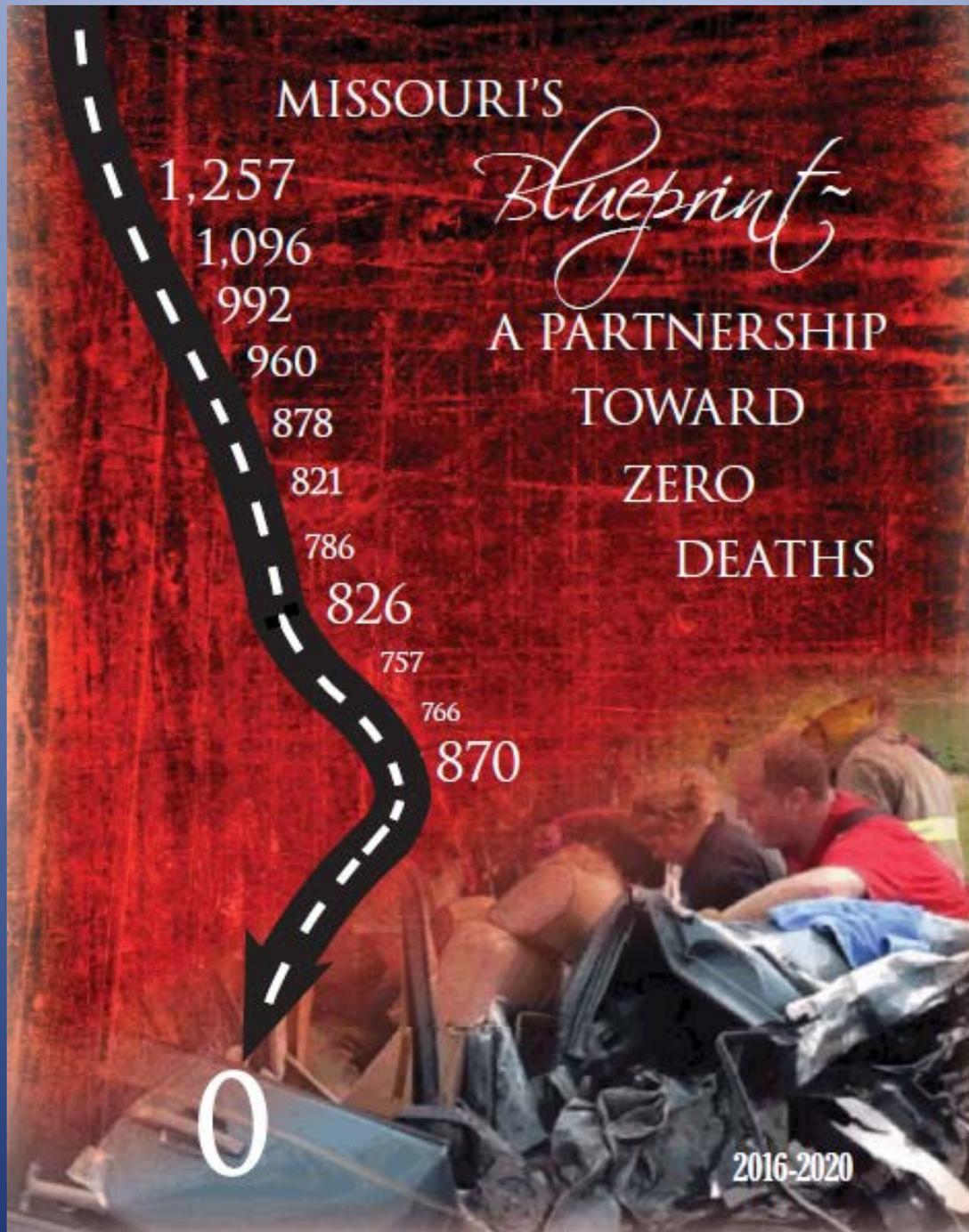
757

766

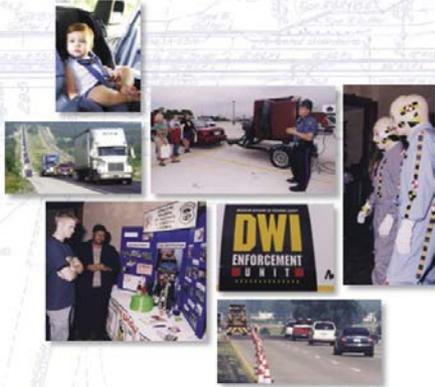
870

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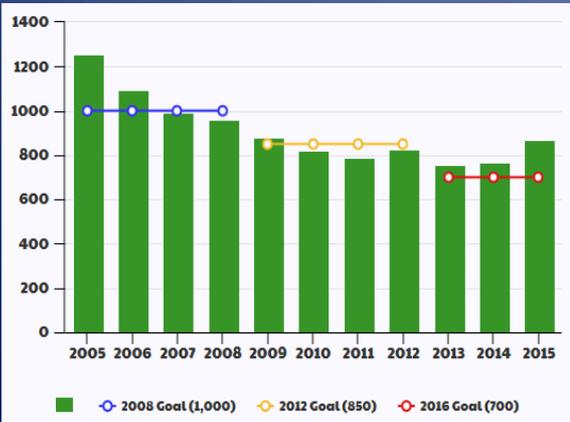
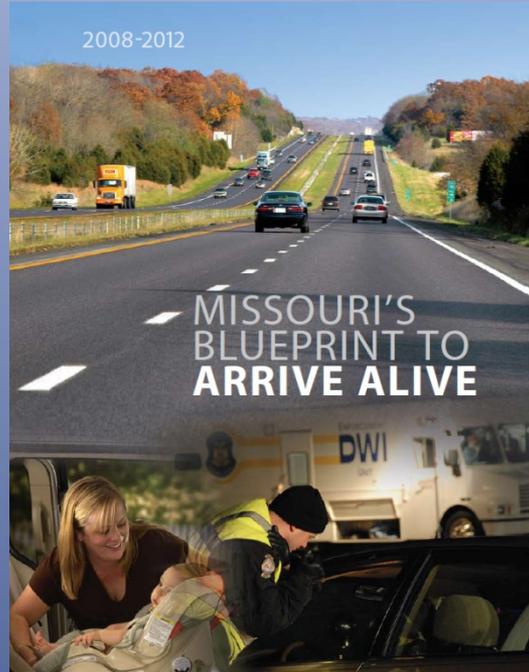
2016-2020



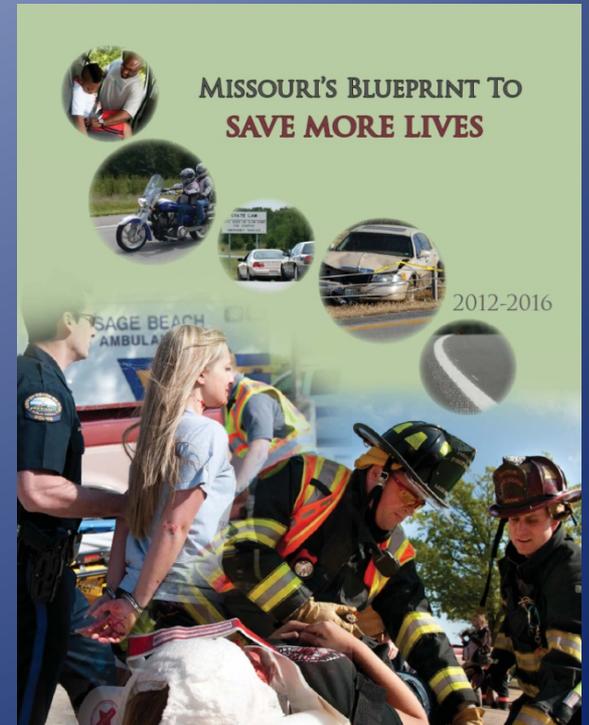
Missouri's blueprint for Safer Roadways



November 2004



700 or Fewer



THE FOCUSED FIVE



- Change the Traffic Safety Culture
- Highway Safety Legislation
- Increase Enforcement Efforts
- Implement Engineering Solutions
- Enhance Pedestrian Safety

SIX EMPHASIS AREAS

EMPHASIS AREA I
SERIOUS CRASH TYPES

EMPHASIS AREA II
**HIGH-RISK DRIVING &
UNRESTRAINED OCCUPANTS**

EMPHASIS AREA III
SPECIAL VEHICLES

EMPHASIS AREA IV
**VULNERABLE ROADWAY
USERS**

EMPHASIS AREA V
**SPECIAL ROADWAY
ENVIRONMENTS**

EMPHASIS AREA VI
**DATA & DATA SYSTEM
IMPROVEMENTS**

Emphasis Area I

SERIOUS CRASH TYPES



LANE DEPARTURE

- Run-Off-Road – Not in a Curve
- Run-Off-Road – In a Curve
- Collision with Tree and/or Utility Pole
- Head-On

INTERSECTIONS

- Non-Signalized
- Signalized

Emphasis Area II

HIGH-RISK DRIVING & UNRESTRAINED OCCUPANTS



- Aggressive Driving
- Unrestrained Drivers & Occupants
- Substance-Impaired Driving
- Unlicensed/Improperly Licensed Driving
- Young Driver (Age 15-20)
- Distracted/Inattentive Driving
- Drowsy Driving

Emphasis Area III

SPECIAL VEHICLES



- Commercial Motor Vehicles (CMVs)
- All-Terrain Vehicles (ATVs)/Utility Vehicles (UTVs)
- School Buses

Emphasis Area IV

VULNERABLE
ROADWAY
USERS



- Older Driver (Age 65 & Over)
- Motorcyclists
- Pedestrians
- Bicyclists

Emphasis Area V

SPECIAL
ROADWAY
ENVIRONMENTS



- Nighttime Driving
- Work Zone
- Highway/Rail Crossing
- Traffic Incident Management Area

Emphasis Area VI

DATA & DATA SYSTEM IMPROVEMENTS



- Data Collection
- Data Accessibility
- System Linkage

Zero fatalities is our ultimate goal -
how can we accept anything else...

ZERO



How Do We Get To Zero?

BUCKLE UP PHONE DOWN

How Do We Get To Zero?

HOUR Project

How Do We Get To Zero?

Less Distractions

More Buckles

More Safety Engineering

Less Under the Influence

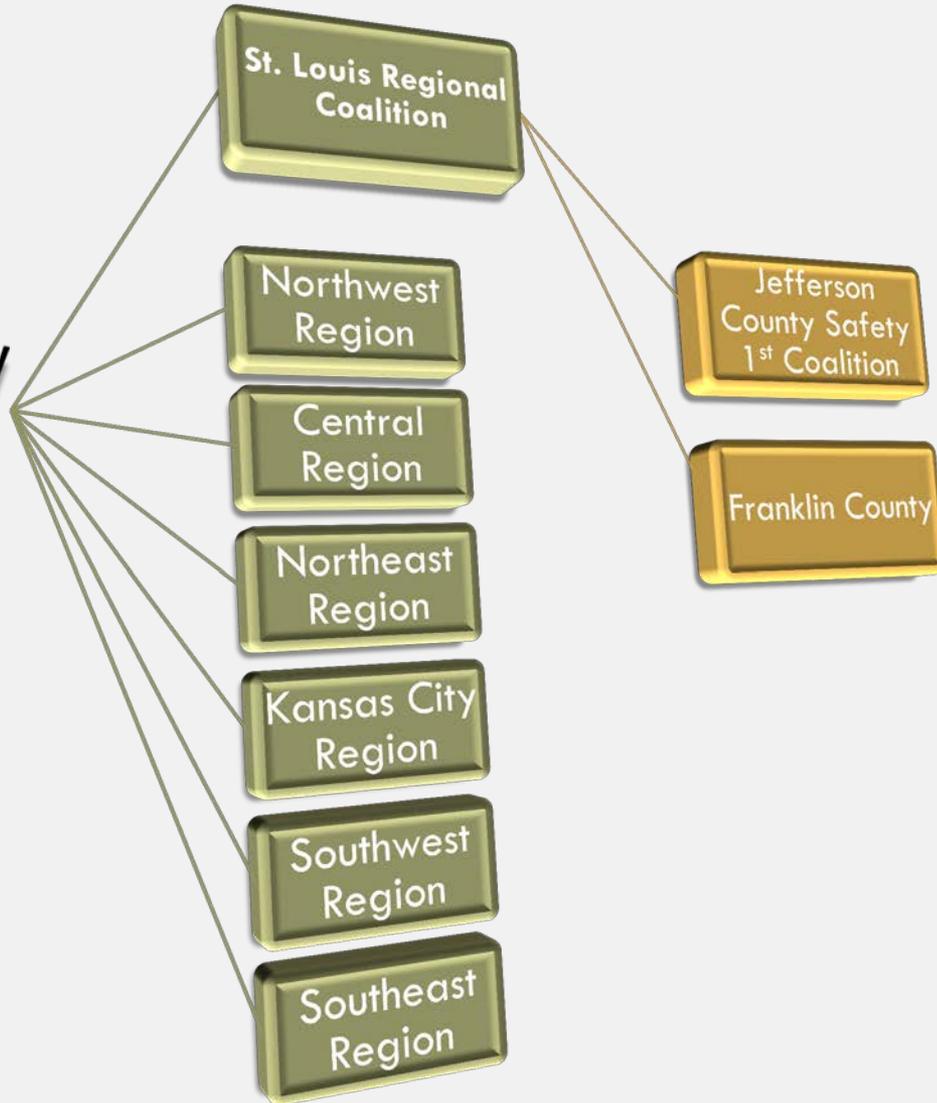
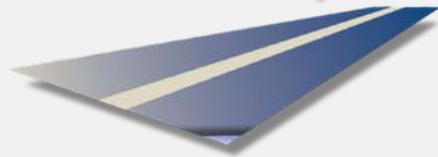
More Enforcement

More from EVERYONE!

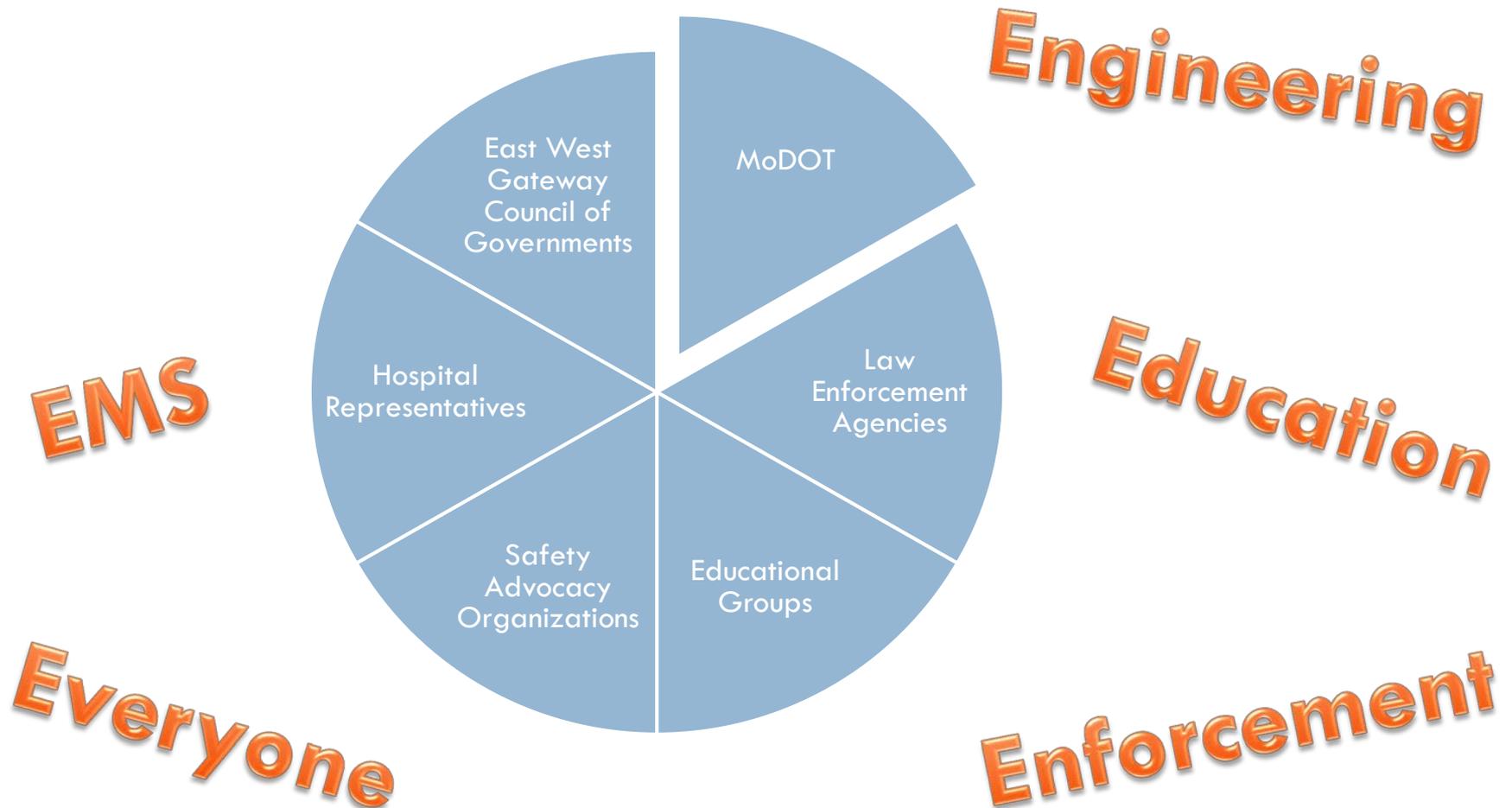
**ARE YOU READY TO DO
YOUR PART?**



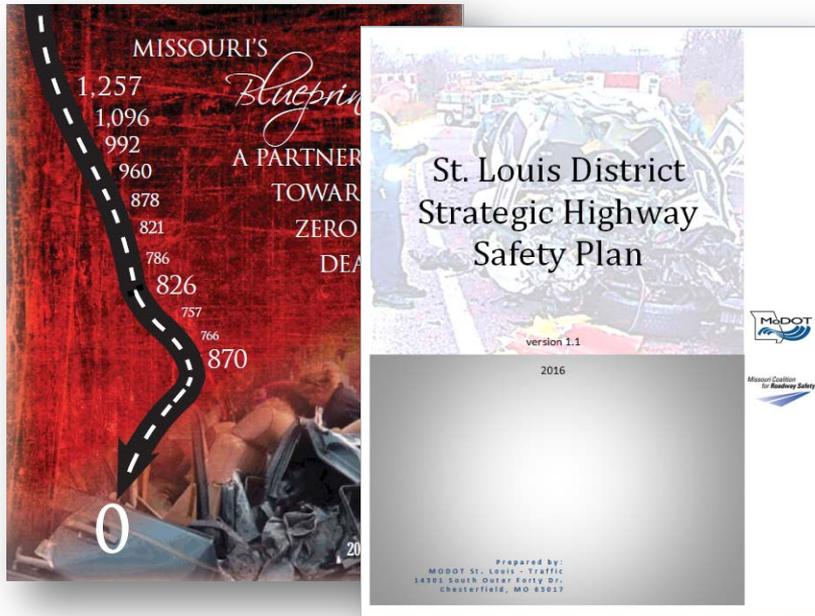
*Missouri Coalition
for Roadway Safety*



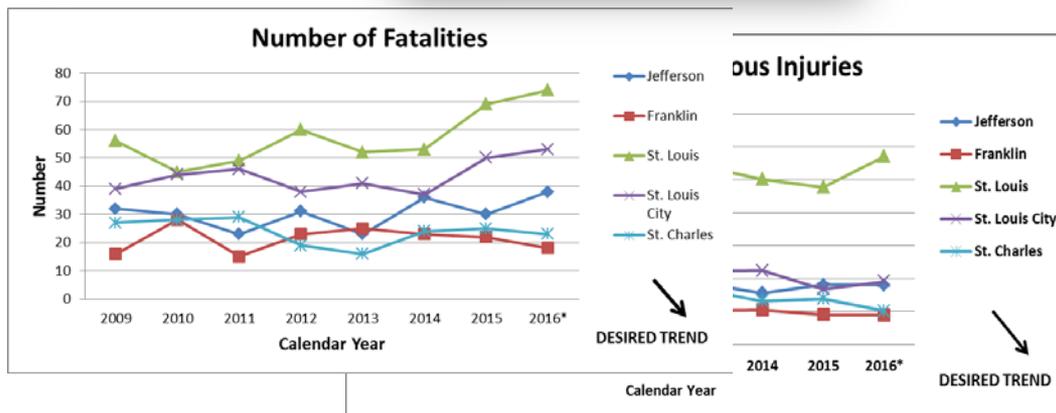
St. Louis Regional Coalition for Roadway Safety



District “Blueprint”



- Builds off the Statewide Blueprint strategies
- Traffic Data Lists available on SP
 - Identifies severe crash types and locations
- Crash Data Analysis
 - Highway Safety Manual practices and associated tools
 - Roadway projects developed based on data analysis



THE FOCUSED FIVE

Behavioral

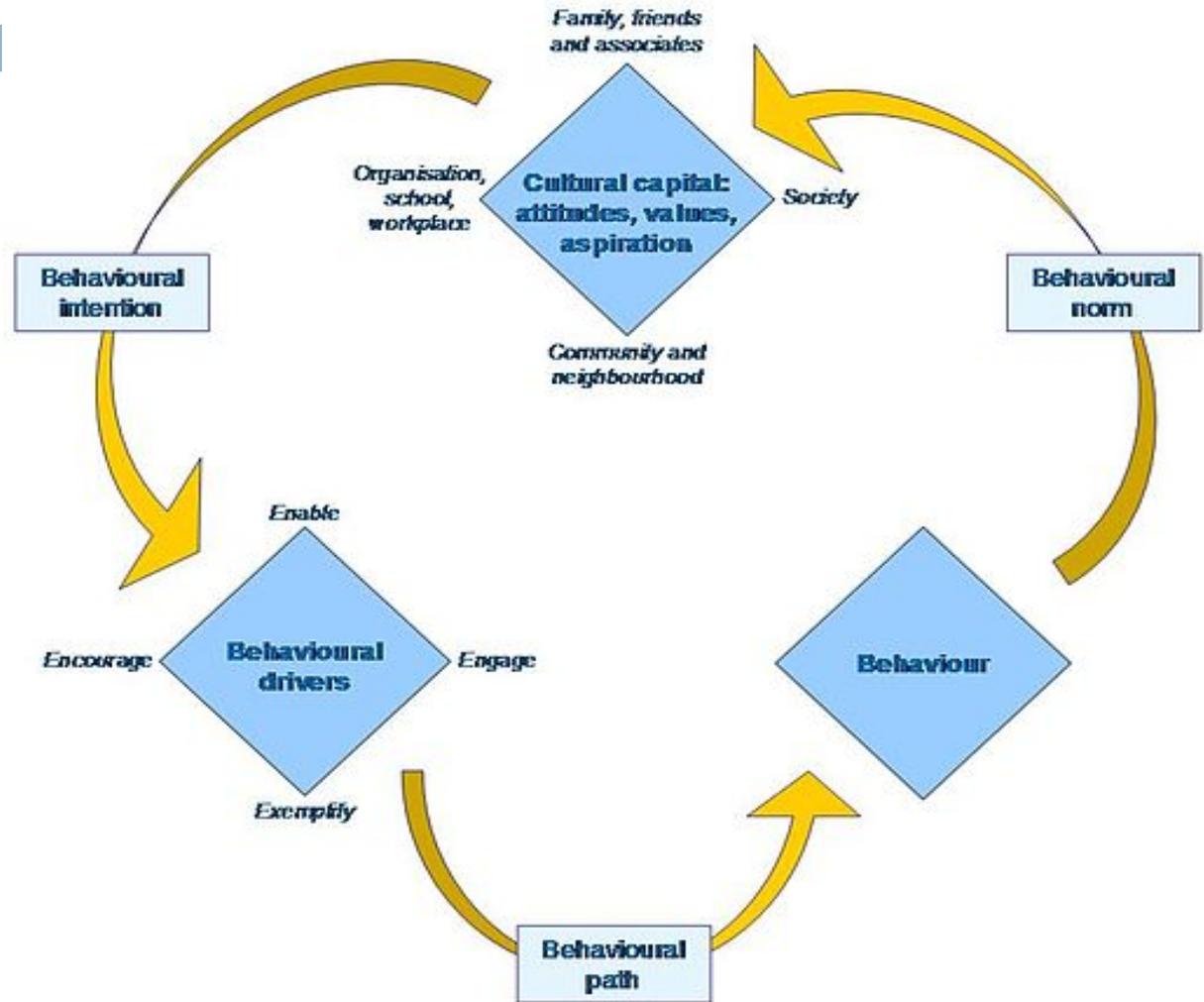


Engineering



Change the Traffic Safety Culture

- Educate
- Promote
- Outreach
- Partnership
- Enforcement
- Policies
- Legislation



Educational/Outreach Campaigns

**ARRIVE
ALIVE**
saveMOlives.com



**STEER IT
AND CLEAR IT**



Educational/Outreach Events

Safety Street with Cardinal Glennon Children's Hospital



MoDOT Child Passenger Safety and Health Fair



Urban League Back-To-School Event



Anheuser-Busch Employee Safety Day



Peabody Energy Employee Safety Day



Where can you make a difference?

- Focus on data driven decisions
- Consider safety strategies on every project
- Be the example!
- Share the facts, making others aware
 - ▣ Family & friends
 - ▣ Co-workers & employees
 - ▣ Customers
 - ▣ Public and Private partners
- Volunteer at Safety events
- Know the traffic laws

Questions?

