



2016

State of Missouri
Highway Safety & Performance Plan
&
Section 405 Grant Program

Appendix A to Part 1200 Certifications & Assurances

Missouri's HSP and Performance Plan **11**

Evidence-Based Traffic Safety Enhancement (E-Be) Program **27**

Statewide Traffic Crash Analysis **35**

Crashes by City, County and Unincorporated County **43**

Public Information and Education **77**

Aggressive Drivers **81**

Alcohol and Other Drugs **85**

Occupant Restraints **93**

Distracted Drivers **103**

Young Drivers **107**

Older Drivers - 65 Years of age and over **113**

Commercial Motor Vehicles **117**

Motorcycle Crashes **121**

Crashes Involving School Buses **125**

Vulnerable Roadway Users **129**

Engineering Services and Data Collection **133**

Highway Safety Driver Survey **137**

Budgets and Projects **230**

FY 2015 Equipment List **247**

Occupant Protection Assessment **249**

Motorcycle Assessment **294**

Impaired Driving Assessment **307**

SFST Assessment **315**

Traffic Record Assessment Recommendation **318**

CONTENTS

MISSOURI'S HIGHWAY SAFETY PLAN (HSP) AND PERFORMANCE PLAN

Supporting Background – Missouri's Blueprint to SAVE MORE LIVES

In 2003, Missouri participated with the American Association of State Highway Transportation Officials (AASHTO) in a national effort to reduce the preventable tragedies associated with traffic crashes. Utilizing a partnership approach, the state's Strategic Highway Safety Plan (SHSP), Missouri's Blueprint for Safer Roadways, was developed that outlined opportunities to reduce fatalities and serious injuries on Missouri's roads. The goal established in the Blueprint was set at 1,000 or fewer fatalities by 2008. That goal was reached one year early, with a year-end fatality total for 2007 of 992, as well as in 2008 with 960 fatalities. The second SHSP, *Missouri's Blueprint to ARRIVE ALIVE*, was unveiled at the semi-annual Blueprint Confer-

ence in October 2008. The new goal was set to reduce traffic fatalities to 850 or fewer by 2012. That goal was reached two years early with 821 fatalities in 2010. In 2011 the fatality total was 786. Not only did we achieve the 2008 goal but also attained the lowest number of people lost in roadway related fatalities in Missouri since 1947.

Missouri's third Strategic Highway Safety Plan, *Missouri Blueprint to SAVE MORE LIVES*, was rolled out in October of 2012 at the Blueprint Conference. The new target for this document is 700 or fewer fatalities by 2016. The document challenges all of us to not only focus on this target, but also concentrate on a higher vision and move Toward Zero Roadway Deaths. In 2013, Missouri experienced another significant fatality reduction to 757.

Year	Fatalities	Serious Injuries
2007	992	7,744
2008	960	6,932
2009	878	6,540
2010	821	6,096
2011	786	5,643
2012	826	5,506
2013	757	4,939
2007-2009 Total	2,830	21,216
2008-2010 Total	2,659	19,568
2009-2011 Total	2,485	18,278
2010-2012 Total	2,433	17,244
2011-2013 Total	2,369	16,088

Missouri Annual Comparative Data Chart

CORE OUTCOME MEASURES:	2009		2010		2011		2012		2013		2016 Target
Traffic Fatalities & Serious Injuries											
Number of Fatalities	878		821		786		826		757		700
3-Year Rolling Average/5-Year Rolling Average	943	1037	886	949	828	887	811	854	790	814	
Total Rural Fatalities	562		492		495		474		459		
Total Urban Fatalities	316		329		291		350		298		
Number of Serious Injuries											
Number of Serious Injuries	6540		6096		5643		5506		4939		4534
3-Year Rolling Average/5-Year Rolling Average	7072	7598	6523	7093	6093	6591	5748	6143	5363	5745	
Serious Injury Rate	9.48		8.60		8.20		7.96		7.11		
Fatalities and Serious Injuries Combined	7418		6917		6429		6332		6152		

Fatalities per 100 Million Vehicle Miles Driven											
Vehicle Miles (Billions)	69003		70864		68789		69153		69458		
Total Fatalities Per 100 Million VMT	1.27		1.16		1.14		1.19		1.09		1.0
3-Year Rolling Average/5-Year Rolling Average	1.37	1.51	1.28	1.37	1.19	1.28	1.16	1.23	1.14	1.17	
Total Rural Fatalities per 100 million VMT	1.94		1.60		1.71		1.64		1.61		
Total Urban Fatalities per 100 million VMT	0.79		0.82		0.73		0.87		0.73		

Serious Injuries per 100 Million Vehicle Miles Driven											
Vehicle Miles (Billions)	69003		70864		68789		69153		69458		
Total Serious Injuries Per 100 Million VMT	9.48		8.60		8.20		7.96		7.11		

Passenger Vehicle Occupant Fatalities (all seat positions)											
Total	685		620		597		600		559		
Restrained	220		195		177		155		192		
Unrestrained Passenger Vehicle Fatalities	417		383		371		394		325		326
3-Year Rolling Average/5-Year Rolling Average	454	508	428	462	390	423	383	410	363	378	
Unknown	48		42		49		51		42		

Alcohol-Impaired Driving Fatalities (BAC=.08+)											
Fatalities	302		257		258		280		248		230
3-Year Rolling Average/5-Year Rolling Average	316	351	291	318	272	293	265	282	262	269	

Speed Related Fatalities											
Fatalities	379		324		310		326		308		258
3-Year Rolling Average/5-Year Rolling Average	418	451	381	410	338	378	320	356	315	329	

Motorcyclist Fatalities											
Total	87		95		82		104		74		84
3-Year Rolling Average/5-Year Rolling Average	95	94	96	95	88	93	94	95	87	88	
Helmeted	63		83		71		90		66		
Unhelmeted	22		11		10		9		7		
3-Year Rolling Average/5-Year Rolling Average	22	23	19	19	14	18	10	15	9	12	
Unknown	2		1		1		5				

Drivers age 20 or younger involved in fatal crashes											
Aged Under 15	4		4		2		2		4		
3-Year Rolling Average/5-Year Rolling Average	3	2	4	3	3	3	3	3	3	3	
Aged 15-20	143		118		131		127		111		
3-Year Rolling Average/5-Year Rolling Average	159	189	141	164	131	145	125	136	123	126	

Pedestrians Fatalities											
Fatalities	68		55		75		84		73		71
3-Year Rolling Average/5-Year Rolling Average	70	75	62	68	66	68	71	69	77	71	

Bicyclist Fatalities											
Fatalities	2		7		1		6		4		4
3-Year Rolling Average/5-Year Rolling Average	5	6	4	6	3	4	5	4	4	4	

Distacted Driving Involved Fatalities											
Fatalities	155		182		161		85		74		70
3-Year Rolling Average/5-Year Rolling Average	195	219	181	201	166	186	143	158	107	131	

CORE BEHAVIOR MEASURE	2009		2010		2011		2012		2013		
Observed seat belt use for passenger vehicles, front seat outboard occupants	77%		76%		79%		79%		80%		83%
3-Year Rolling Average/5-Year Rolling Average	77%	76%	76%	76%	77%	77%	78%	77%	79%	78%	

ACTIVITY MEASURES	2009		2010		2011		2012		2013		
Warnings and Citations:											
Safety Belt Citations Grant Funded *	29,034		36,773		38,111		30,687		36,949		3-Year Rolling Average
Impaired Driving Arrests Grant Funded	5,369		8,844		8,831		8,072		7,021		5-Year Rolling Average
Speeding Citations Grant Funded	98,453		128,529		124,668		116,625		102,470		* Does not include CPS

CORE OUTCOME MEASURES

C-1) *Traffic Fatalities*

To decrease traffic fatalities from the expected 2012 calendar base year of 850 to 700 by December 31, 2016.

C-2) *Serious Traffic Injuries*

To decrease serious traffic injuries from the 2012 calendar base year of 5,506 to 4,534 by December 31, 2016.

C-3) *Fatalities/VMT*

To decrease fatalities/VMT from the expected 2012 calendar base year of 1.2 to 1.0 by December 31, 2016.

C-4) *Unrestrained Passenger Vehicle Occupant Fatalities*

To decrease unrestrained passenger vehicle occupant fatalities in all seating positions from the 2012 calendar base year of 396 to 326 by December 31, 2016.

C-5) *Alcohol-Impaired Driving Fatalities*

To decrease alcohol impaired driving fatalities from the 2012 calendar base year of 280 to 230 by December 31, 2016.

C-6) *Speeding Related Fatalities*

To decrease speeding-related fatalities from the 2012 calendar base year of 313 to 258 by December 31, 2016.

C-7) *Motorcyclist Fatalities*

To decrease motorcyclist fatalities from the 2012 calendar base year of 102 to 84 by December 31, 2016.

C-8) *Unhelmeted Motorcyclist Fatalities*

To decrease unhelmeted motorcyclist fatalities from the 2012 calendar base year of 26 to 21 by December 31, 2016.

C-9) *Drivers Age 20 or Younger Involved in Fatal Crashes*

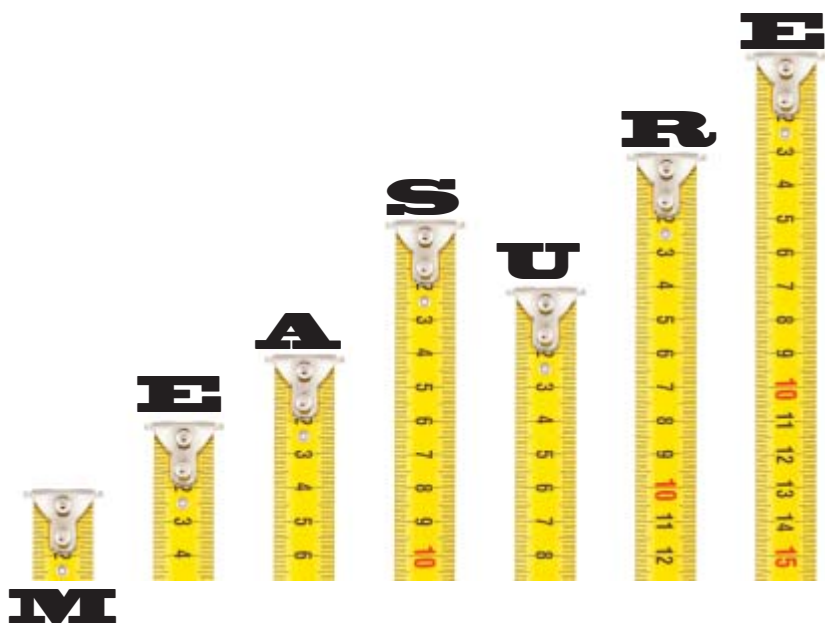
To decrease drivers age 20 or younger involved fatalities from the 2012 calendar base year of 135 to 111 by December 31, 2016.

C-10) *Pedestrian Fatalities*

To decrease pedestrian fatalities from the 2012 calendar base year of 86 to 71 by December 31, 2016.

C-11) *Bicyclist Fatalities*

To decrease bicyclist fatalities from the 2012 calendar base year of 6 to 4 by December 31, 2016.



CORE BEHAVIOR MEASURE

B-1) *Observed Belt Usage*

To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1% annually from the 2013 calendar base year average usage rate of 80% to 83% by December 31, 2016.

ACTIVITY MEASURES

A-1) *Number of Seat Belt Citations Issued*

To increase the number of seat belt citations and warnings issued during grant funded enforcement activities by .25 percent annually from the 2011-2103 calendar base year average of 35,256 to 35,520 by December 31, 2016.

A-2) *Number of Impaired Driving Arrests*

To increase the number of substance-impaired driving arrests made during grant funded enforcement activities by .25 percent annually from the 2011-2103 calendar base year average of 7,975 to 8,035 by December 31, 2016.

A-3) *Number of Speeding Citations Issued*

To increase the number of speeding citations and warnings issued during grant funded enforcement activities by .25 percent annually from the 2011-2103 calendar base year average of 120,588 to 121,907 by December 31, 2016.



Blueprint Strategies

Through extensive data analysis, current research findings, and best practices, strategies were identified that must be implemented in order to make significant progress toward reaching the projected goal of 700 or fewer fatalities by 2016. Key strategies in the Blueprint to SAVE MORE LIVES were identified and called the “Necessary Nine”:

1. Increase Safety Belt Use

- Pass a primary safety belt law
- Increase the number of local communities with primary safety belt ordinances
- Increase the fine for non-use of a safety belt under the current law

2. Expand the Installation of Rumble Strips/Stripes

- Increase the number of miles of edgeline and centerline rumble strips/stripes

3. Increase Efforts to Reduce the Number of Substance-Impaired Vehicle Drivers and Motorcycle Operators

- Increase the number of sobriety checkpoints
- Expand the use of ignition interlocks
- Increase the number of DWI courts

4. Improve Intersection Safety

- Increase the use of Innovative Intersection Solutions (J-turns, Roundabouts)
- Expand the use of technology
- Increase targeted enforcement
- Increase pedestrian safety features

5. Improve Curve Safety

- Increase the use of curve alignment signs
- Increase curve recognition with pavement marking
- Increase pavement friction

6. Change Traffic Safety Culture

- Develop focused public education
- Expand outreach efforts

7. Improve Roadway Shoulders

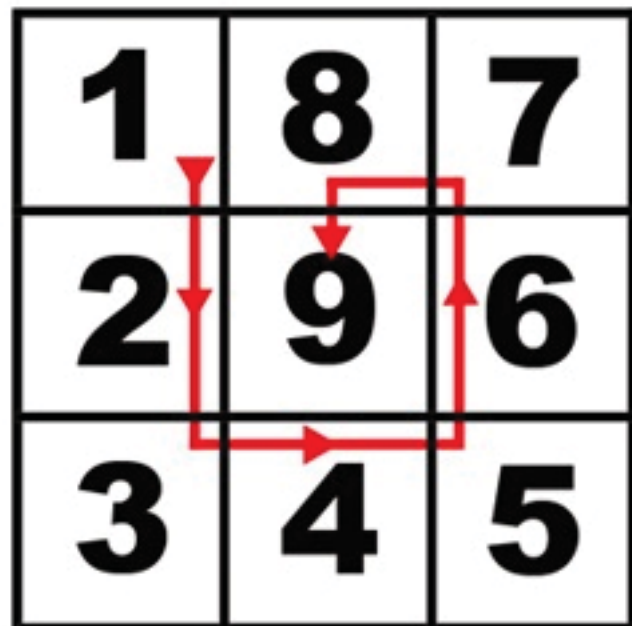
- Increase the miles of shoulders
- Reduce pavement edge drop-offs through maintenance

8. Increase Enforcement Efforts

- Focus on high crash corridors
- Target high impact work zones

9. Expand and Improve Roadway Visibility

- Ensure all roadway signs meet acceptable retro reflectivity
- Expand the use of delineation
- Expand the use of centerlines and edgelines and ensure the markings meet acceptable retroreflectivity



Emphasis/Focus Areas

Six key Emphasis Areas and 25 Focus Areas were identified within the Blueprint

Emphasis Area I / Serious Crash Types

Focus Areas

- o Run-Off-Road Crashes
- o Horizontal Curve Crashes
- o Intersection Crashes
- o Collisions with Trees and Utility Poles
- o Head-On Crashes

Emphasis Area II / High-Risk Drivers and Unrestrained Occupants

Focus Areas

- o Aggressive Drivers
- o Unrestrained Drivers and Occupants
- o Distracted and Drowsy Drivers
- o Young Drivers (15 through 20 years of age)
- o Substance-Impaired Drivers
- o Unlicensed, Revoked or Suspended Drivers

Emphasis Area III / Special Vehicles

Focus Areas

- o Commercial Motor Vehicles (CMVs)
- o All-Terrain Vehicles (ATVs)
- o School Buses/School Bus Signals

Emphasis Area IV / Vulnerable Roadway Users

Focus Areas

- o Older Drivers (65 years of age or older)
- o Motorcyclists
- o Pedestrians
- o Bicyclists

Emphasis Area V / Special Roadway Environments

Focus Areas

- o Nighttime Driving
- o Work Zones
- o Highway / Rail Crossings
- o Traffic Incident Management Areas

Emphasis Areas VI / Data and Data System Improvements

Focus Areas

- o Data Collection
- o Data Accessibility
- o System Linkage



Strategies were developed for each of these focus areas that incorporated the 4 E's – education, enforcement, engineering, and emergency response as well as technology and public policy. Many of these are also included in the Highway Safety Plan (HSP).

Statewide Targets, Performance Measures & Benchmarks

Justification and Explanation for Setting Performance Measures and Benchmark for the Fatality Reduction Goal

Historically, Missouri's Strategic Highway Safety Plans have set fatality reduction goals. In the 2012 plan, an interim fatality reduction goal of 700 or fewer fatalities was established for 2016. The 2012 fatality reduction goal of 850 was used as the baseline number. The interim years (2013, 2014, 2015 and 2016) were calculated using a trend line starting from the 850 baseline. The yearly goals are listed below.

Target #1: To reduce fatalities to:

- 850 by 2012
- 813 by 2013
- 775 by 2014
- 738 by 2015
- 700 by 2016

Performance Measures:

- Number of statewide fatalities
- Fatality rate per 100M VMT

Benchmarks:

- Expected 2012 fatalities = 850 (757 in 2013)
- Expected 2012 fatality rate per 100M VMT = 1.2 (1.1 in 2013)

Throughout the remainder of the document, the fatality reduction goals were calculated in the following manner. The percent of contribution of the various crash types was applied to the 2012 baseline of 850 fatalities. From that point, the interim years' fatality goals (2013, 2014, 2015, and 2016) were calculated using a trend line aimed at reaching the 700 or fewer fatalities by 2016. Fatality reduction goals were calculated for the following crash types:

- Aggressive driving related fatalities
- Speed-related fatalities
- Fatalities involving drivers with a .08 BAC or greater
- Fatalities involving alcohol-impaired drivers under the age of 21 years old
- Unrestrained passenger vehicle occupant fatalities
- Fatalities involving drivers age 15 through 20
- Fatalities involving older drivers
- Motorcyclist fatalities
- Un-helmeted or non-DOT compliant helmeted

motorcyclist fatalities

- Fatalities involving motorcycle operators who are not licensed or improperly licensed
- Fatalities resulting from crashes involving school buses or school bus signals
- Pedestrian fatalities
- Bicyclist fatalities

Justification and Explanation for Setting Performance Measures and Benchmark for the Serious Injury Reduction Goal

A serious Injury reduction goal was not established in Missouri's 2012 Strategic Highway Safety Plan. As a result, the 2012 actual serious injury number was established as the benchmark. From the 2012 number, the same fatality reduction trend line was used to calculate interim yearly serious injury reduction goals from 2013 through 2016.

Target #2: To reduce serious injuries to:

- 5,266 by 2013
- 5,020 by 2014
- 4,781 by 2015
- 4,534 by 2016

Performance Measure:

- Number of serious injuries

Benchmark:

- 2012 serious injuries = 5,506 (4,939 in 2013)

Throughout the remainder of the document, the following serious injury reduction goals were calculated in the following manner. The percent of contribution of the various crash types was applied to the 2012 baseline of 5,506 serious injuries. From that point, the interim years' serious injury goals (2013, 2014, 2015 and 2016) were calculated using a trend line aimed at reaching the 4,534 or fewer serious injuries by 2016. Serious injury goals were set for the following areas:

- Serious injuries involving drivers age 15 through 20
- Serious injuries involving older drivers
- Serious injuries resulting from crashes involving school buses or school bus signals

() Information in parenthesis is actual data for the respective year listed.

Targets by Region

The Missouri Coalition for Roadway Safety has seen varied success from each of the seven regions in reducing fatalities on our roadways. While some regions have seen greater success than others in regards to percentage reduction, each has done a tremendous job in making our roads safer for the traveling public.



In order for the Coalition to reach the target of 700 or fewer by the end of 2016, each region will need to continue efforts in all disciplines. By the end of 2016, the state will have seen a roadway fatality reduction of 44 percent since 2005. More importantly, each region will have to reduce the roadway fatalities by over 40 percent in order for the state to reach the target. The fatality number established for each region was determined from the previous eight years starting with 2005 (eight-year average). This method was preferred in order to minimize the fluctuations realized by each region.

Fatalities by Region

Reduction per Region (2013-2016 estimated)

Year	NW	NE	KC	CD	SL	SW	SE	Total
2005	85	93	203	188	238	257	193	1,257
2006	56	63	150	190	205	260	172	1,096
2007	52	71	162	175	206	173	153	992
2008	59	62	171	155	195	179	139	960
2009	57	49	155	133	170	165	149	878
2010	32	66	145	101	175	167	135	821
2011	48	50	122	120	162	154	130	786
2012	46	58	161	123	171	143	124	826
2013	46	55	135	126	162	160	128	813
2014	44	52	129	121	155	152	122	775
2015	42	50	123	115	147	145	116	738
2016	40	47	117	109	140	138	110	700

Safety Plan Integration

Missouri's target of 700 or fewer fatalities has been integrated into all key planning documents that include: State Highway Safety Strategic Plan, Missouri's Blueprint to Save More Lives; the Commercial Vehicle Safety Plan (CVSP); and the Highway Safety Plan and Performance Plan (HSP). The fatality reduction goal is also included in the Highway Safety Improvement Program (HSIP) Annual Report along with fatalities, fatality rates and serious injuries. Every effort will be made to establish evidence based strategies that will guide Missouri to meet this target.

Blueprint Implementation

The Blueprint is a collective effort of the Missouri Coalition for Roadway Safety (MCRS) and safety professionals throughout the state. The MCRS leads the charge to implement the Blueprint and encourage safety partners to focus their activities and programs in support of the "Necessary Nine" and subsequent emphasis areas, focus areas, and strategies. The state is divided into seven (7) regional coalitions that develop annual safety plans. These coalitions meet on a regular basis to discuss their

concerns, review how their countermeasures are working, and consider ways to improve their efforts. Approximately \$2 million of state road funds are dedicated to this effort.

The Blueprint is an overarching strategic highway safety plan for the State of Missouri while the state's Section 402 Highway Safety Plan serves as one of the implementation components in support of the Blueprint efforts.

HSP and Performance Plan Overview

Under the Highway Safety Act of 1966, the National Highway Traffic Safety Administration (NHTSA) provides grants and technical assistance to states and communities. Section 402 of the Act requires each state to have a highway safety program to reduce traffic crashes and deaths, injuries and property damage. Section 402 grant funds are apportioned to the states based on the ratio of state population to the national population (75%) and state public road mileage to the total national public road mileage (25%).



Section 402 funds must be used to support the state's performance plan (which contains performance goals based on the traffic safety problems identified by the state) and the HSP. These plans provide for the implementation of a program that addresses a wide range of highway safety problems related to human factors and the roadway environment and that contributes to the reduction of crashes and resulting deaths and injuries.




The strategies outlined within the HSP and Performance Plan will be implemented in an attempt to reach the overarching statewide Blueprint target of 700 or fewer fatalities by 2016.

Performance Measures

Performance measures enable the state to track progress, from a specific baseline, toward meeting an interim target. In August 2008, the US Department of Transportation released a document, DOT HS 811 025, that outlines a minimum set of performance measures to be used by states and federal agencies in the development and implementation of behavioral highway safety plans and programs. An expert panel from the National Highway Traffic Safety Administration, State Highway Safety Offices, academic and research organizations, and other key groups developed these performance measures, which were agreed upon by NHTSA and the Governors Highway Safety Association.

The initial minimum set contains 15 measures: 11 core outcome measures, 1 core behavior measure; and 3 activity measures.

These 15 measures cover the major areas common to state highway safety plans and use existing data systems. Beginning with the 2010 Highway Safety Plans and Annual Reports, states set goals for and report progress on each of the 11 core outcome and behavior measures annually. The following page outlines the 15 performance measures which will be identified within their respective program areas:

-  The Blueprint serves as a roadmap for the State's Highway Safety Plan
-  The "Necessary Nine" provides direction for the HSP
-  The goal determines our interim fatality reduction target

1. Fatalities (actual)
2. Fatality rate per 100M VMT (statewide; urban; rural)
3. Number of serious (disabling) injuries
4. Number of fatalities involving drivers or motorcycle operators with .08 BAC or above
5. Number of unrestrained passenger vehicle occupant fatalities
6. Number of speeding-related fatalities
7. Number of motorcyclist fatalities
8. Number of un-helmeted motorcyclist fatalities
9. Number of drivers age 20 or younger involved in fatal crashes
10. Number of pedestrian fatalities
11. Number of bicycle fatalities
12. Percent observed belt use for passenger vehicles – front seat outboard occupants
13. Number of seat belt citations issued during grant-funded enforcement activities
14. Number of impaired driving arrests made during grant-funded enforcement activities
15. Number of speeding citations issued during grant-funded enforcement activities

Benchmarks

Our benchmarks will serve as points of reference by which we are able to measure our progress. These benchmarks are not totally reliant upon the programs implemented by the highway safety office, however. They are often highly dependent upon existing public policy and the motoring public's adherence to traffic laws and safe driving habits.

The Statewide Goals, Performance Measures, and Benchmarks are "expectations" based upon the targets established in Missouri's Blueprint to ARRIVE ALLIVE (850 or fewer fatalities by 2012) and Missouri's Blueprint to SAVE MORE LIVES (700 or fewer fatalities by 2016).

Best Practices Countermeasures

The highway safety office makes every attempt to ensure that effective countermeasure efforts are incorporated into the strategies of the Plan by employing the following methods:

1. Utilizing proven countermeasures identified within the latest update of Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, US DOT, NHTSA;
2. Utilizing countermeasures identified in NCHRP report 622 publication (Effectiveness of Highway Safety Countermeasures)

3. Evaluating traffic crash data to determine crash types, target populations and geographic locations in order to most effectively implement countermeasure efforts;
4. Participating in national law enforcement mobilizations that combine blanket enforcement and saturated media during established timeframes and in targeted traffic corridors;
5. Participating in state, regional, and national training opportunities in order to gain insight into proven programs that can be replicated in Missouri; and
6. Reviewing highway safety research studies from Transportation Research Board, NHTSA, FHWA, FMCSA, Insurance Institute for Highway Safety, AAA Foundation, etc. to guide the inclusion of various strategies in the Plan.



No highway safety office can work in a vacuum without communication, cooperation and coordination with our safety partners. This partnership approach allows us to expand our resources, generate diverse ideas, and incorporate new concepts and projects into our Highway Safety Plan. A sampling of the myriad of safety partners include:

American Automobile Association	MO Department of Mental Health
American Association of Retired Persons	MO Department of Public Safety
Blueprint Regional Coalitions (7 – Northwest, Northeast, Kansas City, Central, St. Louis, Southwest, Southeast)	MO Department of Revenue
Cape Girardeau Safe Communities Program	MO Division of Alcohol and Drug Abuse
City/County Engineers	MO Division of Alcohol and Tobacco Control
County Health Departments	MO Head Injury Advisory Council
East-West Gateway Coordinating Council	MO Injury and Violence Prevention Advisory Committee
Emergency Nurses Association	MO Trucking Association
Federal Highway Administration	MO Office of Prosecution Services
Federal Motor Carrier Safety Administration	MO Police Chiefs Association
Institutions of Higher Education	MO Safety Center
Law Enforcement Traffic Safety Advisory Council	MO Sheriffs Association
Law Enforcement Training Academies	MO State Highway Patrol
Local Technical Assistance Program	MO Youth/Adult Alliance
Mercy Hospital	Mothers Against Drunk Driving
Metropolitan Planning Organizations	Motorcycle Safety Task Force
Mid-American Regional Council	National Highway Traffic Safety Admin. Region 7
MO Association of Insurance Agents	Office of State Courts Administrator
MO Automobile Dealers Association	Operation Impact
MO Coalition for Roadway Safety	Operation Lifesaver
MO Department of Health & Senior Services	Partners in Prevention
MO Department of Labor and Industrial Relations	Regional Planning Commissions
	Safe Kids Coalitions
	Safety & Health Council of MO and KS
	State Farm Insurance
	Think First Missouri
	Traffic Safety Alliance of the Ozarks

In addition to these highway safety partners, each Blueprint regional coalition has an extensive base of regional partners.

Planning, Programming and Implementation Timeframes

The state's highway safety program, as explained earlier, is a federal grant program. The federal fiscal year runs from October 1 through September 30.

The table on the following page represents the timeframes within which the agency must operate in order to meet our federal requirements. The timeframes also provide a quick overview of when grant applications, program reports, and annual reports are due. This information provides our grantees and the general public a clearer picture of our internal process.

Some dates are firm—those established by the federal government for submitting our HSP, annual report, and supplemental grant applications. Some of the dates established by the Highway Safety Office are more fluid; they may be revised in order to allow the agency to function more efficiently.

The following table sets the timeframes for the basic Section 402/405 Highway Safety Program and the annual report.



Planning, Programming and Implementation Timeframes Highway Safety Plan and Annual Report

ACTIVITY	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
<i>Data collection & analysis, problem identification, internal planning and input solicitation for new fiscal year</i>			1									
Mail out requests for project proposals for new fiscal year			1									
<i>Contract and equipment monitoring by HS staff</i>												
Grantee reimbursement vouchers												
<i>Conduct regional grant application training sessions</i>				5-9								
Grant applications due to HS						2						
<i>Grant applications review & budget meetings</i>							6-10					
Contracts written and reviewed internally									10			
HSP & Performance Plan/405 grants due to NHTSA									30			
Mail grantee award and denial letters										1		
<i>Regional contract award workshops w/grantees</i>											24-28	
Verify that soft match letters are on file												1
<i>Program income submissions from grantees</i>	31											
Federal fiscal year ends (contract ending date)												30
<i>All funds must be obligated for new fiscal year</i>												30
Federal fiscal year begins (contract start date)	1											
<i>Mail letters requesting year-end reports</i>												30
Year end reports due from grantees		13										
<i>Complete & print annual report</i>			15									
Annual report & final cost summary due			31									
<i>Audit closure (within 90 days of fiscal year end)</i>			31									
Require submission of program income documentation	31						30					

Grant Application Process

The Highway Safety Office hosts grant application workshops each spring for potential grantees. These workshops are held in five strategic regional locations (Cape Girardeau, Chesterfield, Jefferson City, Springfield, and Lee's Summit) so that no participant has to travel terribly far in order to attend. They are usually scheduled during January.

Workshop participants are provided a packet explaining the highway safety grant program, the types of projects eligible for award, and an overview of statewide statistical traffic crash data. Potential grantees

are given instruction on how to retrieve traffic crash data for analysis through the Missouri State Highway Patrol's web site.

The purpose of the highway safety program and the statewide goal are discussed to help the potential grantees

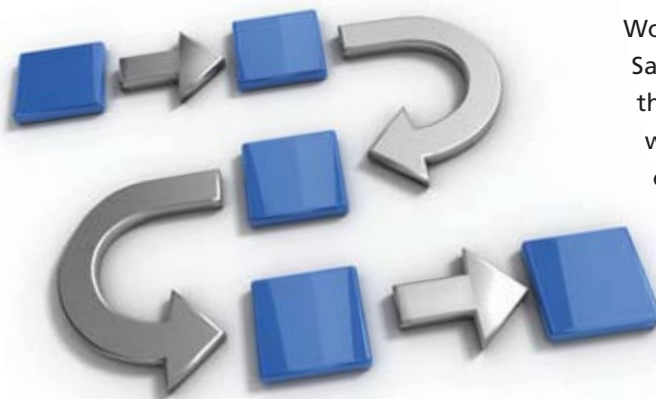
understand how their efforts are imperative in order to impact the fatality reduction goal. Program areas are identified and the Highway Safety Grant Management System (GMS) and on-line reporting systems are reviewed. These seminars are used as an opportunity to share any new contract conditions, application process changes, or legislative changes that may impact the grant programs. The grant application deadline for the 2016 fiscal year was March 1, 2015.

Internal Grants Management System

In late 2001, the Highway Safety Office began work with the Regional Justice Information Service (REJIS) to develop the first-of-its-kind on-line grants management system. The system allows grantees to electronically submit applications. This information feeds into a system that builds databases for managing the highway

safety grants (budgets, grantee lists, inventory, vouchering, reporting data, disbursement reports, etc.). The system went live for the 2003 grant application cycle. Since that time, the Highway Safety Office has continued to work with REJIS to refine the system in order to make it more user friendly for the grantees, in addition to being more functional and robust for the Highway Safety Office. An extensive rewrite took place to coincide with the 2010 grant cycle. The system was refined so that the processes of application submission, contract development, enforcement reporting, and voucher-

ing are now entirely web-based. Three additional programs were also added to the system: Safe Routes to School; Work Zones; and the Motor Carrier Safety Assistance Program. In 2010 the Safe Routes to School program was transferred to another division of MoDOT, therefore, this section of the GMS was not further developed. Additional reporting components have been developed including a training section. The Highway Safety Office will continue to maintain and improve the GMS and is currently working toward an entirely paperless grant process.



Grant Selection Process

The Highway Safety program staff reviews the applications relative to their specific areas of expertise. During this preliminary review, they assess the applications to determine their relevancy toward meeting the highway safety goals. Applicants are contacted if clarification is needed. In essence, a case is prepared to present to management and the remaining program staff members to support whether the application should be funded in full, in part, or denied.

Fatal and serious injury crash rankings are performed for all cities, counties, and the unincorporated areas in the state. These rankings are conducted for the problem areas of alcohol, speed, young drinking drivers, distracted, unbelted, under 21 years of age and older

drivers. These rankings are also used in determining the overall severity of the problem for each respective location. Fatal and serious injury county, city, and unincorporated county rank orders are located on pages 43-76 of this report. Ranking by problem area can be found on the Missouri State Highway Patrol's on-line State Traffic Accident Records System (STARS) located at https://www.mshp.dps.missouri.gov/MSHPWeb/SAC/stars_index.html

Law enforcement applications are assessed to determine their rankings by the type of project they are choosing to conduct. While the highest-ranking locals are given priority because of the potential impact of their project, other considerations are taken into account. For instance, a lower-ranking city may be given a project because the county in which they reside ranks high or they may fall within a dangerous corridor. Some communities are given a project in order to participate in the national mobilizations while others are given consideration because the Highway Safety Office has determined a need exists to garner traffic safety minded agencies within a particular geographic location. An additional consideration may be their participation in multi-jurisdictional law enforcement task forces.

An internal team of highway safety program staff review all grant applications. Several days are set aside to review the applications and hear both supporting arguments and issues of concern. The reviewers take many factors into consideration when assessing these applications:

- Does the project fall within the national priority program areas (alcohol and other drug countermeasures; police traffic services; occupant protection; traffic records; emergency medical services; speed; motorcycle, pedestrian, or bicycle safety)?
- Does the project address the key emphasis areas identified within the Blueprint and does it have the ability to impact statewide traffic crash fatalities and serious injuries?
- Does the problem identification sufficiently document problem locations, crash statistics, targeted populations, demonstrated need, and the impact this project would have on traffic safety problems in their community?

- Have "best practices" countermeasures been proposed in order to make a positive impact on the identified problem?
- Will this project provide continuity of effort in a particular geographic region (such as multi-jurisdiction enforcement) or in a particular program area (occupant protection)?
- Will the activity serve as a "foundational project" that satisfies criteria for additional federal funding (e.g., safety belt observational survey)?
- Does the project alleviate, eliminate or correct a problem that was identified in a federally conducted assessment of a highway safety priority program area?
- Will the project satisfy or help satisfy federal goals for regional highway safety issues?
- Are innovative countermeasures proposed and, if so, is there an effective evaluation component included?
- Are any local in-kind resources proposed to match the federal grant efforts?
- Does the applicant propose developing partnerships (e.g., working with service organizations, health agencies, and/or insurance companies; conducting multi-jurisdiction enforcement efforts) in order to expand their resources and enhance their outcomes?
- Is the local government or administration supportive of this proposed activity?
- If equipment is requested, will the equipment support a project or enforcement activity; does the agency have the ability to provide a local match for part of the equipment purchase?
- Is there sufficient funding in the budget to support all or part of this application?



• Has the sub recipients risk of noncompliance with federal statutes, regulations, and the terms and conditions of the sub award been considered for such factors as:

- *The sub recipient’s prior experience with the same or similar sub awards;
- *The results of previous audits including whether or not the sub recipient receives a Single Audit in accordance with Subpart F-Audit Requirements of this part, and the extent to which the same or similar sub-award has been audited as a major program;
- *Whether the sub recipient has new personnel or new or substantially changed systems; and
- *The extent and results of federal awarding agency monitoring

The applications are discussed at length using a risk assessment checklist to ensure consistency and to determine whether the agency should be funded, the level of funding, which grant funding source should support the project, and whether the activity is a state or local benefit (40 percent of funds must be expended toward

local benefit). A key reference document is *Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* to assure we support

research-based strategies. Other considerations for research-based strategies are Transportation Research Board research and reports, other DOT funded research and university-based research.

When equipment is required, the grantee agency is requested to provide a local match. If the local match is unavailable, those applications are reviewed on a case-by-case basis to determine whether this agency can provide full support.

During the meeting, this information is continually updated into the Highway Safety Office’s grant management system so that real-time information is immediately available. By the end of the meeting, there is a complete listing of the approved projects that will best support the mission and work toward reaching the Blueprint’s target of 700 or fewer fatalities by 2016.

Grantee Compliance Requirements

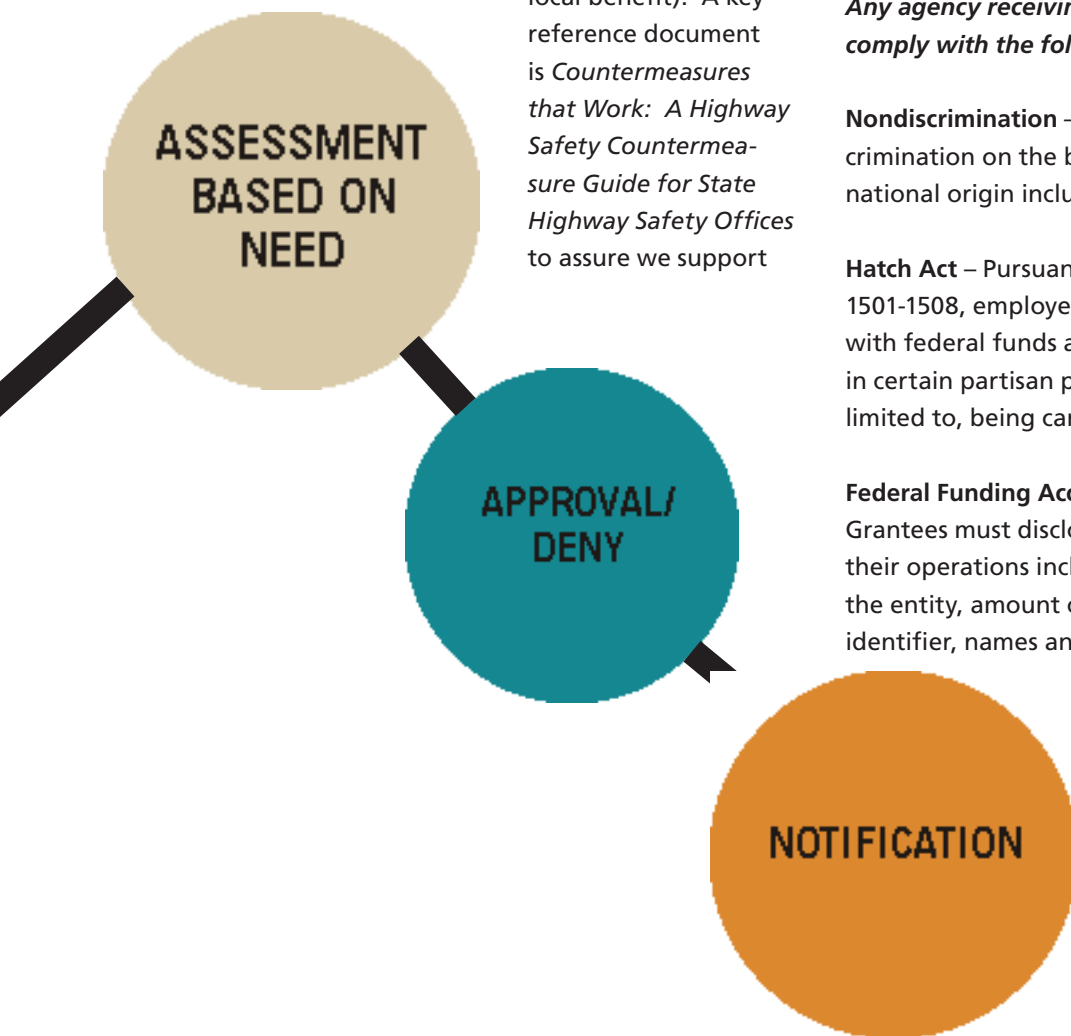
COMPLIANCE

Any agency receiving a Highway Safety grant must comply with the following statutes or rules:

Nondiscrimination — CFR Chapter 50 prohibits discrimination on the basis of race, color, religion, sex or national origin including DBE and Segregated Facilities.

Hatch Act – Pursuant to United States Code Sections 1501-1508, employees who are paid in whole or in part with federal funds are prohibited from participating in certain partisan political activities including, but not limited to, being candidates for elective office.

Federal Funding Accountability & Transparency Act - Grantees must disclose detailed information about their operations including the name and location of the entity, amount of award, transaction type, unique identifier, names and the total compensation of the five most highly compensated officers of the entity if certain parameters are met. The state then compiles this information for all grantees and facilitates the disclosure of this information to the federal government and the public.



Buy America Act – The state will comply with the provisions of the Buy America Act (49 U.S.C. 5323 (j)), which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

The Drug-Free Workplace Act of 1988 – The state will provide a drug-free workplace according to 41 U.S.C. 8103 by notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace. The state will also establish a drug-free awareness program; notify employees of the requirements of the workplace and conviction of such offense and the actions to be taken.

Certification Regarding Federal Lobbying

Restriction of State Lobbying - Certifies no federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with the awarding of any federal contract. None of the funds under the programs will be used for any activity specifically designed to urge or influence a state or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any state or local legislative body.

Certification Regarding Debarment and Suspension and Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transactions – Certifying that the agency and its principals are presently not debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in the transaction by any federal department or agency.

Any law enforcement agency receiving a Highway Safety grant must also comply with the following statutes or rules:

Peace Officer Standards and Training Certification (P.O.S.T.) — Pursuant to RSMo 590.100-590.180 all peace officers in the State of Missouri are required to be certified by the Department of Public Safety

Statewide Traffic Analysis Reporting (STARS) – Pursuant to RSMo 43.250, law enforcement agencies must file accident reports with the Missouri State Highway Patrol

Uniform Crime Reporting — Pursuant to RSMo 43.505, all law enforcement agencies shall submit crime incident reports to the Department of Public Safety on the forms or in the format prescribed by DPS, as shall any other crime incident information that may be required by DPS.

Racial Profiling — Pursuant to RSMo 590.650, each law enforcement agency shall compile the data described in Subsection 2 of Section 590.650 for the calendar year into a report to the Attorney General and submit the report to the AG no later than March first of the following calendar year.

LOCAL ORDINANCES AND POLICIES

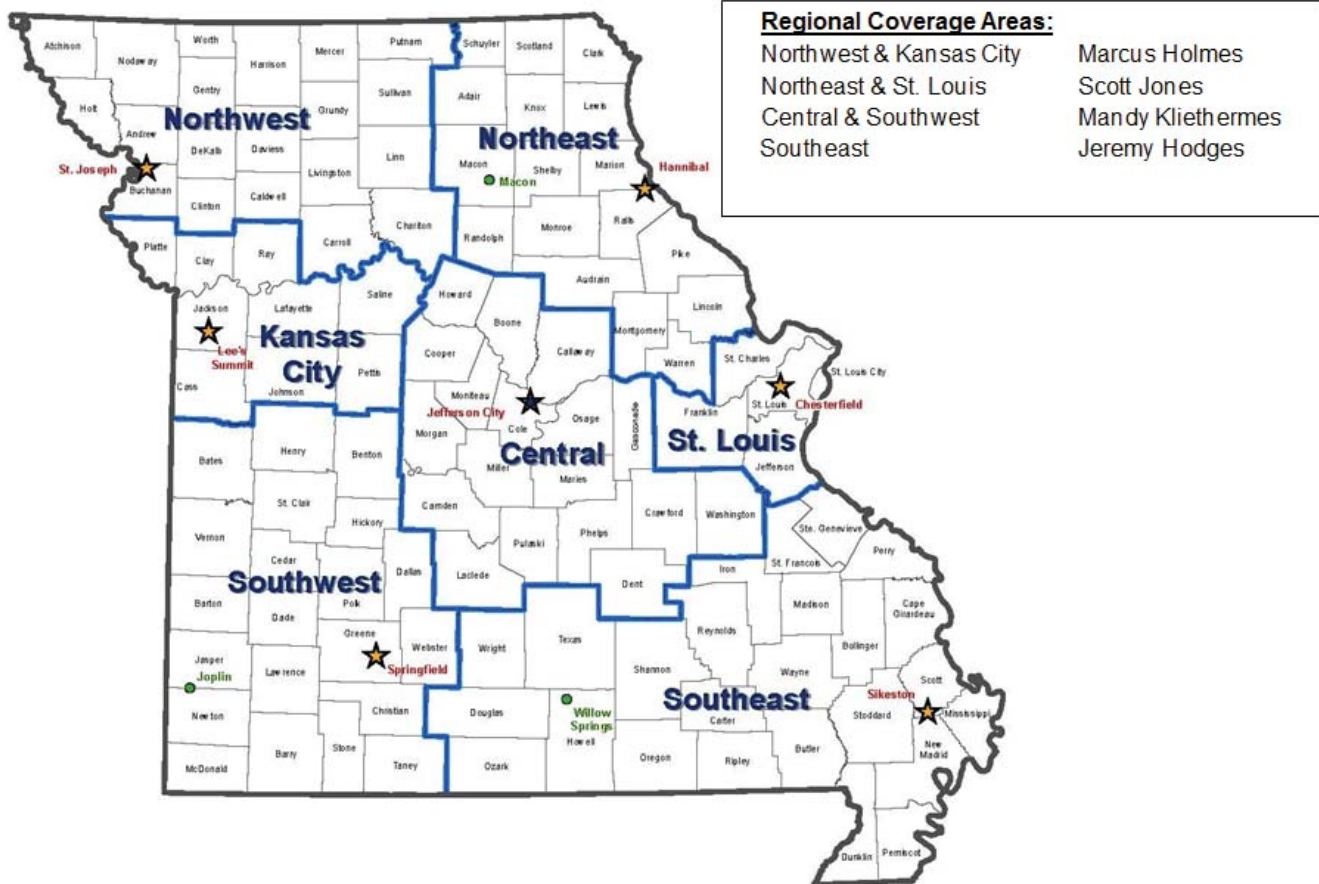
Agencies are encouraged to adopt, if possible:

- Model Traffic Ordinance—RSMo 300.00— Rules governing traffic administration and regulation
- Child Restraints—RSMo 307.179—Passenger restraint system required for children birth through age seven years (Primary Offense)
- Seat Belts—RSMo 307.178—Seat belts required for passenger cars
- Primary Seat Belt – A model ordinance allowing primary enforcement of a seat belt violation.
- Open Container—A model ordinance prohibiting the possession of an open container of alcoholic beverages in a motor vehicle.
- Law enforcement vehicular pursuit training Title 23, USC, Chapter 4 402a(j)—A state shall actively encourage all relevant law enforcement agencies in such state to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are in effect on the date of enactment of this subsection or as revised and in effect after such date as determined by the secretary.

EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT (E-Be) PROGRAM

The Highway Safety Office has four law enforcement program managers that cover specific regions of the state. Below is a map that outlines the areas of responsibility for each program manager. These managers are responsible for the statewide coordination of state, county, and local law enforcement projects. The evidence-based traffic safety enforcement program is focused on preventing traffic violations, crashes, and crash fatalities and injuries in areas of most risk for such incidents. It involves an array of enforcement activities throughout the fiscal year.

This section includes: Problem Identification, Implementation Plan and Performance Measures.



Problem Identification Process

- Fatal and serious injury crash rankings are performed for all cities, counties, and the unincorporated areas in the state. These rankings are conducted for the problem areas of alcohol, speed, young drinking drivers, distracted, unbelted, under 21 years of age and older drivers. These rankings are also used in determining the overall severity of the problem for each respective location. Fatal and serious injury county, city, and unincorporated county rank orders are located on pages 43-76 of this report. Ranking by problem area can be found on the Missouri State Highway Patrol's on-line State Traffic Accident System located at https://www.mshp.dps.missouri.gov/MSHPWeb/SAC/stars_index.html

Implementation Plan

- **Grant Application Selection**
 - Grant application workshops are held for potential grantees in five locations around the state. The purpose of the highway safety program and statewide goal are discussed at each workshop to help grantees understand how their efforts are imperative in order to impact the fatality and serious injury problem on Missouri highways.
 - Law Enforcement (LE) program management staff participate in each workshop and offer assistance to agencies interested in submitting a grant.
 - Once grantees submit their applications into the Highway Safety Office Grant Management System, law enforcement program management staff reviews each application for their fatality / serious injury rankings. During this review, LE program managers assess the applications to determine their relevancy toward meeting the highway safety goals.
 - The LE program management team reviews their respective applications and, in spring, a grant application review meeting is held for all grant applications. The LE staff share supporting arguments and issues of concern recommending either to fully fund, partially fund or deny the LE applications. The reviewers take many factors into consideration when assessing these applications. A list of considerations are located on page 23-24 of the HSP.

- Once LE grant award decisions are made that best support the mission and work toward reaching the Blueprint's target of 700 or fewer fatalities by 2016, grant award meetings are held in the fall at five locations around the state. LE program managers provide a copy of the award, review grantee compliance requirements, address any questions and concerns, and network with any new and continuing grantees.

- **Mobilizations**

- The Law Enforcement Traffic Safety Advisory Council identifies quarterly substance-impaired driving and occupant protection mobilization dates for each fiscal year. The LE program management staff aggressively seeks participation in these mobilizations as well as the NHTSA required Drive Sober or Get Pulled Over and the Click It or Ticket mobilizations. Efforts are also made to encourage participation in the distracted driving month emphasis area enforcement activities and techniques.

- **DWI/Traffic Unit**

- A key enforcement technique used is to team with a city or county law enforcement agency to financially support DWI/Traffic Units. We have a total of 10 units. The mission of these units is to focus on substance-impaired drivers/high risk drivers and they are charged with aggressively enforcing DWI and hazardous moving violations. Below is a list of the full-time DWI Units:

*Joplin Police Department
Greene County Sheriff's Office
Boone County Sheriff's Office
Columbia Police Department
Jackson County Sheriff's Office
Jefferson County Sheriff's Office
Franklin County Sheriff's Office
St. Louis County Police Department
Creve Coeur Police Department
Platte County Sheriff's Office*



- **Law Enforcement Task Forces/Councils**
 - Multiple city/county LE agencies meet on a regular basis to plan and coordinate key enforcement activities. Several agencies have a shortage of personnel to conduct sobriety checkpoints and other enforcement initiatives. The task force concept provides the opportunity to pool resources to conduct more manpower intensive activities such as sobriety checkpoints or corridor projects. It also provides a forum for the LE officers to network and share traffic issues or concerns. Below is a list of the multijurisdictional task forces operating in Missouri:

Southwest DWI Task Force (12 Agencies)

Northwest DWI Task Force (2 Agencies)

Jackson County Traffic Safety Task Force (11 Agencies)

Cass County STEP DWI Task Force (7 Agencies)

Clay/Platte County DWI Task Force (13 Agencies)

St. Louis Regional Traffic Safety Council (50 Agencies)

St. Charles County DWI Task Force (7 Agencies)

Central Ozarks Regional DWI Task Force (14 Agencies)

Southeast Missouri DWI Task Force (12 Agencies)

*Law Enforcement Traffic Safety Advisory Council
(20 Agencies)*

West Central Traffic Task Force (7 Agencies)

- **Sobriety Checkpoints**
 - In 2009 an effort was made to increase the number of sobriety checkpoints held each year. Since that time approximately 500 checkpoints are held each year.

- **Communication Component**
 - There is a communication plan developed with each mobilization. These plans vary depending on the available funding and involve press releases, paid media, social media, and earned media. Sample pre- and post- press releases are sent to LE departments choosing to participate in various law enforcement initiatives/mobilizations. In the case of sobriety checkpoints, these releases are required and help make the general deterrent strategy more effective.

- **Continuous Follow-Up and Adjustment**
 - Program management staff reviews the results of various law enforcement initiatives/mobilizations. State, local and county LE agencies are encouraged to review their results and area crash data on a regular basis. Based upon these reviews, adjustments are made to operational plans to improve the activity's effectiveness.

Performance Measures

- To monitor law enforcement participation in the NHTSA and LETSAC mobilizations, the Traffic and Highway Safety Division has three performance measures in their division tracker. These measures identify the number of participating agencies, number of hours worked, number of sobriety checkpoints, and the type and number of citation and warning tickets. The 2013-2014 annual results are located at the end of the section.

- There are a number of measures listed throughout the HSP designed to track the progress of our law enforcement activities. The most important outcome involves a reduction in the number of fatalities and serious injuries occurring by crash type. The following is a list of other measures:

- Number of speeding citations/warnings issued during grant-funded enforcement activities and mobilizations
- Number of impaired driving arrests made during grant-funded enforcement activities and mobilizations
- Number of safety belt citations issued during grant-funded enforcement activities and mobilizations



Keep Customers and Ourselves Safe

Number of Law Enforcement Agencies Participating and their Citation Results for the National "Click It or Ticket" and "Drive Sober or Get Pulled Over" Campaigns

Result Driver: Bill Whitfield, Highway Safety Director

Measurement Driver: Scott Jones, Senior System Management Specialist

Purpose of the Measure:

This measure tracks both the participation and enforcement results of law enforcement activity in the national "Click It or Ticket" safety belt campaign and the "Drive Sober or Get Pulled Over" impaired driving campaign. The National Highway Traffic Safety Administration strongly encourages Missouri's law enforcement participation in these campaigns. Public information and education coupled with strong law enforcement support has proven to be effective in modifying driver behavior.

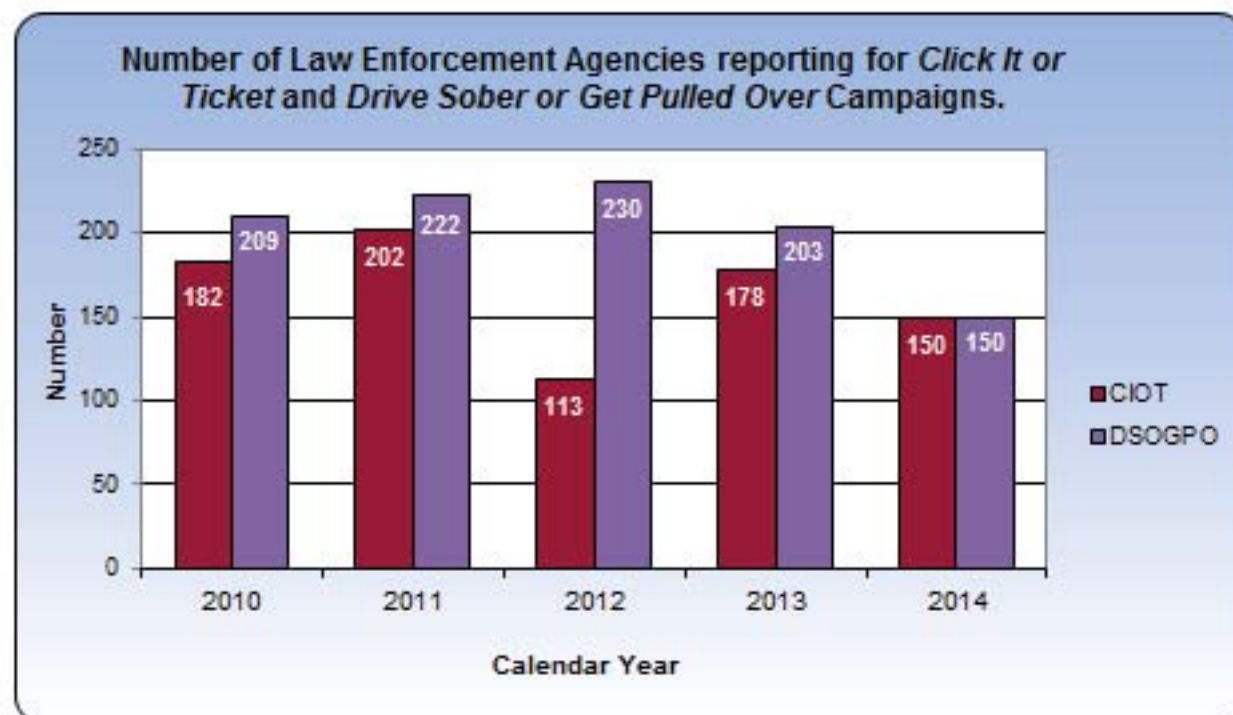
Measurement and Data Collection:

The Highway Safety Office subcontracts with the Missouri Safety Center to provide mini-grants to law enforcement agencies in the form of overtime. The enforcement overtime is used to target impaired drivers and unbuckled vehicle occupants. The law enforcement agencies report their enforcement statistics to the Highway Safety Office via an online reporting system.

Improvement Status:

Beginning in 2009 all agencies that worked the Drive Sober or Get Pulled Over campaign and four other statewide DWI campaigns were included in a drawing for a fully equipped DWI enforcement vehicle. This and other avenues of promotion by the Highway Safety Office have helped increase participation in all statewide campaigns.

Vacancies in the Highway Safety Office led to a modest decrease in Click It or Ticket activity for 2012. While participation picked up in 2013, it dropped again in 2014. The participation and activity for the Drive Sober or Get Pulled Over campaign stayed fairly level for 2010 - 2013, but tapered off in 2014, in large part to unrest in the St. Louis/Ferguson area occurring during the peak of this campaign.



Citations/Warnings Issued During the Click It or Ticket Safety Belt Campaign

Year	2010	2011	2012	2013	2014
Participating Agencies	182	202	113	178	150
Hours Worked	11,031	15,722	6,079	9,011	7,365
Traffic Stops	27,072	28,905	18,523	17,195	17,131
Sobriety Checkpoints	12	21	5	6	3
DWI Arrests	207	386	147	193	167
Safety Restraint	6,174	7,283	5,201	9,074	9,050
Child Passenger	252	330	164	369	377
Felonies	96	97	74	85	109
Stolen Vehicles Recovered	8	4	4	4	9
Fugitives Apprehended	415	471	217	242	503
Suspended Licenses	835	1,377	850	1,336	1,576
Uninsured Motorists	2,338	3,311	2,303	3,149	3,284
Speeding	10,698	10,046	6,571	8,754	8,682
Reckless Driver	211	307	119	191	213
Drugs	183	176	84	194	170
Other	4,892	11,964	8,199	9,086	9,491

Citations/Warning Issued During the Drive Sober or Get Pulled Over DWI Campaign

Year	2010	2011	2012	2013	2014
Participating Agencies	209	222	230	203	150
Hours Worked	11,684	11,485	11,104	9,458	5,208
Traffic Stops	29,280	25,594	24,559	24,217	9,405
Sobriety Checkpoints	53	66	32	34	13
DWI Arrests	909	852	714	587	288
Safety Restraint	1,779	1,774	1,609	2,398	935
Child Passenger	118	130	101	152	53
Felonies	197	193	152	151	81
Stolen Vehicles Recovered	12	8	14	9	5
Fugitives Apprehended	411	377	344	485	331
Suspended Licenses	1,074	1,394	1,433	1,992	817
Uninsured Motorists	2,592	3,482	3,560	4,371	1,899
Speeding	7,268	8,906	9,087	9,991	6,119
Reckless Driver	398	377	386	382	205
Drugs	323	289	267	308	191
Other	10,684	14,012	12,970	22,947	11,322

Keep Customers and Ourselves Safe

Number of Citations and Warnings Issued by Law Enforcement Officers Working Highway Safety Overtime Projects

Result Driver: Bill Whitfield, Highway Safety Director

Measurement Driver: Scott Jones, Senior System Management Specialist

Purpose of the Measure:

This measure tracks annual trends in law enforcement activity conducted during contracted overtime enforcement projects each federal fiscal year. Law enforcement agencies are awarded overtime enforcement grants to conduct high visibility enforcement of traffic laws. Focused law enforcement efforts attempt to modify driver behavior and ultimately reduce traffic crashes in their jurisdiction.

Measurement and Data Collection:

Law enforcement agencies receiving grant funds are required to submit monthly or quarterly reports showing their enforcement efforts. These activity reports are used to demonstrate the amount of effort being conducted in a particular focus area. The enforcement and crash data can help us determine if the project is having an impact. The number of citations issued can vary depending on the time of the year, ongoing campaigns, calls for service, and department strengths.

Improvement Status:

The Traffic and Highway Safety Division continues to encourage all law enforcement to participate and report activity for all enforcement efforts. The graphs below show the citations and warnings written each federal fiscal year by law enforcement agencies working in an overtime basis with grants funded by the Traffic and Highway Safety Division.

Number of Citations and Warnings Issued by Law Enforcement - Overtime Projects

Year	2010	2011	2012	2013	2014
Total Number of Stops	306,252	301,027	264,639	263,741	270,538
Total Hours Worked	166,599	159,170	139,389	137,226	134,810
Total Violations	212,811	216,883	198,401	211,958	213,732
Total HMV	131,996	127,261	122,430	131,052	134,946
DWI	5,779	5,761	5,370	4,581	4,178
Following to Close	1,883	1,633	2,821	1,739	2,674
Stop Sign	6,968	7,044	5,729	6,572	9,034
Signal Violation	3,221	3,580	2,670	2,583	3,169
Fail to Yield	1,004	1,071	818	743	925
C&I	1,620	1,335	1,409	1,296	976
Speeding	85,809	81,055	71,688	77,153	79,366
Other HMV	25,712	25,761	31,682	36,155	34,380
Seat Belt	20,278	20,401	15,716	18,138	17,273
Child Restraint	763	933	547	693	610
Other Non-HMV Violations	37,354	43,867	36,969	36,312	34,434
Felony Arrests	1,119	1,287	980	1,047	850
Drug Arrests	1,742	1,758	1,636	1,654	1,577
Vehicles Recovered	45	36	102	46	153
Fugitives Apprehended	3,025	2,868	2,456	3,427	2,745
Suspended Revoked License	6,345	6,416	5,154	5,989	6,060
Uninsured	16,075	18,027	15,220	19,841	17,557
Number of Sobriety Checkpoints	503	503	504	475	446

Keep Customers and Ourselves Safe

Number of Citations Issued by Law Enforcement Officers Working Highway Safety Mobilizations

Result Driver: Bill Whitfield, Highway Safety Director

Measurement Driver: Marcus Holmes, Intermediate System Management Specialist

Purpose of the Measure:

This measure tracks annual trends in law enforcement activity conducted during mobilization efforts throughout the year. Eleven mobilization campaigns are conducted throughout the year targeting occupant restraint and impaired driving violations. Public information and education coupled with strong law enforcement support has proven to be effective in modifying driver behavior and ultimately reduces traffic crashes.

Measurement and Data Collection:

Law enforcement agencies utilize funding provided by the University of Central Missouri - Missouri Safety Center or provide manpower at their own expense. Enforcement data from the participating agencies is collected through a web-based reporting site. These activity reports are used to demonstrate the amount of effort being conducted in a particular focus area.

Improvement Status:

Citations increase during National and State recognized campaigns. These include "Youth Seat Belt Enforcement" in March, "Click It or Ticket" in May/June, and "Drive Sober or Get Pulled Over" in August/September. The Traffic and Highway Safety Division continues to encourage all law enforcement to participate and report activity for these campaigns whether funded or not. The graph below shows the citations written each year by participating law enforcement agencies.

Number of Citations Issued by Law Enforcement During Mobilizations

Year	2010	2011	2012	2013	2014
Total Number of Stops	154,210	143,262	121,483	104,765	88,126
Total Hours Worked	74,442	70,307	51,865	45,288	36,446
Total Violations	137,121	147,213	153,639	117,559	96,409
Total HMV	74,360	75,542	85,689	27,766	67,365
DWI	3,141	2,923	2,814	2,440	1,871
Following to Close	1,447	1,217	1,355	1,282	1,160
Stop Sign	5,368	6,012	5,407	6,564	5,195
Signal Violation	2,764	2,404	2,378	3,138	2,379
Fail to Yield	1,163	1,298	1,218	1,341	1,226
C&I	1,513	1,515	1,532	1,588	1,214
Speeding	43,900	42,792	44,804	44,317	39,955
Other HMV	15,077	17,319	24,139	11,110	14,209
Seat Belt	17,219	20,347	15,029	18,831	16,312
Child Restraint	1,194	1,183	769	1,055	916
Other Violations	27,044	28,924	31,141	66,862	72,154
Felony Arrests	891	735	670	546	595
Drug Arrests	1,293	1,217	1,301	1,368	1,270
Vehicles Recovered	70	97	45	30	41
Fugitives Apprehended	2,525	1,966	1,769	2,064	2,369
Suspended Revoked License	5,107	5,959	6,275	8,353	6,526
Uninsured	12,197	14,666	15,693	18,919	14,954
Number of Sobriety Checkpoints	164	167	145	139	90

STATEWIDE CRASH ANALYSIS

Making the roadway traffic system less hazardous requires understanding the system as a whole – understanding the interaction between its elements (vehicles, roads, road users and their physical, social and economic environments) and identifying where there is potential for intervention. This integrated approach more effectively addresses our traffic safety problems.

Problem Identification

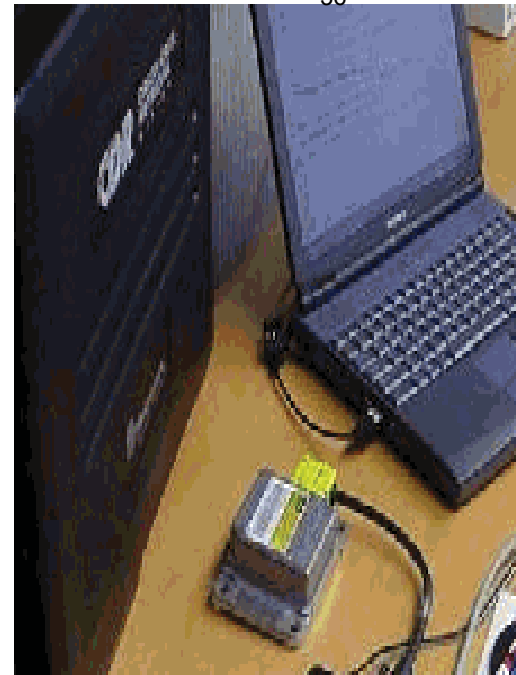
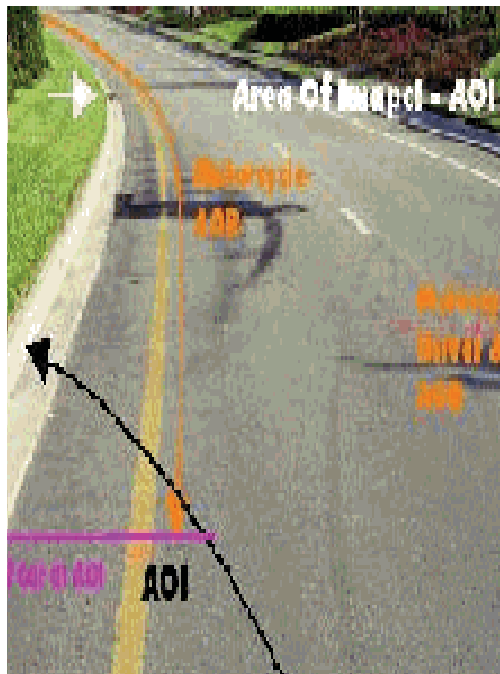
Problem identification involves the study of the relationship between collisions and the characteristics of people using the roadways, types and numbers of vehicles on the roads, miles traveled, and roadway engineering.

Most motor vehicle crashes have multiple causes. Experts and studies have identified three categories of factors that contribute to crashes – human, roadway environment, and vehicle factors. Human factors involve the driver's actions (speeding and violating traffic laws, etc.) or condition (effects of alcohol or drugs, inattention, decision errors, age, etc.). Roadway environment factors include the design of the roadway, roadside hazards, and roadway conditions. Vehicle factors include any failures in the vehicle or its design. Human factors are generally seen as contributing most often to crashes at 93 percent, followed by roadway environment at 33 percent, and finally the vehicle at 13 percent (US General Accounting Office, GAO-03-436, Research Continues on a Variety of Factors that Contribute to Motor Vehicle Crashes, March 2003).

In March 2015, an attitudinal survey was conducted on 2,502 adult Missouri drivers to capture their current attitudes and awareness of specific items concerning highway safety such as seat belt usage, speeding issues, cell phone use while driving and alcohol impaired driving.

Since this plan is directed toward modifying behavior so that safety will be the accepted norm, it stands to reason that we must identify and categorize those individuals who are making unsafe decisions and/or who are causing traffic crashes. It will be obvious to the reader that this document references targeted audiences or populations. The term "target audience" infers a population group that is overrepresented in a particular type of crash (e.g., drinking drivers) or is underrepresented in using safety devices (e.g., un-helmeted motorcyclists or unrestrained occupants). This terminology is in no way meant to profile certain populations by age, gender, race, or nationality. Rather, this is an accepted term to identify specific population groups that must be reached with our messages and our enforcement efforts if we are to reduce traffic crashes, prevent injuries and save lives.





Research has shown that the number of crashes at a particular site can vary widely from year to year, even if there are no changes in traffic or in the layout of the road. Since a single year's data is subject to considerable statistical variation; three years is generally regarded as a practical minimum period for which a fairly reliable annual average rate can be calculated. The FY 2016 Highway Safety Plan references crash statistics for 2011 through 2013.

In the 3-year period 2011-2013, a total of 2,369 people died on Missouri's roadways while another 16,088 suffered serious injuries. A fatality is recorded when a victim dies within 30 days of the crash date from injuries sustained in the crash. A serious injury is recorded

when a victim observed at the scene has sustained injuries that prevent them from walking, driving, or continuing activities the person was capable of performing before the crash. While we recognize that many crashes result simply in property damage, only fatal and serious injury crashes have been targeted because they are more costly in human suffering, social and economic terms.

The first series of graphs on the following pages present a long-term depiction of death and serious injury rates covering the 21-year period 1993 through 2013. The second series of graphs address only the three-year period, 2011-2013. The final graphs show the three-year moving average for fatalities and serious injuries starting with 2005-2007.

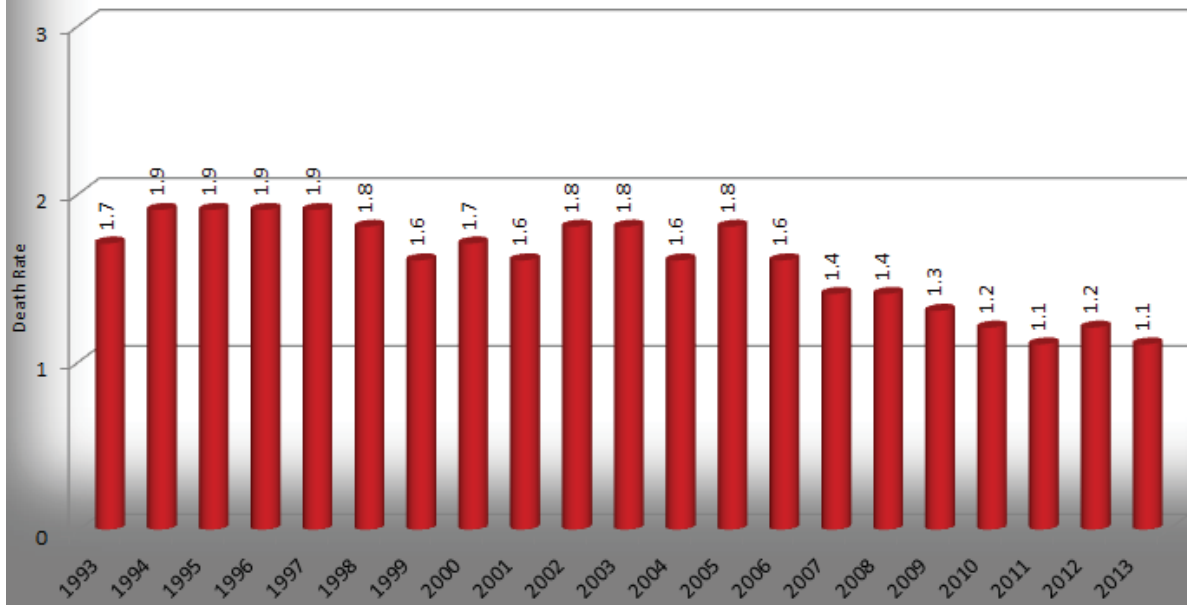
Year	Fatalities	Serious Injuries	Miles Traveled ¹	Fatality ² Rate	Serious Injury Rate ³
2011	786	5,643	68,790,000,000	1.1	8.2
2012	826	5,506	68,403,000,000	1.2	8.0
2013	757	4,939	69,328,000,000	1.1	7.1

¹ Miles traveled were obtained from the Missouri Department of Transportation - Planning (not an official number)

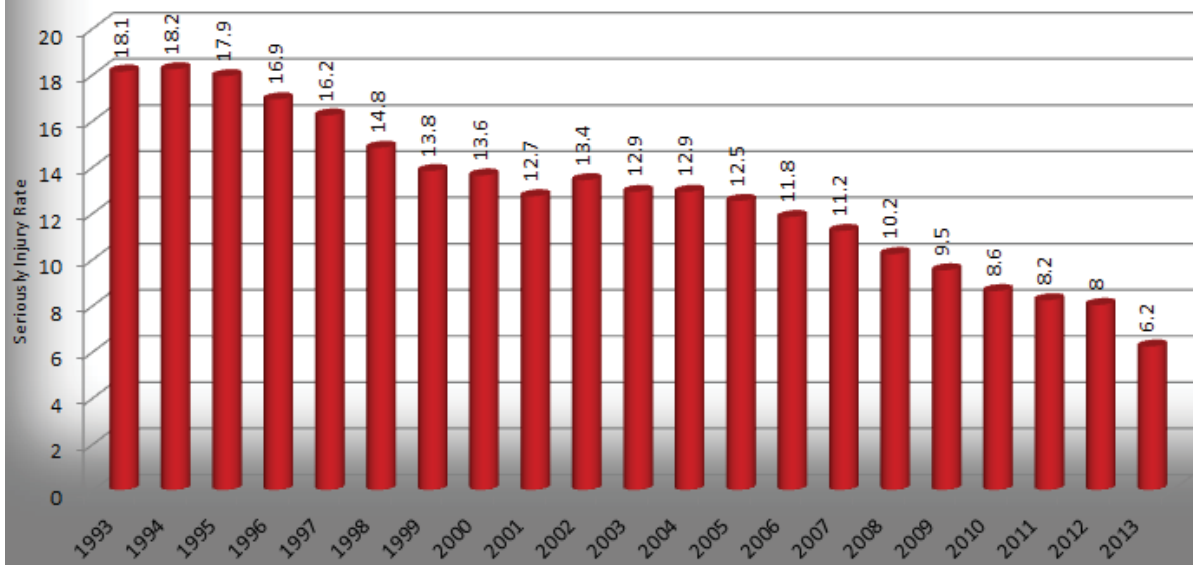
² Number of fatalities per 100 million miles of vehicle travel

³ Number of serious injuries per 100 million miles of vehicle travel

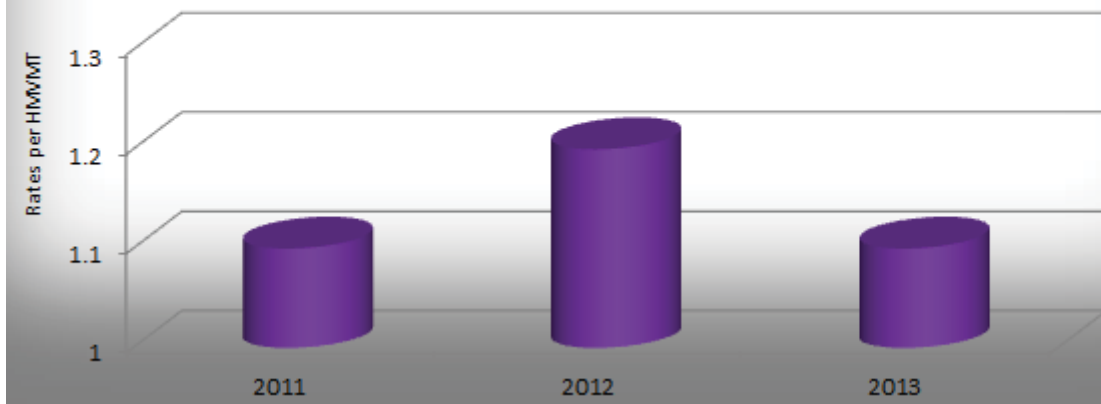
MISSOURI DEATH RATE 1993-2013



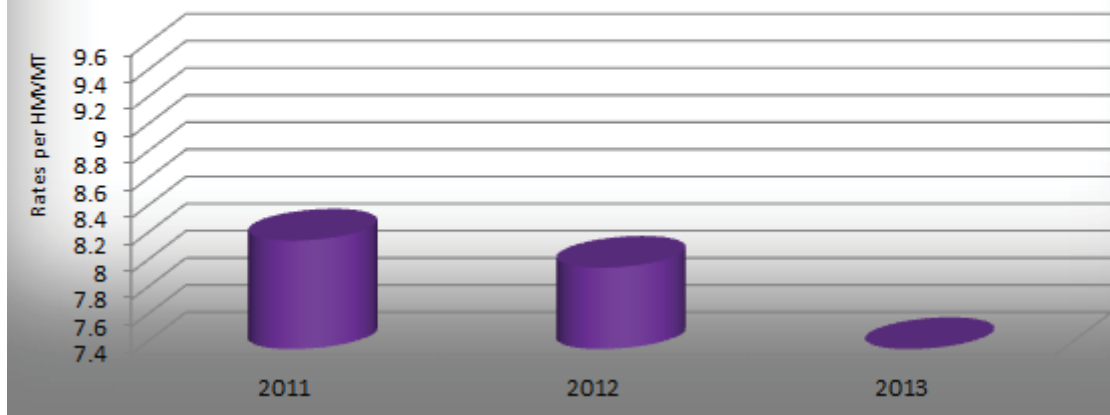
MISSOURI SERIOUS INJURY RATE 1993-2013



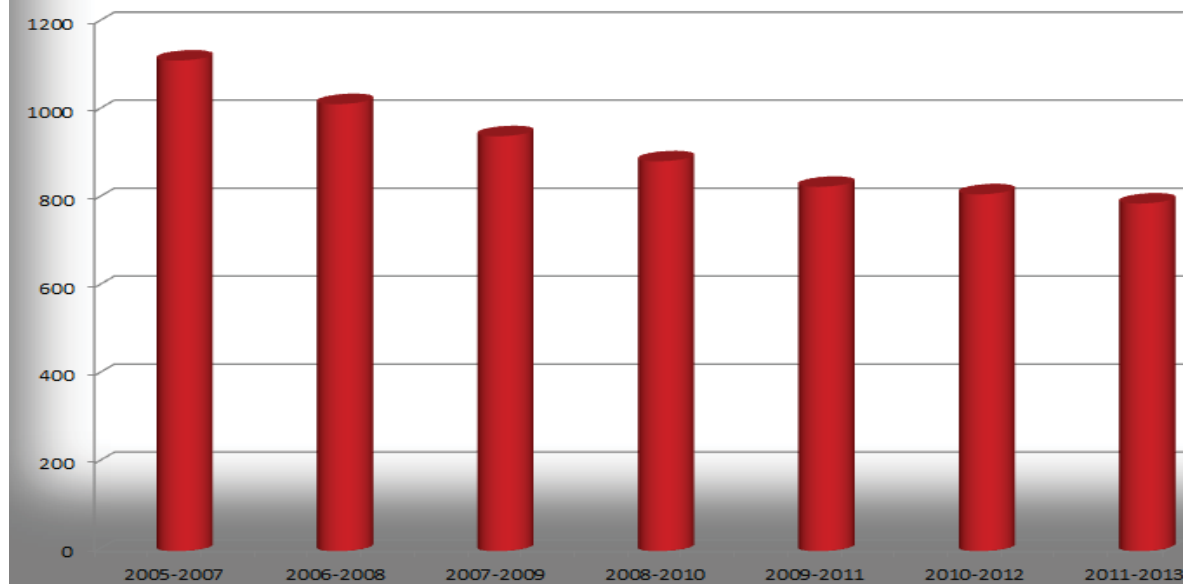
State of Missouri - Traffic Safety Statistics Fatality Rates

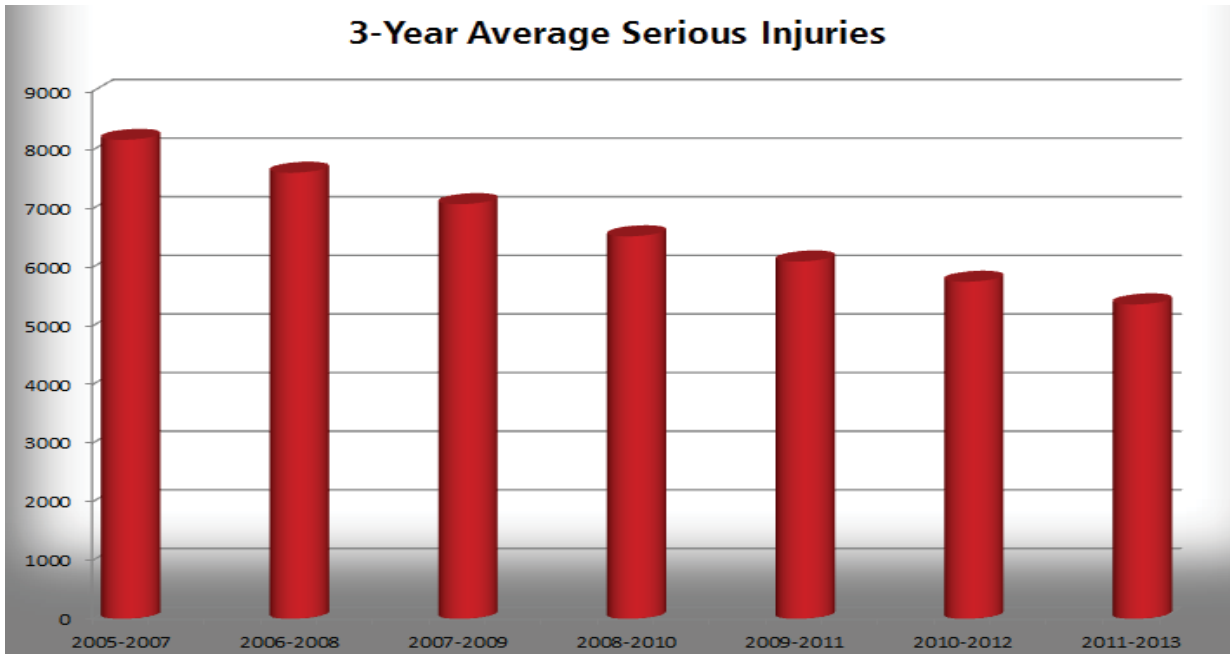


State of Missouri - Traffic Safety Statistics Serious Injury Rates



3-Year Average Fatalities



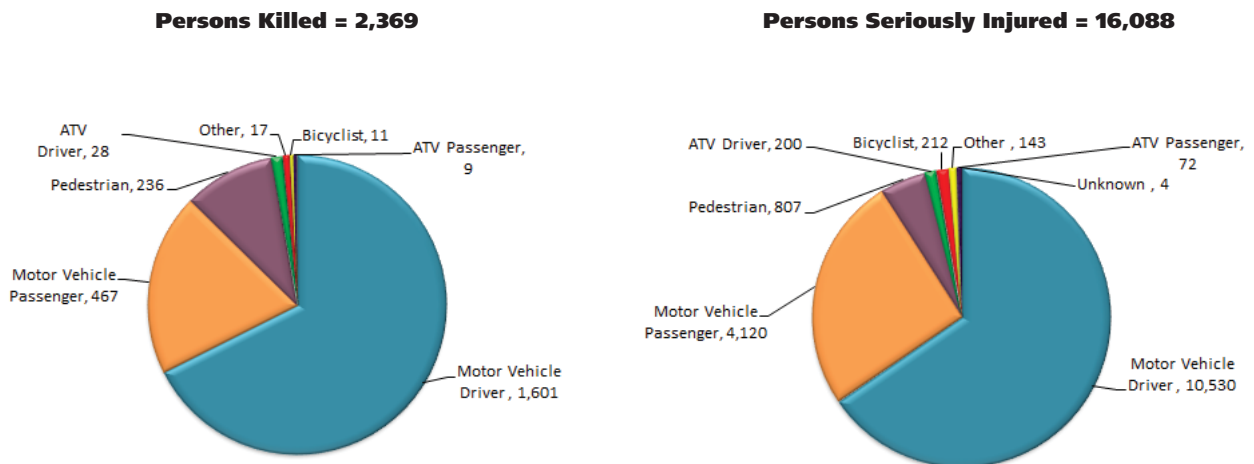


Current Traffic Crash Data: 2011-2013

Although overall fatalities and the death rate reflect a positive reduction, it should not be a cause for complacency. A substantial number of people continue to be killed and seriously injured on Missouri roadways and most of these traffic crashes are preventable. In 2011-2013, of the 419,680 traffic crashes, 2,161 resulted in fatalities and 12,762 resulted in serious injuries. These fatal and serious injury crashes resulted in 2,369 deaths and 16,088 serious injuries.

A substantial number of persons killed or injured in Missouri’s 2011-2013 traffic crashes were drivers and passengers of motorized vehicles. Of the fatalities, 67.4% were drivers and 19.7% were passengers; of those seriously injured, 65.5% were drivers and 25.6% were passengers.

2011-2013 Missouri Fatalities & Serious Injuries



Note: OTHER = drivers/passengers on farm implements, motorized bicycles, other transport devices, construction equipment and unknown vehicle body types

Data Collection

Data is the cornerstone of this plan, and is essential for diagnosing crash problems and monitoring efforts to solve traffic safety problems. We must identify the demographics of the roadway users involved in crashes, what behaviors or actions led to their crashes, and the conditions under which the crashes occurred. Data collection and analysis is dynamic throughout the year.

When data is effectively used to identify repeating patterns in the dynamic interaction of people, pavement, vehicles, traffic, and other conditions, there is increased potential for successful mitigation. From this comes a reduction in the number and severity of crashes, ultimately resulting in fewer fatalities and serious injuries.

The Missouri State Highway Patrol serves as the central repository for all traffic crash data in the state. The Safety Section of MoDOT's Traffic and Highway Safety Division analyzes that data to compile statistics on fatalities and serious injuries. Three years' worth of crash statistics are compiled to provide a more representative sampling, thereby more effectively normalizing the data. Missouri uses comprehensive data sources which include: STARS and Traffic Management System (TMS).

Collisions are analyzed to identify:

- Occurrence – time of day, day of week, month of year, holidays and/or special events
- Roadways – urban versus rural, design, signage,

traffic volume, work zones, visibility factors, location within high crash corridors

Roadway users – age, gender, vehicle users versus pedestrians

Safety devices – used/not used (safety belts, child safety seats, DOT compliant motorcycle helmets)

Causation factors –

Primary: aggressive driving, impaired by alcohol and/or other drugs, distracted or fatigued, speeding or driving too fast for conditions, red light running

Secondary: run off the road, head-on, horizontal curves, collisions with trees or utility poles, unsignalized intersections

Vehicles – type (e.g., passenger vehicles, motorcycles, pickup trucks)

Contributing Factors

Analysis of our statewide traffic crash data was based on the six emphasis areas and their focus areas as defined in the *Missouri's Blueprint to SAVE MORE LIVES*:

Emphasis Area I – Serious Crash Types

Emphasis Area II – High-Risk Drivers and Unrestrained Occupants

Emphasis Area III – Special Vehicles

Emphasis Area IV – Vulnerable Roadway Users

Emphasis Area V – Special Roadway Environments

Emphasis Area VI – Data and Data System Improvements



Urban versus Rural Crash Experience

Traffic crashes are not evenly distributed on Missouri roadways. As expected, crashes occur in large numbers in the densely populated urban areas (population of 5,000 or more) of the state. Since such a large portion of Missouri's overall population is in the rural areas (under 5,000 population or unincorporated area), the greater number of crashes occurs in those areas. Of the 14,923 fatal and serious injury crashes in 2011-2013, 52.0% occurred in an urban community while 48.0% occurred in a rural area. The rural areas of the state take on even greater significance when examining only fatal traffic crashes. In 2011-2013 fatal traffic crashes, 41.8% occurred in an urban area of the state while 58.2% occurred in a rural area.

FATALITIES AND SERIOUS INJURIES BY COUNTY 2011-2013

KEY:
County name
xx-xx
(Fatality #-Serious Injury #)

2011-2013
Total Fatalities: 2,369
Total Serious Injuries: 16,088



APPENDIX A

STATEWIDE

Total Fatalities and Serious Injuries by Target Area 2011 - 2013

Fatalities Involving

Serious Injuries Involving

Description	2011	2012	2013	Total
Run-off-Road Crashes	398	401	365	1,164
Unrestrained Occupants Killed	380	396	334	1,110
Horizontal Curves	270	279	263	812
Alcohol and - or Other Drugs	234	244	239	717
Aggressive Driving-Too Fast for Conditions	186	200	195	581
Unlicensed / Improperly Licensed Drivers	178	153	136	466
Young Drivers - 15-20	151	135	120	406
Collision with Tree	132	131	141	404
Aggressive Driving-Speed Exceeded Limit	137	143	121	401
Distraction / Inattention	181	92	85	358
Commercial Motor Vehicle	179	113	93	325
Disoriented / Inattentive Drivers	164	85	74	323
Head-On Crashes (Non-Interstates)	112	86	97	295
Unsignalized Intersection Crashes	97	104	76	277
Motorcyclists Killed	81	102	72	255
Older Drivers - 65-75	72	86	92	250
Pedestrians Killed	75	86	75	236
Older Drivers - 76 or Older	57	60	67	184
Collision with Utility Pole	31	25	37	93
Signalized Intersection Crashes	24	31	24	79
Aggressive Driving-Following Too Close	19	16	9	44
Work Zones	11	9	9	29
Head-On Crashes (Interstates)	9	10	9	28
Bicyclists Killed	1	6	4	11
School Buses/Bus Signal	1	3	3	7

Description	2011	2012	2013	Total
Run-off-Road Crashes	2,312	2,281	1,982	6,575
Horizontal Curves	1,521	1,484	1,345	4,350
Unrestrained Occupants Seriously Injured	1,452	1,449	1,340	4,141
Aggressive Driving-Too Fast for Conditions	1,385	1,280	1,086	3,751
Young Drivers - 15-20	1,252	1,251	1,050	3,553
Disoriented / Inattention	1,429	860	767	3,056
Disoriented / Inattentive Drivers	1,347	825	722	2,894
Unsignalized Intersection Crashes	994	931	827	2,752
Alcohol and - or Other Drugs	945	912	787	2,644
Unlicensed / Improperly Licensed Drivers	459	879	743	2,081
Motorcyclists Seriously Injured	634	888	535	1,857
Collision with Tree	537	634	560	1,731
Older Drivers - 65-75	502	512	484	1,498
Head-On Crashes (Non-Interstates)	477	479	427	1,383
Signalized Intersection Crashes	510	408	456	1,374
Commercial Motor Vehicle	469	389	403	1,261
Aggressive Driving-Speed Exceeded Limit	383	400	410	1,223
Aggressive Driving-Following Too Close	373	345	379	1,097
Older Drivers - 76 or Older	309	284	243	842
Pedestrians Seriously Injured	302	229	276	807
Collision with Utility Pole	180	178	159	517
Bicyclists Seriously Injured	73	73	66	212
Work Zones	64	73	34	171
Head-On Crashes (Interstates)	10	27	16	53
School Buses/Bus Signal	19	15	19	53

Note: This summary of traffic crashes represents only those crashes that occurred on Missouri's highway system, including all public roadways. The information is a summary of the crash reports submitted to the Missouri State Highway Patrol. This publication is possible only through the conscientious reporting efforts of Missouri law-enforcement agencies. These statistics are compiled pursuant to federal law, 23 USC Section 152.



County Rank Order
2011-2013
FATAL CRASHES

**2011-2013 MISSOURI FATAL TRAFFIC CRASHES
RANK ORDER COUNTY LIST**

Ranking	County	Count	Percent
1	JACKSON	206	9.5%
2	ST. LOUIS	150	6.9%
3	ST. LOUIS CITY	113	5.2%
4	GREENE	85	3.9%
5	JEFFERSON	74	3.4%
6	ST. CHARLES	61	2.8%
7	CLAY	58	2.7%
8	FRANKLIN	56	2.6%
9	JASPER	43	2.0%
10	BOONE	36	1.7%
11	PHELPS	35	1.6%
12	ST. FRANCOIS	33	1.5%
13	PLATTE	32	1.5%
14	WASHINGTON	32	1.5%
15	NEWTON	31	1.4%
16	CASS	30	1.4%
17	BARRY	29	1.3%
18	HOWELL	29	1.3%
19	MILLER	28	1.3%
20	LINCOLN	26	1.2%
21	BUCHANAN	25	1.2%
22	PULASKI	25	1.2%
23	JOHNSON	24	1.1%
24	CHRISTIAN	23	1.1%
25	POLK	23	1.1%
26	STONE	23	1.1%
27	CAMDEN	22	1.0%
28	LAWRENCE	22	1.0%
29	BUTLER	21	1.0%
30	CAPE GIRARDEAU	21	1.0%
31	PETTIS	20	0.9%
32	STODDARD	20	0.9%
33	DUNKLIN	19	0.9%
34	SCOTT	19	0.9%
35	CRAWFORD	18	0.8%
36	LACLEDE	18	0.8%
37	CALLAWAY	17	0.8%
38	WEBSTER	17	0.8%
39	TANEY	16	0.7%
40	BENTON	15	0.7%
41	COLE	15	0.7%
42	WARREN	15	0.7%

43	GASCONADE	14	0.6%
44	HENRY	14	0.6%
45	MCDONALD	14	0.6%
46	NEW MADRID	14	0.6%
47	PEMISCOT	14	0.6%
48	RANDOLPH	14	0.6%
49	PIKE	13	0.6%
50	VERNON	13	0.6%
51	LAFAYETTE	12	0.6%
52	PERRY	12	0.6%
53	WAYNE	12	0.6%
54	ANDREW	11	0.5%
55	DOUGLAS	11	0.5%
56	MARION	11	0.5%
57	SHANNON	11	0.5%
58	WRIGHT	11	0.5%
59	IRON	10	0.5%
60	MONTGOMERY	10	0.5%
61	OREGON	10	0.5%
62	RIPLEY	10	0.5%
63	STE. GENEVIEVE	10	0.5%
64	TEXAS	10	0.5%
65	DEKALB	9	0.4%
66	MORGAN	9	0.4%
67	NODAWAY	9	0.4%
68	OZARK	9	0.4%
69	RALLS	9	0.4%
70	BARTON	8	0.4%
71	CALDWELL	8	0.4%
72	CLARK	8	0.4%
73	DENT	8	0.4%
74	HARRISON	8	0.4%
75	SALINE	8	0.4%
76	ST. CLAIR	8	0.4%
77	AUDRAIN	7	0.3%
78	BOLLINGER	7	0.3%
79	LEWIS	7	0.3%
80	MACON	7	0.3%
81	MADISON	7	0.3%
82	OSAGE	7	0.3%
83	RAY	7	0.3%
84	ADAIR	6	0.3%
85	BATES	6	0.3%
86	CARTER	6	0.3%
87	CLINTON	6	0.3%
88	COOPER	6	0.3%
89	LIVINGSTON	6	0.3%

90	MONITEAU	6	0.3%
91	REYNOLDS	6	0.3%
92	SCHUYLER	6	0.3%
93	CARROLL	5	0.2%
94	CEDAR	5	0.2%
95	HICKORY	5	0.2%
96	HOWARD	5	0.2%
97	MERCER	5	0.2%
98	MISSISSIPPI	5	0.2%
99	MONROE	5	0.2%
100	CHARITON	4	0.2%
101	DADE	4	0.2%
102	DAVISS	4	0.2%
103	KNOX	4	0.2%
104	MARIES	4	0.2%
105	DALLAS	3	0.1%
106	LINN	2	0.1%
107	PUTNAM	2	0.1%
108	SHELBY	2	0.1%
109	SULLIVAN	2	0.1%
110	ATCHISON	1	0.0%
111	GRUNDY	1	0.0%
112	HOLT	1	0.0%
113	SCOTLAND	1	0.0%
114	WORTH	1	0.0%
115	GENTRY	0	0.0%
Total	WORTH	2161	



County Rank Order

2011-2013

SERIOUS INJURY CRASHES

**2011 - 2013 MISSOURI SERIOUS INJURY TRAFFIC CRASHES
RANK ORDER COUNTY LIST**

Ranking	County	Count	Percent
1	JACKSON	1580	12.4%
2	ST. LOUIS	1360	10.7%
3	ST. LOUIS CITY	545	4.3%
4	JEFFERSON	484	3.8%
5	ST. CHARLES	472	3.7%
6	GREENE	440	3.4%
7	BUCHANAN	404	3.2%
8	CLAY	381	3.0%
9	FRANKLIN	264	2.1%
10	CHRISTIAN	238	1.9%
11	COLE	229	1.8%
12	BOONE	227	1.8%
13	LACLEDE	199	1.6%
14	JASPER	192	1.5%
15	NEWTON	176	1.4%
16	LINCOLN	174	1.4%
17	TANEY	167	1.3%
18	LAWRENCE	149	1.2%
19	CAPE GIRARDEAU	147	1.2%
20	PULASKI	138	1.1%
21	BARRY	135	1.1%
22	PLATTE	132	1.0%
23	CASS	125	1.0%
24	HOWELL	117	0.9%
25	BUTLER	116	0.9%
26	CAMDEN	112	0.9%
27	TEXAS	111	0.9%
28	STONE	109	0.9%
29	WEBSTER	109	0.9%
30	SCOTT	106	0.8%
31	CALLAWAY	101	0.8%
32	JOHNSON	98	0.8%
33	LAFAYETTE	98	0.8%
34	PHELPS	98	0.8%
35	MARION	90	0.7%
36	MILLER	88	0.7%
37	MCDONALD	87	0.7%

38	ST. FRANCOIS	87	0.7%
39	CRAWFORD	77	0.6%
40	BENTON	76	0.6%
41	DENT	74	0.6%
42	PETTIS	73	0.6%
43	WASHINGTON	69	0.5%
44	RANDOLPH	66	0.5%
45	MORGAN	65	0.5%
46	PEMISCOT	65	0.5%
47	NEW MADRID	63	0.5%
48	WRIGHT	60	0.5%
49	COOPER	59	0.5%
50	OZARK	58	0.5%
51	AUDRAIN	56	0.4%
52	DUNKLIN	56	0.4%
53	ST. CLAIR	56	0.4%
54	WARREN	56	0.4%
55	BOLLINGER	55	0.4%
56	ADAIR	54	0.4%
57	NODAWAY	54	0.4%
58	PIKE	53	0.4%
59	HENRY	52	0.4%
60	RIPLEY	51	0.4%
61	RALLS	50	0.4%
62	VERNON	50	0.4%
63	BATES	49	0.4%
64	MACON	47	0.4%
65	STE. GENEVIEVE	45	0.4%
66	SALINE	44	0.3%
67	CEDAR	43	0.3%
68	DOUGLAS	43	0.3%
69	PERRY	42	0.3%
70	GASCONADE	41	0.3%
71	POLK	40	0.3%
72	CLINTON	39	0.3%
73	MONITEAU	39	0.3%
74	LIVINGSTON	36	0.3%
75	MARIES	36	0.3%
76	OSAGE	36	0.3%
77	SHANNON	36	0.3%
78	STODDARD	34	0.3%

79	DADE	33	0.3%
80	REYNOLDS	33	0.3%
81	MONTGOMERY	32	0.3%
82	WAYNE	32	0.3%
83	OREGON	31	0.2%
84	ANDREW	29	0.2%
85	DEKALB	28	0.2%
86	HOWARD	28	0.2%
87	MONROE	28	0.2%
88	RAY	28	0.2%
89	HOLT	27	0.2%
90	LEWIS	27	0.2%
91	CARTER	26	0.2%
92	HARRISON	24	0.2%
93	KNOX	24	0.2%
94	IRON	23	0.2%
95	BARTON	22	0.2%
96	SULLIVAN	22	0.2%
97	CARROLL	20	0.2%
98	CHARITON	20	0.2%
99	MISSISSIPPI	20	0.2%
100	ATCHISON	19	0.1%
101	PUTNAM	19	0.1%
102	DAVISS	18	0.1%
103	GRUNDY	18	0.1%
104	CLARK	17	0.1%
105	LINN	16	0.1%
106	MERCER	16	0.1%
107	GENTRY	15	0.1%
108	MADISON	14	0.1%
109	DALLAS	13	0.1%
110	CALDWELL	12	0.1%
111	SCHUYLER	12	0.1%
112	SCOTLAND	11	0.1%
113	SHELBY	11	0.1%
114	WORTH	7	0.1%
115	HICKORY	4	0.0%
Total		12762	



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City Rank Order
2011-2013
FATAL CRASHES

**2011 - 2013 MISSOURI FATAL TRAFFIC CRASHES
RANK ORDER CITY LIST**

Ranking	City	Count	Percent
1	KANSAS CITY	181	21.7%
2	ST. LOUIS	114	13.7%
3	SPRINGFIELD	42	5.0%
4	INDEPENDENCE	25	3.0%
5	LEES SUMMIT	18	2.2%
6	JOPLIN	16	1.9%
7	ST. JOSEPH	16	1.9%
8	COLUMBIA	14	1.7%
9	CAPE GIRARDEAU	9	1.1%
10	CHESTERFIELD	9	1.1%
11	ST. PETERS	9	1.1%
12	FLORISSANT	8	1.0%
13	ST. CHARLES	8	1.0%
14	HAZELWOOD	7	0.8%
15	OZARK	7	0.8%
16	SUNSET HILLS	7	0.8%
17	FARMINGTON	6	0.7%
18	FENTON	6	0.7%
19	ROLLA	6	0.7%
20	BELTON	5	0.6%
21	BERKELEY	5	0.6%
22	BRANSON	5	0.6%
23	FERGUSON	5	0.6%
24	JEFFERSON CITY	5	0.6%
25	MARYLAND HEIGHTS	5	0.6%
26	NEVADA	5	0.6%
27	SIKESTON	5	0.6%
28	WENTZVILLE	5	0.6%
29	BLUE SPRINGS	4	0.5%
30	BRIDGETON	4	0.5%
31	CREVE COEUR	4	0.5%
32	DEXTER	4	0.5%
33	EUREKA	4	0.5%
34	GRANDVIEW	4	0.5%
35	LEBANON	4	0.5%
36	NEOSHO	4	0.5%
37	SULLIVAN	4	0.5%

38	VALLEY PARK	4	0.5%
39	WEST PLAINS	4	0.5%
40	WRIGHT CITY	4	0.5%
41	ARNOLD	3	0.4%
42	CAMDENTON	3	0.4%
43	DES PERES	3	0.4%
44	GRAY SUMMIT	3	0.4%
45	KEARNEY	3	0.4%
46	MURPHY	3	0.4%
47	PAGEDALE	3	0.4%
48	POPLAR BLUFF	3	0.4%
49	REPUBLIC	3	0.4%
50	RIVERSIDE	3	0.4%
51	SEDALIA	3	0.4%
52	ST. CLAIR	3	0.4%
53	ST. JOHN	3	0.4%
54	SUGAR CREEK	3	0.4%
55	TOWN AND COUNTRY	3	0.4%
56	TROY	3	0.4%
57	UNIVERSITY CITY	3	0.4%
58	VILLA RIDGE	3	0.4%
59	WILDWOOD	3	0.4%
60	ANDERSON	2	0.2%
61	BLACK JACK	2	0.2%
62	BOLIVAR	2	0.2%
63	CAMPBELL	2	0.2%
64	CLARK	2	0.2%
65	CLINTON	2	0.2%
66	CRESTWOOD	2	0.2%
67	DESLOGE	2	0.2%
68	ELLISVILLE	2	0.2%
69	FAIR GROVE	2	0.2%
70	JACKSON	2	0.2%
71	LADUE	2	0.2%
72	LAKE LOTAWANA	2	0.2%
73	LAKE OZARK	2	0.2%
74	LIBERTY	2	0.2%
75	MARIONVILLE	2	0.2%
76	MARYVILLE	2	0.2%
77	MONETT	2	0.2%
78	MOUNTAIN VIEW	2	0.2%
79	OAKLAND	2	0.2%

80	PACIFIC	2	0.2%
81	PERRYVILLE	2	0.2%
82	PINEVILLE	2	0.2%
83	REEDS SPRING	2	0.2%
84	SCOTT CITY	2	0.2%
85	ST. ROBERT	2	0.2%
86	STRAFFORD	2	0.2%
87	WARRENSBURG	2	0.2%
88	WARRENTON	2	0.2%
89	WARSAW	2	0.2%
90	WASHINGTON	2	0.2%
91	WINONA	2	0.2%
92	AIRPORT DRIVE	1	0.1%
93	ARCADIA	1	0.1%
94	ARROW POINT	1	0.1%
95	ASHLAND	1	0.1%
96	AVILLA	1	0.1%
97	BALLWIN	1	0.1%
98	BEL-RIDGE	1	0.1%
99	BELLEFONTAINE NEIGHBORS	1	0.1%
100	BEVERLY HILLS	1	0.1%
101	BOSWORTH	1	0.1%
102	BOURBON	1	0.1%
103	BRONAUGH	1	0.1%
104	BUCKLIN	1	0.1%
105	BYRNES MILL	1	0.1%
106	CABOOL	1	0.1%
107	CAMERON	1	0.1%
108	CANTON	1	0.1%
109	CARTHAGE	1	0.1%
110	CARUTHERSVILLE	1	0.1%
111	CEDAR HILL	1	0.1%
112	CHILLICOTHE	1	0.1%
113	COTTLEVILLE	1	0.1%
114	COUNTRY CLUB VILLAGE	1	0.1%
115	CRYSTAL CITY	1	0.1%
116	CUBA	1	0.1%
117	DE SOTO	1	0.1%
118	DIAMOND	1	0.1%
119	DUQUESNE	1	0.1%
120	EVERTON	1	0.1%
121	EWING	1	0.1%

122	EXCELSIOR SPRINGS	1	0.1%
123	FESTUS	1	0.1%
124	FIDELITY	1	0.1%
125	FORT LEONARD WOOD	1	0.1%
126	FREDERICKTOWN	1	0.1%
127	FULTON	1	0.1%
128	GAINESVILLE	1	0.1%
129	GIDEON	1	0.1%
130	GLADSTONE	1	0.1%
131	GLASGOW	1	0.1%
132	GRAIN VALLEY	1	0.1%
133	HANNIBAL	1	0.1%
134	HARRISONVILLE	1	0.1%
135	HIGBEE	1	0.1%
136	HIGH HILL	1	0.1%
137	HIGH RIDGE	1	0.1%
138	HILLSBORO	1	0.1%
139	HOUSTON	1	0.1%
140	IMPERIAL	1	0.1%
141	IRONTON	1	0.1%
142	JANE	1	0.1%
143	JENNINGS	1	0.1%
144	JONESBURG	1	0.1%
145	KENNETT	1	0.1%
146	KINGSVILLE	1	0.1%
147	KIRKSVILLE	1	0.1%
148	KIRKWOOD	1	0.1%
149	KNOB NOSTER	1	0.1%
150	LADDONIA	1	0.1%
151	LAKE ST. LOUIS	1	0.1%
152	LAKE WINNEBAGO	1	0.1%
153	LANCASTER	1	0.1%
154	LAURIE	1	0.1%
155	LAWSON	1	0.1%
156	LINCOLN	1	0.1%
157	MACON	1	0.1%
158	MALDEN	1	0.1%
159	MAPLEWOOD	1	0.1%
160	MARSHALL	1	0.1%
161	MARSHFIELD	1	0.1%
162	MEXICO	1	0.1%
163	MINER	1	0.1%

164	MOBERLY	1	0.1%
165	MONTGOMERY CITY	1	0.1%
166	NEELYVILLE	1	0.1%
167	NEW HAVEN	1	0.1%
168	NOEL	1	0.1%
169	NORTH KANSAS CITY	1	0.1%
170	OAK GROVE	1	0.1%
171	OSAGE BEACH	1	0.1%
172	OVERLAND	1	0.1%
173	PALMYRA	1	0.1%
174	PARKVILLE	1	0.1%
175	PEACH ORCHARD	1	0.1%
176	PECULIAR	1	0.1%
177	PHILLIPSBURG	1	0.1%
178	PINE LAWN	1	0.1%
179	PLEASANT HILL	1	0.1%
180	PORTAGEVILLE	1	0.1%
181	PURCELL	1	0.1%
182	QUEEN CITY	1	0.1%
183	RANDOLPH	1	0.1%
184	RAYTOWN	1	0.1%
185	ROCK PORT	1	0.1%
186	ROGERSVILLE	1	0.1%
187	SENATH	1	0.1%
188	SENECA	1	0.1%
189	SHOAL CREEK DRIVE	1	0.1%
190	SMITHVILLE	1	0.1%
191	ST. MARTINS	1	0.1%
192	ST. THOMAS	1	0.1%
193	STEELVILLE	1	0.1%
194	THAYER	1	0.1%
195	UNION	1	0.1%
196	UNITY VILLAGE	1	0.1%
197	VERONA	1	0.1%
198	VINITA PARK	1	0.1%
199	WEAUBLEAU	1	0.1%
200	WEBB CITY	1	0.1%
201	WINFIELD	1	0.1%
202	WOOD HEIGHTS	1	0.1%
203	WYACONDA	1	0.1%
Total		834	

Note: 1,327 fatal crashes occurred in Non-City or Unincorporated areas.



City Rank Order

2011-2013

SERIOUS INJURY CRASHES

**2011-2013 MISSOURI SERIOUS INJURY TRAFFIC CRASHES
RANK ORDER CITY LIST**

Ranking	City	Count	Percent
1	KANSAS CITY	867	13.9%
2	ST. LOUIS	546	8.7%
3	INDEPENDENCE	461	7.4%
4	ST. JOSEPH	375	6.0%
5	SPRINGFIELD	219	3.5%
6	JEFFERSON CITY	185	3.0%
7	LEES SUMMIT	166	2.7%
8	BLUE SPRINGS	123	2.0%
9	COLUMBIA	116	1.9%
10	ST. CHARLES	105	1.7%
11	LIBERTY	102	1.6%
12	JOPLIN	76	1.2%
13	ST. PETERS	73	1.2%
14	TOWN AND COUNTRY	59	0.9%
15	BRIDGETON	56	0.9%
16	OZARK	54	0.9%
17	FLORISSANT	47	0.8%
18	CHESTERFIELD	46	0.7%
19	SUNSET HILLS	43	0.7%
20	MARYLAND HEIGHTS	41	0.7%
21	FERGUSON	40	0.6%
22	LEBANON	40	0.6%
23	HAZELWOOD	38	0.6%
24	CAPE GIRARDEAU	36	0.6%
25	BRANSON	34	0.5%
26	KIRKWOOD	34	0.5%
27	GLADSTONE	33	0.5%
28	O'FALLON	33	0.5%
29	WENTZVILLE	33	0.5%
30	ARNOLD	31	0.5%
31	HANNIBAL	31	0.5%
32	RAYTOWN	31	0.5%
33	MURPHY	30	0.5%
34	WEBSTER GROVES	30	0.5%
35	POPLAR BLUFF	29	0.5%

36	JACKSON	28	0.4%
37	KIRKSVILLE	28	0.4%
38	BERKELEY	27	0.4%
39	FENTON	27	0.4%
40	GRANDVIEW	27	0.4%
41	JENNINGS	27	0.4%
42	BELLEFONTAINE NEIGHBORS	26	0.4%
43	CREVE COEUR	25	0.4%
44	EXCELSIOR SPRINGS	25	0.4%
45	SEDALIA	25	0.4%
46	BALLWIN	24	0.4%
47	RICHMOND HEIGHTS	24	0.4%
48	ST. ROBERT	24	0.4%
49	TROY	24	0.4%
50	SIKESTON	23	0.4%
51	WILDWOOD	23	0.4%
52	EUREKA	22	0.4%
53	MONETT	21	0.3%
54	CLAYTON	20	0.3%
55	FESTUS	20	0.3%
56	LADUE	20	0.3%
57	UNIVERSITY CITY	20	0.3%
58	KENNETT	19	0.3%
59	MOBERLY	19	0.3%
60	ROLLA	19	0.3%
61	UNION	19	0.3%
62	BELTON	18	0.3%
63	FARMINGTON	18	0.3%
64	MAPLEWOOD	18	0.3%
65	ST. CLAIR	18	0.3%
66	AURORA	17	0.3%
67	HARRISONVILLE	17	0.3%
68	NEVADA	17	0.3%
69	CLINTON	16	0.3%
70	LAKE ST. LOUIS	16	0.3%
71	NEOSHO	16	0.3%
72	NORTH KANSAS CITY	16	0.3%
73	OAK GROVE	16	0.3%
74	SALEM	16	0.3%
75	WELDON SPRING	16	0.3%

76	MANCHESTER	15	0.2%
77	OSAGE BEACH	15	0.2%
78	OVERLAND	15	0.2%
79	ST. ANN	15	0.2%
80	WARRENSBURG	15	0.2%
81	DES PERES	14	0.2%
82	MEXICO	14	0.2%
83	PLEASANT HILL	14	0.2%
84	REPUBLIC	14	0.2%
85	CARTHAGE	13	0.2%
86	CRYSTAL CITY	13	0.2%
87	GRAIN VALLEY	13	0.2%
88	HIGH RIDGE	12	0.2%
89	WEBB CITY	12	0.2%
90	BOLIVAR	11	0.2%
91	PLATTE CITY	11	0.2%
92	VALLEY PARK	11	0.2%
93	DONIPHAN	10	0.2%
94	NIXA	10	0.2%
95	PERRYVILLE	10	0.2%
96	SULLIVAN	10	0.2%
97	WARRENTON	10	0.2%
98	LAKE LOTAWANA	9	0.1%
99	OLIVETTE	9	0.1%
100	PARKVILLE	9	0.1%
101	SMITHVILLE	9	0.1%
102	WASHINGTON	9	0.1%
103	WAYNESVILLE	9	0.1%
104	WRIGHT CITY	9	0.1%
105	CAMERON	8	0.1%
106	CLAYCOMO	8	0.1%
107	ELDON	8	0.1%
108	ELLISVILLE	8	0.1%
109	GRAY SUMMIT	8	0.1%
110	HAYTI	8	0.1%
111	HIGHLANDVILLE	8	0.1%
112	KEARNEY	8	0.1%
113	POTOSI	8	0.1%
114	SHREWSBURY	8	0.1%
115	AIRPORT DRIVE	7	0.1%

116	BARNHART	7	0.1%
117	BEL-RIDGE	7	0.1%
118	BOONVILLE	7	0.1%
119	BRANSON WEST	7	0.1%
120	BRENTWOOD	7	0.1%
121	CHILLICOTHE	7	0.1%
122	FULTON	7	0.1%
123	LONE JACK	7	0.1%
124	MARYVILLE	7	0.1%
125	NORWOOD COURT	7	0.1%
126	PARK HILLS	7	0.1%
127	PECULIAR	7	0.1%
128	PINE LAWN	7	0.1%
129	WEST PLAINS	7	0.1%
130	CABOOL	6	0.1%
131	DE SOTO	6	0.1%
132	GLENDALE	6	0.1%
133	HIGGINSVILLE	6	0.1%
134	IMPERIAL	6	0.1%
135	KINGDOM CITY	6	0.1%
136	LEXINGTON	6	0.1%
137	LOWRY CITY	6	0.1%
138	MACON	6	0.1%
139	NORMANDY	6	0.1%
140	PEVELY	6	0.1%
141	RICHMOND	6	0.1%
142	RIVERSIDE	6	0.1%
143	ROCK HILL	6	0.1%
144	ROGERSVILLE	6	0.1%
145	ST. JOHN	6	0.1%
146	SUGAR CREEK	6	0.1%
147	AVA	5	0.1%
148	BATTLEFIELD	5	0.1%
149	CAMDENTON	5	0.1%
150	CEDAR HILL	5	0.1%
151	FORISTELL	5	0.1%
152	FRONTENAC	5	0.1%
153	HERMANN	5	0.1%
154	LAKE OZARK	5	0.1%
155	LAMAR	5	0.1%

156	LEADWOOD	5	0.1%
157	MARSHALL	5	0.1%
158	MARSHFIELD	5	0.1%
159	MOUNTAIN VIEW	5	0.1%
160	PACIFIC	5	0.1%
161	PALMYRA	5	0.1%
162	SENECA	5	0.1%
163	TRENTON	5	0.1%
164	ASHLAND	4	0.1%
165	CARUTHERSVILLE	4	0.1%
166	CONWAY	4	0.1%
167	COOL VALLEY	4	0.1%
168	COTTLEVILLE	4	0.1%
169	CRESTWOOD	4	0.1%
170	DELLWOOD	4	0.1%
171	DESLOGE	4	0.1%
172	HILLSBORO	4	0.1%
173	JANE	4	0.1%
174	MINER	4	0.1%
175	MOUNTAIN GROVE	4	0.1%
176	NEW LONDON	4	0.1%
177	OAKLAND	4	0.1%
178	PLEASANT VALLEY	4	0.1%
179	RAYMORE	4	0.1%
180	ST. JAMES	4	0.1%
181	STRAFFORD	4	0.1%
182	WARSAW	4	0.1%
183	BONNE TERRE	3	0.0%
184	BOWLING GREEN	3	0.0%
185	BRECKENRIDGE HILLS	3	0.0%
186	BULL CREEK	3	0.0%
187	CALIFORNIA	3	0.0%
188	CENTRALIA	3	0.0%
189	CLARK	3	0.0%
190	CUBA	3	0.0%
191	DEXTER	3	0.0%
192	ELLSINORE	3	0.0%
193	ELSBERRY	3	0.0%
194	FLORDELL HILLS	3	0.0%
195	FORSYTH	3	0.0%

196	HERCULANEUM	3	0.0%
197	HOLLISTER	3	0.0%
198	HOUSTON	3	0.0%
199	KIMBERLING CITY	3	0.0%
200	KNOB NOSTER	3	0.0%
201	LAURIE	3	0.0%
202	LINN CREEK	3	0.0%
203	MERRIAM WOODS	3	0.0%
204	MONROE CITY	3	0.0%
205	MOSCOW MILLS	3	0.0%
206	NEW HAVEN	3	0.0%
207	NEW MADRID	3	0.0%
208	NORTHWOODS	3	0.0%
209	ODESSA	3	0.0%
210	RIVER BEND	3	0.0%
211	SAVANNAH	3	0.0%
212	SEYMOUR	3	0.0%
213	SOUTHWEST CITY	3	0.0%
214	STEELE	3	0.0%
215	WELLSTON	3	0.0%
216	WOODSON TERRACE	3	0.0%
217	ANDERSON	2	0.0%
218	APPLETON CITY	2	0.0%
219	BEL-NOR	2	0.0%
220	BERNIE	2	0.0%
221	BRUNSWICK	2	0.0%
222	CARL JUNCTION	2	0.0%
223	CARTERVILLE	2	0.0%
224	CASSVILLE	2	0.0%
225	CHAFFEE	2	0.0%
226	COUNTRY CLUB HILLS	2	0.0%
227	COUNTRY CLUB VILLAGE	2	0.0%
228	DIXON	2	0.0%
229	DOOLITTLE	2	0.0%
230	EDINA	2	0.0%
231	EDMUNDSON	2	0.0%
232	EL DORADO SPRINGS	2	0.0%
233	EMINENCE	2	0.0%
234	GAINESVILLE	2	0.0%
235	GALENA	2	0.0%

236	GOODMAN	2	0.0%
237	GORDONVILLE	2	0.0%
238	GREEN CASTLE	2	0.0%
239	HOLCOMB	2	0.0%
240	HOLTS SUMMIT	2	0.0%
241	HOPKINS	2	0.0%
242	IBERIA	2	0.0%
243	INDIAN POINT	2	0.0%
244	IRONTON	2	0.0%
245	JOSEPHVILLE	2	0.0%
246	LAKELAND	2	0.0%
247	LOCKWOOD	2	0.0%
248	MACKS CREEK	2	0.0%
249	MALDEN	2	0.0%
250	NEW CAMBRIA	2	0.0%
251	OAK GROVE VILLAGE	2	0.0%
252	PAGEDALE	2	0.0%
253	PRINCETON	2	0.0%
254	REDINGS MILL	2	0.0%
255	RIVERVIEW	2	0.0%
256	SILVER CREEK	2	0.0%
257	SPICKARD	2	0.0%
258	ST. CLOUD	2	0.0%
259	ST. PAUL	2	0.0%
260	TWIN BRIDGES	2	0.0%
261	TWIN OAKS	2	0.0%
262	UNIONVILLE	2	0.0%
263	UNITY VILLAGE	2	0.0%
264	VILLA RIDGE	2	0.0%
265	WAYLAND	2	0.0%
266	WESTON	2	0.0%
267	AGENCY	1	0.0%
268	ALBANY	1	0.0%
269	ALTAMONT	1	0.0%
270	ALTENBURG	1	0.0%
271	ANNISTON	1	0.0%
272	ASH GROVE	1	0.0%
273	AUXVASSE	1	0.0%
274	BAGNELL	1	0.0%
275	BARING	1	0.0%

276	BENTON	1	0.0%
277	BEVERLY HILLS	1	0.0%
278	BEVIER	1	0.0%
279	BIG LAKE	1	0.0%
280	BILLINGS	1	0.0%
281	BIRCH TREE	1	0.0%
282	BLACK JACK	1	0.0%
283	BOURBON	1	0.0%
284	BRAYMER	1	0.0%
285	BRECKENRIDGE	1	0.0%
286	BROOKFIELD	1	0.0%
287	BUFFALO	1	0.0%
288	BYRNES MILL	1	0.0%
289	CARDWELL	1	0.0%
290	CARROLLTON	1	0.0%
291	CENTER	1	0.0%
292	CENTERTOWN	1	0.0%
293	CHAMP	1	0.0%
294	CLARENCE	1	0.0%
295	CLARKSVILLE	1	0.0%
296	CLARKTON	1	0.0%
297	CLEVER	1	0.0%
298	CONCORDIA	1	0.0%
299	CROCKER	1	0.0%
300	CROSS TIMBERS	1	0.0%
301	DIAMOND	1	0.0%
302	DIGGINS	1	0.0%
303	DUQUESNE	1	0.0%
304	EDGERTON	1	0.0%
305	ELLINGTON	1	0.0%
306	EOLIA	1	0.0%
307	ESSEX	1	0.0%
308	ETHEL	1	0.0%
309	EVERTON	1	0.0%
310	EWING	1	0.0%
311	FAIR GROVE	1	0.0%
312	FIDELITY	1	0.0%
313	FOLEY	1	0.0%
314	FORT LEONARD WOOD	1	0.0%
315	FRANKFORD	1	0.0%

316	FREEBURG	1	0.0%
317	FREEMAN	1	0.0%
318	FREMONT HILLS	1	0.0%
319	GALLATIN	1	0.0%
320	GARDEN CITY	1	0.0%
321	GOWER	1	0.0%
322	GRANBY	1	0.0%
323	GRAVOIS MILLS	1	0.0%
324	GREEN PARK	1	0.0%
325	GREENWOOD	1	0.0%
326	HALLTOWN	1	0.0%
327	HAMILTON	1	0.0%
328	HANLEY HILLS	1	0.0%
329	HARRISBURG	1	0.0%
330	HAWK POINT	1	0.0%
331	HAYTI HEIGHTS	1	0.0%
332	HERMITAGE	1	0.0%
333	HIGBEE	1	0.0%
334	HUMANSVILLE	1	0.0%
335	HUNTSVILLE	1	0.0%
336	IRONDALE	1	0.0%
337	JASPER	1	0.0%
338	JONESBURG	1	0.0%
339	KOSHKONONG	1	0.0%
340	LA BELLE	1	0.0%
341	LAKE TAPAWINGO	1	0.0%
342	LAKESHIRE	1	0.0%
343	LAMAR HEIGHTS	1	0.0%
344	LANCASTER	1	0.0%
345	LAWSON	1	0.0%
346	LEADINGTON	1	0.0%
347	LEASBURG	1	0.0%
348	LINN	1	0.0%
349	LOUISIANA	1	0.0%
350	LURAY	1	0.0%
351	MADISON	1	0.0%
352	MALTA BEND	1	0.0%
353	MARCELINE	1	0.0%
354	MARIONVILLE	1	0.0%
355	MARLBOROUGH	1	0.0%

356	MEMPHIS	1	0.0%
357	MIAMI	1	0.0%
358	MILAN	1	0.0%
359	MOUND CITY	1	0.0%
360	MOUNT VERNON	1	0.0%
361	NEELYVILLE	1	0.0%
362	NEW HAMPTON	1	0.0%
363	NEW MELLE	1	0.0%
364	NOEL	1	0.0%
365	NORBORNE	1	0.0%
366	NOVINGER	1	0.0%
367	ORAN	1	0.0%
368	OSCEOLA	1	0.0%
369	PARKWAY	1	0.0%
370	PASCOLA	1	0.0%
371	PHILLIPSBURG	1	0.0%
372	PICKERING	1	0.0%
373	PINEVILLE	1	0.0%
374	PLATTE WOODS	1	0.0%
375	PORTAGE DES SIOUX	1	0.0%
376	PORTAGEVILLE	1	0.0%
377	PURDY	1	0.0%
378	QULIN	1	0.0%
379	RANDOLPH	1	0.0%
380	REEDS SPRING	1	0.0%
381	RICHLAND	1	0.0%
382	ROCKAWAY BEACH	1	0.0%
383	ROCKVILLE	1	0.0%
384	ROSCOE	1	0.0%
385	ROSEBUD	1	0.0%
386	SALISBURY	1	0.0%
387	SARCOXIE	1	0.0%
388	SCOTT CITY	1	0.0%
389	SELIGMAN	1	0.0%
390	SHERIDAN	1	0.0%
391	SPARTA	1	0.0%
392	ST. ELIZABETH	1	0.0%
393	STANBERRY	1	0.0%
394	STE. GENEVIEVE	1	0.0%
395	STEWARTSVILLE	1	0.0%

396	STOCKTON	1	0.0%
397	STOTTS CITY	1	0.0%
398	STOUTLAND	1	0.0%
399	TAOS	1	0.0%
400	TARKIO	1	0.0%
401	THAYER	1	0.0%
402	TIPTON	1	0.0%
403	TRACY	1	0.0%
404	TRUESDALE	1	0.0%
405	UTICA	1	0.0%
406	VANDALIA	1	0.0%
407	VERONA	1	0.0%
408	VIENNA	1	0.0%
409	WEST SULLIVAN	1	0.0%
410	WHITE OAK	1	0.0%
411	WHITEMAN AFB	1	0.0%
412	WILLARD	1	0.0%
413	WINFIELD	1	0.0%
414	WINONA	1	0.0%
415	WINSTON	1	0.0%
416	WOOD HEIGHTS	1	0.0%
417	ZALMA	1	0.0%
Total		6245	

Note: 6,517 serious injury crashes occurred in Non-City or Unincorporated areas.



Unincorporated County Rank Order

2011-2013

FATAL CRASHES

**2011-2013 MISSOURI FATAL TRAFFIC CRASHES
RANK ORDER UNINCORPORATED COUNTY LIST**

Ranking	County	Count	Percent
1	JEFFERSON	65	4.9%
2	FRANKLIN	47	3.5%
3	ST. LOUIS	39	2.9%
4	GREENE	35	2.6%
5	WASHINGTON	31	2.3%
6	ST. CHARLES	30	2.3%
7	JASPER	27	2.0%
8	BARRY	26	2.0%
9	MILLER	26	2.0%
10	PHELPS	26	2.0%
11	HOWELL	24	1.8%
12	ST. FRANCOIS	24	1.8%
13	CASS	23	1.7%
14	NEWTON	22	1.7%
15	BOONE	21	1.6%
16	LINCOLN	21	1.6%
17	PULASKI	21	1.6%
18	STONE	21	1.6%
19	JOHNSON	20	1.5%
20	LAWRENCE	20	1.5%
21	CAMDEN	19	1.4%
22	POLK	19	1.4%
23	BUTLER	17	1.3%
24	PETTIS	17	1.3%
25	STODDARD	17	1.3%
26	CRAWFORD	16	1.2%
27	CALLAWAY	15	1.1%
28	CLAY	15	1.1%
29	CHRISTIAN	14	1.1%
30	DUNKLIN	14	1.1%
31	GASCONADE	14	1.1%
32	WEBSTER	14	1.1%
33	LACLEDE	13	1.0%
34	PEMISCOT	13	1.0%
35	PLATTE	13	1.0%
36	BENTON	12	0.9%
37	HENRY	12	0.9%
38	LAFAYETTE	12	0.9%
39	NEW MADRID	12	0.9%
40	PIKE	12	0.9%

41	RANDOLPH	12	0.9%
42	ANDREW	11	0.8%
43	DOUGLAS	11	0.8%
44	SCOTT	11	0.8%
45	TANEY	11	0.8%
46	WAYNE	11	0.8%
47	PERRY	10	0.8%
48	RIPLEY	10	0.8%
49	WRIGHT	10	0.8%
50	CAPE GIRARDEAU	9	0.7%
51	COLE	9	0.7%
52	IRON	9	0.7%
53	MARION	9	0.7%
54	MORGAN	9	0.7%
55	OREGON	9	0.7%
56	OZARK	9	0.7%
57	RALLS	9	0.7%
58	SHANNON	9	0.7%
59	WARREN	9	0.7%
60	BARTON	8	0.6%
61	CALDWELL	8	0.6%
62	CLARK	8	0.6%
63	DEKALB	8	0.6%
64	DENT	8	0.6%
65	HARRISON	8	0.6%
66	MCDONALD	8	0.6%
67	MONTGOMERY	8	0.6%
68	ST. CLAIR	8	0.6%
69	STE. GENEVIEVE	8	0.6%
70	TEXAS	8	0.6%
71	VERNON	8	0.6%
72	BOLLINGER	7	0.5%
73	BUCHANAN	7	0.5%
74	JACKSON	7	0.5%
75	NODAWAY	7	0.5%
76	OSAGE	7	0.5%
77	RAY	7	0.5%
78	SALINE	7	0.5%
79	BATES	6	0.5%
80	CARTER	6	0.5%
81	CLINTON	6	0.5%
82	COOPER	6	0.5%
83	MACON	6	0.5%
84	MADISON	6	0.5%

85	MONITEAU	6	0.5%
86	REYNOLDS	6	0.5%
87	ADAIR	5	0.4%
88	CARROLL	5	0.4%
89	CEDAR	5	0.4%
90	HICKORY	5	0.4%
91	LEWIS	5	0.4%
92	LIVINGSTON	5	0.4%
93	MERCER	5	0.4%
94	MISSISSIPPI	5	0.4%
95	MONROE	5	0.4%
96	SCHUYLER	5	0.4%
97	CHARITON	4	0.3%
98	DADE	4	0.3%
99	DAVISS	4	0.3%
100	HOWARD	4	0.3%
101	KNOX	4	0.3%
102	MARIES	4	0.3%
103	AUDRAIN	3	0.2%
104	DALLAS	3	0.2%
105	LINN	2	0.2%
106	PUTNAM	2	0.2%
107	SHELBY	2	0.2%
108	SULLIVAN	2	0.2%
109	ATCHISON	1	0.1%
110	GRUNDY	1	0.1%
111	HOLT	1	0.1%
112	SCOTLAND	1	0.1%
113	WORTH	1	0.1%
Total		1332	



Unincorporated County Rank Order
2011-2013
SERIOUS INJURY CRASHES

**2011 - 2013 MISSOURI SERIOUS INJURY TRAFFIC CRASHES
RANK ORDER UNINCORPORATED COUNTY LIST**

Ranking	County	Count	Percent
1	ST. LOUIS	444	6.7%
2	JEFFERSON	387	5.8%
3	FRANKLIN	203	3.1%
4	GREENE	203	3.1%
5	ST. CHARLES	163	2.5%
6	CHRISTIAN	154	2.3%
7	LACLEDE	153	2.3%
8	NEWTON	136	2.1%
9	LINCOLN	135	2.0%
10	LAWRENCE	132	2.0%
11	TANEY	120	1.8%
12	BARRY	111	1.7%
13	HOWELL	104	1.6%
14	TEXAS	104	1.6%
15	BOONE	103	1.6%
16	PULASKI	99	1.5%
17	STONE	97	1.5%
18	WEBSTER	96	1.5%
19	CAMDEN	86	1.3%
20	BUTLER	85	1.3%
21	JASPER	85	1.3%
22	CAPE GIRARDEAU	84	1.3%
23	CALLAWAY	83	1.3%
24	LAFAYETTE	81	1.2%
25	PHELPS	80	1.2%
26	JOHNSON	79	1.2%
27	SCOTT	77	1.2%
28	MCDONALD	76	1.1%
29	BENTON	73	1.1%
30	MILLER	71	1.1%
31	CRAWFORD	70	1.1%
32	WASHINGTON	62	0.9%
33	MORGAN	61	0.9%
34	DENT	59	0.9%
35	MARION	58	0.9%
36	OZARK	58	0.9%
37	NEW MADRID	56	0.8%
38	WRIGHT	56	0.8%
39	BOLLINGER	55	0.8%
40	COOPER	55	0.8%

41	CASS	52	0.8%
42	COLE	49	0.7%
43	ST. FRANCOIS	49	0.7%
44	BATES	48	0.7%
45	PETTIS	48	0.7%
46	JACKSON	47	0.7%
47	ST. CLAIR	47	0.7%
48	PEMISCOT	46	0.7%
49	RANDOLPH	46	0.7%
50	NODAWAY	45	0.7%
51	PIKE	45	0.7%
52	RALLS	44	0.7%
53	STE. GENEVIEVE	43	0.6%
54	RIPLEY	41	0.6%
55	AUDRAIN	40	0.6%
56	CEDAR	40	0.6%
57	DOUGLAS	40	0.6%
58	WARREN	38	0.6%
59	MACON	37	0.6%
60	SALINE	37	0.6%
61	GASCONADE	36	0.5%
62	HENRY	36	0.5%
63	PLATTE	36	0.5%
64	MARIES	35	0.5%
65	MONITEAU	35	0.5%
66	OSAGE	35	0.5%
67	VERNON	35	0.5%
68	CLAY	34	0.5%
69	DUNKLIN	34	0.5%
70	SHANNON	34	0.5%
71	REYNOLDS	33	0.5%
72	CLINTON	32	0.5%
73	PERRY	32	0.5%
74	WAYNE	32	0.5%
75	DADE	30	0.5%
76	OREGON	30	0.5%
77	LIVINGSTON	29	0.4%
78	STODDARD	29	0.4%
79	HOWARD	28	0.4%
80	MONTGOMERY	28	0.4%
81	LEWIS	26	0.4%
82	MONROE	26	0.4%
83	ADAIR	25	0.4%
84	HOLT	25	0.4%

85	ANDREW	24	0.4%
86	BUCHANAN	24	0.4%
87	HARRISON	24	0.4%
88	POLK	24	0.4%
89	CARTER	23	0.3%
90	DEKALB	23	0.3%
91	IRON	21	0.3%
92	KNOX	21	0.3%
93	RAY	20	0.3%
94	SULLIVAN	20	0.3%
95	CARROLL	19	0.3%
96	ATCHISON	18	0.3%
97	CHARITON	18	0.3%
98	MISSISSIPPI	18	0.3%
99	BARTON	17	0.3%
100	PUTNAM	17	0.3%
101	DAVISS	16	0.2%
102	CLARK	15	0.2%
103	LINN	14	0.2%
104	MADISON	13	0.2%
105	MERCER	13	0.2%
106	GENTRY	12	0.2%
107	GRUNDY	12	0.2%
108	SCHUYLER	12	0.2%
109	DALLAS	11	0.2%
110	SHELBY	11	0.2%
111	CALDWELL	9	0.1%
112	SCOTLAND	9	0.1%
113	WORTH	6	0.1%
114	HICKORY	2	0.0%
115	ST. LOUIS CITY	2	0.0%
Total		6619	

PUBLIC INFORMATION AND EDUCATION

Background

From 2005-2013, due to the combined efforts of highway safety advocates in the Missouri Coalition for Roadway Safety, 2,940 lives have been saved on Missouri roadways, a decrease of 39.8 percent. The coalition credits a combination of law enforcement, educational efforts, emergency medical services, engineering enhancements and public policy as the successful formula for saving lives. However, the historic four "E's" of safety must be expanded to include Evaluation and Everyone. Measuring success by Evaluation of performance measures holds each of us accountable for its success. In turn, addressing the need to change traffic safety culture challenges each person to make personal responsibility for their behavior as a roadway user and includes Everyone.

The Missouri Coalition for Roadway Safety set a new fatality reduction goal of 700 or fewer by 2016 at its Blueprint to SAVE MORE LIVES 2012 fall conference. This goal reflects the overall vision to continuously move Missouri toward zero deaths.

While our roads are safer than they have been in many years, there are still too many senseless crashes and deaths happening every year. We are committed to further reducing the number of traffic crashes in Missouri, so we must work even harder to reach those remaining people who haven't gotten the message that:

- Seat belts save lives;
- Drinking and driving are a deadly mix;
- Distracted drivers are dangerous drivers; and
- Parents and caregivers must secure children in size-and age-appropriate car seats that are properly installed.



Drinking Tonight? Choose Your Ride.



www.saveMOLives.com

This is accomplished by developing highly visible, catchy campaigns that are coupled with strong enforcement efforts. We rely on our traffic safety partners to be active participants in these campaigns. Some of the most effective campaigns have been the national law enforcement mobilization efforts such as "Click It or Ticket" and "Drive Sober or Get Pulled Over." People heard about the mobilizations in the media, and drivers were aware that the risk of apprehension was high. These campaigns have proven their ability to not only heighten awareness, but also to ultimately make positive behavioral changes. In order to continue to raise awareness and change driving attitudes and behaviors, the safe driving messages need to be perpetuated through traditional media vehicles (TV, radio, print, outdoor, digital) as well as through social media throughout the year. Social media has become a key part of the highway safety campaigns, increasing awareness and conversation about safe driving, complementing PSA distributions and helping to spread campaign messages virally. Social media efforts will

continue through mainstream platforms such as Facebook and Twitter, Instagram and Vine. Dynamic Message Boards (DMS) statewide help promote campaign awareness by alerting the traveling public to enforcement efforts.

The Public Information Subcommittee of the Missouri Coalition

for Roadway Safety (MCRS) has been instrumental in increasing public education and information on traffic safety issues. The subcommittee develops an annual statewide media plan; has identified ARRIVE ALIVE as the overarching message for the coalition's public information activities; and manages the saveMOLives.com website to grab people's attention and convey safety information in the best way possible. The site features eye-catching graphics, intriguing videos, news and information, driving tips and advice on how to Arrive Alive at your destination.

The Traffic and Highway Safety Division has added a tool to combat fatalities and serious injuries on our roadways. This tool is a driver survey that reflects drivers' views on a variety of highway safety issues including seat belt usage, speeding, cell phone use, and impaired driving. Heartland Market Research conducted this research project that reached 2,514 adult Missouri drivers in April of 2014. People were surveyed from all of the 114 counties as well as the independent city of St. Louis. Residents from 671 different zip codes are represented. The standard phone survey practice of alternatively asking for either the oldest or youngest adult was not employed. Instead, the calling center was given specific goals for each age group and gender within various geographic areas to ensure the most representative sample possible.

The purpose of this survey was to capture current attitudes and awareness of highway safety issues. These findings will be used to design and implement public information and law enforcement campaigns that effectively deter drivers from engaging in unsafe driving behaviors. In addition, better understanding driver attitudes on highway safety issues will also aide in public policy and legislative decisions. The research was designed so that in addition to providing a statewide result, statistically useful information was also available at the district level. Special emphasis was placed on ensuring that the sample reflected Missouri's geographic, age, and gender diversity.

The results of this driver survey showed that drivers perceive their driving abilities and habits to be better than citation numbers and what accident rates reflect. For example, 84.6 percent of the sample in the driver survey claim to always use their seat belt but the most recent safety belt survey (2014) showed that only 79 percent of drivers observed were actually belted. In 2014 those least likely to wear seat belts were males, 50

years of age and older, whose primary vehicle was a pickup truck. In 2013 those least likely to wear seat belts were males, between the ages of 18 and 29, whose primary vehicle was a pickup truck or other type of truck.

Also, drivers' perception of law enforcement efforts was revealed. Those who were the least likely to wear seat belts were the most likely to be aware of seat belt enforcement publicity, but were the least likely to receive a ticket if they did not wear their seat belt. Those who lived in very rural areas were also less likely to always buckle up than those living in other communities. Fifty-seven percent of the drivers surveyed prefer to keep Missouri's seat belt law a secondary law, slightly higher, but similar to the findings from recent years. Fifty-one percent preferred to leave the penalty for violating the law unchanged (\$10). Out of the minority who favored increasing the fine, 35 percent thought the fine should range from \$25 to \$49, and 23 percent thought the fine should range from \$50 to \$74. Thirty-six percent thought people who did not wear their seat belt would only rarely get a ticket, while 47 percent thought people would be caught at least half of the time. The vast majority of the respondents, 81 percent, were not aware of any publicity concerning seat belt enforcement.

Over 87 percent of Missouri drivers stated they rarely or never talk on a cell phone while driving, and over 98 percent stated they rarely or never text on a cell phone while driving. Ninety-three percent of Missouri drivers favored some type of restriction on how people could use cell phones while driving, 32 percent favored banning all cellphone use by drivers and 61 percent wanted to ensure drivers could still use cell phones for talking while seeing the need for some restrictions. In 2014 men age 65 and older were the least likely to talk on a cell phone while driving, and females between age 30-39 were the most likely group to talk on a cell phone while driving, with 22 percent of this segment stating they do so 50 percent of the time or more. In 2013 women 65 and older were the least likely to talk on a cell phone while driving.

The largest perceived risk of being ticketed or arrested was associated with driving while impaired; 70 percent of those surveys expected people who drove after drinking would be arrested at least half of the time. Ninety percent of Missouri drivers stated that they had not driven a vehicle within two hours of consuming an alcoholic beverage any time in the last 60 days. In 2014 those most likely to drive under the influence of alcohol were males 65 years of age and older. Men were much more likely to drive after drinking than women. Drivers of motorcycles were more likely to drive under the influence than drivers of vehicles, followed by drivers of pickup trucks. In 2013 those most likely to drive under the influence of alcohol were males 50 to 64 years of age and older. Approximately half of Missouri drivers were aware of recent publicity regarding enforcement.

The full executive summary of this report is attached in Appendix A of the Highway Safety Plan.

GOAL:

Promote Missouri’s traffic safety issues to improve understanding and increase compliance with state traffic laws, thereby reducing fatalities and serious injuries

Performance Measure:

- Traffic crash statistics relevant to target audiences
- Campaign messages:
 - * Target audiences reached
 - * News clippings
 - * Venues utilized
 - * Total spots aired
 - * Total impressions/reach

- Increase in safety devices used:
 - * Statewide safety belt use rate
 - * Teen safety belt use rate
 - * Commercial vehicle safety belt use rate **
 - * Child safety seat and/or booster seat use rate **
 - * Motorcycle helmet usage rate **
- Pieces of traffic safety materials distributed

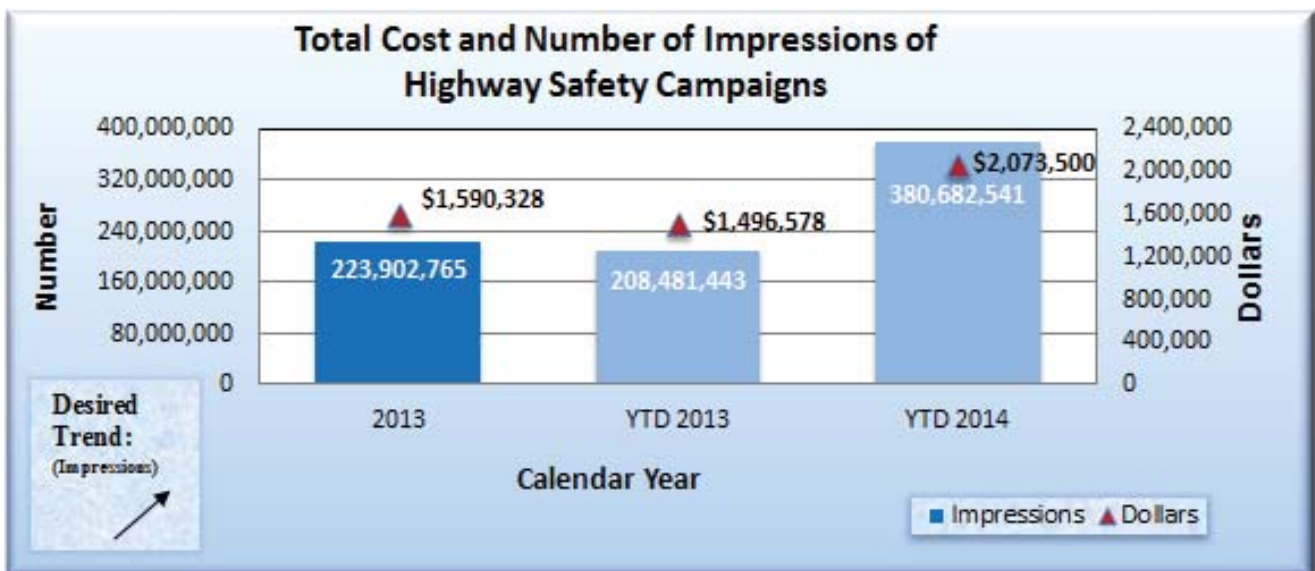
Benchmarks:

- 2012 fatalities - 826 (757 in 2013)
- Increase in safety devices used:
 - * Statewide safety belt use rate
80% in 2013 (79% in 2014)
 - * Teen safety belt use rate
67% in 2013 (67% in 2014)
 - * Commercial vehicle safety belt use rate**
80.6% in 2010 (81% in 2014)
 - * Child safety seat and/or booster seat use rate**
91% in 2009 (91% in 2014)
 - * Motorcycle helmet usage rate**
99.2% in 2005
- Pieces of traffic safety materials distributed through on-line ordering system
209,000 in 2013 (239,860 in 2014)

** Surveys not conducted annually.

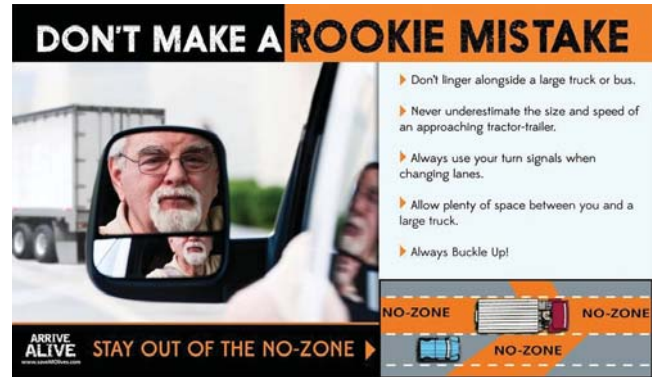
() Information in parenthesis is actual data for the respective year listed.

Campaign Media Source and Impressions (2013-2014)



STRATEGIES

1. Serve as the point of contact for the media and the general public to field questions, conduct interviews, and provide information
2. Conduct an attitude and awareness survey. The survey will contain questions on occupant protection, substance-impaired driving, speeding, and distracted driving (cell phone/texting)
3. Organize and/or participate in press events and work with media outlets across the state to promote highway safety initiatives
4. Encourage the media to participate in campaigns by publicizing our messages
5. Publicize the services and resources of the Highway Safety Office to the general public through our web sites at www.saveMOLives.com, in workshops, at conferences/exhibits, and through social media channels.
6. Develop, update and disseminate public information/promotional/educational materials and websites
7. Develop and promote materials/campaigns to reach specific audiences (e.g., high risk drivers, vulnerable roadway users, substance-impaired drivers, mature drivers)
8. Actively participate in the Missouri Coalition for Roadway Safety (MCRS) Public Information Subcommittee in order to increase coordination, communication and cooperation among safety advocates statewide
9. Promote and incorporate the ARRIVE ALIVE theme and logo developed by the MCRS
10. Work with the MCRS regional coalitions to appropriately target their messages and develop programs to meet their needs
11. Develop strategies to work with partners—both traditional and nontraditional—in order to reach wider audiences and maximize resources
12. Solicit public information activity reports from law enforcement partners and district coalitions
13. Work with the Motor Carrier Safety Assistance Program, Missouri Motorcycle Safety Education Program, and others to promote joint traffic safety awareness campaigns when possible
14. Give presentations and provide training to community groups, schools, etc. as available
15. Serve on federal, state, and regional committees/boards in order to broaden opportunities to promote traffic safety issues
16. Promote law enforcement mobilization efforts: Click It or Ticket safety belt campaign; Drive Sober or Get Pulled Over alcohol campaign; quarterly occupant protection and substance-impaired driving mobilizations; youth seat belt enforcement campaign
17. Purchase paid advertising to support traffic safety campaigns (e.g., occupant protection and substance-impaired driving)
18. Support and promote MoDOT's construction work zone public awareness campaign
19. Promote Saved by the Belt and Battle of the Belt programs
20. Promote the Seat Belt Convincer, Rollover Simulator, and SIDNE educational programs to assure the units are used to reach as many people as possible.
21. Participate in the Missouri State Fair to educate the public on traffic safety issues and any modifications to traffic safety laws
22. Promote the cellular phone ICE program (In Case of Emergency) which is designed to assist first responders in rapidly identifying a crash victim's emergency contacts
23. Promote Commercial Motor Vehicle Awareness through public awareness campaigns geared primarily toward passenger vehicle drivers, then CMV drivers.



AGGRESSIVE DRIVERS

Background

The causes of aggressive driving are complex. However, three factors in particular are linked to aggressive driving: 1) lack of responsible driving behavior; 2) reduced levels of traffic enforcement; and 3) increased congestion and travel in our urban areas. One researcher has suggested that, "A driving behavior is aggressive if it is deliberate, likely to increase the risk of collision and is motivated by impatience, annoyance, hostility and/or an attempt to save time."

Aggressive driving is a serious problem on Missouri's roadways and has contributed substantially to traffic crashes, especially crashes resulting in death. Aggressive drivers are defined within Missouri's Blueprint to SAVE MORE LIVES as, "drivers of motorized vehicles who committed one or more of the following violations which contributed to the cause of a traffic crash: speeding; driving too fast for conditions; and/or following too close."

Aggressive drivers not only put their own lives at risk, but the lives of others as well. Of the 959 people killed, 67.4% were the aggressive driver and the other 32.6% were some other party in the incident. Of the 5,617 seriously injured, slightly more than one-half (53.2%) were the aggressive drivers and nearly one-half (46.8%) being some other person involved.

Speeding (too fast for conditions or exceeding the posted limit) is a large part of the aggressive driving problem. In 2002, NHTSA conducted a national telephone survey of over 4,000 drivers which verified that speeding is a pervasive behavior with most drivers—51% indicated they drive 10 mph over the posted speed on the interstates and 34% responded that they drive 10 mph faster than most other vehicles. According to an April 2009 report by the AAA Foundation for Traffic Safety, aggressive driving actions "were reported in 56 percent of fatal crashes from 2003 through 2007, with excessive speed being the number one factor."

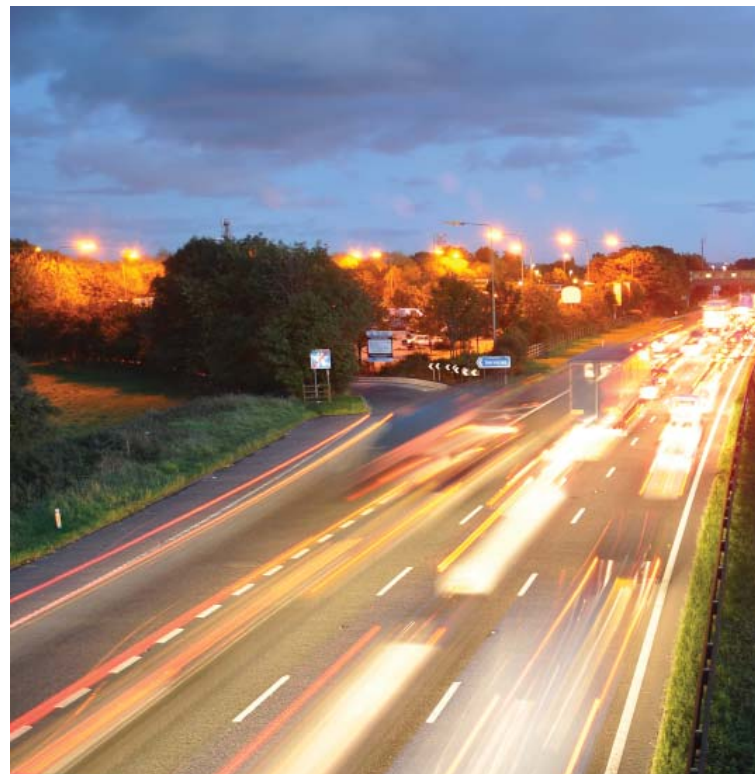
2011-2013 Missouri Aggressive Driver Involved Fatalities & Serious Injuries

Type Of Circumstance (by Crash Severity¹)

Circumstance	Fatalities - 1,026	Serious Injuries - 6,071
Exceeding speed limit	39.1%	20.1%
Too fast for conditions	56.6%	61.8%
Following too close	4.3%	18.1%

¹ Percentage of 2011-2013 aggressive driving related fatalities and serious injuries by type of aggressive driving behavior involved. For instance, in aggressive driving related fatalities, 39.1% involved a motorized vehicle-driver exceeding the speed limit. NOTE: Multiple aggressive driving factors can be related to a single fatality or serious injury.

In 2011-2013, there were 419,680 traffic crashes in Missouri – 15.3% involved speeding. Correlating with the national data, Missouri's problem is also more significant when examining fatal crashes—of the 2,161 fatal crashes, 38.3% involved drivers who were speeding.



GOAL #1:

To decrease aggressive driving-related fatalities to 270 by 2016:

2013	2014	2015
314	299	288

Performance Measure:

- Number of aggressive driving-related fatalities

Benchmark:

- 2012 aggressive driving-related fatalities - 328 (308 in 2013)

GOAL #2:

To decrease speed-related fatalities to 258 by 2016:

2013	2014	2015
299	285	272

Performance Measure:

- Number of speed-related fatalities

Benchmark:

- 2012 speed-related fatalities - 313 (302 in 2013)

GOAL #3:

To increase speed-related citations and warnings made during grant-funded enforcement activities and mobilizations by .25 percent annually based on a three-year rolling average of grant years 2011, 2012, 2013 - 120,588

2012-2014	2013-2015	2014-2016
121,300	121,603	121,907

Performance Measure:

- Number of speeding citations and warnings issued during grant-funded enforcement activities and mobilizations

Benchmark:

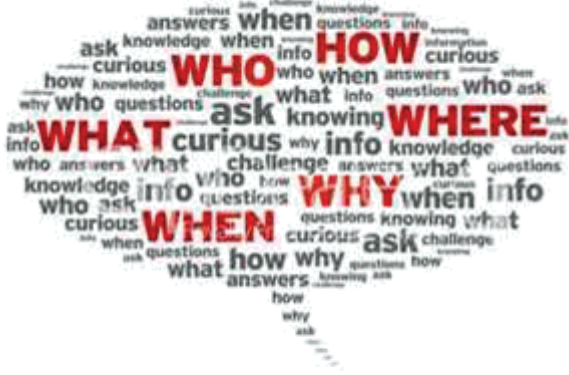
- 2011-2013 speeding citations and warnings issued during grant-funded enforcement activities and mobilizations - 120,588 (118,907 - 2012-2014 three-year rolling average)

() Information in parenthesis is actual data for the respective year listed.

STRATEGIES

1. Continue funding speed/hazardous moving violation enforcement overtime grants with local law enforcement and the Highway Patrol
2. Encourage law enforcement agencies to target aggressive drivers when working statewide DWI and occupant protection mobilization campaigns
3. Continue implementing targeted corridor projects (Travel Safe Zones) and Selective Traffic Enforcement Programs (STEPS) and High Enforcement Action Teams (HEAT) conducted by law enforcement agencies
4. Continue to strategize with law enforcement and training academy partners to develop enforcement/awareness countermeasures and share their concepts and programs
5. Fund enforcement efforts in construction/work zones in the MoDOT districts and enhance the enforcement with public awareness campaigns
6. Continue the use of speed monitoring devices (radars) and changeable message signs
7. Expand efforts to educate roadway users on the dangers of aggressive driving and the rules of the road
8. Encourage the local regional coalitions of the Missouri Coalition for Roadway Safety to fund and promote enforcement.
9. Educate roadway users on the dangers of aggressive driving and rules of the road.
10. Use pre- and post- enforcement operation news releases to educate the public about enforcement efforts.





Who

2011-2013 Fatalities by Age:

Age	Fatalities	Percent of Total Fatalities
0-9	19	1.98%
10-19	140	14.60%
20-29	294	30.66%
30-39	154	16.06%
40-49	135	14.08%
50-59	112	11.68%
60-69	51	5.32%
>=70	54	5.63%
Total	959	100.00%

Includes everyone killed involving at least one aggressive driver.

Where

2011-2013 Fatalities by Roadway Designation:

Roadway Desg.	Fatalities	Percent of Total Fatalities
Interstates	84	8.76%
US Numbered Routes	101	10.53%
MO Lettered Routes	191	19.92%
MO Numbered Routes	213	22.21%
Business	4	0.42%
City Street	186	19.40%
Ramp	9	0.94%
County Road	159	16.58%
Outer Road	10	1.04%
Private	2	0.21%
Total	959	100.00%

Why - See Appendix A on page 40.

AGGRESSIVE DRIVERS

What

2011-2013 Aggressive Driver Vehicle Types Involved in Fatal Crashes:

Vehicle Type	Aggressive Driver Vehicle Body Type	Percent of Total Fatalities
Passenger Car	382	44.06%
SUV	113	13.03%
Van	33	3.81%
Motorcycle	127	14.65%
ATV	19	2.19%
Motor Home	2	0.23%
Farm Imp.	1	0.12%
Pick Up	170	19.61%
Large Trucks	19	2.19%
Passenger Van	1	0.12%
Total	867	100.00%

When

2011-2013 Fatalities by Time of Day:

Time	Fatalities	Percent of Total Fatalities
Midnight - 5:59 am	254	26.49%
6:00 am - 11:59 am	162	16.89%
Noon - 5:59 pm	256	26.69%
6:00 pm - 11:59 pm	287	29.93%
Total	959	100.00%

ALCOHOL AND OTHER DRUGS

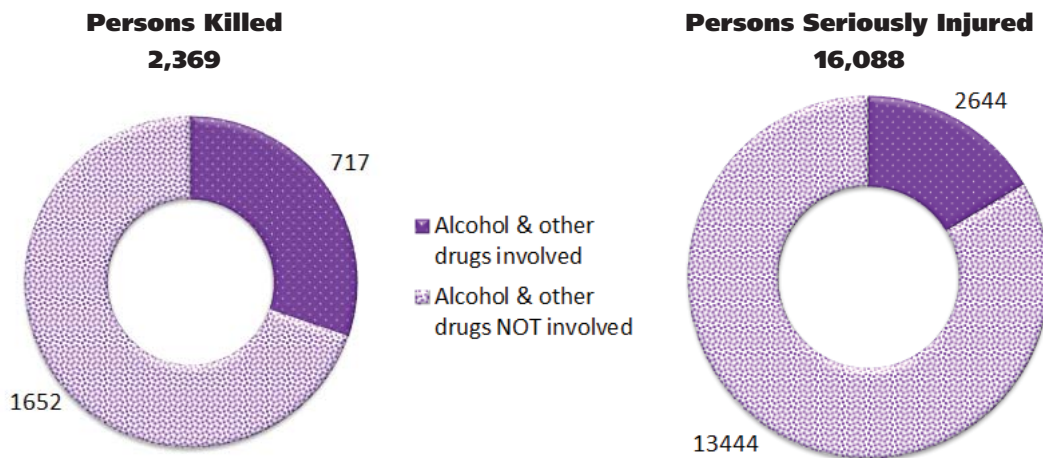
Background

It is impossible to predict how alcohol will affect a person on any given occasion. Every drink influences both the body and mind and has a profound impact on the physical and mental skills needed to drive a motor vehicle. One drink could have serious consequences.

Alcohol and other drugs contribute substantially to traffic crashes on Missouri's roads, particularly those resulting in death or serious injury. In the 2011-2013 period, 419,680 traffic crashes occurred in the state. Of those, 0.5% resulted in a fatality and 3.0% involved someone being seriously injured. During the same time period, there were 20,061 traffic crashes where one or more drivers and/or pedestrians were

under the influence of intoxicants and in the opinion of the investigating officer their intoxicated condition was a contributing factor to the crash. In these crashes where drivers or pedestrians were impaired by alcohol or other drugs, 717 people were killed and another 2,644 were seriously injured. It also is important to note that substance-impaired driving is under-reported as a contributing factor in traffic crashes. This under-reporting is due to drivers experiencing injuries sustained from crashes without being tested for blood alcohol content. Also, some forms of drug impairment may not be apparent to officers on the scene. As a result, it is an even greater problem than these statistics would indicate. In addition, 87.7% of substance-impaired drivers killed also failed to wear a safety belt further compounding the problem of substance-impaired driving.

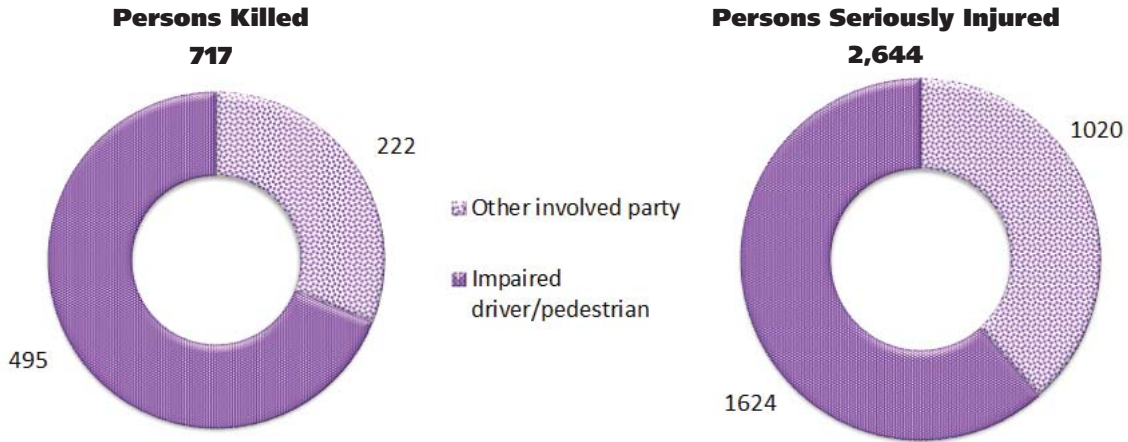
2011-2013 Missouri Alcohol and Other Drug Related Fatalities & Serious Injuries



A common misconception is that substance-impaired drivers are primarily injuring and killing themselves. While that is often true, a substantial number of people killed and seriously injured in these crashes were not intoxicated by alcohol or other drugs. Their actions in these incidents probably did not contribute

to the cause of the collision. Of the 717 people killed in alcohol and other drug-related traffic crashes, 69% were the substance-impaired driver/pedestrian and 31% were some other involved party. Of the 2,644 seriously injured, 61.4% were the substance-impaired drivers/pedestrians while 38.6% were other persons in the incidents.

2011-2013 Missouri Alcohol and Other Drug Related Fatalities & Serious Injuries (Person Involvement)

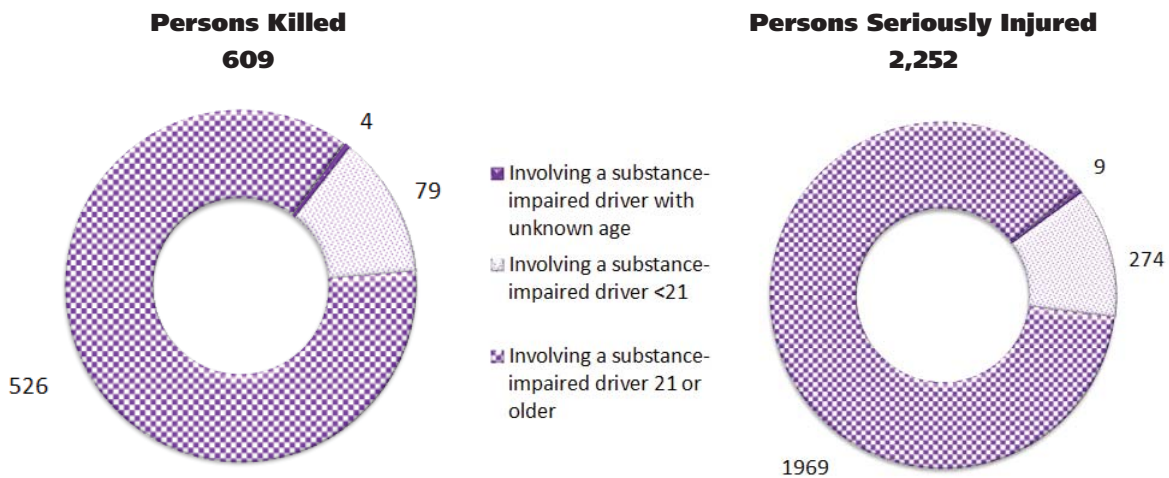


Young Alcohol Impaired Drivers (Under Age 21)

Youth make up a significant proportion of alcohol-impaired drivers causing traffic crashes on Missouri roadways. Of the 17,313 alcohol-impaired drivers involved in traffic crashes during 2011-2013, 10.6% were under the age of 21 (in known cases). This is especially significant when you consider it is illegal for someone under 21 to possess or consume alcohol in Missouri.

In 2011-2013, a total of 553 alcohol-impaired drivers were involved in crashes where one or more persons were killed. In known cases, 11.6% of these drivers were under the age of 21. A total of 79 persons were killed in traffic crashes involving these young alcohol-impaired drivers. Of those persons killed, 54.4% were the underage alcohol-impaired driver and 45.6% were some other party in the crash.

2011-2013 Missouri Alcohol and Other Drug Related Fatalities & Serious Injuries (By Age)



NOTE: The data for persons killed and seriously injured involving an substance-impaired driver by age does not include data for those crashes where the pedestrian was the impaired party. Also, one substance-impaired related crash has the potential of consisting of substance-impaired driver younger than 21 and one 21 or older. In these cases, the persons killed and seriously injured will be counted in each chart shown above.

GOAL #1:

To decrease fatalities involving drivers with .08 BAC or greater to 230 by 2016:

2013	2014	2015
267	255	243

Performance Measure:

- Number of fatalities involving drivers with .08 BAC or greater

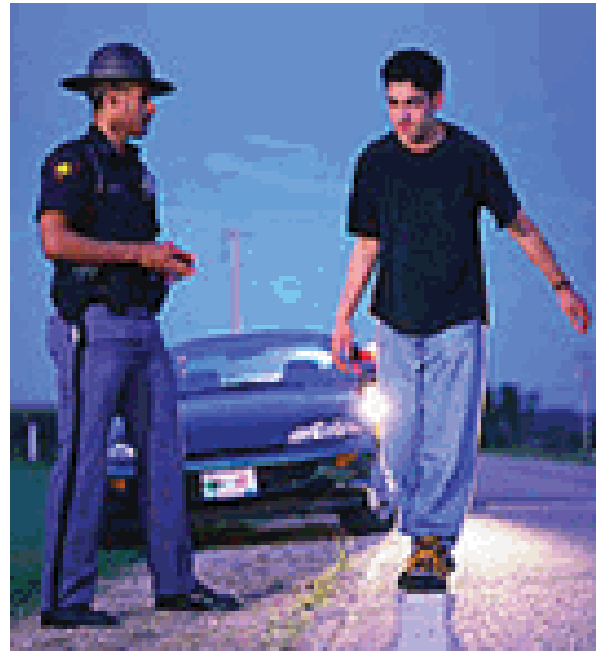
Benchmark:

- 2012 fatalities involving drivers with .08 BAC or greater - 280 (248 in 2013)

GOAL #2:

To increase substance-impaired driving arrests made during grant funded enforcement activities and mobilizations by .25 percent annually based on a three-year rolling average of grant years 2011, 2012, 2013 = 7,975

2014	2015	2016
7,995	8,015	8,035

**Performance Measure:**

- Number of substance-impaired driving arrests made during grant-funded enforcement activities and mobilizations

Benchmark:

- 2011-2013 substance-impaired driving arrests made during grant-funded enforcement activities and mobilizations - 7,975 (DWI)
(7,054 - 2012-2014 three-year rolling average)

GOAL #3:

To decrease fatalities involving alcohol-impaired drivers under the age of 21 years to 14 by 2016:

2013	2014	2015
16	15	15

Performance Measure:

- Number of fatalities involving alcohol-impaired drivers under the age of 21 years

Benchmark:

- 2012 fatalities involving alcohol-impaired drivers under the age of 21 years - 17 (28 for 2013)

() Information in parenthesis is actual data for the respective year listed.



STRATEGIES

Public Information and Education

1. Educate the public on the dangers of driving after drinking or using other drugs through public awareness campaigns such as Drive Sober or Get Pulled Over, through quarterly impaired driving mobilizations, and through the distribution of educational materials at traffic safety workshops, health and safety fairs, displays, on the website, and through public service announcements
2. Incorporate impaired driving educational programs into school systems and businesses
3. Continue statewide designated driver programs which stress alternatives to drinking and driving (CHEERS designated driver program)
4. Educate large numbers of alcohol servers in intervention techniques utilizing the Server Training program conducted by the Division of Alcohol and Tobacco Control and through the SMART Web-based server training program; continue to expand and promote the programs
5. Provide support for the MCRS Impaired Driving Subcommittee to address impaired driving crashes and underage impaired driving
6. Incorporate toxicology into Impaired Driving Subcommittee efforts
7. Checkpoint news releases mention that specially trained drug detection officers will be working the overtime enforcement effort and/or sobriety checkpoint
8. Encourage law enforcement and prosecutors to report the type(s) of drug involvement suspected in crashes to the media
9. Include drug arrest details in after-action enforcement reports to the media
10. Implement, as appropriate, recommendations identified in the 2008 Statewide Impaired Driving Assessment
11. Work with the MCRS Impaired Driving Subcommittee to implement strategies outlined in the Impaired Driving Strategic Plan
12. Continue support for youth and young adult prevention and education programs including Team Spirit Leadership Conference; Team Spirit Reunion; Think First Programs (School Assembly Programs, Elementary School Curriculum, Young Traffic Offenders Program); university level Partners in Prevention; local community educational programs; and Missouri Safe and Sober

13. Revise and reprint impaired driving educational materials as needed; expand partnerships to encourage use of these materials in their publications
14. Develop campaigns/materials to reach targeted high-risk groups
15. Participate in interagency committees to share ideas, avoid duplication of efforts, and maximize resources (MCRS and the MCRS Impaired Driving Subcommittee, Missouri Youth/Adult Alliance, Partners in Prevention)
16. Support local efforts to reduce drinking and driving – especially underage drinking – by providing technical assistance to develop programs such as DWI docudramas or *Every 15 Minutes*, loaning them collateral materials to enhance their efforts (fatal vision goggles, videos, community program guides), and providing speakers
17. Provide Drug Impairment Training for Educational Professionals across the state
18. Organize and/or participate in press events and work with media outlets across the state to promote highway safety initiatives

Enforcement

1. Provide funding for alcohol saturation enforcement teams, DWI Task Forces, sobriety checkpoints, quarterly impaired driving mobilizations, overtime salaries for Breath Alcohol Testing (BAT) van operations, and maintenance for BAT vans
2. Provide equipment to enhance enforcement efforts and appropriate training to ensure effective use of this equipment (e.g., breath alcohol testing instruments; enforcement vehicles; digital in-car video cameras; and sobriety checkpoint supplies)
3. Provide training on detection and apprehension of impaired drivers (e.g., standardized field sobriety testing (SFST), sobriety checkpoint supervisor training, courtroom testimony, drug recognition experts (DRE), ARIDE, and DWI crash investigation techniques)
4. Ensure access to DRE and/or ARIDE trained officers at sobriety checkpoints
5. Provide motivational and educational speakers for law enforcement personnel during training events such as the annual Law Enforcement Traffic Safety Advisory Council (LETSAC) conference
6. Provide supplies, support, and training for DREs and the DRE recertification training to ensure continuity of the program
7. Support a state SFST/DRE coordinator who will work in cooperation with the Impaired Driving Sub-

committee of the MCRS and the DRE/SFST Advisory Committee in order to maintain standardization of the program

8. Support projects designed to prevent underage alcohol purchase, apprehend minors attempting to purchase alcohol, and provide a physical enforcement/intervention presence (e.g., Server Training, Party Patrol, Underage Drinking LE Training, selective enforcement, compliance checks, and special events)
9. Incorporate, as appropriate, recommendations identified in the 2008 Impaired Driving Assessment
10. Increase participation in statewide multi-jurisdiction mobilization enforcement efforts
11. Support selective enforcement efforts to address young drinking drivers by funding statewide underage drinking enforcement projects and training
12. Support DWI traffic units with local law enforcement agencies
13. Update administrative rules for the ignition interlock program as needed to insure that DWI offenders cannot operate a vehicle while intoxicated

Prosecution/Adjudication

1. Provide training for judges, prosecutors and law enforcement personnel on local/national DWI issues utilizing the expertise of the Missouri Office of Prosecution Services, Department of Revenue, Office of State Courts Administrator, the National Traffic Law Center and the National Drug Court Institute
2. Provide continued funding for the statewide Traffic Safety Resource Prosecutor whose job it is to provide training and technical support for prosecutors in Missouri
3. Continue to provide funding for the MADD Court Monitoring project in selected counties and municipalities in order to increase conviction rates
4. Provide National Drug Court Institute training to DWI court teams from across the state
5. Incorporate topics on toxicology in law enforcement and prosecutor trainings

6. Provide equipment and training to enhance the DWI Tracking System (DWITS)
7. Provide motivational speakers for judicial personnel during training events such as their annual municipal judges and court clerks conference
8. Provide an integrated system, a web link and/or specifications to local law enforcement agencies that will allow them to access the DWITS and enter DWI arrest information that can be tracked through prosecution and sentencing
9. Continue expansion of DWI courts throughout the state
10. Provide funding for an additional transportation attorney at the Missouri Department of Revenue to provide legal representation for alcohol-related license appeals to Missouri appellate courts
11. Provide funding for a paralegal position in the legal counsel's office at the Missouri Department of Revenue whose dedicated function will be to serve as the ignition interlock coordinator
12. Work with local jurisdictions across the State to implement no-refusal policies for BAC testing
13. Work with local jurisdictions across the State to implement electronic warrant systems in order to reduce the amount of time it takes for law enforcement officers to obtain a warrant in DWI cases
14. Provide specimen kits to coroners and medical examiners in order to obtain BAC test results in fatal crashes

Technology

1. Continue to provide DWITS enhancements: design specifications for program linkages; develop reports as needed by the users; conduct training for users of the system



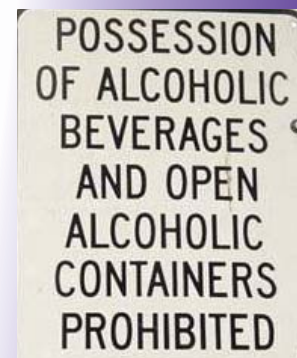
2. Support the efforts of the Missouri Safety Center Breath Alcohol Instrument Training and Repair Laboratory to calibrate and repair breath test instruments in order to improve their reliability, and reassign instruments as needed
3. Work with the Missouri Safety Center and the Missouri State Highway Patrol to purchase and place new breath testing technology around the state
4. Seek ways to expedite processing of DWI offenders
5. Improve the process of tracking DWI offenders who have been sanctioned to install ignition interlock devices
6. Monitor ignition interlock manufacturers/installers for adherence to the Breath Alcohol Ignition Interlock Device Program guidelines and administrative rules

Open Container (Section 154 Open Container Transfer Funds)

The open container transfer provision was initially authorized under TEA-21 and reauthorized under SAFETEA-LU and MAP-21. The provision requires states to pass and enforce a qualifying open container law or be subject to a 3% transfer of their federal aid highway funds until FY 2012 when it decreased to 2.5%. These funds were required to be diverted to either alcohol countermeasure safety programs (within the Highway

Safety Office) or be utilized for qualifying hazard elimination projects. Some of the alcohol countermeasures identified within this plan are supported by Section 154 transfer funds. The remainder of the funding has been retained for hazard elimination efforts.

Historically Missouri has focused on the prevention of crossover fatalities through the installation of 3-strand median guard cable on major roadways – one of the most serious types of crashes occurring in Missouri. Because of our efforts using the Open Container Transfer funds to install the median guard cable, we have almost eliminated crossover fatalities on our divided roadways. Currently safety engineering efforts using this funding source involve the installation of rumble stripes focused on keeping vehicles on the roadway, systematically addressing horizontal curve crash locations, and the systematic improvement to numerous intersections with both low-cost and higher-cost initiatives.



OCCUPANT RESTRAINTS

Background

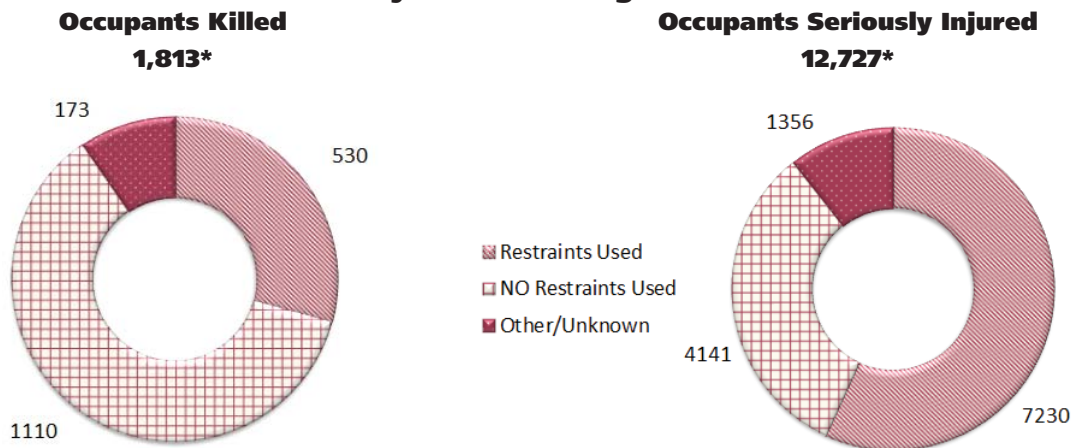
Traffic crashes are the leading cause of death in the United States. It is well recognized that one of the best means of defense in a crash is to be protected by a safety belt or a child safety seat. Increasing safety belt use has tremendous potential for saving lives, preventing injuries, and reducing the economic costs associated with traffic crashes. For many years, motor vehicle manufacturers have been required to install safety belts in their vehicles, so the vast majority of vehicles on the roads today have these types of safety devices installed. The overwhelming percentage of people killed on Missouri roads or seriously injured in 2011-2013, in all probability, had a safety belt available for use (except for pedestrians, bicyclists, and motorcyclists):

- 2,369 killed – 76.5% had a safety belt available;
- 16,088 seriously injured – 79.1% had a safety belt available.

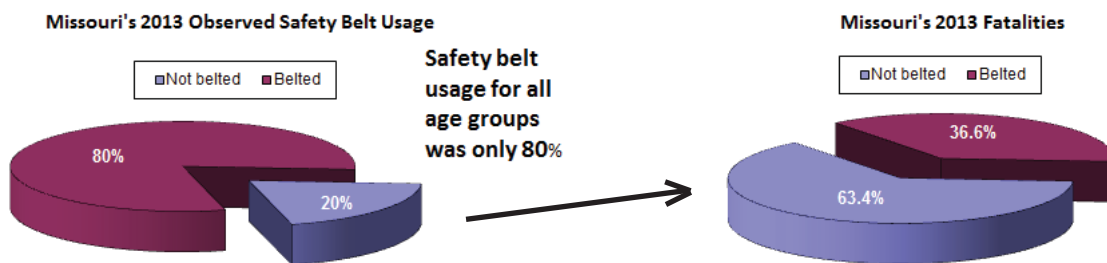
A substantial number of occupants killed in 2011-2013 Missouri traffic crashes were not wearing safety belts or in a child restraint compared to those injured and not injured. In fatal crashes where safety belt usage was known, 67.7% of the people who died were not restrained. Of those seriously injured, 36.4% were not restrained. Conversely, of those not injured, 690,270 were wearing a safety belt or in a child restraint.

Safety belt use dramatically reduces a person’s chance of being killed or seriously injured in a traffic crash. Of the drivers involved in 2011-2013 crashes, 1 in 2 was injured when they failed to wear their safety belt, however, when they were wearing a safety belt, their chances of being injured in the crash were 1 in 8. When examining driver deaths, the differences are much more significant. Drivers had a 1 in 29.6 chance of being killed if they were not wearing a safety belt; but that chance dropped dramatically to only 1 in 1,402 if the driver was wearing a safety belt.

2011-2013 Vehicle Occupant Traffic Fatalities and Serious Injuries By Restraint Usage



*Data includes Child Safety Seats



63.4% of 2013 vehicle occupants killed were unrestrained!

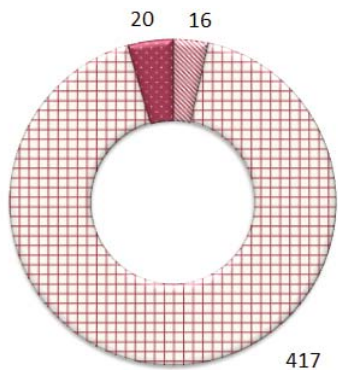
Ejections

The possibility of death and serious injury dramatically increases in cases where the person is ejected from the vehicle at the time of the crash. One of the benefits of being restrained is it increases the probability of the person staying in the vehicle and being protected by the vehicle passenger compartment. In known cases of those occupants killed who were totally ejected from the vehicle, 92.1% were not restrained and of those partially ejected, 82.7% were not restrained. Of the occupants killed who were not ejected from their vehicles, 47% were not wearing their safety belts or in a child restraint.

2011-2013 Vehicle Occupant Traffic Fatalities and Serious Injuries By Restraint Usage

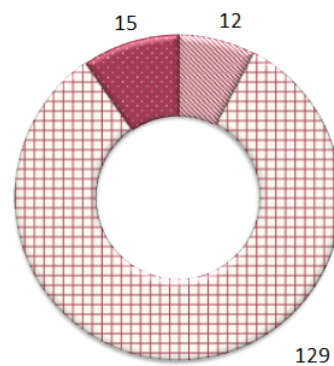
Ejected Occupants Killed

453



Partially Ejected Occupants Killed

156

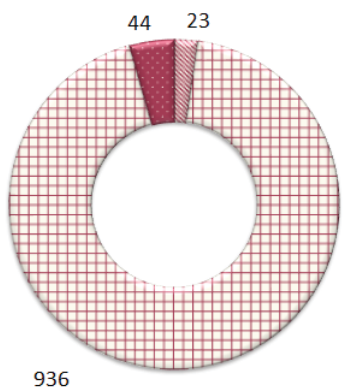


Restraints Used
NO Restraints Used
Other/Unknown

In known cases of those occupants seriously injured who were totally ejected from the vehicle, 93.3% were not restrained and of those partially ejected, 69.2% were not restrained. Of the occupants seriously injured who were not ejected from their vehicles, 26.9% were not restrained.

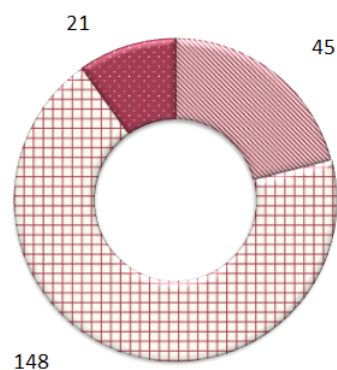
Ejected Occupants Seriously Injured

1,003



Partially Ejected Occupants Seriously Injured

214



Restraints Used
NO Restraints Used
Other/Unknown

Safety Belt Usage Among High School Students

While 67.7% of the dead occupants were not restrained, lack of safety belt use becomes even more significant when we segregate young people. When just looking at young people between the ages of 15 through 20, 77.4% of those who died were not buckled up.

The Office of Highway Safety had long been concerned with the lack of safety belt usage among young drivers and passengers. Unfortunately, in the past, there was no survey data to provide an established use rate for this age group. In 2003, parameters were developed to conduct an observational safety belt use survey for teens. It was determined that the most effective way to reach this very targeted age group was to survey specific high schools throughout the state.

Several guiding principles served as the underlying basis for the sampling plan:

1. The individual public high school would be the basic sample unit at which safety belt usage observations would be made.
2. The safety belt usage rates of high school students would be computed for each of the seven MoDOT regions in the state.
3. The number of schools selected from each MoDOT region would be proportionate to the number of

schools in that region in comparison to the state total of 496 public high schools.

4. The high schools within each region would be selected in their descending order of student enrollment to maximize the number of high school students from each MoDOT region.

One hundred-fifty high schools were selected for the survey in 92 counties (80 percent of the 115 counties in Missouri). Observational data were collected in April, Monday through Friday. Two instruments were used to collect the data. One instrument focused on the vehicle and the driver, while the other targeted the front safety outboard passenger and other occupants in the vehicle. A detailed report of all findings is available on file at the Office of Highway Safety.

Results of the high school surveys reflected mostly modest increases until a 5 percent jump in usage in 2010. The usage rate has been very stagnant since 2010, fluctuating between 66 and 67 percent.

- 2006 – 58 percent
- 2007 – 61 percent
- 2008 – 62 percent
- 2009 – 61 percent
- 2010 – 66 percent
- 2011 – 67 percent
- 2012 – 66 percent
- 2013 – 67 percent
- 2014 – 67 percent



Very Young Passengers

While Missouri must continue to promote the use of safety belts, particular attention must be paid to increasing the use of restraint devices for transporting young children. According to the National Highway Traffic Safety Administration (NHTSA), approximately 7,500 lives have been saved by the proper use of child restraints during the past 20 years. Yet, motor vehicle crashes still remain the number one killer of children ages 4 to 14 in America. The reason? Too often it is the improper or non-use of child safety seats and booster seats.

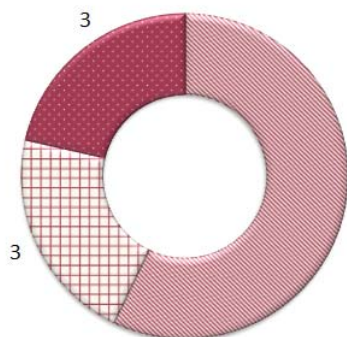
Children Birth through Age Three - Child Safety Seats

In 2011-2013, 14 children under the age of 4 were killed in a motor vehicle; 21.4% were not using any type of restraint device (in known cases). Another 100 were seriously injured. In known cases, 28% were not in any restraint device and 2% were in an adult safety belt.

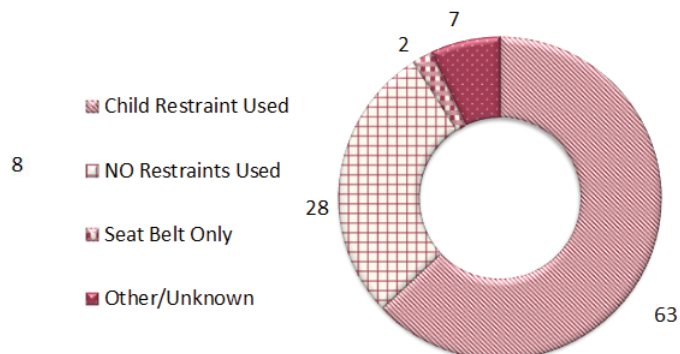


2011-2013 Vehicle Occupant Traffic Fatalities and Serious Injuries By Restraint Device - Children Under Age 4

Children Under Age 4 Killed
14



Children Under Age 4 Seriously Injured
100



Children Age 4 through 7 – Booster Seats

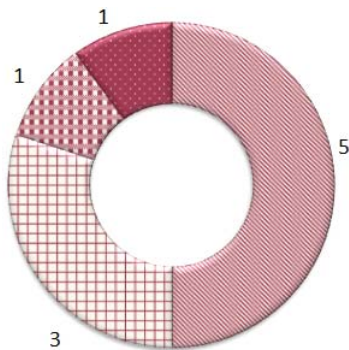
Research indicates that when children are graduated to a safety belt too soon, they are much more likely to suffer serious injuries in a crash due to “safety belt syndrome.” Therefore, during the 2006 legislative session, Missouri’s child passenger restraint law was strengthened to require children ages 4 through 7 (unless they are 4’9” tall or weigh more than 80 pounds) to be secured in a booster seat (or child safety seat if appropriate for their height and weight). The law became effective August 28, leaving only four months in 2006 to capture data on booster seat usage. Given that it takes

up to six months before the general public is aware of a new law and has put it into practice, booster seat usage for 2006 was not evaluated. We did, however, begin analyzing crash data on this age group beginning in 2007 to determine whether we observe a trend that is indicative of a reduction in deaths and serious injuries.

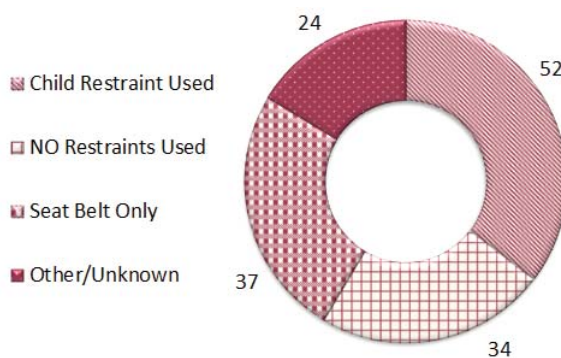
In 2011-2013, 10 children, 4 through 7 years of age, were killed in a motor vehicle; in known cases, 30% were not using any type of restraint device. Another 171 children within this age group were seriously injured – 19.9% were not secured in any type of restraint device, 30.4% were in a child restraint, and 21.6% were in an adult safety belt.

2011-2013 Vehicle Occupant Traffic Fatalities and Serious Injuries By Restraint Device - Children Age 4-7

Children Age 4-7 Killed
10



Children Age 4-7 Seriously Injured
171



GOAL #1:

To increase statewide safety belt usage by 1% annually to:

2014	2015	2016
81%	82%	83%

Performance Measure:

- Statewide percent observed belt use for passenger vehicles (front seat outboard occupants)

Benchmark:

- 2013 statewide safety belt usage - 80% (79% in 2014)

GOAL #2:

To reduce unrestrained passenger vehicle occupant fatalities to 326 by 2016:

2013	2014	2015
379	361	344

Performance Measure:

- Number of unrestrained passenger vehicle occupant fatalities

Benchmark:

- 2012 unrestrained passenger vehicle occupant fatalities - 396 (334 in 2013)

GOAL #3:

To increase safety belt related citations and warnings made during grant funded enforcement activities and mobilizations by .25 percent annually based on a three-year rolling average of grant years 2011, 2012, 2013 = 35,256

2012-2014	2013-2015	2014-2016
35,344	35,432	35,520

Performance Measure:

- Number of safety belt citations and warnings issued during grant funded enforcement activities and mobilizations

Benchmark:

- 2011-2013 safety belt citations and warnings issued during grant funded enforcement and mobilizations - 35,256 (33,759 - 2012-2014 three -year rolling average)

GOAL #4:

To increase teen safety belt usage by 1% annually to:

2014	2015	2016
68%	69%	70%

Performance Measure:

- Percent observed belt use for teen front seat outboard occupants

Benchmark:

- 2013 statewide safety belt usage - 67% (67% in 2014)

GOAL #5:

To increase safety belt usage of commercial motor vehicle (CMV) drivers by 1% during surveys conducted biennially to:

2014	2016
82%	83%

Performance Measure:

- Percent observed safety belt use for CMV drivers

Benchmark:

- 2012 CMV driver safety belt usage - 81% (81% in 2014)

GOAL #6:

To increase child safety seat usage by 1% annually to:

2014	2015	2016
92%	93%	94%

Performance Measure:

- Percent observed child safety seat use

Benchmark:

- 2013 child safety seat usage rate - 91% (91% in 2014)

GOAL #7:

To maintain an adequate base of certified Child Passenger Safety Technicians throughout the state to fall within the following range:

- 800-1,000 with representation in each of the seven blueprint regional coalitions

Performance Measure:

- Number of certified Child Passenger Safety Technicians in the statewide database maintained by the Highway Safety Office

Benchmark:

- Certified Technicians as of February 2014 - 989 (1,053 in December 2014)

GOAL #8:

To maintain an adequate base of certified Child Passenger Safety Instructors throughout the state to fall within the following range:

- 30-40 with representation in each of the seven blueprint regional coalitions

Performance Measure:

- Number of certified Child Passenger Safety Instructors in the statewide database maintained by the Highway Safety Office

Benchmark:

- Certified instructors as of February 2014 - 38 (38 in December 2014)

GOAL #9:

To maintain an adequate base of Missouri inspection stations (that are listed on the NHTSA website) throughout the state to fall within the following range:

- 125 – 200 with representation in each of the seven blueprint regional coalitions

Performance Measure:

- Number of Missouri inspection stations in a statewide database maintained by the Highway Safety Office

Benchmark:

- Inspection stations in Missouri as of February 2014 - 198 (198 in December 2014)

() Information in parenthesis is actual data for the respective year(s) listed.

STRATEGIES

Child Passengers

1. Produce, promote and distribute educational materials addressing: the proper installation of child safety seats and booster seat use
2. Maintain a state CPS Advisory Committee and implement their recommendations where appropriate
3. Conduct six Certified Child Passenger Safety Technician classes statewide
4. Certify an additional CPS Instructor each year
5. Maintain a statewide computer list-serve of CPS technicians and instructors
6. Support child safety seat checkup events and educational programs through local law enforcement agencies, fire departments, Safe Communities, hospitals and health care agencies, safety organizations such as Safe Kids, and the Traffic and Highway Safety Division
7. Work with partners and with the media to garner support for annual CPS Week in September
8. When funding is available, provide child safety seats/booster seats and supplies to inspection stations for distribution to low income families (note: inspection stations must meet guidelines established by Missouri's CPS Advisory Committee and must be listed on the NHTSA Web site <http://www.nhtsa.dot.gov/people/injury/childps/CPSFittingStations/CPSinspection.htm>)
9. Develop educational pieces to heighten awareness concerning the life-saving and economic benefits derived from enhanced child safety seat laws
10. Conduct Child Restraint Observational Survey every other year
11. Conduct annual CPS enforcement and public awareness campaign during National CPS Week

Teen Passengers/Drivers

1. Conduct annual teen statewide safety belt enforcement and public awareness campaign in March followed by the teen observational safety belt survey in April
2. Conduct youth safety belt selective traffic enforcement efforts statewide coupled with press releases, radio spots, and materials targeting young drivers
3. Promote the youth campaigns; modify or enhance campaigns as needed to keep a fresh approach

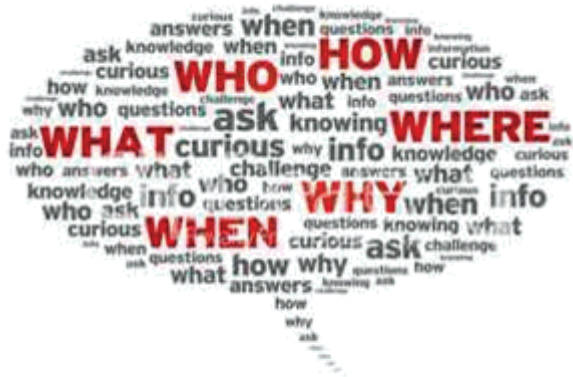
for the teen audience

4. Develop youth safety belt public awareness materials with input from young drivers
5. Educate youth on the importance of safety belts through programs such as Team Spirit Youth Traffic Safety Leadership Training Program & Reunion, Think First, Battle of the Belt/It Only Takes One, and the Young Traffic Offenders Program
6. Implement new Parent Program geared toward educating the parents of teen drivers on the important role they play in the early driving years

General Occupant Protection

1. Conduct NHTSA-approved statewide observational safety belt survey every year, in May/June (pre, peak, and post surveys in conjunction with enforcement mobilizations and public awareness campaigns)
2. Produce, promote and distribute educational materials addressing: occupant protection laws; importance of wearing safety belts all the time and air bag safety
3. Promote the Saved by the Belt survivor program; maintain a database of survivors to contact those who are willing to speak publicly about their life-saving experience
4. Conduct annual Click It or Ticket selective traffic enforcement wave during May/June, augmented with collateral public information and awareness efforts such as press releases, observational surveys, and educational programs utilizing the Click It or Ticket safety belt campaign message
5. Compliment annual Click It or Ticket campaign with quarterly occupant protection enforcement days, augmented with collateral public information and awareness efforts, namely through press releases.
6. Conduct paid media efforts and work toward continual increases in earned media efforts
7. Develop educational pieces to heighten awareness concerning the life-saving and economic benefits derived from primary safety belt laws
8. Continue funding traffic occupant protection strategies training to law enforcement agencies throughout the state.
9. Provide motivational and educational speakers for law enforcement personnel during training events such as the annual Law Enforcement Traffic Safety Advisory Council (LETSAC) conference





OCCUPANT RESTRAINTS

Who

2011-2013 Fatalities by Age:

Age	Fatalities	Percent of Total Fatalities
0-9	8	0.72%
10-19	166	14.95%
20-29	307	27.66%
30-39	171	15.41%
40-49	155	13.96%
50-59	147	13.24%
60-69	80	7.21%
>=70	76	6.85%
Total	1110	100.00%

Unrestrained Occupants includes drivers and passengers of vehicles subject to the seat belt law.

What

2011-2013 Unrestrained Occupant Fatalities by Occupant Vehicle Types:

Vehicle Type	Unrestrained Occupant Fatalities	Percent of Total Fatalities
Passenger Car	562	50.63%
SUV	189	17.03%
Van	58	5.23%
Pick Up	278	25.05%
Large Trucks	23	2.07%
Total	1110	100.00%

Where

2011-2013 Fatalities by Roadway Designation:

Roadway Desg.	Fatalities	Percent of Total Fatalities
Interstates	100	9.01%
US Numbered Routes	160	14.41%
MO Lettered Routes	276	24.86%
MO Numbered Routes	253	22.79%
Loop (Interstate only)	3	0.27%
Business	1	0.09%
City Street	141	12.70%
Ramp	3	0.27%
County Road	161	14.50%
Outer Road	10	0.90%
Private	2	0.18%
Total	1110	100.00%

When

2011-2013 Fatalities by Time of Day:

Time	Fatalities	Percent of Total Fatalities
Midnight - 5:59 am	292	26.31%
6:00 am - 11:59 am	213	19.19%
Noon - 5:59 pm	316	28.47%
6:00 pm - 11:59 pm	289	26.04%
Total	1110	100.00%

Why - See Appendix A on page 40.

DISTRACTED DRIVERS

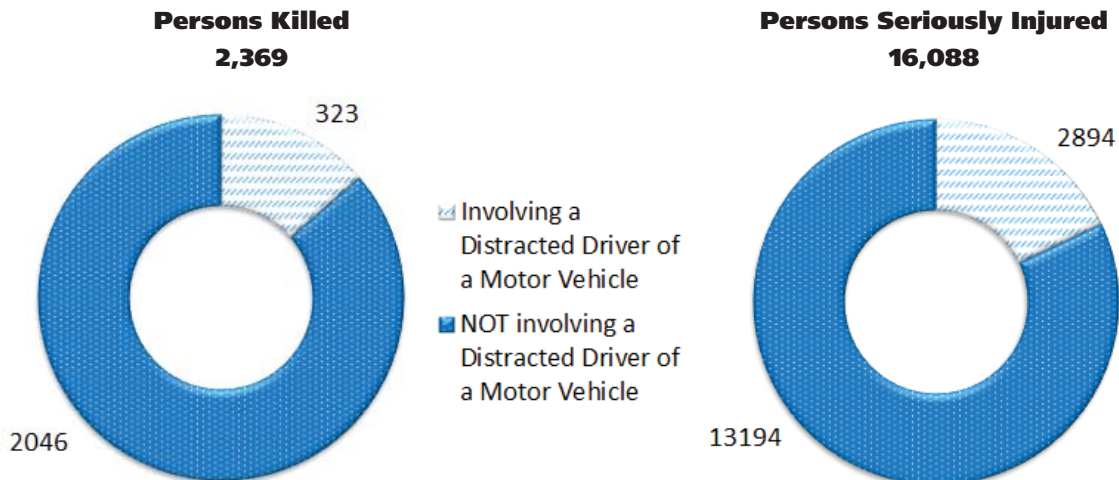
Background

Distracted driving is a voluntary diversion of the driver's attention from activities critical to safe driving. There are four types of driver distraction; visual, auditory, manual, and cognitive. There is a growing body of evidence which suggests driver distractions, both inside the vehicle and the road environment, is becoming increasingly large contributors to road trauma.

It is estimated that drivers engage in a secondary task between one-quarter and one-half of the time they drive. In recent surveys, about two-thirds of all drivers reported using a cell phone while driving. In daytime observational studies, 7 to 10 percent of all drivers were using a cell phone. Based on a study by Virginia Tech Transportation Institute, a risk for being involved in a critical incident is 23 times greater if the driver texts while driving.

On January 1, 2012, Missouri's law enforcement officers began using a revised crash report which includes additional data elements that address distracted driving. This more detailed report will provide data that can be used to more accurately assess the magnitude of this high-risk behavior. From 2011-2013, 13.8 percent of Missouri fatal traffic crashes involved at least one distracted driver. About 37 percent of the distracted drivers involved in fatal crashes in the last three years were between 15 and 30 years of age.

2011-2013 Statewide Fatalities & Serious Injuries Vs. Number of Distracted Driver Involved



GOAL #1:

To decrease fatalities involving distracted drivers to 70 by 2016:

2013	2014	2015
81	78	74

Performance Measure:

- Number of distracted driving-related fatalities

Benchmark:

- 2012 distracted driving-related fatalities - 85 (74 in 2013)

STRATEGIES

1. Continue to expand public information campaigns to educate the roadway user on the dangers of distracted driving
2. Encourage companies to strengthen distracted driving policies and consequences for those who text and drive, use cell phones and other electronic devices while driving
3. Seek opportunities to give distracted driving presentations at businesses, schools, and community

GOAL #2:

To decrease serious injuries involving distracted drivers to 674 by 2016:

2013	2014	2015
783	747	711

Performance Measure:

- Number of distracted driving-related serious injuries

Benchmark:

- 2012 distracted driving-related serious injuries - 819 (722 in 2013)

() Information in parenthesis is actual data for the respective year listed.

organizations

4. Enact legislation to restrict texting for all drivers
5. Expand GDL law to ban cell phone use by beginner drivers
6. Work with safety advocates and partners to implement countermeasures to reduce crashes involving distracted drivers





DISTRACTED DRIVERS

Who

2011-2013 Fatalities by Age:

Age	Fatalities	Percent of Total Fatalities
0-9	12	3.72%
10-19	42	13.00%
20-29	60	18.58%
30-39	37	11.46%
40-49	46	14.24%
50-59	49	15.17%
60-69	36	11.15%
>=70	41	12.69%
Total	323	100.00%

Includes everyone killed involving at least one distracted driver.

What

2011-2013 Distracted Driver Vehicle Types Involved in Fatal Crashes:

Vehicle Type	Distracted Driver Vehicle Body Type	Percent of Total Fatalities
Passenger Car	126	42.14%
SUV	46	15.38%
Van	23	7.69%
Bus	1	0.33%
School Bus	1	0.33%
Motorcycle	24	8.03%
ATV	4	1.34%
Motor Home	1	0.33%
Farm Imp.	1	0.33%
Const. Equip.	0	0.00%
Pick Up	50	16.72%
Large Trucks	22	7.36%
Total	299	100.00%

Where

2011-2013 Fatalities by Roadway Designation:

Roadway Desg.	Fatalities	Percent of Total Fatalities
Interstates	37	11.46%
US Numbered Routes	54	16.72%
MO Lettered Routes	61	18.89%
MO Numbered Routes	94	29.10%
Loop (Interstate only)	2	0.62%
Business	2	0.62%
City Street	26	8.05%
Ramp	0	0.00%
County Road	42	13.00%
Outer Road	3	0.93%
Private	1	0.31%
Other	1	0.31%
Total	323	100.00%

When

2011-2013 Fatalities by Time of Day:

Time	Fatalities	Percent of Total Fatalities
Midnight - 5:59 am	48	14.86%
6:00 am - 11:59 am	77	23.84%
Noon - 5:59 pm	125	38.70%
6:00 pm - 11:59 pm	73	22.60%
Total	323	100.00%

Why - See Appendix A on page 40.

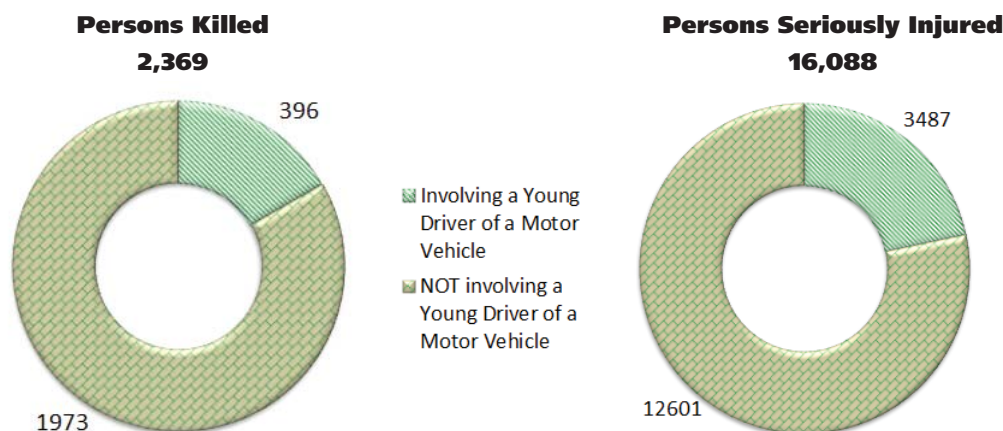
YOUNG DRIVERS

Background

Young drivers are categorized as those ages 15 through 20 years. These young drivers are substantially over-involved in Missouri traffic crashes. In 2013, 16.0% of all fatal crashes involved a young driver of a motor vehicle; this is particularly significant since young drivers comprised only 7.8% of the licensed driver population in Missouri.

Of all 2011-2013 fatal and serious injury crashes in Missouri, 20.5% involved a young driver of a motor vehicle. In 2011-2013, 396 persons were killed and 3,487 were seriously injured in traffic crashes involving a young driver of a motor vehicle

2011-2013 Statewide Fatalities & Serious Injuries Vs. Number of Young Drivers Involved



NOTE: data for persons killed and seriously injured involving a young driver does not include young drivers of ATVs, bicycles, farm implements, construction equipment, other vehicles and unknown vehicle body types.

Several factors work together to make this age group so susceptible to crashes:

- Inexperience:** All young drivers start out with very little knowledge or understanding of the complexities of driving a motor vehicle. Like any other skill, learning to drive well takes a lot of time. Technical ability, good judgment and experience are all needed to properly make the many continuous decisions—small and large—that add up to safe driving. This is confirmed by the larger percentage of single-vehicle fatal crashes involving young drivers where the vehicle frequently leaves the road and overturns or hits a stationary object like a tree or pole.
- Risk-taking behavior and immaturity:** Adolescent impulsiveness is a natural behavior, but it results in poor driving judgment and participation in high-risk behaviors such as speeding, inattention, impairment and failing to wear a safety belt. Peer pressure also often encourages risk taking. In general a smaller percentage of young drivers in Missouri wear their safety belts compared to other drivers (teen safety belt usage rate for 2013 was 67 percent compared to the overall usage rate of 80 percent).
- Greater risk exposure:** Young drivers often drive at night with other friends in the vehicle. During night driving, reaction time is slower since the driver can only see as far as the headlights allow. More teen fatal crashes occur when passengers—usually other teenagers—are in the car than do crashes involving

other drivers. Driving with young, exuberant passengers usually poses a situation of distraction from the driving task. There are many other distractions in vehicles including the loud music and cell phones; all of which are factors that increase crash risk.

The top 5 contributing circumstances attributable to young drivers of motor vehicles involved in 2011-2013 fatal and serious injury crashes were:

1. Driving Too Fast for Conditions
2. Distracted / Inattentive
3. Failed to Yield
4. Improper Lane Usage / Change
5. Speed Exceeded Limit



Young Drinking Drivers

When analyzing statistics involving young drinking drivers, it is all the more important for us to keep in mind that drinking alcohol is an illegal behavior for those under 21 years of age. Missouri has a “zero tolerance” law for people under 21 that sets their illegal blood alcohol content level at .02 percent (considerably lower than the .08 BAC level for adults).

In 2011-2013, there were 2,237 drivers whose consumption of alcohol contributed to the cause of a fatal or serious injury crash. In known cases, 244 (10.9%) of the drinking drivers were under the legal drinking age of 21.

In 2011-2013, a total of 553 drinking drivers were involved in crashes where one or more people were killed. In known cases, 64 (11.6%) of those drinking drivers were under the legal drinking age of 21.

In 2011-2013, 607 (25.6%) of the fatalities and 2,250 (14.0%) of the serious injuries involved a drinking driver. Of these, 79 (13.0%) of the fatalities and 274 (12.2%) of the serious injuries involved an underage drinking driver.

In 2011-2013, 368 young drivers were involved in 360 fatal traffic crashes where 406 people died. In those crashes, 64 or 17.4% of the young drivers were drinking and driving. In other words, one of every 6 young drivers involved in fatal crashes was drinking alcohol and their intoxicated condition contributed to the cause of the crash.



GOAL #1:

To decrease fatalities involving drivers age 15 through 20 to 111 by 2016:

2013	2014	2015
129	123	117

Performance Measure:

- Number of fatalities involving drivers age 15 through 20

Benchmark:

- 2012 fatalities involving drivers age 15 through 20 - 135 (120 in 2013)

GOAL #2:

To decrease serious injuries involving drivers age 15 through 20 to 1,038 by 2016:

2013	2014	2015
1,206	1,150	1,095

Performance Measure:

- Number of people seriously injured involving drivers age 15 through 20

Benchmark:

- 2012 serious injuries involving drivers age 15 through 20 - 1,261 (1,050 in 2013)

() Information in parenthesis is actual data for the respective year listed.

STRATEGIES

1. Continue support for youth prevention and education programs to include Team Spirit Youth Traffic Safety Leadership Training Program and Reunion; Battle of the Belt/It Only Takes One, ThinkFirst Programs (school assemblies, Traffic Offenders Program and the corporate program); Every15 Minutes; DWI docu dramas; CHEERS university-based designated driver program, Safe Communities programs throughout the state and statewide Battle of the Belt/It Only Takes One campaign
2. Continue statewide distribution of Road Wise: Parent/Teen Safe Driving Guide through DOR licensing offices and Highway Patrol driver examination stations and upon request
3. Seek out and continually assess young driver educational programs to determine the best and most cost-effective way to reach the largest number of parents and teens
4. Continue to update, as needed, materials and

web/social media information on young, high-risk drivers; develop materials that are especially appealing to young drivers

5. Include information on the graduated driver license (GDL) law in materials, on the web/social media sites and within presentations
6. Support projects designed to prevent underage alcohol purchase, educate law enforcement and the public about underage drinking, apprehend minors attempting to purchase alcohol and adults purchasing alcohol for minors, and provide a physical enforcement/intervention presence (e.g., Server Training, SMART on-line server training, underage drinking law enforcement training, compliance checks and multi-jurisdiction enforcement teams)
7. Conduct an annual safety belt survey of young drivers and their passengers and conduct annual law enforcement mobilizations and public awareness campaigns targeting lack of safety belt use at high schools
8. Conduct an annual law enforcement campaign focused on underage drinking and driving
9. Provide funding to support college/university prevention programs (Partners in Prevention, CHEERS Designated Driver program, SMART online server training and START online student alcohol awareness training) that focus on the development and implementation of UMC's Drive Safe. Drive Smart campaign
10. Encourage strict enforcement of Missouri laws targeting young drivers (e.g., Graduated Driver License, Zero Tolerance, Abuse and Lose)
11. Promote the saveMOlives website and social marketing sites that appeal to youth (Facebook, Twitter, etc.)
12. Provide support for the Missouri Coalition for Roadway Safety Substance-Impaired Driving Subcommittee to address underage substance-impaired driving
13. Implement, if possible, recommendations identified in the 2009 Statewide Underage Substance-Impaired Driving Strategic Advance
14. Develop campaigns/materials to reach targeted high-risk groups
15. Promote the seat belt and youth alcohol campaigns; modify or enhance campaigns as needed to keep a fresh approach for the teen audience



OLDER DRIVERS 65 YEARS OF AGE AND OVER

Background

Our population is aging and older adult drivers are increasing their exposure (miles driven/year) on the highways. According to the U.S. Census Bureau, Missouri ranked 16th nationally in 2010 with 15% of the population age 65 or older. By the year 2030 it is estimated that over 20% of the population in Missouri will be age 65 or older. That means approximately one in five people will be 65 or older.

Being able to go where we want and when we want is important to our quality of life. Personal mobility is often inextricably linked to the ability to drive a car. However, as we age our ability to drive a motor vehicle may be compromised by changes in vision, attention, perception, memory, decision-making, reaction time and aspects of physical fitness and performance.

A wide variety of age-related decreases in physical and mental abilities can contribute to decreased driving ability, as implied by reports that elderly drivers drive less as

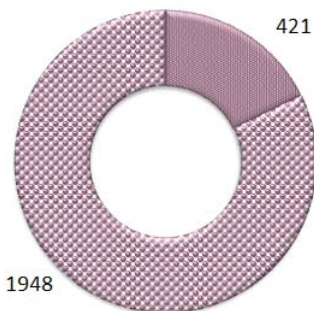
they age, while collisions per mile driven increase. Drivers 65 and older who are injured in automobile crashes are more likely than younger drivers to die from their injuries. Accordingly, several reports have noted that per mile driven, older drivers experience higher crash fatality rates than all other drivers except teen-age drivers. Studies have shown that a driver 70 or over is about three times as likely as someone 35-54 years old to sustain a fatal injury in a crash.

In March of 2015, there were 808,536 people licensed in Missouri who were age 65 or over. They accounted for 18.3% of the 4,426,742 persons licensed in Missouri.

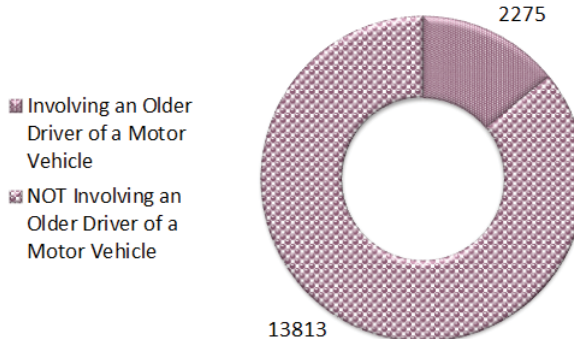
Of all 2011-2013 fatal and serious injury crashes in Missouri, 14.7% involved an older driver of a motor vehicle. In 2011-2013, 421 persons were killed and 2,275 were seriously injured in Missouri traffic crashes involving an older driver of a motor vehicle.

2011-2013 Statewide Fatalities & Serious Injuries Vs. Number of Older Drivers Involved

Total Persons Killed
2,369



Total Persons Seriously Injured
16,088



GOAL #1:

To decrease fatalities involving older drivers to 117 by 2016:

2013	2014	2015
136	129	123

Performance Measure:

- Number of fatalities occurring in crashes involving older drivers

Benchmark:

- 2012 fatalities involving older drivers - 142 (151 in 2013)

GOAL #2:

To decrease serious injuries involving older drivers to 632 by 2016:

2013	2014	2015
732	698	665

Performance Measure:

- Number of serious injuries occurring in crashes involving older drivers

Benchmark:

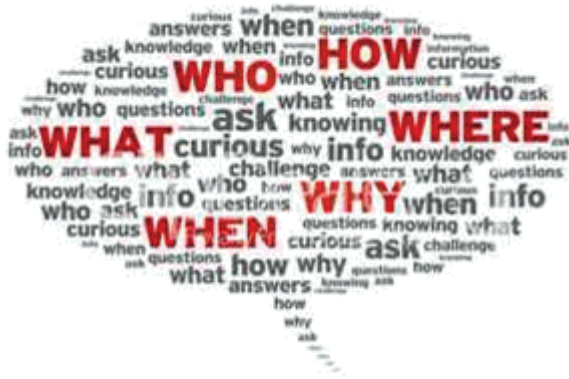
- 2012 serious injuries involving older drivers - 768 (707 in 2013)

() Information in parenthesis is actual data for the respective year listed.

STRATEGIES

1. Work with safety advocates and partners to assess and implement countermeasures to reduce crashes involving older drivers identified in the SHSP Missouri's Blueprint to Save More Lives
2. Maintain a database of partners that have an interest in older driver issues; keep these partners apprised of new developments and materials in this field
3. Develop and distribute public informational materials to assist older drivers and their families
4. Provide educational programs to community groups and the public
5. Train law enforcement personnel to identify signs of impairment specific to older drivers
6. Identify and promote self-assessment tools to

7. enable older drivers to check their own driving abilities
7. Improve the process for reporting unsafe or medically unfit drivers (revisions of forms, internal processes, and needed training)
8. Work with the Subcommittee on Elder Mobility and Safety under the Missouri Coalition for Roadway Safety to address older driver safety
9. Develop a package of office-based screening tools that can be used by healthcare providers and agencies involved in licensing decisions
10. Develop and implement a training program for local driver license offices that will assist in recognition of medically unfit drivers



OLDER DRIVERS 65 YEARS OF AGE AND OVER

Who

2011-2013 Fatalities by Age:

Age	Fatalities	Percent of Total Fatalities
0-9	2	0.48%
10-19	11	2.61%
20-29	13	3.09%
30-39	17	4.04%
40-49	21	4.99%
50-59	20	4.75%
60-69	102	24.23%
>=70	235	55.82%
Total	421	100.00%

Includes everyone killed in crashes involving at least one older driver.

What

2011-2013 Older Driver Vehicle Involved in Fatal Crashes:

Vehicle Type	Older Driver Vehicle Body Type	Percent of Total Fatalities
Passenger Car	198	48.77%
SUV	57	14.04%
Van	35	8.62%
School Bus	1	0.25%
Motorcycle	15	3.69%
ATV	2	0.49%
Motor Home	1	0.25%
Farm Imp.	4	0.99%
Other/Unknown	1	0.25%
Pick Up	74	18.23%
Large Trucks	18	4.43%
Total	406	100.00%

Where

2011-2013 Fatalities by Roadway Designation:

Roadway Desg.	Fatalities	Percent of Total Fatalities
Interstates	52	12.35%
US Numbered Routes	100	23.75%
MO Lettered Routes	55	13.06%
MO Numbered Routes	127	30.17%
Loop (Interstates only)	1	0.24%
Business	5	1.19%
City Street	43	10.21%
Ramp	1	0.24%
County Road	34	8.08%
Outer Road	3	0.71%
Total	421	100.00%

When

2011-2013 Fatalities by Time of Day:

Time	Fatalities	Percent of Total Fatalities
Midnight - 5:59 am	20	4.75%
6:00 am - 11:59 am	135	32.07%
Noon - 5:59 pm	186	44.18%
6:00 pm - 11:59 pm	80	19.00%
Total	421	100.00%

Why - See Appendix A on page 40.

COMMERCIAL MOTOR VEHICLES

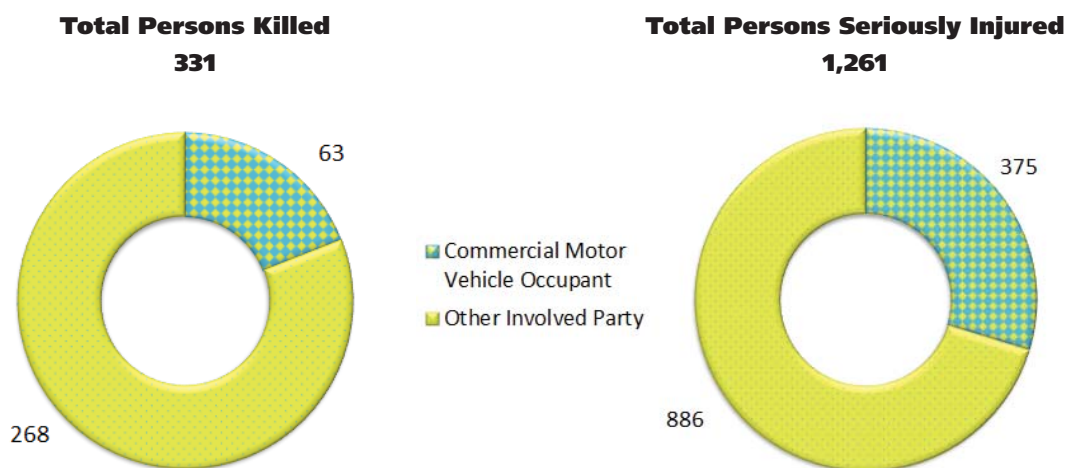
Background

Large trucks have blind spots – identified as No Zones – around the front, back and sides of the truck, which make it difficult for the driver to see. It is critically important that other drivers stay out of the No Zone of a commercial vehicle. Because most commercial motor vehicles (CMVs) are large transport devices that are much heavier than the normal vehicle population, they cause greater amounts of personal injury and severity to the occupants of vehicles with which they collide. When analyzing the types of persons killed or injured in CMV crashes, the great majority were not the occupants of the commercial motor vehicle.

Commercial motor vehicles are involved in a substantial number of traffic crashes in Missouri, especially those resulting in the death of one or more persons. In 2011-2013, there were 419,680 traffic crashes in the state. In these crashes, 35,528 (8.5%) involved at least one commercial motor vehicle. Of the 2,161 fatal crashes, however, 295 (13.7%) involved at least one commercial motor vehicle.

Of those killed in 2011–2013 CMV crashes, 63 (19.0%) were CMV occupants and 268 (81.0%) were other parties in the incident. When examining serious injuries, 375 (29.7%) were CMV occupants while 886 (70.3%) were some other party.

2011-2013 Statewide Fatalities & Serious Injuries Commercial Motor Vehicle Involved

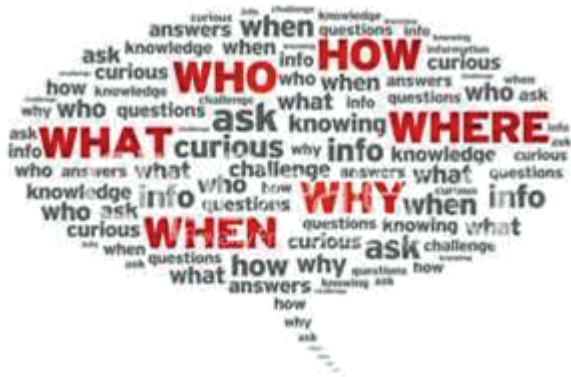


The Motor Carrier Safety Assistance Program (MCSAP) is a federal grant program that provides financial assistance to states to reduce the number and severity of accidents and hazardous materials incidents involving commercial motor vehicles. The goal of the MCSAP is to reduce CMV involved crashes, fatalities, and injuries through consistent, uniform and effective CMV safety programs. Investing grant monies in appropriate safety programs will increase the likelihood that safety defects, driver deficiencies, and unsafe motor carrier

practices will be detected and corrected before they become contributing factors to crashes. The Traffic and Highway Safety Division administers MCSAP, but the MCSAP program operates under a separate federal grant.

Goals, benchmarks and strategies are outlined within the Commercial Vehicle Safety Plan (CVSP), which is submitted to the Federal Motor Carrier Safety Administration.





COMMERCIAL MOTOR VEHICLES

Who

2011-2013 Fatalities by Age:

Age	Fatalities	Percent of Total Fatalities
0-9	5	1.51%
10-19	38	11.48%
20-29	56	16.92%
30-39	43	12.99%
40-49	54	16.31%
50-59	53	16.01%
60-69	42	12.69%
>=70	40	12.08%
Total	331	100.00%

Includes everyone killed in crashes involving at least one CMV driver.

What

2011-2013 Vehicle Body Types Involved in Fatal CMV Crashes:

Vehicle Type	Older Driver Vehicle Body Type	Percent of Total Fatalities
Passenger Car	198	48.77%
SUV	57	14.04%
Van	35	8.62%
School Bus	1	0.25%
Motorcycle	15	3.69%
ATV	2	0.49%
Motor Home	1	0.25%
Farm Imp.	4	0.99%
Other/Unknown	1	0.25%
Pick Up	74	18.23%
Large Trucks	18	4.43%
Total	406	100.00%

Where

2011-2013 Fatalities by Roadway Designation:

Roadway Desg.	Fatalities	Percent of Total Fatalities
Interstates	85	25.68%
US Numbered Routes	83	25.08%
MO Lettered Routes	35	10.57%
MO Numbered Routes	80	24.17%
Loop (Interstates only)	3	0.91%
Business	1	0.30%
City Street	18	5.44%
Ramp	4	1.21%
County Road	17	5.14%
Outer Road	4	1.21%
Other	1	0.30%
Total	331	100.00%

When

2011-2013 Fatalities by Time of Day:

Time	Fatalities	Percent of Total Fatalities
Midnight - 5:59 am	46	13.90%
6:00 am - 11:59 am	99	29.91%
Noon - 5:59 pm	123	37.16%
6:00 pm - 11:59 pm	63	19.03%
Total	331	100.00%

Why - See Appendix A on page 40.

MOTORCYCLE CRASHES

Background

A responsible motorcyclist must think about the consequences of their riding behavior in traffic and accept personal responsibility for the results of their decisions and actions, as well as develop good skills and judgment. The motorcyclist must consider their personal margin of safety or margin for error – how much extra time and space they need given their skill level.

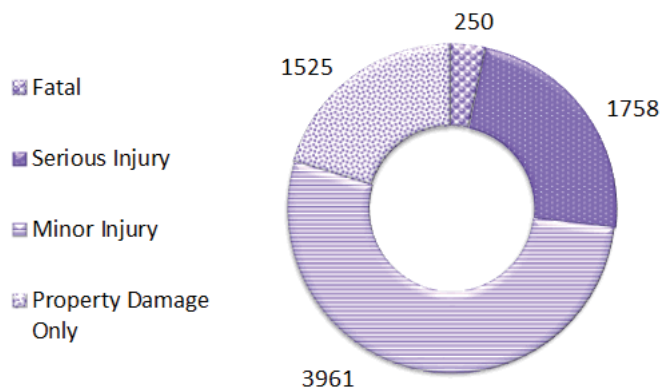
Likewise, the general motoring public must be aware of their surroundings while driving and share the road with motorcyclists. A significant number of motorcycle crashes involve another vehicle.

Although motorcycle traffic crashes do not occur with great frequency in Missouri, they usually result in deaths or serious injuries at a considerably greater rate than other traffic crashes. This reality makes helmet use imperative. In 2008, Missouri ranked 19th in helmet use nationwide (ranking is based on an overall percentage of motorcyclists wearing their helmets).

Of the 419,680 traffic crashes in 2011-2013, 0.5% resulted in a fatality and 3.0% involved someone being seriously injured in the incident. During the same period, there were 7,494 traffic crashes involving motorcycles. In these incidents, 250 (3.3%) resulted in a fatality and 1,758 (23.5%) resulted in someone being seriously injured in the crash. These figures demonstrate the overrepresentation of motorcycles in fatal and serious injury crashes.

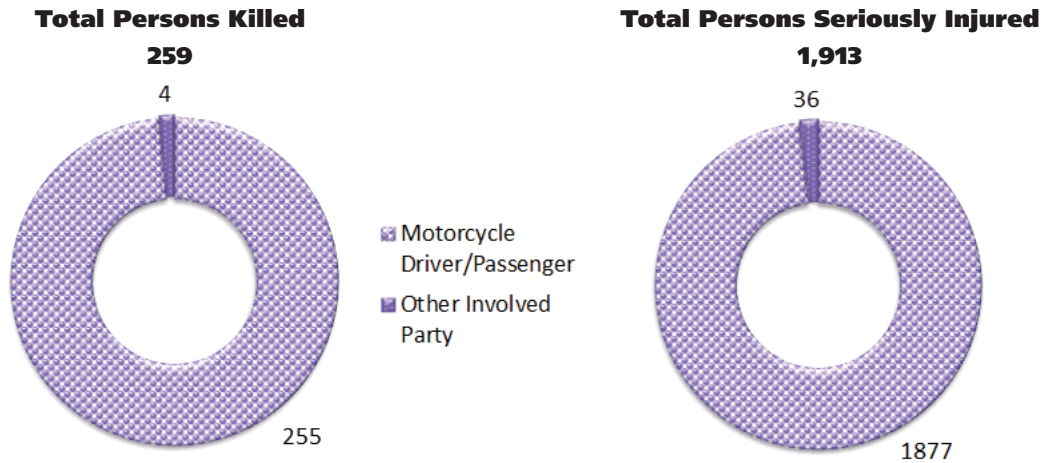
An area of particular concern is the number of unlicensed and improperly licensed motorcyclists involved in crashes. Between 2011-2013, 23.4% of the 7,494 motorcycle involved traffic crashes involved an unlicensed or improperly licensed motorcycle driver. In fatal crashes, 41.2% involved an unlicensed or improperly licensed motorcycle driver, while 28.0% of the serious injury crashes involved an unlicensed or improperly licensed motorcycle driver.

2011-2013 Statewide Motorcycle Involved Crashes 7,494



In most instances, motorcycle drivers and/or their passengers are the ones killed and seriously injured when they are involved in a traffic crash. Of the 259 people killed in motorcycle-involved crashes (2011-2013), 255 (98.5%) were motorcycle riders and 4 (1.5%) were some other person in the incident. Of the 1,913 seriously injured (2011-2013), 1,877 (98.1%) were the motorcycle riders while only 36 (1.9%) were some other person in the incident.

2011-2013 Statewide Fatalities & Serious Injuries Motorcycle Involved



A significant number of motorcyclists and their passengers killed and seriously injured in Missouri traffic crashes are middle age. Of those killed, 42.7% were between the ages of 41-60 and 45% of those seriously injured were in this age group.

2011-2013 Statewide Motorcycle Drivers and Passengers Killed and Seriously Injured in Missouri Traffic Crashes

(Age by Personal Injury Severity)

Age	KILLED			SERIOUSLY INJURED			TOTAL	
	Number	%	Unhelmeted /Non-Compliant Helmet	Number	%	Unhelmeted/ Non-Compliant Helmet	Number	%
00 - 20	12	4.7%	1	144	7.7%	38	156	7.3%
21 - 40	107	42.0%	23	696	37.1%	123	803	37.7%
41 - 60	109	42.7%	25	845	45.0%	124	954	44.7%
61 and Over	27	10.6%	2	190	10.1%	20	217	10.2%
Unknown age	0	0.0%	0	2	0.1%	1	2	0.1%
Total	255	100.0%	51	1,877	100.0%	306	2,132	100.0%

4 motorcyclists who were killed had an unknown helmet useage.

75 motorcyclists who were seriously injured had an unknown helmet usage.

GOAL #1:

To decrease motorcyclist fatalities to 84 by 2016:

2013	2014	2015
98	93	89

Performance Measure:

- Number of motorcyclist fatalities

Benchmark:

- Number of 2012 motorcyclist fatalities = 102 (72 in 2013)

GOAL #2:

To decrease un-helmeted or non-DOT-compliant helmeted motorcyclist fatalities to 21 by 2016 (does not include fatalities where helmet use was "unknown"):

2013	2014	2015
25	24	22

Performance Measure:

- Number of un-helmeted or non-DOT compliant helmeted motorcyclist fatalities (only those fatalities where helmet use was known)

Benchmark:

- Number of 2012 un-helmeted or non-DOT-

STRATEGIES

compliant helmeted motorcyclist fatalities = 26
(21 in 2013)

GOAL #3:

To decrease fatalities involving motorcycle operators who are not licensed or improperly licensed to 40 by 2016:

2013	2014	2015
46	43	41

Performance Measure:

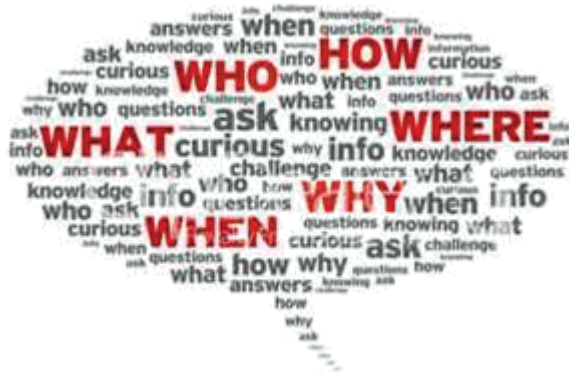
- Number of fatalities involving motorcycle operators with no license or improperly licensed

Benchmark:

- 2012 fatalities involving a motorcycle operator with no license or improperly licensed = 48
(24 in 2013)

1. Continue support for the Missouri Motorcycle Safety Program administered by the Missouri Safety Center at University of Central Missouri
2. Continue to provide motorcycle rider education statewide in order to train 4500+ riders annually
3. Conduct RiderCoach (Instructor) Preparation courses as needed in order to train and expand the base of certified motorcycle RiderCoaches to meet demand
4. Actively participate in the Motorcycle Safety Subcommittee of the Missouri Coalition for Roadway Safety
5. Implement, where possible, strategies in the Missouri Motorcycle Strategic Safety Plan 2012-2016
6. Create and distribute Missouri helmet law cards to law enforcement statewide on detecting non-compliant helmets
7. Continue working with numerous grass-roots motorcycle safety groups in promoting the "Watch for Motorcycles" message throughout the state





MOTORCYCLE CRASHES

Who

2011-2013 Fatalities by Age:

Age	Fatalities	Percent of Total Fatalities
0-9	0	0.00%
10-19	7	2.75%
20-29	57	22.35%
30-39	50	19.61%
40-49	52	20.39%
50-59	60	23.53%
60-69	26	10.20%
>=70	3	1.18%
Total	255	100.00%

Includes drivers/passengers of motorcycles.

What

2011-2013 Vehicle Body Types Involved in Fatal Motorcycle Crashes:

Vehicle Type	Vehicle Body Type Involved	Percent of Total Fatalities
Passenger Car	54	13.37%
SUV	34	8.42%
Van	5	1.24%
Other Bus	1	0.25%
School Bus	2	0.50%
ATV	0	0.00%
Motor Home	1	0.25%
Other/Unknown	1	0.25%
Const. Equip.	1	0.25%
Pick Up	36	8.91%
Motorcycle	258	63.86%
Large Trucks	11	2.72%
Total	404	100.00%

Where

2011-2013 Fatalities by Roadway Designation:

Roadway Desg.	Fatalities	Percent of Total Fatalities
Interstates	18	7.06%
US Numbered Routes	31	12.16%
MO Lettered Routes	44	17.25%
MO Numbered Routes	65	25.49%
Loop (Interstates only)	1	0.39%
Business	4	1.57%
City Street	62	24.31%
Ramp	3	1.18%
County Road	26	10.20%
Outer Road	1	0.39%
Other	0	0.00%
Total	255	100.00%

When

2011-2013 Fatalities by Time of Day:

Time	Fatalities	Percent of Total Fatalities
Midnight - 5:59 am	33	12.94%
6:00 am - 11:59 am	39	15.29%
Noon - 5:59 pm	94	36.86%
6:00 pm - 11:59 pm	89	34.90%
Total	255	100.00%

Why - See Appendix A on page 40.



CRASHES INVOLVING SCHOOL BUSES

Background

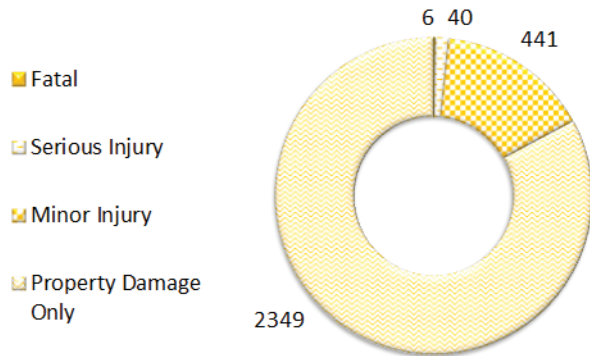
Although school buses provide one of the safest modes of transportation, there are still school bus related injuries and, unfortunately, some fatalities every year. Some of these are due to crashes with other vehicles while others are due to the school bus striking a pedestrian or bicyclist. The responsibility borne by school bus drivers is considerable.

A vehicle must meet safety standards that are appropriate for its size and type because different types of vehicles perform differently in a crash. For example, because a large school bus is heavier than most other vehicles, its weight can protect its occupants from crash forces better than a light vehicle such as a passenger car. The passive protection engineered into large school buses, combined with other factors such

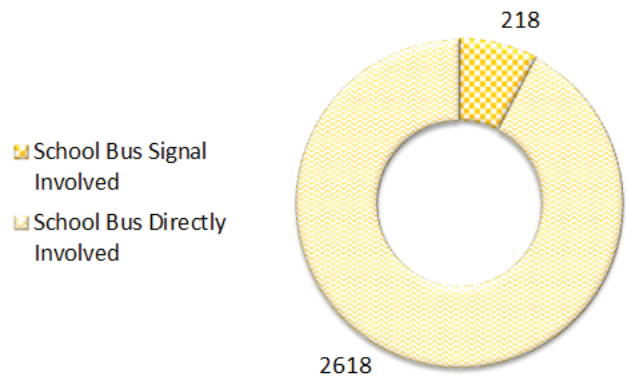
as weight, provides passenger protection similar to that provided by safety devices in passenger cars. Both types of vehicles protect children from harm but in different ways. Many school buses throughout Missouri are now equipped with 3-point safety belts. This safety enhancement, when properly used, provides additional protection in the event of a crash.

School buses are not involved in a large number of traffic crashes in Missouri. Of all 2011-2013 Missouri traffic crashes, 0.7% involved a school bus or school bus signal. In 92.3% of the school bus crashes, a school bus was directly involved in the crash and in 7.7% of the crashes, no school bus was directly involved but a school bus signal was involved.

2011-2013 Statewide School Bus/School Bus Signal Crashes
(By Severity)

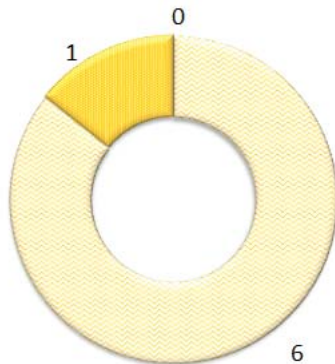


2011-2013 Statewide School Bus/School Bus Signal Crashes
(Involvement Type)

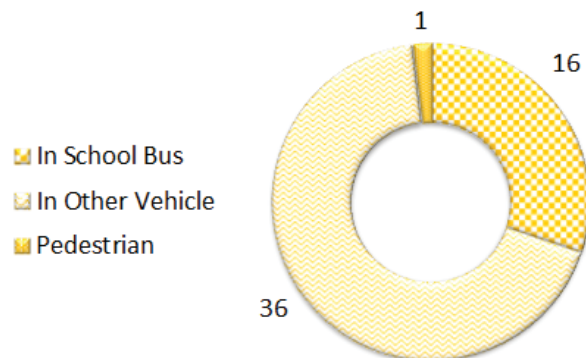


Of the seven persons killed during 2011-2013 in crashes involving school buses, no bus occupants were killed, one was a pedestrian and six were some other person in the incident. Of the 53 persons seriously injured, 16 were occupants of the school bus, one was a pedestrian and 36 were some other person in the incident.

2011-2013 Statewide School Bus/School Bus Signal Involved Fatalities by Location of Persons Killed



2011-2013 Statewide School Bus/School Bus Signal Involved Serious Injuries by Location of Persons Seriously Injured



A significant number of persons killed or seriously injured in crashes involving school buses are young.

Age	IN BUS		PEDESTRIAN		IN OTHER VEHICLE	
	Killed	Serious Injuries	Killed	Serious Injuries	Killed	Serious Injuries
0-4	0	1	0	0	0	0
5-8	0	1	1	0	0	0
9-20	0	7	0	1	1	6
21+	0	7	0	0	5	30
Unknown	0	0	0	0	0	0
Total	0	16	1	1	6	36

GOAL #1:

To decrease or maintain fatalities involving school buses or school bus signals to 2 by 2016:

2013	2014	2015
3	3	2

Performance Measure:

- Number of fatalities occurring in crashes involving school buses or school bus signals

Benchmark:

- 2012 fatalities occurring in crashes involving school buses or school bus signals = 3
(3 in 2013)

GOAL #2:

To decrease serious injuries involving school buses or school bus signals to 12 by 2016:

2013	2014	2015
14	14	13

Performance Measure:

- Number of serious injuries occurring in crashes involving school buses or school bus signals

Benchmark:

- 2012 serious injuries occurring in crashes involving school buses or school bus signals = 15
(19 in 2013)

STRATEGIES

1. Support and implement, if feasible, recommendations made by the 2005 Governor's School Bus Task Force
2. Continue to serve on any state school bus safety committees
3. Expand current public awareness materials to address seat belts on school buses, compartmentalization of school buses, general safety issues regarding riding a school bus, safety around the loading zones and sharing the road with school buses



VULNERABLE ROADWAY USERS

Background

Many Missourians rely on non-motorized means of transportation such as walking and bicycling. Both of these modes have the ability to provide physical and health benefits, but they also have the potential for serious or fatal injuries in the event of a crash. Crashes involving pedestrians and bicyclists do not occur in extremely large numbers (1.0% and 0.5% of all crashes, respectively) but when a pedestrian or bicyclist is involved in a traffic crash, the potential for harm is much greater.

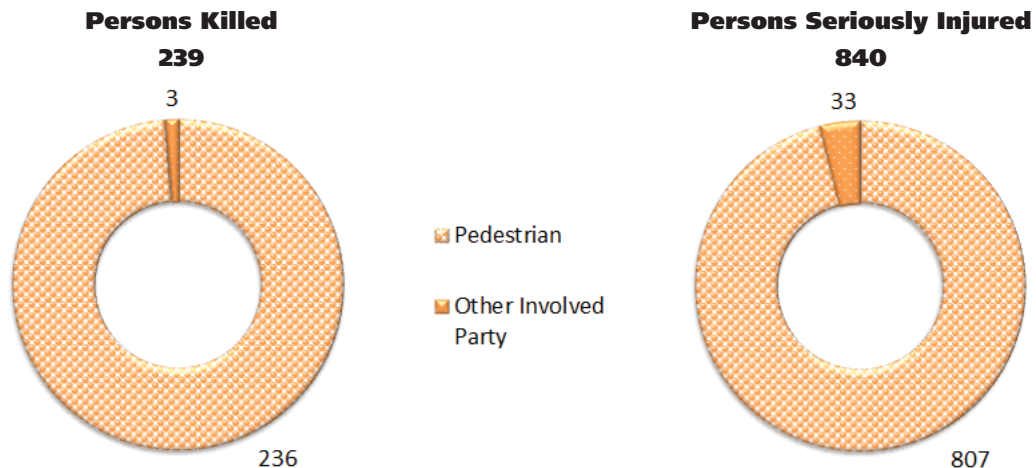
Pedestrians and bicyclists alike need to understand that they have primary responsibility for their own safety; however, the motoring public also has a responsibility to share the road in a safe manner with these vulnerable road users. This is especially true since many pedestrians and bicyclists are children who often lack the knowledge or skills to interact safely in traffic.



PEDESTRIANS

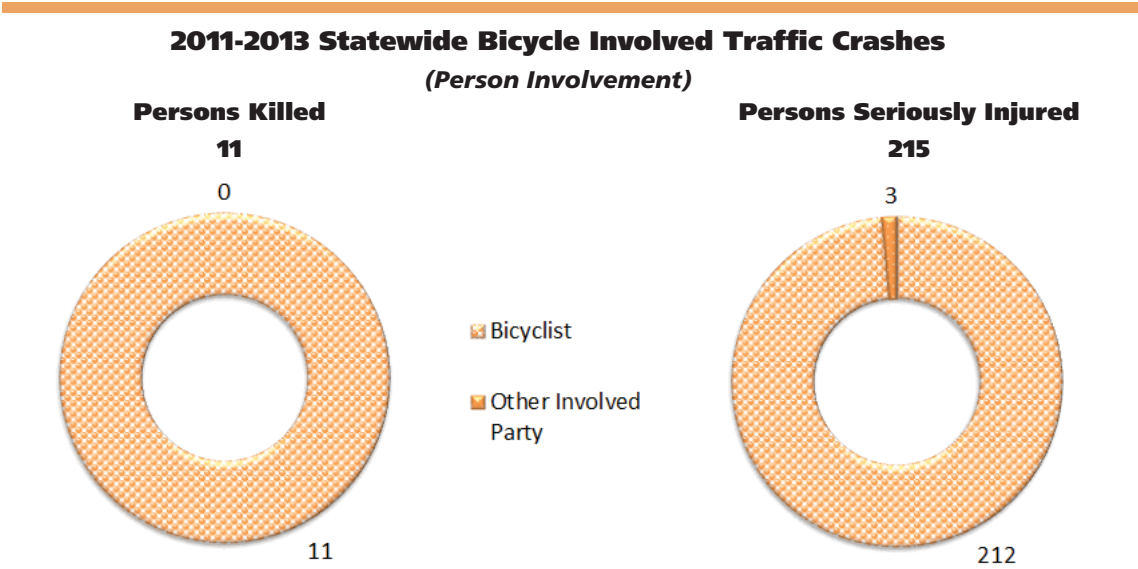
For the period 2011-2013, there were 234 fatal pedestrian-involved crashes and 807 serious injury pedestrian-involved crashes. During that three-year period, of the 239 persons killed in pedestrian involved crashes, 236 (98.7%) were the pedestrians. Of the 840 seriously injured in pedestrian involved crashes, 807 (96.1%) were the pedestrians.

2011-2013 Statewide Pedestrian Involved Traffic Crashes
(Person Involvement)



BICYCLISTS

For the period 2011-2013, there were 11 fatal bicycle-involved crashes and 212 serious injury bicycle-involved crashes. For that same three-year period, of the 11 persons killed in bicycle-involved crashes, all were the bicyclists. Of the 215 persons seriously injured in bicycle-involved crashes, 212 (98.6%) were the bicyclists.



GOAL #1:

To decrease pedestrian fatalities to 71 by 2016:

2013	2014	2015
82	78	75

Performance Measure:

- Number of pedestrian fatalities

Benchmark:

- 2012 pedestrian fatalities = 86 (75 in 2013)

GOAL #2:

To decrease or maintain bicyclist fatalities to 4 by 2016:

2013	2014	2015
6	5	5

Performance Measure:

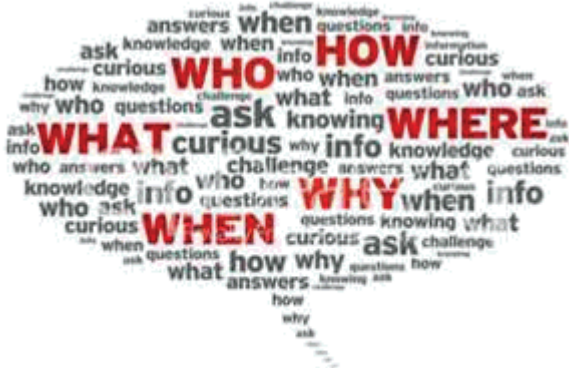
- Number of bicyclist fatalities

Benchmark:

- 2012 bicyclist fatalities = 6 (4 in 2013)

STRATEGIES

1. Educate the motoring public on sharing the road safely with pedestrians and bicyclists
2. Educate pedestrians and bicyclists on safely interacting with motor vehicles
3. Purchase helmets for distribution at exhibits and for school/local safety awareness programs
4. Promote bicycle safety events/awareness programs at the local level utilizing the Safe Communities programs and the Missouri Coalition for Roadway Safety regional coalitions



VULNERABLE ROADWAY USERS - Pedestrians

Who

2011-2013 Fatalities by Age:

Age	Fatalities	Percent of Total Fatalities
0-9	17	7.20%
10-19	19	8.05%
20-29	50	21.19%
30-39	25	10.59%
40-49	39	16.53%
50-59	36	15.25%
60-69	18	7.63%
>=70	32	13.56%
Total	236	100.00%

Includes all pedestrians.

Where

2011-2013 Fatalities by Roadway Designation:

Roadway Desg.	Fatalities	Percent of Total Fatalities
Interstates	49	20.76%
US Numbered Routes	30	12.71%
MO Lettered Routes	7	2.97%
MO Numbered Routes	37	15.68%
Loop (Interstates only)	0	0.00%
Business	5	2.12%
City Street	77	32.63%
Ramp	2	0.85%
County Road	17	7.20%
Outer Road	5	2.12%
Other	7	2.97%
Total	236	100.00%

Why - See Appendix A on page 40.

What

2011-2013 Other Vehicle Body Types Involved in Fatal Pedestrian Crashes:

Vehicle Type	Older Vehicle Body Type Involved	Percent of Total Fatalities
Passenger Car	108	41.22%
SUV	43	16.41%
Van	11	4.20%
School Bus	5	1.91%
Motorcycle	2	0.76%
ATV	0	0.00%
Motor Home	0	0.00%
Farm Imp.	1	0.38%
Other/Unknown	15	5.73%
Pick Up	50	19.08%
Large Trucks	27	10.31%
Total	262	100.00%

When

2011-2013 Fatalities by Time of Day:

Time	Fatalities	Percent of Total Fatalities
Midnight - 5:59 am	58	24.58%
6:00 am - 11:59 am	31	13.14%
Noon - 5:59 pm	48	20.34%
6:00 pm - 11:59 pm	99	41.95%
Total	236	100.00%



VULNERABLE ROADWAY USERS - Bicyclists

Who

2011-2013 Fatalities by Age:

Age	Fatalities	Total Fatalities
0-9	0	0.00%
10-19	3	27.27%
20-29	1	9.09%
30-39	3	27.27%
40-49	1	9.09%
50-59	1	9.09%
60-69	0	0.00%
>=70	2	18.18%
Total	11	100.00%

Includes all bicyclists.

Where

2011-2013 Fatalities by Roadway Designation:

Roadway Desg.	Fatalities	Total Fatalities
Interstates	1	9.09%
US Numbered Routes	1	9.09%
MO Lettered Routes	1	9.09%
MO Numbered Routes	2	18.18%
Loop (Interstates only)	0	0.00%
Business	0	0.00%
City Street	6	54.55%
Ramp	0	0.00%
County Road	0	0.00%
Outer Road	0	0.00%
Other	0	0.00%
Total	11	100.00%

What

2011-2013 Vehicle Body Types Involved in Fatal Bicycle Crashes:

Vehicle Type	Body Type	Total Fatalities
Passenger Car	4	30.77%
SUV	5	38.46%
Van	0	0.00%
School Bus	0	0.00%
Motorcycle	0	0.00%
ATV	0	0.00%
Motor Home	0	0.00%
Farm Imp.	0	0.00%
Other/Unknown	0	0.00%
Pick Up	1	7.69%
Large Trucks	3	23.08%
Total	13	100.00%

When

2011-2013 Fatalities by Time of Day:

Time	Fatalities	Total Fatalities
Midnight - 5:59 am	1	9.09%
6:00 am - 11:59 am	1	9.09%
Noon - 5:59 pm	2	18.18%
6:00 pm - 11:59 pm	7	63.64%
Total	11	100.00%

Why - See Appendix A on page 40.

ENGINEERING SERVICES & DATA COLLECTION

ENGINEERING SERVICES

Traffic engineering is a vital component of the traffic safety countermeasure picture. The techniques engineers use to design roads certainly affect the safety of motorists. Engineering approaches offer two basic types of countermeasures against drivers committing hazardous moving violations: highway design and traffic engineering. With highway design, the roads can be redesigned to add capacity or accommodate increased traffic. Highway design can also mitigate the injury consequences for motorists who come into contact with aggressive, impaired, or distracted drivers. Effective traffic engineering offers a way to accommodate increased traffic flow, or at least get it under control, without building new roads.

One of the most successful examples of an engineering solution to mitigate cross-median crashes (one of our most deadly crashes on the interstates), has been the installation of the median guard cable. Since the state-wide installation effort began in 2003, over 800 miles of guard cable have been installed across the state. In-house studies have shown over a 98 percent reduction in cross-median crashes where median guard cable has been installed.

TRAFFIC ENGINEERING ASSISTANCE PROGRAM (TEAP)

It is often necessary for cities and counties to obtain the services of private consulting engineering firms in order to aid them in correcting operational problems on their streets and highways. Correction of these problems can require detailed assessment of traffic crash analysis, traffic counts, speed surveys, minor origin and destination studies, non-rapid transit studies, parking supply and demand studies, capacity analysis, lighting analysis and design, traffic control devices (inventory and layout), or traffic signal progression analysis and design. Most cities and counties do not have the personnel with expertise in these areas to perform the necessary analysis. (This is not a complete list of the studies a traffic engineering consultant may be called upon to perform.) This is a support problem where methods of correcting a particular situation must first be examined and determined before they can be implemented or evaluated for effectiveness. In order to provide assistance in this area, the Highway Safety Office allocates funding for consultants to perform this service for the local jurisdictions.



TRAINING

Support is also provided for traffic engineering forums and technology transfer to enhance the ability of the local communities to develop crash countermeasures. This is accomplished through training workshops and conferences funded through MoDOT.

An instructional program on traffic practices and crash countermeasure development will be offered to local law enforcement and traffic engineers. This program provides them 15 hours of professional development. Participants receive training on pinpointing typical traffic problems, recognizing roadway and signing defects, and identifying solutions for high-crash locations.

DATA COLLECTION

Each state has developed, to varying degrees, systems for the collection, maintenance and analysis of traffic safety data. Motor vehicle crash data tells us about the characteristics of the crash and the vehicles and persons involved. Crash data elements describe the date, time, location, harmful events, type of crash, weather, and contributing circumstances. Vehicle data elements describe the vehicle in terms of the make, year, type, role, actions, direction, impact, sequence of events, and damaged areas. Person data elements describe all persons involved by age, sex, injury status, and type. Additional information describing the vehicle number, seating position, use of safety equipment, driver status information, non-motorist status, alcohol/drug involvement, and EMS transport status is collected when relevant to the occupants involved.

STARS MAINTENANCE AND TRAFFIC SAFETY COMPENDIUM

The traffic safety program supports maintenance of the Statewide Traffic Accident Reporting System (STARS), which is the repository for all crash statistics. The Missouri State Highway Patrol started electronically filing crash reports in 2007. Approximately 44% of crash reports are now entered electronically into the STARS system. Revision of the crash report form has been completed with training provided annually. The form

became effective on January 1, 2012. The Traffic Safety Compendium is compiled from statistics collected in STARS and is available in .pdf format. Without this vital component, it would be difficult to develop a comprehensive plan based on consistently reported crash data especially as it relates to contributing circumstances that caused the crash. This crash information is shared with MoDOT's Traffic and Highway Safety Division.

LAW ENFORCEMENT TRAFFIC SOFTWARE (LETS)

This web-based computerized system for collection and comprehensive management of traffic data provides on-line information concerning traffic activities and needs for local law enforcement agencies. LETS allows agencies to track crash occurrences, deploy enforcement efforts, design crash countermeasure programs, and develop customized reports. The LETS software also allows agencies to electronically transfer crash data to the STARS database.

SELECTION OF TRAFFIC RECORDS COORDINATING COMMITTEE (TRCC) PROJECTS

The TRCC plays a role in the creation, approval and evaluation of the data improvement projects. The TRCC consists in developing initial project proposals as well as discusses the proposals openly in the TRCC monthly meetings. The TRCC through the discussion of proposed projects, prioritize the projects and determine the funding sources. Once the project begins, the TRCC provides additional guidance on the projects activities.

Projects are selected based on recommendations from the most current assessments and their ability to meet six characteristics: timeliness, accuracy, integration, uniformity, accessibility and completeness.

These projects are evaluated on an annual basis to ensure they are in compliance with project milestones and their ability to improve the states traffic records data systems.

GOAL #1:

To assure there is a robust traffic data system available to assist all data users in development of appropriate traffic safety countermeasures

Performance Measure:

- Percent of all crash reports filed electronically through LETS into the STARS system.
- Ability to track positive or negative trends in traffic crashes by target populations, geographic location, driver subgroups, and causation factors

Benchmark:

- In 2009, local law enforcement agencies began electronically submitting crash reports through LETS.

GOAL #2:

To provide adequate training on an annual basis that will support and enhance the ability of state and local agencies in developing accident countermeasures

Performance Measure:

- Continue partnership with Mid America Regional Council to conduct road safety audits with law enforcement

Benchmark:

- Conduct one road safety audit with law enforcement

BENCHMARKS:

- Provide consultant assistance to local communities for traffic engineering assessments
- Provide consultant assistance to local communities for bridge engineering assessments
- Provide training for engineering professionals at workshops and the Annual Traffic Conference (number of attendees depends upon conference costs which is based on location and travel constraints)
- Provide an effective, efficient software system for capturing local law enforcement crash data
- Provide an effective, efficient web-based highway safety grants management system

STRATEGIES

1. Encode all crash reports into the STARS system, ensuring accuracy and efficiency, and provide equipment to support STARS maintenance
2. Utilize statistics gathered from STARS to assist MoDOT's Traffic and Highway Safety Division and local communities in developing problem identification
3. Provide expertise and funding to assure communities are in compliance with uniform traffic codes and that the bridges within their jurisdictions are upgraded in terms of their safety
4. Provide training to assure state and local engineers are kept abreast of current technology
5. Continue LETS software improvement and training – train users on accessing and utilizing LETS system, log users into the system, and provide help desk through REJIS
6. Continue to serve on the Traffic Records Coordinating Committee and assist in the redevelopment of the Missouri Traffic Records Strategic Plan
7. Continue to emphasize linkage capability within the traffic records data systems to generate merged records for analytic purposes.
8. Implement recommendations of the 2011 Traffic Records Assessment into the statewide strategic plan (as required in Section 405C implementing guidelines)
9. Continually refine and enhance Missouri's data collection and analysis systems in order to produce tables and reports that provide standardized exposure data for use in developing traffic safety countermeasure programs
10. Promote use of the online law enforcement mobilization reporting system
11. Collaborate with the Missouri State Highway Patrol to assure that Missouri's traffic crash report form complies with 2008 revised MMUCC standards.
12. Maintain and improve, as needed, a totally web-based Highway Safety grants management system working in conjunction with the Highway Safety Office, REJIS, and MoDOT's Information Technology Division
13. Continue to procure enhanced broadband wireless services for Missouri State Highway Patrol cars through a wireless service provider, to allow for seamless, continuous, and complete transmissions of racial profiling data



Final Report

6-150205LK

Highway Safety Drivers Survey

Prepared for
Missouri Department of Transportation
Organizational Results

By

Lance Gentry



HEARTLAND
MARKET RESEARCH LLC

May 5, 2015

The opinions, findings, and conclusions expressed in this publication are those of the principal investigators and the Missouri Department of Transportation. They are not necessarily those of the U.S. Department of Transportation, Federal Highway Administration. This report does not constitute a standard or regulation.

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Table of Contents

LIST OF TABLES	II
EXECUTIVE SUMMARY	1
INTRODUCTION	5
OBJECTIVE	5
TECHNICAL APPROACH	5
RESULTS AND DISCUSSION (EVALUATION).....	6
SEAT BELT USAGE.....	7
SPEEDING ISSUES	12
CELL PHONE USE WHILE DRIVING.....	16
ALCOHOL IMPAIRED DRIVING	18
PRINCIPAL INVESTIGATOR AND PROJECT MEMBERS	22
WORKS CITED	23
APPENDIX A: WORK PLAN.....	A1
APPENDIX B: SURVEY SCRIPT	B1
PHONE SURVEY SCRIPT	B1
APPENDIX C: ADDITIONAL FINDINGS: CROSSTABS OF INTEREST	C1
RESEARCH QUESTIONS BY DISTRICT	C1
RESEARCH QUESTIONS BY RURAL/URBAN	C18
APPENDIX D: DEMOGRAPHICS	D1

List of Tables

Table 1: Survey Margin of Error	6
Table 2: Statewide Seatbelt Usage.....	7
Table 3: Secondary vs. Primary Law	9
Table 4: Statewide Support for Increasing Fine for Violating Seat Belt Law	10
Table 5: Respondent Input on Increasing Fine	10
Table 6: Seat Belt Law Enforcement Publicity Awareness	11
Table 7: Perceived Chance of Obtaining Ticket for Violating Seat Belt Laws	11
Table 8: Speeding in 30 MPH Zones.....	12
Table 9: Speeding in 70 MPH Zones.....	12
Table 10: Speeding Enforcement Publicity Awareness.....	15
Table 11: Perceived Chance of Obtaining Ticket for Speeding.....	15
Table 12: Frequency of Talking while Driving	16
Table 13: Frequency of Texting while Driving	16
Table 14: Statewide Opinions Regarding Cell Phone Restrictions.....	17
Table 15: Statewide Drinking Behavior before Driving	19
Table 16: DUI Enforcement Publicity Awareness.....	21
Table 17: Perceived Chance of Arrest after DUI.....	21
Table 18: Timeline for 2015 Surveys	A1
Table 19: Margin of Error by District.....	C1
Table 20: District by Question 1.....	C2
Table 21: District by Question 2.....	C3
Table 22: District by Question 3.....	C4
Table 23: District by Question 3b.....	C5
Table 24: District by Question 4.....	C6
Table 25: District by Question 5.....	C7
Table 26: District by Question 6.....	C8
Table 27: District by Question 7.....	C9
Table 28: District by Question 8.....	C10
Table 29: District by Question 9.....	C11
Table 30: District by Question 10.....	C12
Table 31: District by Question 11.....	C13
Table 32: District by Question 12.....	C14
Table 33: District by Question 13.....	C15
Table 34: District by Question 14.....	C16
Table 35: District by Question 15.....	C17
Table 36: District by Nielson Community Type.....	C18
Table 37: Nielson Community Type by Question 1	C19
Table 38: Nielson Community Type by Question 2	C20
Table 39: Nielson Community Type by Question 3	C21
Table 40: Nielson Community Type by Question 3b	C22
Table 41: Nielson Community Type by Question 4	C23
Table 42: Nielson Community Type by Question 5	C24
Table 43: Nielson Community Type by Question 6	C25
Table 44: Nielson Community Type by Question 7	C26
Table 45: Nielson Community Type by Question 8	C27
Table 46: Nielson Community Type by Question 9	C28
Table 47: Nielson Community Type by Question 10	C29
Table 48: Nielson Community Type by Question 11	C30
Table 49: Nielson Community Type by Question 12	C31
Table 50: Nielson Community Type by Question 13	C32
Table 51: Nielson Community Type by Question 14	C33
Table 52: Nielson Community Type by Question 15	C34
Table 53: Question a.....	D1
Table 54: Question b.....	D1

Table 55: Question c.....	D1
Table 56: Question d.....	D2
Table 57: Question e.....	D3
Table 58: Question f.....	D3
Table 59: Question g.....	D7
Table 60: Question h.....	D25

Executive Summary

Highway Safety Findings

This research project surveyed 2,502 adult Missouri drivers in March 2015 to capture their current attitudes and awareness of specific items concerning highway safety such as seat belt usage, speeding issues, cell phone use while driving, and alcohol impaired driving. The research was designed so that in addition to providing a statewide result, statistically useful information was also available at the district level.

Special emphasis was placed on ensuring that the sample reflected Missouri's geographic, age, and gender diversity. People were surveyed from 113 counties as well as the independent city of St. Louis. Residents from 620 different zip codes are represented. The typical market research survey practice of alternatively asking for either the oldest or youngest adult was not employed. Instead, the calling center was given specific goals for each age group and gender within various geographic areas to ensure the most representative sample possible.

Seat Belt Findings

83.1% of Missouri drivers claimed to always use their seat belts, statistically identical to the results from the previous four years. In 2015 those least likely to wear seat belts when driving or riding in a car, van, sport utility vehicle, or pick up were males of at least 50 years of age who primarily drove either a motorcycle or a pick up. Those who lived in areas classified as relatively urbanized were most likely to wear their seat belts whereas those who lived in either very rural location or in very urban areas such as St. Louis were less likely to wear seat belts.

A majority (54.6%) of the respondents prefer to keep Missouri's seat belt law a secondary law, similar to the findings from recent years. Likewise, a slight majority (51.6%) preferred to leave the penalty for violating the law unchanged. All responses were statistically identical to those from the previous year. Out of the minority who favored increasing the fine, a plurality (44.0%) thought the fine should range from \$25 to \$49. The second largest group (20.0%) thought the fine should range from \$50 to \$74. These were also the two largest groups the last five years out of the minority who wished to increase the fine.

The vast majority of the respondents (82.4%) were not aware of any publicity concerning seat belt law enforcement. While statistically similar to the previous year, this continued a downward trend in awareness since 2010. There may be several reasons for this trend. First of all, people have many more options for their free time, making it much more difficult to reach them. People have access to more video and audio options than ever before, many of which are now available directly over the internet making local advertising very challenging. Secondly, this research measures the statewide perception on the issues being discussed. However, MoDOT may spend its marketing efforts targeting citizens at special risk. If so, any report of the statewide results will underestimate the effectiveness of publicity efforts as the responses from the citizens not being targeted make up a significant portion of the overall measure captured by this research. Finally, the timing of this research makes the current survey methodology a poor instrument for measuring the effectiveness of MoDOT's seat belt safety awareness campaign which last took place in May 2014, approximately 10 months before respondents were surveyed.

Speeding Findings

72.4% of Missouri drivers stated they never or rarely drive more than 35 mph when the speed limit is 30 mph less than the 86.8% of Missouri drivers who stated they never or rarely drive more than 75 mph when the speed limit is 70 mph on local roads. Both findings were similar to those found in 2014.

In 2015, females between 18 to 29 were more likely to speed on roads with speed limits of 30 mph compared to other groups. Women between 30 and 49 and men between 30 and 64 were more likely to speed on roads with speed limits of 70 mph. All age and gender segments were more likely to speed on roads with a 30 mph speed limit than roads with a 70 mph speed limit. In a change from last year, this was not true of motorcyclists. While they remain the group most likely to speed on roads with a speed limit of 70 mph, this year motorcyclists stated they were less likely to speed on roads with speed limits of 30 mph than drivers of other vehicles. It is important to understand that the sample size of motorcyclists is very small, thus there is likely to be greater variation from year to year in this group. In keeping with the findings since 2010, there was no correlation between speeding and any publicity about relevant law enforcement activities; nor was there any correlation between speeding and the respondent's perception of the chance of being caught.

The majority (73.3%) of Missouri drivers were unaware of any recent publicity regarding speed enforcement. This was virtually identical to the findings from the previous two years. Two-thirds (66.6%) of Missouri drivers thought their chances of receiving a ticket if they speed were at least fifty percent. This was also similar to the findings since 2011.

Cell Phone Findings

88.4% of Missouri drivers stated they rarely or never talk on a cell phone while driving. 11.2% of Missourians talk at least half of the time they drive. 99.1% of Missouri drivers stated they rarely or never text on a cell phone while driving. These numbers are statistically identical to the findings from last year.

92.5% of Missouri drivers favored some type of restriction on how people could use cell phones while driving. 29.9% favored banning all cell phone use by drivers, while a majority (62.6%) wanted to ensure drivers could still use cell phones for talking while seeing the need for some restrictions. These results were similar to previous findings and continue a downward trend in the number of people who support a complete ban on cell phone use while driving.

In 2015 women 65 and older were the least likely to drive while talking on a cell phone whereas females from 30 to 49 were the most likely group to talk on a cellular phone while driving. However, at just under 18% (17.9% for women 30 to 39 and 17.8% for women 40 to 49), this is significantly lower than the measures recorded in previous years. Self-reported texting while driving also continued to decline. In 2015, males 40 to 49 were the most likely age/gender segment to text while driving and only 2% of this group said they did so at least 50% of their driving time.

DUI Findings

89.4% of Missouri drivers stated that they had not driven a vehicle within two hours of consuming an alcoholic beverage anytime in the last sixty days. This is similar to last year's findings. 8.1% of Missouri drivers admitted to having done so at least once in the last sixty days. Another 2.5% refused to answer the question.

Heartland Market Research concluded that approximately 10.6% of Missouri drivers have driven under the influence of alcohol in the last sixty days. Considering the margin of error, this is similar to the findings that have been measured most years of this study (11.5% in 2010, 18.7% in 2011, 8.3% in 2012, 12.7% in 2013, and 9.3% in 2014). Out of those who admitted to drinking before driving, the average driver did so about three times in the last sixty days (average of 3.1 times). This is the lowest amount recorded since Heartland became involved with this research in 2010. It compares to an average of 3.6 times in 2014 and 2013, 5.5 times in 2012, 6.2 times in 2011, and an average of 5.2 times in 2010.

Similar to last year, in 2015 males 65 years of age and older were most likely to drive under the influence of alcohol, closely followed by males 40 to 49 years of age. For every age category, women were less likely to drive under the influence of alcohol than males. Motorcyclists and pickup truck drivers were more likely to drive under the influence than drivers of other vehicles. Drivers of other types of trucks, closely followed by van/minivan drivers, were least likely to drive under the influence. Drivers residing in highly urbanized areas were more likely to drive after consuming alcohol than residents of less populated areas. While awareness of DUI enforcement was not correlated with stated behavior, the expectation of being ticketed reduced the likelihood of DUI behavior similar to the results in 2014, 2013, and 2011.

Approximately half (47.2%) of Missouri drivers were aware of recent publicity regarding DUI enforcement. This was similar to the findings of the previous years. The timing of this survey made these results intriguing. Before 2013, this survey has been conducted in the summer (typically in June). In 2013 the survey was conducted in March, in 2014 the survey was conducted in April, and in 2015 the survey was conducted in March. Results were quite consistent despite the variation in timing.

Recommended Improvements for This Research Program

This survey instrument used in this study is remarkably accurate. As detailed within, the self-reported behavior for seat belt usage from this research was compared to an observational study. The difference between the two studies was approximately the combined margin of error of the two efforts. However, while this comparison supports the accuracy of the research methodology, current practice is not well suited for determining the effectiveness of MoDOT's various public safety campaigns. For example, MoDOT conducts most of its "Click It or Ticket" outreach in May compared to offering multiple campaigns about DUI throughout the year. Since the current survey asks about consumer awareness for the last 30 to 60 days, it is not surprising that awareness of DUI enforcement (47.2%) is much higher than awareness of seat belt enforcement (17.5%). Thus in the case of the seat belt enforcement awareness question, the better a person recalls when a campaign was conducted, the more likely the person is to answer no and give the impression that the campaign was ineffective.

Recommendation 1: The three enforcement awareness questions should be reworded to be internally consistent and cover a longer period of time. Specifically, these questions should ask about the last six months instead of the current 60 days for one question and 30 days for two questions. In addition, they questions should be more specific where feasible (e.g., instead of simply asking about seat belt law enforcement, include “Click It or Ticket” in the question).

The three awareness questions cover seat belt enforcement, speeding enforcement, and DUI enforcement. Chronologically, MoDOT uses two different tactics to publicize seat belt enforcement and DUI enforcement. MoDOT currently makes an annual effort to publicize “Click It or Ticket” in May for seat belt enforcement compared with several campaigns throughout the year for DUI enforcement (“Drive Sober or Get Pulled Over” in March and August/September along with the “Choose Your Ride” in November/December).

Recommendation 2: Ideally, MoDOT split the current sample size into thirds and conduct the survey three times throughout the year (e.g., February, June, and October). The cost of conducting three smaller surveys would be similar to one larger survey and this would also allow MoDOT to track awareness of the three enforcement efforts throughout the year. Alternatively, MoDOT could keep the survey as an annual survey, but move it to June.

Other Recommendations for MoDOT

Recommendation 3: MoDOT spends a large portion of their seat belt enforcement money on campaigns aimed at teenagers under 18. While this survey does an excellent job of measuring current attitudes and behaviors of adult drivers, it is not designed for – and specifically excludes – teenagers under 18. MoDOT may wish to commission a survey to measure the effectiveness of seat belt enforcement efforts aimed at this age group.

Recommendation 4: In the six years Heartland has been conducting this survey, public awareness of DUI enforcement campaigns has been much higher – often more than double – than public awareness of seat belt enforcement. Even when the survey was being asked in June, there was a very large difference. While other factors probably also influence this difference, it suggests that the tactic of publicizing enforcement activities multiple times a year is more effective than an annual effort. MoDOT should evaluate the feasibility of publicizing seat belt enforcement campaigns three times a year similar to the DUI enforcement campaigns.

Introduction

The Missouri Department of Transportation (MoDOT) desired to know more regarding attitudes and awareness concerning impaired driving, seat belt use, and speeding from Missouri adults. Following standard practice, MoDOT requested bids from qualified research organizations by posting a request for proposals on their public website. Heartland Market Research LLC was selected from this competitive process as having the best research proposal and was awarded the research contract. The research was conducted during March 2015 using a phone survey instrument.

Objective

The primary objective of this research project was to survey adult Missouri drivers to capture their current attitudes and awareness of specific items concerning highway safety such as seat belt usage, speeding, cell phone use while driving, and alcohol impaired driving while minimizing the margin of error. The research was designed so that in addition to providing a statewide result, statistically useful information was also available at the district level. Special emphasis was placed on ensuring that the sample reflected Missouri's geographic, age, and gender diversity.

Technical Approach

The survey questions were provided by MoDOT and were similar to the questions used in the 2010 and 2011 Highway Safety studies and identical to the questions asked in 2012, 2013, and 2014. In 2012 additional questions were added pertaining to cell phone and texting usage while driving and these were also employed in 2013, 2014, and 2015.

Starting on March 9 and ending on March 29, 2015, Quancor Virtual Sales and Marketing (QVSM) placed 139,473 calls in the State of Missouri. During this process, they reached 5,369 persons, of whom 2,502 completed the survey. The operators were instructed to mention MoDOT only if the respondent asked who had commissioned the survey. A copy of the operator script appears in Appendix B.

Special efforts were made to make the phone survey as representative as possible, especially in terms of the research objectives (geographic, gender, and age). People were surveyed from 113 counties as well as the independent city of St. Louis. Residents from 620 different zip codes are represented. The typical phone survey practice of alternatively asking for either the oldest or youngest adult was not employed. Instead, the calling center was given specific goals for each age group and gender within various geographic areas to ensure the most representative sample possible within the constraints of the project.

The survey results were weighted proportionally to the actual population in terms of geographic, gender, and age distributions. Information from 2010 Census was used for this purpose as this was the most recent complete information available. The weighted results from the three previous phone surveys are also shown for comparative purposes and this information was taken from the 2012 Highway Safety Driver Survey report. All years compared utilized the exact same weights from the 2010 Census.

Results and Discussion (Evaluation)

In surveying, it is usually not reasonable to survey everyone in the population of interest. Therefore, a portion of the population is surveyed and this portion is called the sample. Since the sample is usually much smaller than the population of interest, the mean of the population may vary from the mean of the sample. The expected error depends upon the size of the sample and the desired level of confidence. As the sample size increases, the margin of error decreases. The general formula for computing the margin of error at the 95% level of confidence is .98 divided by the square root of the sample size. The following table shows the margin of error for the most recent Highway Safety surveys.

Table 1: Survey Margin of Error

	2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey	2014 Phone Survey	2015 Phone Survey
Responses	3,010	1,207	2,616	2,510	2,513	2,502
Margin of Error	1.79%	2.82%	1.92%	1.96%	1.95%	1.96%

Thus with an overall sample size of 2,502 we can be 95% certain that the sample mean is within 1.96% of the population mean. Thus if 17.48% of our sample is aware of any recent publicity concerning seat belt law enforcement, we can be 95% certain that between 15.5% and 19.4% of the adult driving population in Missouri would actually be aware of any recent publicity. These statistics assume honest answers by the respondents. Research has shown that people tend to answer surveys honestly unless the answer is perceived to have an appropriate answer. For example, most people believe that wearing seatbelts is the socially correct thing to do, so the answer to the seat belt question may be slightly inflated. Likewise, most people believe that driving under the influence of alcohol is socially incorrect, so the answers to these questions may be slightly deflated. In these cases, the most important factor is to look for statistically significant changes from year to year.

The results from the previous four surveys are provided along with this year's survey so that changes over time may also be reviewed. When comparing surveys, the margins of error are cumulative. Therefore, we can be 95% confident there has been a significant change in the attitudes of Missourian from 2014 to 2015 if the survey results differ by more than 3.91%.

The statewide results have been weighted proportionally to the actual population in terms of geographic, gender, and age distributions.

Readers should not use this research to draw conclusions about the behavior of those who primarily drove motorcycles. While the sample size is quite adequate for drivers of other vehicles, only eight respondents stated that their primary vehicle was a motorcycle. This is to be expected in a survey that represents the general public given that only a small percentage of the US population rides motorcycles. Further, out of the entire population of motorcycle riders, many of them may have another vehicle they drive more often than their bike.

Seat Belt Usage

Depending upon their opinions, respondents answered five to six questions pertaining to their behavior and thoughts concerning seat belts.

Question 1: *How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?*

In 2015, 83.1% of Missouri drivers claimed to always use their seat belts, statistically identical to the results from the previous four years. This is slightly higher than the 75% average observed seat belt use Pickrell and Ye (2008) documented for states with secondary enforcement laws. It is also remarkably close to the 78.8% observed rate for Missouri in an extensive study commissioned by MoDOT for the period from June 2 to June 15 2014. The 2014 study was based on total of 90,015 vehicles and 117,297 vehicle occupants observed across twenty roadway segments in each of 28 survey counties for a total of 560 observed sites. The margin of error for the observed studies was 2.5% so the combined margin of error of the two studies was about 4.5%. In other words, the difference between the two studies is about the expected margin of error. The fact that the 2014 observed seatbelt rate and the self-reported rates from 2010 to 2015 are so close shows the reliability of the self-report method – at least when it comes to reporting seat-belt usage.

Table 2: Statewide Seatbelt Usage

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey	2014 Phone Survey	2015 Phone Survey
How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?	Always	82.0%	84.1%	84.2%	82.7%	84.6%	83.1%
	Most of the time	9.2%	7.7%	8.6%	9.6%	9.7%	9.6%
	Half of the time	3.2%	3.4%	3.0%	2.9%	1.8%	2.7%
	Rarely	2.4%	2.6%	1.9%	2.5%	1.7%	2.1%
	Never	3.1%	2.1%	2.1%	2.1%	2.2%	2.4%
	Refused	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%

Similar to other years, males were less likely to wear seat belts than females in 2015. Those least likely to wear seat belts when driving or riding in a car, van, sport utility vehicle, or pick up were males of at least 50 years of age who primarily drove either a motorcycle or a pick up. Those who lived in areas classified as relatively urbanized were most likely to wear their seat belts whereas those who lived in either very rural location or in very urban areas such as St. Louis were less likely to wear seat belts.

In 2014 those least likely to wear seat belts were males, 50 years of age and older, whose primary vehicle was a pickup truck. Similar to previous findings, those who were the least likely to wear seat belts were also the least likely to believe that people would receive a ticket if they did not wear their seat belt. Also similar to previous years, those who lived in very rural areas were also less likely to always buckle up than those living in other communities.

In 2013 those least likely to wear seat belts were males, between the ages of 18 and 29, whose primary vehicle was a pickup truck or other type of truck. As was also the case last year, those who were the least likely to wear seat belts were the most likely to be aware of seat belt enforcement publicity, but were the least likely to believe that people would receive a ticket if they did not wear their seat belt. Also similar to last year, those who lived in very rural areas were also less likely to always buckle up than those living in other communities.

In 2012 those least likely to wear seat belts were males, between the ages of 50 and 64, whose primary vehicle was a pickup truck or a motorcycle. In 2012 those who were the least likely to wear seat belts were the most likely to be aware of seat belt enforcement publicity, but were also the least likely to believe that people would receive a ticket if they did not wear their seat belt. This was a change from the findings from the previous two years. Those who lived in very rural areas were also less likely to buckle up than those living in other communities.

In 2011 the results were similar with one major difference. While those least likely to wear seat belts were still males between the ages of 30 and 64 who drive a pickup truck, those who drove some other type of truck wear their seat belts “always” or “most of the time”. In 2011, there was no correlation between seat belt usage and any publicity about law enforcement activities. While smaller than the 2010 impact, those with a higher expectation of receiving a ticket if they did not wear their seat belt were more likely to wear one.

In 2010 those least likely to wear seat belts were males, between the ages of 30 and 64, who drove some type of truck (e.g, either a pickup truck or “other type of truck”). There was no correlation between seat belt usage and any publicity about law enforcement activities; however, those more likely to think they would receive a ticket for not wearing a seat belt were more likely to comply with the law.

Question 2: *Do you favor keeping Missouri's seat belt law as a "secondary law"—where you can only be pulled over or ticketed if you are observed committing another violation; or do you favor changing Missouri's seat belt law to a "primary law"—where you can be pulled over or ticketed if the officer clearly observes you are not wearing your seat belt?*

A majority (54.6%) of the respondents prefer to keep Missouri's seat belt law a secondary law, similar to the findings from recent years.

Table 3: Secondary vs. Primary Law

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey	2014 Phone Survey	2015 Phone Survey
Do you favor keeping Missouri's seat belt law as a "secondary law" - where you can only be pulled over or ticketed if you are observed committing another violation; or do you favor changing Missouri's seat belt law to a "primary law" - where you can be pulled over or ticketed if the officer clearly observes you are not wearing your seat belt?	Keep "secondary law"	54.7%	51.4%	51.0%	52.5%	57.0%	54.6%
	Change to "primary law"	41.1%	38.5%	41.2%	36.7%	36.1%	39.0%
	No Opinion/ Refused	4.2%	10.0%	7.8%	10.8%	6.8%	6.5%

Question 3: *Currently, the fine for violating Missouri's seat belt law is \$10. Would you support an increase in the fine associated with this violation?*

A slight majority (51.6%) preferred to leave the penalty for violating the law unchanged. All responses were statistically identical to those from the previous year.

Table 4: Statewide Support for Increasing Fine for Violating Seat Belt Law

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey	2014 Phone Survey	2015 Phone Survey
Currently, the fine for violating Missouri's seat belt law is \$10. Would you support an increase in the fine associated with this violation?	Yes	46.6%	45.8%	43.7%	44.3%	45.3%	45.9%
	No	51.7%	50.1%	52.9%	51.9%	51.2%	51.6%
	No Opinion / Refused	1.8%	4.1%	3.4%	3.8%	3.5%	2.5%

Question 3b: *In your opinion, what should the fine associated with violating Missouri's seat belt law be?*

Question 3b was only asked of 1,079 respondents who supported an increase in the fine associated with not wearing a seatbelt (Question 3). Since the number of respondents for this question is smaller than for the other questions, the margin of error is slightly larger (3.0%).

Out of the minority who favored increasing the fine, a plurality (44.0%) thought the fine should range from \$25 to \$49. The second largest group (20.0%) thought the fine should range from \$50 to \$74. These were also the two largest groups the last five years out of the minority who wished to increase the fine.

Table 5: Respondent Input on Increasing Fine

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey	2014 Phone Survey	2015 Phone Survey
In your opinion, what should the fine associated with violating Missouri's seat belt law be?	Under \$25	14.1%	17.0%	14.5%	17.3%	15.7%	17.3%
	\$25 to \$49	38.8%	31.0%	35.6%	36.5%	35.6%	44.0%
	\$50 to \$74	25.9%	21.6%	24.5%	22.9%	23.4%	20.0%
	\$75 to \$100	12.9%	16.1%	13.6%	12.2%	14.0%	10.9%
	Over \$100	6.7%	11.8%	8.9%	8.7%	9.3%	6.2%
	No Opinion/Refused	1.6%	2.5%	2.9%	2.4%	2.0%	1.6%
	Margin of Error		2.7%	4.5%	3.0%	3.0%	3.0%

Question 4: *In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?*

The vast majority of the respondents (82.4%) were not aware of any publicity concerning seat belt law enforcement. While statistically similar to the previous year, this continued a downward trend in awareness since 2010. There may be several reasons for this trend. First of all, people have many more options for their free time, making it much more difficult to reach them. People have access to more video and audio options than ever before, many of which are now available directly over the internet making local advertising very challenging. Secondly, this research measures the statewide perception on the issues being discussed. However, MoDOT may spend its marketing efforts targeting citizens at special risk. If so, any report of the statewide results will underestimate the effectiveness of publicity efforts as the responses from the citizens not being targeted make up a significant portion of the overall measure for this research.

Table 6: Seat Belt Law Enforcement Publicity Awareness

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey	2014 Phone Survey	2015 Phone Survey
In the past 60 days, have you read, seen, or heard anything about seat belt law enforcement by police?	Yes	31.7%	29.0%	26.5%	20.9%	17.7%	17.5%
	No	68.1%	70.3%	73.2%	78.7%	81.5%	82.4%
	No Opinion / Refused	0.2%	0.7%	0.2%	0.4%	0.8%	0.1%

Question 5: *What do you think the chances are of getting a ticket if you don't wear your safety belt?*

Opinions varied greatly on this issue, but a plurality (35.1%) thought people who did not wear their seat belt would only rarely get a ticket. 47.6% of the respondents thought people would be caught at least half of the time.

The number of people who thought someone would always get a ticket for not wearing a seatbelt was similar to the findings since 2012.

Table 7: Perceived Chance of Obtaining Ticket for Violating Seat Belt Laws

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey	2014 Phone Survey	2015 Phone Survey
What do you think the chances are of getting a ticket if you don't wear your seat belt?	Always	12.4%	7.6%	12.9%	12.4%	10.6%	13.6%
	Most of the time	16.2%	15.0%	15.1%	15.9%	15.9%	15.3%
	Half of the time	21.4%	20.5%	19.7%	16.5%	20.5%	18.7%
	Rarely	37.4%	40.8%	36.4%	35.2%	36.3%	35.1%
	Never	10.0%	7.1%	8.5%	10.5%	10.0%	9.9%
	No Opinion/Refused	2.6%	9.0%	7.4%	9.6%	6.7%	7.4%

Speeding Issues

Missouri drivers answered four questions concerning speeding.

Question 6: *On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?*

72.4% of Missouri drivers stated they never or rarely drive more than 35 mph when the speed limit is 30 mph, similar to the findings from recent years.

Table 8: Speeding in 30 MPH Zones

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey	2014 Phone Survey	2015 Phone Survey
On a local road with a speed limit of 30 mph, how often do you travel faster than 35 mph?	Always	4.3%	4.2%	4.2%	3.9%	3.3%	2.5%
	Most of the time	9.8%	8.0%	9.5%	10.5%	10.8%	10.4%
	Half of the time	13.0%	15.1%	14.9%	12.4%	12.7%	13.3%
	Rarely	44.7%	43.8%	39.0%	39.5%	48.3%	44.7%
	Never	27.7%	28.2%	31.2%	32.3%	24.4%	27.6%
	Refused	0.5%	0.7%	1.3%	1.4%	0.5%	1.4%

Question 7: *On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph?*

86.8% of Missouri drivers stated they never or rarely drive more than 75 mph when the speed limit is 70 mph on local roads.

Table 9: Speeding in 70 MPH Zones

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey	2014 Phone Survey	2015 Phone Survey
On a local road with a speed limit of 70 mph, how often do you driver faster than 75 mph?	Always	2.6%	1.8%	2.2%	1.9%	1.3%	1.6%
	Most of the time	3.5%	3.4%	4.0%	4.0%	3.7%	4.4%
	Half of the time	7.2%	9.6%	8.5%	5.9%	6.5%	6.9%
	Rarely	32.3%	38.0%	32.7%	31.2%	39.2%	37.6%
	Never	54.2%	46.2%	51.7%	56.4%	48.9%	49.1%
	Refused	0.2%	1.0%	0.9%	0.6%	0.3%	0.3%

In 2015, females between 18 to 29 were more likely to speed on roads with speed limits of 30 mph compared to other groups. Women between 30 and 49 and men between 30 and 64 were more likely to speed on roads with speed limits of 70 mph. All age and gender segments were more likely to speed on roads with a 30 mph speed limit than roads with a 70 mph speed limit. In a change from last year, this was not true of motorcyclists. While they remain the group most likely to speed on roads with a speed limit of 70 mph, this year motorcyclists stated they were less likely to speed on roads with speed limits of 30 mph than drivers of other vehicles. It is important to understand that the sample size of motorcyclists is very small, thus there is likely to be greater variation from year to year in this group. In keeping with the findings since 2010, there was no correlation between speeding and any publicity about relevant law enforcement activities; nor was there any correlation between speeding and the respondent's perception of the chance of being caught.

In 2014, men between 40 to 49 years of age were more likely to speed than other groups on local roads with speed limits of 30 mph while men 30 to 39 were more likely to speed on faster roads with speed limits of 70 mph. Similar to last year, women 65 and older were the least likely to speed under both 30 and 70 mph limits. Also similar to last year, all segments were more likely to speed on local roads with a speed limit of 30 mph than on local roads with speed limits of 70 mph. Motorcyclists continue to be the most prevalent speeders on roads with speed limits of 30 mph and this year reported being the most likely to speed on roads with speed limits of 70 miles per hour. In keeping with the findings since 2010, there was no correlation between speeding and any publicity about relevant law enforcement activities; nor was there any correlation between speeding and the respondent's perception of the chance of being caught.

In 2013, women between 30 to 39 years of age were more likely to speed than other groups on both local roads with speed limits of 30 mph and faster roads with speed limits of 70 mph. Similar to last year, women 65 and older were the least likely to speed under both 30 and 70 mph limits. Motorcyclists continue to be the most prevalent speeders on roads with speed limits of 30 mph. As has been the case in the past, truck (non-pickup) drivers were the least likely to speed on roads with speed limits of 30 mph, but the most likely to speed on local roads with speed limits of 70 mph. There was no correlation between speeding and any publicity about relevant law enforcement activities; nor was there any correlation between speeding and the respondent's perception of the chance of being caught.

In 2012, people between 18 to 29 years of age and males 40 to 49 years of age were most likely to speed on local roads with a speed limit of 30 mph. On roads with speed limits of 70 mph, males between 18 to 49 and females between 30 to 39 were more likely to speed than other groups. Women 65 and older were the least likely to speed under both 30 and 70 mph limits. All segments were more likely to speed on local roads with a speed limit of 30 mph than on local roads with speed limits of 70 mph. Motorcyclists and drivers of other types of trucks (not pickups) were the outlying cases for speeding, but their behavior was the inverse of each other. Motorcyclists said they were the most likely to speed on local roads with speed limits of 30 mph, but the least likely to speed on roads where the speed limit was 70 mph. Truck (non-pickup) drivers were the least likely to speed on roads with speed limits of 30 mph, but the most likely to speed on local roads with speed limits of 70 mph. As was the case in the last two years, there was no correlation between awareness of speed enforcement by police and speeding behavior nor between speeding and the respondent's perception of the chance of being caught.

In 2011 the results were similar but varied slightly. Those most likely to speed were anyone between 18 to 29, males 40 to 49, and females 65 and older. Those who stated they drove an “other type of truck” were more likely to speed than drivers of other vehicles followed by motorcyclists. Just like 2010, there was no correlation between speeding and any publicity about relevant law enforcement activities; nor was there any correlation between speeding and the respondent’s perception of the chance of being caught.

In 2010 those most likely to speed were either males between 18 to 29 years of age or females between 40 to 49 years of age. Motorcycle drivers were much more likely to speed than other drivers, followed by those who stated they drove an “other type of truck” (i.e., a truck that was neither a pickup truck, a SUV, nor a crossover). There was no correlation between speeding and any publicity about relevant law enforcement activities; nor was there any correlation between speeding and the respondent’s perception of the chance of being caught.

Question 8: *In the past 30 days, have you read, seen or heard anything about speed enforcement by police?*

The majority (73.3%) of Missouri drivers were unaware of any recent publicity regarding speed enforcement. This was virtually identical to the findings from last year.

Table 10: Speeding Enforcement Publicity Awareness

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey	2014 Phone Survey	2015 Phone Survey
In the past 30 days, have you read, seen or heard anything about speed enforcement by police?	Yes	37.4%	31.4%	34.6%	28.0%	28.1%	26.2%
	No	62.4%	67.9%	65.0%	71.6%	71.5%	73.3%
	No Opinion / Refused	0.2%	0.7%	0.4%	0.4%	0.5%	0.4%

Question 9: *What do you think the chances are of getting a ticket if you drive over the speed limit?*

Two-thirds (66.6%) of Missouri drivers thought their chances of receiving a ticket if they speed were at least fifty percent. This was also similar to the findings since 2011.

Table 11: Perceived Chance of Obtaining Ticket for Speeding

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey	2014 Phone Survey	2015 Phone Survey
What do you think the chances are of getting a ticket if you drive over the speed limit?	Always	11.3%	8.5%	10.2%	9.9%	7.3%	8.1%
	Most of the time	27.4%	26.4%	26.3%	27.3%	27.5%	22.9%
	Half of the time	35.3%	32.8%	30.9%	31.4%	35.6%	35.6%
	Rarely	21.4%	24.2%	26.3%	23.0%	25.1%	27.1%
	Never	3.4%	4.5%	3.6%	4.3%	2.8%	3.6%
	No Opinion/Refused	1.3%	3.5%	2.7%	4.1%	1.6%	2.7%

Cell Phone Use While Driving

Respondents were asked three questions about cell phone use while driving. The first two questions were added in 2012.

Question 10: *How often do you talk on a hand-held cellular phone while driving a car, van, sport utility vehicle, or pick-up?*

88.4% of Missouri drivers stated they rarely or never talk on a cell phone while driving. 11.2% of Missourians talk at least half of the time they drive.

Table 12: Frequency of Talking while Driving

		2012 Phone Survey	2013 Phone Survey	2014 Phone Survey	2015 Phone Survey
How often do you talk on a hand-held cellular phone while driving a car, van, sport utility vehicle, or pick-up?	Always	1.0%	1.0%	0.7%	0.7%
	Most of the Time	2.6%	3.5%	1.8%	2.2%
	Half of the Time	9.8%	8.1%	9.7%	8.4%
	Rarely	44.4%	39.0%	44.0%	43.4%
	Never	41.8%	47.9%	43.5%	45.0%
	No Opinion/Refused	0.3%	0.5%	0.5%	0.4%

Question 11: *How often do you use a hand-held cellular phone for texting while driving a car, van, sport utility vehicle, or pick-up?*

99.1% of Missouri drivers stated they rarely or never text on a cell phone while driving.

Table 13: Frequency of Texting while Driving

		2012 Phone Survey	2013 Phone Survey	2014 Phone Survey	2015 Phone Survey
How often do you use a hand-held cellular phone for texting while driving a car, van, sport utility vehicle, or pick-up?	Always	0.4%	0.0%	0.1%	0.1%
	Most of the Time	0.4%	0.2%	0.1%	0.1%
	Half of the Time	1.5%	0.8%	0.5%	0.5%
	Rarely	11.0%	7.6%	9.6%	8.9%
	Never	86.3%	91.2%	89.1%	90.3%
	No Opinion/Refused	0.4%	0.3%	0.6%	0.2%

Question 12: *Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving?*

92.5% of Missouri drivers favored some type of restriction on how people could use cell phones while driving. 29.9% favored banning all cell phone use by drivers, while a majority (62.6%) wanted to ensure drivers could still use cell phones for talking while seeing the need for some restrictions. These results were similar to previous findings.

Table 14: Statewide Opinions Regarding Cell Phone Restrictions

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey	2014 Phone Survey	2015 Phone Survey
Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving?	Full Restrictions - No Cellular Phone Use Allowed	39.3%	34.2%	34.0%	28.9%	32.5%	29.9%
	Ban on Texting While Driving, Phone Use Allowed	24.7%	30.8%	22.8%	21.2%	18.8%	17.9%
	Ban on Texting While Driving, Hands-Free Phone Device Allowed	20.1%	16.4%	16.8%	14.2%	19.1%	17.0%
	Hands-Free Phone Device Use Only	12.8%	14.0%	19.7%	26.8%	23.2%	27.7%
	No Restrictions	2.4%	3.6%	4.4%	5.6%	3.8%	4.4%
	No Opinion / Refused	0.7%	1.0%	2.4%	3.1%	2.5%	3.1%

In 2015 women 65 and older were the least likely to drive while talking on a cell phone whereas females from 30 to 49 were the most likely group to talk on a cellular phone while driving. However, at just under 18% (17.9% for women 30 to 39 and 17.8% for women 40 to 49), this is significantly lower than the measures recorded in previous years. Self-reported texting while driving also continued to decline. In 2015, males 40 to 49 were the most likely age/gender segment to text while driving and only 2% of this group said they did so at least 50% of their driving time.

In 2014 men 65 and older were the least likely to talk on a cell phone while driving. As has been the case since this question was first asked, females between 30 to 39 were the most likely group to talk on a cell phone while driving with 22.3% of this segment stating they do so fifty percent of the time or more.

In 2013 women 65 and older were the least likely to talk on a cell phone while driving. Females between 30 to 39 continue to be the most likely group to talk on a cell phone while driving with 24.3% of this segment stating they do so fifty percent of the time or more. This segment was also most likely to text while driving, but only 3.4% texted at least half the time they were driving.

In 2012 females between 30 to 39 years of age were much more likely to talk on a cell phone while driving than other groups with 27.8% of this segment stating that they do so at least half of the time they are driving. People between 18 to 29 were more likely to text while driving than other segments, but only about 4% of this segment texted at least half the time they were driving.

Alcohol Impaired Driving

Missouri drivers were asked three questions regarding alcohol impaired driving. When these questions were first asked in 2010, the researchers were concerned that people might not answer these questions honestly considering the legal and ethical implications of driving under the influence. However, the survey operators had the consistent impression that people were either answering these questions honestly or simply refusing to answer the question. The same calling center has been used since the 2010 survey and the call center operators have had similar impressions every year they have conducted the surveys.

Question 13: *In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages?*

89.4% of Missouri drivers stated that they had not driven a vehicle within two hours of consuming an alcoholic beverage anytime in the last sixty days. This is similar to last year's findings. 8.1% of Missouri drivers admitted to having done so at least once in the last sixty days. Another 2.5% refused to answer the question.

Researchers usually hesitate to draw conclusions from refusals, but after considering the implications for self-incrimination and the impressions of the survey operators, Heartland Market Research concluded that approximately 10.6% of Missouri drivers have driven under the influence of alcohol in the last sixty days. Considering the margin of error, this is similar to the findings that have been measured most years of this study (11.5% in 2010, 18.7% in 2011, 8.3% in 2012, 12.7% in 2013, and 9.3% in 2014).

Out of those who admitted to drinking before driving, the average driver did so about three times in the last sixty days (average of 3.1 times). This is the lowest amount recorded since Heartland became involved with this research in 2010. It compares to an average of 3.6 times in 2014 and 2013, 5.5 times in 2012, 6.2 times in 2011, and an average of 5.2 times in 2010.

Table 15: Statewide Drinking Behavior before Driving

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey	2014 Phone Survey	2015 Phone Survey
In the past 60 days, how many times have you driven a vehicle within two (2) hours after drinking alcoholic beverages?	0	88.20%	81.30%	91.70%	87.30%	90.71%	89.41%
	1	3.20%	4.60%	2.50%	2.20%	2.57%	2.68%
	2	3.00%	1.80%	2.10%	2.60%	2.18%	2.49%
	3	0.80%	1.10%	0.40%	0.70%	0.62%	0.89%
	4	0.60%	2.20%	0.30%	0.60%	0.36%	0.75%
	5	0.30%	0.40%	0.60%	0.40%	0.45%	0.25%
	6	0.40%	0.00%	0.30%	0.10%	0.16%	0.29%
	7	0.00%	0.00%	0.00%	0.10%	0.03%	0.09%
	8	0.00%	0.10%	0.10%	0.20%	0.00%	0.12%
	10	0.50%	0.40%	0.10%	0.20%	0.21%	0.11%
	12	0.10%	0.00%	0.00%	0.10%	0.02%	0.15%
	14	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%
	15	0.00%	0.30%	0.00%	0.00%	0.00%	0.00%
	16	0.00%	0.00%	0.00%	0.00%	0.00%	0.10%
	20	0.10%	0.00%	0.00%	0.00%	0.03%	0.14%
	24	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%
	25	0.00%	0.00%	0.00%	0.10%	0.01%	0.00%
	30	0.10%	0.40%	0.00%	0.00%	0.00%	0.02%
	60	0.20%	0.10%	0.30%	0.10%	0.09%	0.00%
Refused		2.20%	7.30%	1.50%	5.50%	2.58%	2.52%

Similar to last year, in 2015 males 65 years of age and older were most likely to drive under the influence of alcohol, closely followed by males 40 to 49 years of age. For every age category, women were less likely to drive under the influence of alcohol than males. Motorcyclists and pickup truck drivers were more likely to drive under the influence than drivers of other vehicles. Drivers of other types of trucks, closely followed by van/minivan drivers, were least likely to drive under the influence. Drivers residing in highly urbanized areas were more likely to drive after consuming alcohol than residents of less populated areas. While awareness of DUI enforcement was not correlated with stated behavior, the expectation of being ticketed reduced the likelihood of DUI behavior similar to the results in 2014, 2013, and 2011.

In 2014 those most likely to drive under the influence of alcohol were males of 65 years of age and older. Men were much more likely to drive after drinking than women. As was the case for the two previous years, men 18 to 29 stated they drove after drinking less than the other male segments, but this group was still more likely to drive under the influence than women 18 to 29 (the female age range most likely to drink and drive). Drivers of motorcycles were more likely to drive under the influence than drivers of other vehicles followed by drivers of pickup trucks. Drivers of vans or minivans were the least likely to drive after drinking. Those who lived in highly urbanized areas were most likely to drive under the influence of alcohol compared to residents of other areas. While awareness of DUI enforcement was not correlated with stated behavior, the expectation of being ticketed reduced the likelihood of DUI behavior similar to the results in 2013 and 2011.

In 2013 those most likely to drive under the influence of alcohol were males 50 to 64 years of age and older. Men were much more likely to drive after drinking than women. As was the case in 2012, men 18 to 29 stated they drove after drinking less than the other male segments, but this group was still more likely to drive under the influence than women 30 to 39 (the female age range most likely to drive and drive). Drivers of pickup trucks were more likely to drive under the influence than drivers of other vehicles followed by drivers of SUVs/crossovers. In a change from the previous year, drivers of other types of truck were the least likely to drive after drinking. While awareness of DUI enforcement was not correlated with stated behavior, the expectation of being ticketed reduced the likelihood of driving under the influence.

In 2012 those most likely to drive under the influence of alcohol were males 40 years of age and older. Men were much more likely to drive after drinking than women. Men 18 to 29 stated they drove after drinking less than the other male segments, but this group was still more likely to drive under the influence than women 30 to 39 (the female age range most likely to drive and drive). Drivers of motorcycles, SUVs, and all types of trucks were more likely to drive under the influence than drivers of other vehicles. Neither awareness of DUI enforcement nor expectations of being ticketed was correlated with drinking and driving behavior.

In 2011 those most likely to drive under the influence of alcohol were again males between 50 to 64 years of age. Males 18 to 29 and females 30 to 39 were also more likely to drive under the influence than other segments. Similar to 2010, neither motorcyclists nor drivers of “other type of truck” stated they had consumed alcohol within two hours of driving, but this year some of the motorcyclists refused to answer the question. While awareness of DUI enforcement was not correlated with stated behavior, in 2011 the expectation of being ticketed reduced the likelihood of driving under the influence.

In 2010 those most likely to drive under the influence of alcohol were males between 50 to 64 years of age. Unlike other risky behavior measured in this survey, drivers of motorcycles and those who stated they drove an “other type of truck” were the least likely to drink before driving. According to the research, not a single motorcycle driver or “other” truck driver stated they had consumed alcohol within two hours of driving.

Question 14: *In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?*

Approximately half (47.2%) of Missouri drivers were aware of recent publicity regarding DUI enforcement. This was similar to the findings of the previous years. The timing of this survey made these results intriguing. Before 2013, this survey has been conducted in the summer (typically in June). In 2013 the survey was conducted in March, in 2014 the survey was conducted in April, and in 2015 the survey was conducted in March. Results were quite consistent despite the variation in timing.

Table 16: DUI Enforcement Publicity Awareness

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey	2014 Phone Survey	2015 Phone Survey
In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?	Yes	54.9%	48.4%	49.9%	52.0%	50.6%	47.2%
	No	44.8%	50.6%	49.3%	47.1%	48.8%	52.1%
	No Opinion / Refused	0.3%	1.0%	0.8%	0.9%	0.5%	0.7%

Question 15: *What do you think the chances are of someone getting arrested if they drive after drinking?*

69.0% of the respondents expected people who drove after drinking would be arrested at least half of the time, statistically identical to that of the previous measurements.

Table 17: Perceived Chance of Arrest after DUI

		2010 Phone Survey	2011 Phone Survey	2012 Phone Survey	2013 Phone Survey	2014 Phone Survey	2015 Phone Survey
What do you think the chances are of someone getting arrested if they drive after drinking?	Always	16.6%	14.1%	16.9%	17.4%	13.0%	13.4%
	Most of the time	21.5%	22.9%	21.9%	24.3%	23.4%	21.3%
	Half of the time	34.2%	32.1%	32.5%	30.5%	34.4%	34.3%
	Rarely	24.6%	27.4%	24.4%	23.0%	25.8%	26.6%
	Never	1.2%	0.7%	1.7%	0.7%	0.8%	1.1%
	No Opinion/Refused	2.0%	2.8%	2.7%	4.1%	2.6%	3.4%

Principal Investigator and Project Members

Heartland Market Research LLC

Gentry, Lance	<p>Principal Investigator: The Principal Investigator (PI) had the primary responsibility for achieving the objectives of the project, while also ensuring the project complied with the financial, administrative, and legal constraints associated with the project contract. General responsibilities of the PI included the following:</p> <ul style="list-style-type: none"> • Complete the project as documented in the contract (e.g., weight and analyze results, write reports, manage subcontractor, etc.) or make changes to the plan as needed to ensure all work is completed in accordance with the research goals and objectives within the original proposal • Fulfill the project's financial plan as presented in the funded proposal or make changes to the plan as needed to ensure all work is completed within the original budget • Report project progress to MoDOT to ensure sponsor is kept aware of key activities and benchmarks • Keep records of all project related expenses
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Quancor Virtual Sales and Marketing

Korn, Marie	<p>President and CEO: Responsible for overall operations of the company. On this project she helped program caller scripts and ensured that QVSM's Operations staff had all the tools they need to complete all jobs and exceed the project goals.</p>
Korn, Steve	<p>Vice-President of Sales: Responsible for ensuring how QVSM's telemarketing merges in with the rest of QVSM's clients' marketing efforts to achieve their sales and marketing goals. Duties also included contacting Heartland Market Research about any issues regarding this project and was day-to-day contact regarding the progress of survey.</p>
Bitter, Tammy	<p>Operations Manager: Responsible for the day-to-day operations for QVSM.</p>
Doddy, Terry	<p>Traffic Manager: Ensured survey calls were run at the best times to maximize their results. This included watching what days agents called, what times of day they run and which agents made the calls.</p>
Ying, Darral	<p>Quality Manager: Responsible for QVSM's Quality Assurance staff.</p>

Works Cited

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Pickrell, Timothy M and Tony J. Ye (2008), *Seat Belt Use in 2008 – Overall Results*, Traffic Safety Facts Research Note, NHTSA's National Center for Statistics and Analysis, <http://www-nrd.nhtsa.dot.gov/pubs/811036.pdf>

2014 Statewide Safety Belt Survey conducted June 2 – June 15, 2014 for MoDOT

Appendix A: Work Plan

Given the objectives of this project, Heartland proposed a phone survey of Missouri drivers. MoDOT notified Heartland that their proposal was the best of those submitted on February 25 and provided a contract to Heartland on February 27. Heartland immediately notified Quancor Virtual Sales and Marketing (QVSM) that the project was underway.

After Heartland received the contract from MoDOT, Quancor Virtual Sales and Marketing immediately started programming the final version of the survey into their call center system. Next their callers and their management team were trained on the new scripts. Each caller was thoroughly tested on the scripts before they were permitted to make any live calls.

Quancor Virtual Sales and Marketing started surveying people on March 9, 2015. All survey answers were recorded and stored for 30 days in case MoDOT wanted to review any of the phone interviews. Quancor Virtual Sales and Marketing delivered 2,502 completed surveys to Heartland on March 31, 2015. Heartland organized the data and provided top line (unweighted) results to MoDOT on April 1, 2015. Heartland analyzed the data and wrote a draft report for MoDOT. In accordance with MoDOT guidelines, the report was written using their Research Report Template to ensure a consistent format with other technical reports.

Heartland provided MoDOT with an initial report on April 24, 2015. MoDOT reviewed the document and provide feedback on the report to Heartland on May 5. Heartland then delivered the final report to MoDOT on May 5.

Table 18: Timeline for 2015 Surveys

Schedule of Events	Completion
MoDOT awarded the contract to Heartland	February 27
QVSM programs survey into call center system and tests program	March 6
QVSM conducts regional stratified survey starting March 9	March 31
QVSM provides all data to Heartland	March 31
Heartland provides top line results to MoDOT	April 1
Heartland analyzes data and provides draft report to MoDOT	April 24
MoDOT provides Heartland with feedback on draft report	May 5
Heartland completes final report and provides to MoDOT	May 5

Appendix B: Survey Script

Phone Survey Script

Hello, this is (RepName) calling on behalf of Heartland Market Research. We are conducting a brief survey about transportation issues facing people in Missouri. We are not selling anything, this number was selected at random, and no personal information will be gathered. This means your answers will be completely anonymous – we are just interested in the overall opinion of Missouri drivers.

- a. Are you a licensed Missouri driver?
 - a. Yes
 - b. No [end interview]
- b. What is your age?
 - a. 18-29 years old
 - b. 30-39 years old
 - c. 40-49 years old
 - d. 50-64 years old
 - e. 65+ years old

[If the respondent is under 18 years old, ask respondent if anyone over the age of 18 is available, if not, end interview]
- c. Are you male or female?
 - a. Male
 - b. Female
- d. What is your ethnicity?
 - a. American Indian or Alaska Native
 - b. Asian
 - c. Black or African American
 - d. Hispanic or Latino
 - e. Native Hawaiian or Other Pacific Islander
 - f. White

[Respondent may select multiple categories]
- e. Is the vehicle you drive most often a:
 - a. Car
 - b. Van or Minivan
 - c. Motorcycle
 - d. Sport Utility Vehicle or Crossover
 - e. Pickup Truck
 - f. Other type of truck
- f. In what county do you currently live?
 - a. _____ county name
- g. What is your home zip code:
 - a. _____ zip code

- h. What is your household income?
 - a. Under \$30,000
 - b. \$30,000 – \$49,999
 - c. \$50,000 – \$69,999
 - d. \$70,000 or greater
 - e. I prefer not to answer [do not ask, only use if respondent volunteers this answer]

- 1. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?
 - a. Always
 - b. Most of the Time
 - c. Half of the Time
 - d. Rarely
 - e. Never

- 2. Do you favor keeping Missouri's seat belt law as a "secondary law"—where you can only be pulled over or ticketed if you are observed committing another violation; or do you favor changing Missouri's seat belt law to a "primary law"—where you can be pulled over or ticketed if the officer clearly observes you are not wearing your seat belt?
 - a. Keep "secondary law"
 - b. Change to "primary law"

- 3. Currently, the fine for violating Missouri's seat belt law is \$10. Would you support an increase in the fine associated with this violation?
 - a. Yes [Skip to Question 3b]
 - b. No [Skip to Question 4]

- 3b. In your opinion, what should the fine associated with violating Missouri's seat belt law be?
 - a. Under \$25
 - b. \$25 - \$49
 - c. \$50 - \$74
 - d. \$75 - \$100
 - e. Over \$100

- 4. In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?
 - a. Yes
 - b. No

5. What do you think the chances are of getting a ticket if you don't wear your safety belt?
 - a. Always
 - b. Most of the Time
 - c. Half of the Time
 - d. Rarely
 - e. Never

6. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?
 - a. Always
 - b. Most of the Time
 - c. Half of the Time
 - d. Rarely
 - e. Never

7. On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph?
 - a. Always
 - b. Most of the Time
 - c. Half of the Time
 - d. Rarely
 - e. Never

8. In the past 30 days, have you read, seen or heard anything about speed enforcement by police?
 - a. Yes
 - b. No

9. What do you think the chances are of getting a ticket if you drive over the speed limit?
 - a. Always
 - b. Most of the Time
 - c. Half of the Time
 - d. Rarely
 - e. Never

10. How often do you talk on a hand-held cellular phone while driving a car, van, sport utility vehicle, or pick-up?
 - a. Always
 - b. Most of the Time
 - c. Half of the Time
 - d. Rarely
 - e. Never

11. How often do you use a hand-held cellular phone for texting while driving a car, van, sport utility vehicle, or pick-up?
 - a. Always
 - b. Most of the Time
 - c. Half of the Time
 - d. Rarely
 - e. Never

12. Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving?
 - a. Full Restrictions – No Cellular Phone Use Allowed
 - b. Ban on Texting While Driving, Phone Use Allowed
 - c. Ban on Texting While Driving, Hands-Free Phone Device Allowed
 - d. Hands-Free Phone Device Use Only
 - e. No Restrictions

13. In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages?
 - a. _____ (number) times

14. In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?
 - a. Yes
 - b. No

15. What do you think the chances are of someone getting arrested if they drive after drinking?
 - a. Always
 - b. Most of the Time
 - c. Half of the Time
 - d. Rarely
 - e. Never

Thank you very much. Have a great day/night.

Appendix C: Additional Findings: Crosstabs of Interest

The survey results in the main report were weighted proportionally to the actual population in terms of geographic, gender, and age distributions. In this appendix, the results are presented by various variables of interest, such as by district and are unweighted.

The crosstabs that the researchers thought would be of most interest to MoDOT are presented in this appendix (all research questions by district and all research questions by category of residence). Heartland Market Research will gladly provide additional crosstabs upon request.

Research Questions by District

Since the sample size for each district is smaller than the overall survey, the respective margin of error is greater. Margins of error are cumulative, so in order for a change from 2014 to 2015 to be statistically significant, it must be greater than the sum of the district's margin of error for these years. For example, for the St. Louis District, any change from 2014 to 2015 must be greater than 10.4% (5.2% + 5.2%) in order to be 95% certain it is truly a change in opinion or behavior.

Table 19: Margin of Error by District

Location	2010	2011	2012	2013	2014	2015
NW	4.5%	7.0%	5.2%	5.2%	5.2%	5.2%
NE	5.0%	7.9%	5.2%	5.2%	5.2%	5.1%
KC	5.4%	9.1%	5.1%	5.2%	5.2%	5.2%
CD	4.9%	7.5%	5.1%	5.2%	5.2%	5.2%
SL	5.7%	9.1%	5.0%	5.2%	5.2%	5.2%
SW	4.2%	6.7%	5.0%	5.1%	5.2%	5.2%
SE	4.1%	6.4%	5.0%	5.2%	5.1%	5.2%
State	1.8%	2.8%	1.9%	2.0%	2.0%	2.0%

Table 20: District by Question 1**Districts * How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up? Crosstabulation**

			How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?					Total	
			Always	Most of the time	Half of the time	Rarely	Never		No Opinion/Refused
Districts	NW	Count	262	63	12	15	10	0	362
		% within Districts	72.4%	17.4%	3.3%	4.1%	2.8%	0.0%	100.0%
	NE	Count	263	62	15	14	9	0	363
		% within Districts	72.5%	17.1%	4.1%	3.9%	2.5%	0.0%	100.0%
	KC	Count	304	35	7	2	6	0	354
		% within Districts	85.9%	9.9%	2.0%	0.6%	1.7%	0.0%	100.0%
	CD	Count	289	37	13	8	8	2	357
		% within Districts	81.0%	10.4%	3.6%	2.2%	2.2%	0.6%	100.0%
	SL	Count	307	20	7	8	13	1	356
		% within Districts	86.2%	5.6%	2.0%	2.2%	3.7%	0.3%	100.0%
	SW	Count	278	46	13	7	9	0	353
		% within Districts	78.8%	13.0%	3.7%	2.0%	2.5%	0.0%	100.0%
	SE	Count	297	33	9	11	6	1	357
		% within Districts	83.2%	9.2%	2.5%	3.1%	1.7%	0.3%	100.0%
Total		Count	2000	296	76	65	61	4	2502
		% within Districts	79.9%	11.8%	3.0%	2.6%	2.4%	0.2%	100.0%

Table 21: District by Question 2

Districts * Do you favor keeping Missouri's seat belt law as a "secondary law"—where you can only be pulled over or ticketed if you are observed committing another violation; or do you favor changing Missouri's seat belt law to a "primary law"—where you can be pulled

			Do you favor keeping Missouri's seat belt law as a "secondary law"—where you can only be pulled over or ticketed if you are observed committing another violation; or do you favor changing Missouri's seat belt law to a "primary law"—where you can be pulled			
			Keep "secondary law"	Change to "primary law"	No Opinion/Refused	Total
Districts	NW	Count	220	120	22	362
		% within Districts	60.8%	33.1%	6.1%	100.0%
	NE	Count	236	98	29	363
		% within Districts	65.0%	27.0%	8.0%	100.0%
	KC	Count	178	153	23	354
		% within Districts	50.3%	43.2%	6.5%	100.0%
	CD	Count	215	122	20	357
		% within Districts	60.2%	34.2%	5.6%	100.0%
	SL	Count	180	157	19	356
		% within Districts	50.6%	44.1%	5.3%	100.0%
	SW	Count	191	128	34	353
		% within Districts	54.1%	36.3%	9.6%	100.0%
	SE	Count	214	121	22	357
		% within Districts	59.9%	33.9%	6.2%	100.0%
Total		Count	1434	899	169	2502
		% within Districts	57.3%	35.9%	6.8%	100.0%

Table 22: District by Question 3

Districts * Currently, the fine for violating Missouri's seat belt law is \$10. Would you support an increase in the fine associated with this violation? Crosstabulation

			Currently, the fine for violating Missouri's seat belt law is \$10. Would you support an increase in the fine associated with this violation?			Total
			Yes	No	No Opinion/Refused	
Districts	NW	Count	140	215	7	362
		% within Districts	38.7%	59.4%	1.9%	100.0%
	NE	Count	140	213	10	363
		% within Districts	38.6%	58.7%	2.8%	100.0%
	KC	Count	180	169	5	354
		% within Districts	50.8%	47.7%	1.4%	100.0%
	CD	Count	155	192	10	357
		% within Districts	43.4%	53.8%	2.8%	100.0%
	SL	Count	186	161	9	356
		% within Districts	52.2%	45.2%	2.5%	100.0%
	SW	Count	125	213	15	353
		% within Districts	35.4%	60.3%	4.2%	100.0%
	SE	Count	153	197	7	357
		% within Districts	42.9%	55.2%	2.0%	100.0%
Total		Count	1079	1360	63	2502
		% within Districts	43.1%	54.4%	2.5%	100.0%

Table 23: District by Question 3b**Districts * In your opinion, what should the fine associated with violating Missouri's seat belt law be? Crosstabulation**

			In your opinion, what should the fine associated with violating Missouri's seat belt law be?					No Opinion/Refused	Total
			Under \$25	\$25 - \$49	\$50 - \$74	\$75 - \$100	Over \$100		
Districts	NW	Count	22	66	28	17	6	1	140
		% within Districts	15.7%	47.1%	20.0%	12.1%	4.3%	0.7%	100.0%
	NE	Count	29	60	33	7	8	3	140
		% within Districts	20.7%	42.9%	23.6%	5.0%	5.7%	2.1%	100.0%
	KC	Count	32	81	38	19	10	1	181
		% within Districts	17.7%	44.8%	21.0%	10.5%	5.5%	0.6%	100.0%
	CD	Count	25	63	40	17	8	2	155
		% within Districts	16.1%	40.6%	25.8%	11.0%	5.2%	1.3%	100.0%
	SL	Count	27	91	35	18	11	4	186
		% within Districts	14.5%	48.9%	18.8%	9.7%	5.9%	2.2%	100.0%
	SW	Count	24	50	23	16	9	3	125
		% within Districts	19.2%	40.0%	18.4%	12.8%	7.2%	2.4%	100.0%
	SE	Count	33	59	31	16	12	2	153
		% within Districts	21.6%	38.6%	20.3%	10.5%	7.8%	1.3%	100.0%
Total		Count	192	470	228	110	64	16	1080
		% within Districts	17.8%	43.5%	21.1%	10.2%	5.9%	1.5%	100.0%

Table 24: District by Question 4

Districts * In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police? Crosstabulation

			In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?			Total
			Yes	No	No Opinion/Refused	
Districts	NW	Count	74	287	1	362
		% within Districts	20.4%	79.3%	0.3%	100.0%
	NE	Count	78	284	1	363
		% within Districts	21.5%	78.2%	0.3%	100.0%
	KC	Count	71	282	1	354
		% within Districts	20.1%	79.7%	0.3%	100.0%
	CD	Count	51	304	2	357
		% within Districts	14.3%	85.2%	0.6%	100.0%
	SL	Count	63	293	0	356
		% within Districts	17.7%	82.3%	0.0%	100.0%
	SW	Count	56	297	0	353
		% within Districts	15.9%	84.1%	0.0%	100.0%
	SE	Count	57	299	1	357
		% within Districts	16.0%	83.8%	0.3%	100.0%
Total		Count	450	2046	6	2502
		% within Districts	18.0%	81.8%	0.2%	100.0%

Table 25: District by Question 5**Districts * What do you think the chances are of getting a ticket if you don't wear your safety belt? Crosstabulation**

			What do you think the chances are of getting a ticket if you don't wear your safety belt?					Total	
			Always	Most of the time	Half of the time	Rarely	Never		No Opinion/Refused
Districts	NW	Count	58	68	81	98	27	30	362
		% within Districts	16.0%	18.8%	22.4%	27.1%	7.5%	8.3%	100.0%
	NE	Count	52	55	81	123	22	30	363
		% within Districts	14.3%	15.2%	22.3%	33.9%	6.1%	8.3%	100.0%
	KC	Count	46	46	61	125	47	29	354
		% within Districts	13.0%	13.0%	17.2%	35.3%	13.3%	8.2%	100.0%
	CD	Count	51	75	61	112	28	30	357
		% within Districts	14.3%	21.0%	17.1%	31.4%	7.8%	8.4%	100.0%
	SL	Count	37	46	61	153	34	25	356
		% within Districts	10.4%	12.9%	17.1%	43.0%	9.6%	7.0%	100.0%
	SW	Count	56	48	72	109	37	31	353
		% within Districts	15.9%	13.6%	20.4%	30.9%	10.5%	8.8%	100.0%
	SE	Count	56	78	74	100	27	22	357
		% within Districts	15.7%	21.8%	20.7%	28.0%	7.6%	6.2%	100.0%
Total		Count	356	416	491	820	222	197	2502
		% within Districts	14.2%	16.6%	19.6%	32.8%	8.9%	7.9%	100.0%

Table 26: District by Question 6**Districts * On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph? Crosstabulation**

			On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?					Total	
			Always	Most of the time	Half of the time	Rarely	Never		No Opinion/Refused
Districts	NW	Count	12	33	42	162	110	3	362
		% within Districts	3.3%	9.1%	11.6%	44.8%	30.4%	0.8%	100.0%
	NE	Count	8	36	49	161	102	7	363
		% within Districts	2.2%	9.9%	13.5%	44.4%	28.1%	1.9%	100.0%
	KC	Count	10	28	50	157	101	8	354
		% within Districts	2.8%	7.9%	14.1%	44.4%	28.5%	2.3%	100.0%
	CD	Count	9	36	43	165	97	7	357
		% within Districts	2.5%	10.1%	12.0%	46.2%	27.2%	2.0%	100.0%
	SL	Count	7	47	49	161	87	5	356
		% within Districts	2.0%	13.2%	13.8%	45.2%	24.4%	1.4%	100.0%
	SW	Count	16	32	40	149	112	4	353
		% within Districts	4.5%	9.1%	11.3%	42.2%	31.7%	1.1%	100.0%
	SE	Count	9	41	55	150	98	4	357
		% within Districts	2.5%	11.5%	15.4%	42.0%	27.5%	1.1%	100.0%
Total		Count	71	253	328	1105	707	38	2502
		% within Districts	2.8%	10.1%	13.1%	44.2%	28.3%	1.5%	100.0%

Table 27: District by Question 7**Districts * On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph? Crosstabulation**

			On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph?					Total	
			Always	Most of the time	Half of the time	Rarely	Never		No Opinion/Refused
Districts	NW	Count	6	19	26	122	188	1	362
		% within Districts	1.7%	5.2%	7.2%	33.7%	51.9%	0.3%	100.0%
	NE	Count	7	15	20	125	193	3	363
		% within Districts	1.9%	4.1%	5.5%	34.4%	53.2%	0.8%	100.0%
	KC	Count	5	14	17	140	177	1	354
		% within Districts	1.4%	4.0%	4.8%	39.5%	50.0%	0.3%	100.0%
	CD	Count	9	19	20	129	180	0	357
		% within Districts	2.5%	5.3%	5.6%	36.1%	50.4%	0.0%	100.0%
	SL	Count	6	17	31	139	162	1	356
		% within Districts	1.7%	4.8%	8.7%	39.0%	45.5%	0.3%	100.0%
	SW	Count	5	12	22	119	192	3	353
		% within Districts	1.4%	3.4%	6.2%	33.7%	54.4%	0.8%	100.0%
	SE	Count	5	21	23	125	183	0	357
		% within Districts	1.4%	5.9%	6.4%	35.0%	51.3%	0.0%	100.0%
Total		Count	43	117	159	899	1275	9	2502
		% within Districts	1.7%	4.7%	6.4%	35.9%	51.0%	0.4%	100.0%

Table 28: District by Question 8

Districts * In the past 30 days, have you read, seen or heard anything about speed enforcement by

police? Crosstabulation

			In the past 30 days, have you read, seen or heard anything about speed enforcement by police?			
			Yes	No	No Opinion/Refused	Total
Districts	NW	Count	101	258	3	362
		% within Districts	27.9%	71.3%	0.8%	100.0%
	NE	Count	110	250	3	363
		% within Districts	30.3%	68.9%	0.8%	100.0%
	KC	Count	100	254	0	354
		% within Districts	28.2%	71.8%	0.0%	100.0%
	CD	Count	92	260	5	357
		% within Districts	25.8%	72.8%	1.4%	100.0%
	SL	Count	102	252	2	356
		% within Districts	28.7%	70.8%	0.6%	100.0%
	SW	Count	71	282	0	353
		% within Districts	20.1%	79.9%	0.0%	100.0%
	SE	Count	77	279	1	357
		% within Districts	21.6%	78.2%	0.3%	100.0%
Total		Count	653	1835	14	2502
		% within Districts	26.1%	73.3%	0.6%	100.0%

Table 29: District by Question 9**Districts * What do you think the chances are of getting a ticket if you drive over the speed limit? Crosstabulation**

			What do you think the chances are of getting a ticket if you drive over the speed limit?					Total	
			Always	Most of the time	Half of the time	Rarely	Never		No Opinion/Refused
Districts	NW	Count	31	84	136	85	11	15	362
		% within Districts	8.6%	23.2%	37.6%	23.5%	3.0%	4.1%	100.0%
	NE	Count	27	100	129	79	10	18	363
		% within Districts	7.4%	27.5%	35.5%	21.8%	2.8%	5.0%	100.0%
	KC	Count	32	80	137	84	13	8	354
		% within Districts	9.0%	22.6%	38.7%	23.7%	3.7%	2.3%	100.0%
	CD	Count	30	84	125	97	10	11	357
		% within Districts	8.4%	23.5%	35.0%	27.2%	2.8%	3.1%	100.0%
	SL	Count	20	68	127	123	11	7	356
		% within Districts	5.6%	19.1%	35.7%	34.6%	3.1%	2.0%	100.0%
	SW	Count	30	92	108	92	20	11	353
		% within Districts	8.5%	26.1%	30.6%	26.1%	5.7%	3.1%	100.0%
	SE	Count	36	95	122	82	11	11	357
		% within Districts	10.1%	26.6%	34.2%	23.0%	3.1%	3.1%	100.0%
Total		Count	206	603	884	642	86	81	2502
		% within Districts	8.2%	24.1%	35.3%	25.7%	3.4%	3.2%	100.0%

Table 30: District by Question 10**Districts * How often do you talk on a hand-held cellular phone while driving a car, van, sport utility vehicle, or pick-up? Crosstabulation**

			How often do you talk on a hand-held cellular phone while driving a car, van, sport utility vehicle, or pick-up?					Total	
			Always	Most of the time	Half of the time	Rarely	Never		No Opinion/Refused?
Districts	NW	Count	1	8	26	159	167	1	362
		% within Districts	0.3%	2.2%	7.2%	43.9%	46.1%	0.3%	100.0%
	NE	Count	3	4	36	166	151	3	363
		% within Districts	0.8%	1.1%	9.9%	45.7%	41.6%	0.8%	100.0%
	KC	Count	4	6	29	156	159	0	354
		% within Districts	1.1%	1.7%	8.2%	44.1%	44.9%	0.0%	100.0%
	CD	Count	4	8	23	165	157	0	357
		% within Districts	1.1%	2.2%	6.4%	46.2%	44.0%	0.0%	100.0%
	SL	Count	1	8	26	143	175	3	356
		% within Districts	0.3%	2.2%	7.3%	40.2%	49.2%	0.8%	100.0%
	SW	Count	4	8	36	147	157	1	353
		% within Districts	1.1%	2.3%	10.2%	41.6%	44.5%	0.3%	100.0%
	SE	Count	1	8	29	149	167	3	357
		% within Districts	0.3%	2.2%	8.1%	41.7%	46.8%	0.8%	100.0%
Total		Count	18	50	205	1085	1133	11	2502
		% within Districts	0.7%	2.0%	8.2%	43.4%	45.3%	0.4%	100.0%

Table 31: District by Question 11

Districts * How often do you use a hand-held cellular phone for texting while driving a car, van, sport utility vehicle, or pick-up? Crosstabulation

			How often do you use a hand-held cellular phone for texting while driving a car, van, sport utility vehicle, or pick-up?					Total	
			Always	Most of the time	Half of the time	Rarely	Never		No Opinion/Refused
Districts	NW	Count	0	1	3	35	321	2	362
		% within Districts	0.0%	0.3%	0.8%	9.7%	88.7%	0.6%	100.0%
	NE	Count	0	0	1	34	325	3	363
		% within Districts	0.0%	0.0%	0.3%	9.4%	89.5%	0.8%	100.0%
	KC	Count	0	0	0	38	316	0	354
		% within Districts	0.0%	0.0%	0.0%	10.7%	89.3%	0.0%	100.0%
	CD	Count	0	0	1	34	322	0	357
		% within Districts	0.0%	0.0%	0.3%	9.5%	90.2%	0.0%	100.0%
	SL	Count	0	0	2	23	330	1	356
		% within Districts	0.0%	0.0%	0.6%	6.5%	92.7%	0.3%	100.0%
	SW	Count	1	1	4	24	321	2	353
		% within Districts	0.3%	0.3%	1.1%	6.8%	90.9%	0.6%	100.0%
	SE	Count	0	1	2	28	326	0	357
		% within Districts	0.0%	0.3%	0.6%	7.8%	91.3%	0.0%	100.0%
Total		Count	1	3	13	216	2261	8	2502
		% within Districts	0.0%	0.1%	0.5%	8.6%	90.4%	0.3%	100.0%

Table 32: District by Question 12

Districts * Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving? Crosstabulation

			Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving?						
			Full Restrictions - No Cellular Phone Use Allowed	Ban on Texting While Driving, Phone Use Allowed	Ban on Texting While Driving, Hands-Free Phone Device Allowed	Hands-Free Phone Device Use Only	No Restrictions	No Opinion/Refused	Total
Districts	NW	Count	115	75	66	75	15	16	362
		% within Districts	31.8%	20.7%	18.2%	20.7%	4.1%	4.4%	100.0%
	NE	Count	106	75	49	104	17	12	363
		% within Districts	29.2%	20.7%	13.5%	28.7%	4.7%	3.3%	100.0%
	KC	Count	110	61	53	101	16	13	354
		% within Districts	31.1%	17.2%	15.0%	28.5%	4.5%	3.7%	100.0%
	CD	Count	106	68	61	105	12	5	357
		% within Districts	29.7%	19.0%	17.1%	29.4%	3.4%	1.4%	100.0%
	SL	Count	110	49	69	99	18	11	356
		% within Districts	30.9%	13.8%	19.4%	27.8%	5.1%	3.1%	100.0%
	SW	Count	114	71	50	94	12	12	353
		% within Districts	32.3%	20.1%	14.2%	26.6%	3.4%	3.4%	100.0%
	SE	Count	111	70	53	99	10	14	357
		% within Districts	31.1%	19.6%	14.8%	27.7%	2.8%	3.9%	100.0%
Total		Count	772	469	401	677	100	83	2502
		% within Districts	30.9%	18.7%	16.0%	27.1%	4.0%	3.3%	100.0%

Table 33: District by Question 13

In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages? * Districts Crosstabulation

		Districts							Total	
		NW	NE	KC	CD	SL	SW	SE		
In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages?	0	Count	327	327	323	321	299	326	334	2257
		%	90.3%	90.1%	91.2%	89.9%	84.0%	92.4%	93.6%	90.2%
	1	Count	10	9	9	5	14	6	4	57
		%	2.8%	2.5%	2.5%	1.4%	3.9%	1.7%	1.1%	2.3%
	2	Count	11	8	4	9	14	5	6	57
		%	3.0%	2.2%	1.1%	2.5%	3.9%	1.4%	1.7%	2.3%
	3	Count	2	0	2	0	7	1	0	12
		%	.6%	0.0%	.6%	0.0%	2.0%	.3%	0.0%	.5%
	4	Count	1	3	2	1	5	1	1	14
		%	.3%	.8%	.6%	.3%	1.4%	.3%	.3%	.6%
	5	Count	1	2	0	1	3	0	0	7
		%	.3%	.6%	0.0%	.3%	.8%	0.0%	0.0%	.3%
	6	Count	0	0	1	1	3	0	0	5
		%	0.0%	0.0%	.3%	.3%	.8%	0.0%	0.0%	.2%
	7	Count	0	0	0	0	1	0	0	1
		%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%	.0%
	8	Count	0	1	1	0	0	1	0	3
		%	0.0%	.3%	.3%	0.0%	0.0%	.3%	0.0%	.1%
	10	Count	0	0	0	0	1	0	1	2
		%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	.3%	.1%
12	Count	0	0	1	1	1	0	0	3	
	%	0.0%	0.0%	.3%	.3%	.3%	0.0%	0.0%	.1%	
16	Count	0	0	0	0	1	0	0	1	
	%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%	.0%	
20	Count	0	0	0	2	1	0	0	3	
	%	0.0%	0.0%	0.0%	.6%	.3%	0.0%	0.0%	.1%	
30	Count	0	0	0	1	0	0	0	1	
	%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%	0.0%	.0%	
Refused	Count	10	13	11	15	6	13	11	79	
	%	2.8%	3.6%	3.1%	4.2%	1.7%	3.7%	3.1%	3.2%	
Total	Count	362	363	354	357	356	353	357	2502	
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 34: District by Question 14

Districts * In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police? Crosstabulation

			In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?			Total
			Yes	No	No Opinion/Refused	
Districts	NW	Count	190	171	1	362
		% within Districts	52.5%	47.2%	0.3%	100.0%
	NE	Count	182	177	4	363
		% within Districts	50.1%	48.8%	1.1%	100.0%
	KC	Count	174	178	2	354
		% within Districts	49.2%	50.3%	0.6%	100.0%
	CD	Count	173	182	2	357
		% within Districts	48.5%	51.0%	0.6%	100.0%
	SL	Count	165	187	4	356
		% within Districts	46.3%	52.5%	1.1%	100.0%
	SW	Count	158	194	1	353
		% within Districts	44.8%	55.0%	0.3%	100.0%
	SE	Count	178	177	2	357
		% within Districts	49.9%	49.6%	0.6%	100.0%
Total		Count	1220	1266	16	2502
		% within Districts	48.8%	50.6%	0.6%	100.0%

Table 35: District by Question 15

Districts * What do you think the chances are of someone getting arrested if they drive after drinking? Crosstabulation

			What do you think the chances are of someone getting arrested if they drive after drinking?					Total	
			Always	Most of the time	Half of the time	Rarely	Never		No Opinion/Refused
Districts	NW	Count	47	78	131	98	4	4	362
		% within Districts	13.0%	21.5%	36.2%	27.1%	1.1%	1.1%	100.0%
	NE	Count	53	89	134	74	1	12	363
		% within Districts	14.6%	24.5%	36.9%	20.4%	0.3%	3.3%	100.0%
	KC	Count	40	68	130	97	5	14	354
		% within Districts	11.3%	19.2%	36.7%	27.4%	1.4%	4.0%	100.0%
	CD	Count	57	78	109	89	4	20	357
		% within Districts	16.0%	21.8%	30.5%	24.9%	1.1%	5.6%	100.0%
	SL	Count	29	70	126	117	4	10	356
		% within Districts	8.1%	19.7%	35.4%	32.9%	1.1%	2.8%	100.0%
	SW	Count	68	77	114	79	3	12	353
		% within Districts	19.3%	21.8%	32.3%	22.4%	0.8%	3.4%	100.0%
	SE	Count	64	90	106	80	5	12	357
		% within Districts	17.9%	25.2%	29.7%	22.4%	1.4%	3.4%	100.0%
Total		Count	358	550	850	634	26	84	2502
		% within Districts	14.3%	22.0%	34.0%	25.3%	1.0%	3.4%	100.0%

Research Questions by Rural/Urban

Differences between rural and urban communities often show themselves in various research projects. These differences in community are so common that the Nielsen Company has used the US Census data to develop four distinct categories of residence: Highly Urbanized, Relatively Urbanized, Relatively Rural, and Very Rural.

The highly urbanized responses come from the St. Louis area and a few counties adjacent to it. The relatively urbanized responses come from the Kansas City area and a few counties adjacent to it. The rest of the state falls in the categories of relatively rural or very rural. The following table may make this more apparent.

Table 36: District by Nielson Community Type

			Districts * Nielson Crosstabulation				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
Districts	NW	Count	0	18	38	306	362
		% within Districts	0.0%	5.0%	10.5%	84.5%	100.0%
	NE	Count	43	0	0	320	363
		% within Districts	11.8%	0.0%	0.0%	88.2%	100.0%
	KC	Count	0	236	0	118	354
		% within Districts	0.0%	66.7%	0.0%	33.3%	100.0%
	CD	Count	0	0	43	314	357
		% within Districts	0.0%	0.0%	12.0%	88.0%	100.0%
	SL	Count	356	0	0	0	356
		% within Districts	100.0%	0.0%	0.0%	0.0%	100.0%
	SW	Count	0	0	84	269	353
		% within Districts	0.0%	0.0%	23.8%	76.2%	100.0%
	SE	Count	0	0	14	343	357
		% within Districts	0.0%	0.0%	3.9%	96.1%	100.0%
Total		Count	399	254	179	1670	2502
		% within Districts	15.9%	10.2%	7.2%	66.7%	100.0%

It is important to note that some of Nielsen's classifications may not be intuitive for Missourians. For example, most people in Missouri would probably consider Springfield and Jefferson City to be relatively urbanized, but these areas are classified as relatively rural by Nielsen.

The percentages in these tables are by column (not by row as has been the case for most of the tables in this document). This allows readers to quickly see how people in each Nielsen Community answered the research questions.

Table 37: Nielsen Community Type by Question 1

How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up? * Nielsen Crosstabulation

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?	Always	Count	347	217	136	1300	2000
		% within Nielsen	87.0%	85.4%	76.0%	77.8%	79.9%
	Most of the time	Count	23	27	26	220	296
		% within Nielsen	5.8%	10.6%	14.5%	13.2%	11.8%
	Half of the time	Count	7	5	7	57	76
		% within Nielsen	1.8%	2.0%	3.9%	3.4%	3.0%
	Rarely	Count	8	1	6	50	65
		% within Nielsen	2.0%	0.4%	3.4%	3.0%	2.6%
	Never	Count	13	4	4	40	61
		% within Nielsen	3.3%	1.6%	2.2%	2.4%	2.4%
	No Opinion/Refused	Count	1	0	0	3	4
		% within Nielsen	0.3%	0.0%	0.0%	0.2%	0.2%
	Total	Count	399	254	179	1670	2502
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 38: Nielson Community Type by Question 2

Do you favor keeping Missouri's seat belt law as a "secondary law"—where you can only be pulled over or ticketed if you are observed committing another violation; or do you favor changing Missouri's seat belt law to a "primary law"—where you can be pulled * Nielsen Crosstabulation

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
Do you favor keeping Missouri's seat belt law as a "secondary law"—where you can only be pulled over or ticketed if you are observed committing another violation; or do you favor changing Missouri's seat belt law to a "primary law"—where you can be pulled	Keep "secondary law"	Count	207	137	102	988	1434
		% within Nielsen	51.9%	53.9%	57.0%	59.2%	57.3%
	Change to "primary law"	Count	172	101	64	562	899
		% within Nielsen	43.1%	39.8%	35.8%	33.7%	35.9%
	No Opinion/Refused	Count	20	16	13	120	169
		% within Nielsen	5.0%	6.3%	7.3%	7.2%	6.8%
Total		Count	399	254	179	1670	2502
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 39: Nielson Community Type by Question 3

Currently, the fine for violating Missouri's seat belt law is \$10. Would you support an increase in the fine associated with this violation? * Nielson

Crosstabulation

			Nielson				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
Currently, the fine for violating Missouri's seat belt law is \$10.	Yes	Count	208	130	80	661	1079
		% within Nielson	52.1%	51.2%	44.7%	39.6%	43.1%
Would you support an increase in the fine associated with this violation?	No	Count	182	122	92	964	1360
		% within Nielson	45.6%	48.0%	51.4%	57.7%	54.4%
	No Opinion/Refused	Count	9	2	7	45	63
		% within Nielson	2.3%	0.8%	3.9%	2.7%	2.5%
Total		Count	399	254	179	1670	2502
		% within Nielson	100.0%	100.0%	100.0%	100.0%	100.0%

Table 40: Nielson Community Type by Question 3b

In your opinion, what should the fine associated with violating Missouri's seat belt law be? * Nielson Crosstabulation

			Nielson				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
In your opinion, what should the fine associated with violating Missouri's seat belt law be?	Under \$25	Count	33	22	14	123	192
		% within Nielson	15.9%	16.8%	17.5%	18.6%	17.8%
	\$25 - \$49	Count	97	59	39	275	470
		% within Nielson	46.6%	45.0%	48.8%	41.6%	43.5%
	\$50 - \$74	Count	41	30	14	143	228
		% within Nielson	19.7%	22.9%	17.5%	21.6%	21.1%
	\$75 - \$100	Count	18	15	7	70	110
		% within Nielson	8.7%	11.5%	8.8%	10.6%	10.2%
	Over \$100	Count	15	5	5	39	64
		% within Nielson	7.2%	3.8%	6.3%	5.9%	5.9%
	No Opinion/Refused	Count	4	0	1	11	16
		% within Nielson	1.9%	0.0%	1.3%	1.7%	1.5%
	Total	Count	208	131	80	661	1080
		% within Nielson	100.0%	100.0%	100.0%	100.0%	100.0%

Table 41: Nielson Community Type by Question 4

In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police? * Nielsen Crosstabulation

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?	Yes	Count	75	53	26	296	450
		% within Nielsen	18.8%	20.9%	14.5%	17.7%	18.0%
	No	Count	324	200	153	1369	2046
		% within Nielsen	81.2%	78.7%	85.5%	82.0%	81.8%
	No Opinion/Refused	Count	0	1	0	5	6
		% within Nielsen	0.0%	0.4%	0.0%	0.3%	0.2%
Total	Count	399	254	179	1670	2502	
	% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 42: Nielson Community Type by Question 5**What do you think the chances are of getting a ticket if you don't wear your safety belt? * Nielsen Crosstabulation**

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
What do you think the chances are of getting a ticket if you don't wear your safety belt?	Always	Count	41	34	23	258	356
		% within Nielsen	10.3%	13.4%	12.8%	15.4%	14.2%
	Most of the time	Count	53	32	30	301	416
		% within Nielsen	13.3%	12.6%	16.8%	18.0%	16.6%
	Half of the time	Count	70	46	29	346	491
		% within Nielsen	17.5%	18.1%	16.2%	20.7%	19.6%
	Rarely	Count	171	88	71	490	820
		% within Nielsen	42.9%	34.6%	39.7%	29.3%	32.8%
	Never	Count	35	35	14	138	222
		% within Nielsen	8.8%	13.8%	7.8%	8.3%	8.9%
	No Opinion/Refused	Count	29	19	12	137	197
		% within Nielsen	7.3%	7.5%	6.7%	8.2%	7.9%
	Total	Count	399	254	179	1670	2502
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 43: Nielson Community Type by Question 6

On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph? * Nielsen Crosstabulation

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?	Always	Count	8	6	3	54	71
		% within Nielsen	2.0%	2.4%	1.7%	3.2%	2.8%
	Most of the time	Count	52	19	14	168	253
		% within Nielsen	13.0%	7.5%	7.8%	10.1%	10.1%
	Half of the time	Count	55	37	22	214	328
		% within Nielsen	13.8%	14.6%	12.3%	12.8%	13.1%
	Rarely	Count	182	115	92	716	1105
		% within Nielsen	45.6%	45.3%	51.4%	42.9%	44.2%
	Never	Count	97	72	47	491	707
		% within Nielsen	24.3%	28.3%	26.3%	29.4%	28.3%
	No Opinion/Refused	Count	5	5	1	27	38
		% within Nielsen	1.3%	2.0%	0.6%	1.6%	1.5%
	Total	Count	399	254	179	1670	2502
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 44: Nielson Community Type by Question 7

On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph? * Nielsen Crosstabulation

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
On a local road with a speed limit of 70 mph, how often do you drive faster than 75 mph?	Always	Count	6	3	3	31	43
		% within Nielsen	1.5%	1.2%	1.7%	1.9%	1.7%
	Most of the time	Count	18	10	9	80	117
		% within Nielsen	4.5%	3.9%	5.0%	4.8%	4.7%
	Half of the time	Count	32	16	14	97	159
		% within Nielsen	8.0%	6.3%	7.8%	5.8%	6.4%
	Rarely	Count	154	102	55	588	899
		% within Nielsen	38.6%	40.2%	30.7%	35.2%	35.9%
	Never	Count	188	122	97	868	1275
		% within Nielsen	47.1%	48.0%	54.2%	52.0%	51.0%
	No Opinion/Refused	Count	1	1	1	6	9
		% within Nielsen	0.3%	0.4%	0.6%	0.4%	0.4%
Total	Count	399	254	179	1670	2502	
	% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 45: Nielson Community Type by Question 8

In the past 30 days, have you read, seen or heard anything about speed enforcement by police? * Nielson Crosstabulation

			Nielson				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
In the past 30 days, have you read, seen or heard anything about speed enforcement by police?	Yes	Count	121	75	42	415	653
		% within Nielsen	30.3%	29.5%	23.5%	24.9%	26.1%
	No	Count	276	179	137	1243	1835
		% within Nielsen	69.2%	70.5%	76.5%	74.4%	73.3%
	No Opinion/Refused	Count	2	0	0	12	14
		% within Nielsen	0.5%	0.0%	0.0%	0.7%	0.6%
Total	Count	399	254	179	1670	2502	
	% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 46: Nielson Community Type by Question 9

What do you think the chances are of getting a ticket if you drive over the speed limit? * Nielson Crosstabulation

			Nielson				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
What do you think the chances are of getting a ticket if you drive over the speed limit?	Always	Count	21	22	14	149	206
		% within Nielson	5.3%	8.7%	7.8%	8.9%	8.2%
	Most of the time	Count	77	53	35	438	603
		% within Nielson	19.3%	20.9%	19.6%	26.2%	24.1%
	Half of the time	Count	144	100	58	582	884
		% within Nielson	36.1%	39.4%	32.4%	34.9%	35.3%
	Rarely	Count	133	65	59	385	642
		% within Nielson	33.3%	25.6%	33.0%	23.1%	25.7%
	Never	Count	13	8	9	56	86
		% within Nielson	3.3%	3.1%	5.0%	3.4%	3.4%
	No Opinion/Refused	Count	11	6	4	60	81
		% within Nielson	2.8%	2.4%	2.2%	3.6%	3.2%
	Total	Count	399	254	179	1670	2502
		% within Nielson	100.0%	100.0%	100.0%	100.0%	100.0%

Table 47: Nielson Community Type by Question 10

How often do you talk on a hand-held cellular phone while driving a car, van, sport utility vehicle, or pick-up? * Nielsen Crosstabulation

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
How often do you talk on a hand-held cellular phone while driving a car, van, sport utility vehicle, or pick-up?	Always	Count	2	3	2	11	18
		% within Nielsen	0.5%	1.2%	1.1%	0.7%	0.7%
	Most of the time	Count	8	5	3	34	50
		% within Nielsen	2.0%	2.0%	1.7%	2.0%	2.0%
	Half of the time	Count	34	20	15	136	205
		% within Nielsen	8.5%	7.9%	8.4%	8.1%	8.2%
	Rarely	Count	163	118	93	711	1085
		% within Nielsen	40.9%	46.5%	52.0%	42.6%	43.4%
	Never	Count	189	108	66	770	1133
		% within Nielsen	47.4%	42.5%	36.9%	46.1%	45.3%
	No Opinion/Refused	Count	3	0	0	8	11
		% within Nielsen	0.8%	0.0%	0.0%	0.5%	0.4%
Total	Count	399	254	179	1670	2502	
	% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 48: Nielson Community Type by Question 11**How often do you use a hand-held cellular phone for texting while driving a car, van, sport utility vehicle, or pick-up? * Nielson Crosstabulation**

			Nielson				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
How often do you use a hand-held cellular phone for texting while driving a car, van, sport utility vehicle, or pick-up?	Always	Count	0	0	0	1	1
		% within Nielsen	0.0%	0.0%	0.0%	0.1%	0.0%
	Most of the time	Count	0	0	1	2	3
		% within Nielsen	0.0%	0.0%	0.6%	0.1%	0.1%
	Half of the time	Count	2	0	1	10	13
		% within Nielsen	0.5%	0.0%	0.6%	0.6%	0.5%
	Rarely	Count	27	29	18	142	216
		% within Nielsen	6.8%	11.4%	10.1%	8.5%	8.6%
	Never	Count	369	225	159	1508	2261
		% within Nielsen	92.5%	88.6%	88.8%	90.3%	90.4%
	No Opinion/Refused	Count	1	0	0	7	8
		% within Nielsen	0.3%	0.0%	0.0%	0.4%	0.3%
	Total	Count	399	254	179	1670	2502
		% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%

Table 49: Nielsen Community Type by Question 12

Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving? * Nielsen Crosstabulation

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
Many states have passed laws which restrict or ban cellular phone use, including texting, while driving. What level of restrictions would you support regarding cellular phone usage while driving?	Full Restrictions - No Cellular Phone Use Allowed	Count	120	73	51	528	772
		% within Nielsen	30.1%	28.7%	28.5%	31.6%	30.9%
	Ban on Texting While Driving, Phone Use Allowed	Count	63	50	30	326	469
		% within Nielsen	15.8%	19.7%	16.8%	19.5%	18.7%
	Ban on Texting While Driving, Hands-Free Phone Device Allowed	Count	73	40	35	253	401
		% within Nielsen	18.3%	15.7%	19.6%	15.1%	16.0%
	Hands-Free Phone Device Use Only	Count	111	69	51	446	677
		% within Nielsen	27.8%	27.2%	28.5%	26.7%	27.1%
	No Restrictions	Count	20	13	4	63	100
		% within Nielsen	5.0%	5.1%	2.2%	3.8%	4.0%
	No Opinion/Refused	Count	12	9	8	54	83
		% within Nielsen	3.0%	3.5%	4.5%	3.2%	3.3%
Total	Count	399	254	179	1670	2502	
	% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 50: Nielson Community Type by Question 13

In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages? * Nielson Crosstabulation

			Nielson				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
In the past 60 days, how many times have you driven a motor vehicle within two (2) hours after drinking alcoholic beverages?	0	Count	336	235	162	1524	2257
		%	84.2%	92.5%	90.5%	91.3%	90.2%
	1	Count	15	7	4	31	57
		%	3.8%	2.8%	2.2%	1.9%	2.3%
	2	Count	15	3	6	33	57
		%	3.8%	1.2%	3.4%	2.0%	2.3%
	3	Count	7	1	1	3	12
		%	1.8%	.4%	.6%	.2%	.5%
	4	Count	6	0	2	6	14
		%	1.5%	0.0%	1.1%	.4%	.6%
	5	Count	4	0	0	3	7
		%	1.0%	0.0%	0.0%	.2%	.3%
	6	Count	3	0	1	1	5
		%	.8%	0.0%	.6%	.1%	.2%
	7	Count	1	0	0	0	1
		%	.3%	0.0%	0.0%	0.0%	.0%
	8	Count	0	1	0	2	3
		%	0.0%	.4%	0.0%	.1%	.1%
	10	Count	1	0	0	1	2
		%	.3%	0.0%	0.0%	.1%	.1%
	12	Count	1	0	0	2	3
		%	.3%	0.0%	0.0%	.1%	.1%
	16	Count	1	0	0	0	1
		%	.3%	0.0%	0.0%	0.0%	.0%
	20	Count	1	0	1	1	3
		%	.3%	0.0%	.6%	.1%	.1%
	30	Count	0	0	0	1	1
		%	0.0%	0.0%	0.0%	.1%	.0%
	Refused	Count	8	7	2	62	79
		%	2.0%	2.8%	1.1%	3.7%	3.2%
Total		Count	399	254	179	1670	2502
		%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 51: Nielson Community Type by Question 14

In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police? * Nielsen Crosstabulation

			Nielsen				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?	Yes	Count	186	127	94	813	1220
		% within Nielsen	46.6%	50.0%	52.5%	48.7%	48.8%
	No	Count	209	126	84	847	1266
		% within Nielsen	52.4%	49.6%	46.9%	50.7%	50.6%
	No Opinion/Refused	Count	4	1	1	10	16
		% within Nielsen	1.0%	0.4%	0.6%	0.6%	0.6%
Total	Count	399	254	179	1670	2502	
	% within Nielsen	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 52: Nielson Community Type by Question 15

What do you think the chances are of someone getting arrested if they drive after drinking? * Nielson Crosstabulation

			Nielson				Total
			Highly Urbanized	Relatively Urbanized	Relatively Rural	Very Rural	
What do you think the chances are of someone getting arrested if they drive after drinking?	Always	Count	35	24	23	276	358
		% within Nielson	8.8%	9.4%	12.8%	16.5%	14.3%
	Most of the time	Count	74	50	33	393	550
		% within Nielson	18.5%	19.7%	18.4%	23.5%	22.0%
	Half of the time	Count	147	87	51	565	850
		% within Nielson	36.8%	34.3%	28.5%	33.8%	34.0%
	Rarely	Count	128	78	66	362	634
		% within Nielson	32.1%	30.7%	36.9%	21.7%	25.3%
	Never	Count	4	3	1	18	26
		% within Nielson	1.0%	1.2%	0.6%	1.1%	1.0%
	No Opinion/Refused	Count	11	12	5	56	84
		% within Nielson	2.8%	4.7%	2.8%	3.4%	3.4%
	Total	Count	399	254	179	1670	2502
		% within Nielson	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix D: Demographics

Table 53: Question a

Are you a licensed Missouri driver?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2502	100.0	100.0	100.0

Table 54: Question b

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 29	354	14.1	14.1	14.1
	30 to 39	355	14.2	14.2	28.3
	40 to 49	515	20.6	20.6	48.9
	50 to 64	610	24.4	24.4	73.3
	65 and up	668	26.7	26.7	100.0
	Total	2502	100.0	100.0	

Table 55: Question c

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	1283	51.3	51.3	51.3
	Male	1219	48.7	48.7	100.0
	Total	2502	100.0	100.0	

Table 56: Question d

		What is your ethnicity?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	American Indian or Alaska Native	44	1.8	1.8	1.8
	American Indian or Alaska Native, and Asian	1	.0	.0	1.8
	American Indian or Alaska Native, and Black or African American	1	.0	.0	1.8
	American Indian or Alaska Native, and Native Hawaiian or Other Pacific Islander	1	.0	.0	1.9
	American Indian or Alaska Native, and White	17	.7	.7	2.6
	Asian	7	.3	.3	2.8
	Asian, and White	4	.2	.2	3.0
	Black or African American	52	2.1	2.1	5.1
	Black or African American, and Hispanic or Latino, and Native Hawaiian or Other Pacific Islander	1	.0	.0	5.1
	Black or African American, and White	8	.3	.3	5.4
	Hispanic or Latino	31	1.2	1.2	6.7
	Hispanic or Latino, and White	2	.1	.1	6.8
	Native Hawaiian or Other Pacific Islander	6	.2	.2	7.0
	Native Hawaiian or Other Pacific Islander, and White	2	.1	.1	7.1
	Refused	66	2.6	2.6	9.7
	White	2259	90.3	90.3	100.0
	Total	2502	100.0	100.0	

Table 57: Question e**Is the car you drive most often a:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Car	1002	40.0	40.0	40.0
	Van or Minivan	330	13.2	13.2	53.2
	Motorcycle	8	.3	.3	53.6
	Sport Utility Vehicle or Crossover	535	21.4	21.4	74.9
	Pickup Truck	570	22.8	22.8	97.7
	Other type of truck	50	2.0	2.0	99.7
	No Opinion/Refused	7	.3	.3	100.0
	Total	2502	100.0	100.0	

Table 58: Question f**In what county do you currently live?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ADAIR	22	.9	.9	.9
	ANDREW	18	.7	.7	1.6
	ATCHISON	17	.7	.7	2.3
	AUDRAIN	21	.8	.8	3.1
	BARRY	17	.7	.7	3.8
	BARTON	18	.7	.7	4.5
	BATES	18	.7	.7	5.2
	BENTON	16	.6	.6	5.9
	BOLLINGER	15	.6	.6	6.5
	BOONE	20	.8	.8	7.3
	BUCHANAN	20	.8	.8	8.1
	BUTLER	14	.6	.6	8.6
	CALDWELL	18	.7	.7	9.4
	CALLAWAY	20	.8	.8	10.2
	CAMDEN	20	.8	.8	11.0
	CAPE GIRARDEAU	14	.6	.6	11.5

CARROLL	18	.7	.7	12.2
CARTER	14	.6	.6	12.8
CASS	39	1.6	1.6	14.3
CEDAR	16	.6	.6	15.0
CHARITON	17	.7	.7	15.7
CHRISTIAN	17	.7	.7	16.3
CLARK	21	.8	.8	17.2
CLAY	42	1.7	1.7	18.9
CLINTON	18	.7	.7	19.6
COLE	21	.8	.8	20.4
COOPER	20	.8	.8	21.2
CRAWFORD	19	.8	.8	22.0
DADE	16	.6	.6	22.6
DALLAS	16	.6	.6	23.3
DAVISS	18	.7	.7	24.0
DEKALB	20	.8	.8	24.8
DENT	19	.8	.8	25.5
DOUGLAS	14	.6	.6	26.1
DUNKLIN	15	.6	.6	26.7
FRANKLIN	73	2.9	2.9	29.6
GASCONADE	20	.8	.8	30.4
GENTRY	18	.7	.7	31.1
GREENE	17	.7	.7	31.8
GRUNDY	17	.7	.7	32.5
HARRISON	12	.5	.5	33.0
HENRY	17	.7	.7	33.7
HICKORY	16	.6	.6	34.3
HOLT	18	.7	.7	35.0
HOWARD	19	.8	.8	35.8
HOWELL	14	.6	.6	36.3
IRON	14	.6	.6	36.9
JACKSON	39	1.6	1.6	38.4
JASPER	17	.7	.7	39.1
JEFFERSON	70	2.8	2.8	41.9
JOHNSON	40	1.6	1.6	43.5

KNOX	24	1.0	1.0	44.5
LACLEDE	18	.7	.7	45.2
LAFAYETTE	38	1.5	1.5	46.7
LAWRENCE	17	.7	.7	47.4
LEWIS	21	.8	.8	48.2
LINCOLN	21	.8	.8	49.1
LINN	19	.8	.8	49.8
LIVINGSTON	19	.8	.8	50.6
MACON	20	.8	.8	51.4
MADISON	14	.6	.6	52.0
MARIES	20	.8	.8	52.8
MARION	21	.8	.8	53.6
MCDONALD	16	.6	.6	54.2
MILLER	19	.8	.8	55.0
MISSISSIPPI	15	.6	.6	55.6
MONITEAU	23	.9	.9	56.5
MONROE	20	.8	.8	57.3
MONTGOMERY	21	.8	.8	58.2
MORGAN	19	.8	.8	58.9
NEW MADRID	14	.6	.6	59.5
NEWTON	18	.7	.7	60.2
NODAWAY	51	2.0	2.0	62.2
OREGON	14	.6	.6	62.8
OSAGE	19	.8	.8	63.5
OZARK	15	.6	.6	64.1
PEMISCOT	16	.6	.6	64.8
PERRY	15	.6	.6	65.4
PETTIS	39	1.6	1.6	66.9
PHELPS	20	.8	.8	67.7
PIKE	21	.8	.8	68.6
PLATTE	39	1.6	1.6	70.1
POLK	17	.7	.7	70.8
PULASKI	19	.8	.8	71.6
PUTNAM	9	.4	.4	71.9
RALLS	20	.8	.8	72.7

RANDOLPH	36	1.4	1.4	74.2
RAY	39	1.6	1.6	75.7
REYNOLDS	14	.6	.6	76.3
RIPLEY	14	.6	.6	76.9
SAINT CHARLES	71	2.8	2.8	79.7
SAINT CLAIR	16	.6	.6	80.3
SAINT FRANCOIS	14	.6	.6	80.9
SAINT LOUIS	70	2.8	2.8	83.7
SAINT LOUIS CITY	72	2.9	2.9	86.6
SAINTE GENEVIEVE	14	.6	.6	87.1
SALINE	39	1.6	1.6	88.7
SCHUYLER	21	.8	.8	89.5
SCOTLAND	11	.4	.4	90.0
SCOTT	14	.6	.6	90.5
SHANNON	13	.5	.5	91.0
SHELBY	20	.8	.8	91.8
STODDARD	14	.6	.6	92.4
STONE	17	.7	.7	93.1
SULLIVAN	18	.7	.7	93.8
TANEY	17	.7	.7	94.5
TEXAS	14	.6	.6	95.0
VERNON	17	.7	.7	95.7
WARREN	22	.9	.9	96.6
WASHINGTON	22	.9	.9	97.5
WAYNE	14	.6	.6	98.0
WEBSTER	17	.7	.7	98.7
WORTH	17	.7	.7	99.4
WRIGHT	15	.6	.6	100.0
Total	2502	100.0	100.0	

Table 59: Question g

		What is your home zip code?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	63005	1	.0	.0	.0
	63010	13	.5	.5	.6
	63011	4	.2	.2	.7
	63012	3	.1	.1	.8
	63013	4	.2	.2	1.0
	63015	1	.0	.0	1.0
	63016	1	.0	.0	1.1
	63017	3	.1	.1	1.2
	63020	6	.2	.2	1.4
	63021	4	.2	.2	1.6
	63023	2	.1	.1	1.7
	63025	4	.2	.2	1.8
	63026	4	.2	.2	2.0
	63028	7	.3	.3	2.3
	63031	3	.1	.1	2.4
	63033	8	.3	.3	2.7
	63034	1	.0	.0	2.8
	63038	1	.0	.0	2.8
	63039	3	.1	.1	2.9
	63041	1	.0	.0	3.0
	63042	1	.0	.0	3.0
	63043	1	.0	.0	3.0
	63044	1	.0	.0	3.1
	63048	3	.1	.1	3.2
	63049	5	.2	.2	3.4
	63050	4	.2	.2	3.6
	63051	7	.3	.3	3.8
	63052	9	.4	.4	4.2
	63055	3	.1	.1	4.3
	63056	2	.1	.1	4.4
	63060	1	.0	.0	4.4

63061	1	.0	.0	4.5
63069	8	.3	.3	4.8
63070	2	.1	.1	4.9
63071	1	.0	.0	4.9
63072	2	.1	.1	5.0
63074	1	.0	.0	5.0
63077	9	.4	.4	5.4
63080	1	.0	.0	5.4
63084	3	.1	.1	5.6
63089	7	.3	.3	5.8
63090	28	1.1	1.1	7.0
63104	7	.3	.3	7.2
63107	3	.1	.1	7.4
63108	6	.2	.2	7.6
63109	14	.6	.6	8.2
63110	6	.2	.2	8.4
63111	4	.2	.2	8.6
63112	3	.1	.1	8.7
63114	3	.1	.1	8.8
63115	3	.1	.1	8.9
63116	13	.5	.5	9.4
63118	1	.0	.0	9.5
63119	4	.2	.2	9.6
63120	1	.0	.0	9.7
63121	1	.0	.0	9.7
63122	2	.1	.1	9.8
63123	7	.3	.3	10.1
63125	1	.0	.0	10.1
63126	3	.1	.1	10.2
63127	1	.0	.0	10.3
63128	3	.1	.1	10.4
63129	5	.2	.2	10.6
63130	2	.1	.1	10.7
63131	2	.1	.1	10.8
63132	1	.0	.0	10.8

63135	1	.0	.0	10.8
63136	2	.1	.1	10.9
63137	1	.0	.0	11.0
63139	4	.2	.2	11.1
63141	2	.1	.1	11.2
63146	3	.1	.1	11.3
63147	3	.1	.1	11.4
63301	10	.4	.4	11.8
63303	9	.4	.4	12.2
63304	9	.4	.4	12.5
63334	7	.3	.3	12.8
63336	3	.1	.1	12.9
63339	2	.1	.1	13.0
63341	1	.0	.0	13.1
63344	2	.1	.1	13.1
63348	2	.1	.1	13.2
63349	2	.1	.1	13.3
63350	3	.1	.1	13.4
63351	3	.1	.1	13.5
63353	5	.2	.2	13.7
63357	4	.2	.2	13.9
63361	13	.5	.5	14.4
63362	4	.2	.2	14.6
63366	9	.4	.4	14.9
63367	5	.2	.2	15.1
63368	6	.2	.2	15.4
63376	11	.4	.4	15.8
63377	2	.1	.1	15.9
63379	8	.3	.3	16.2
63382	6	.2	.2	16.5
63383	7	.3	.3	16.7
63384	3	.1	.1	16.9
63385	10	.4	.4	17.3
63386	1	.0	.0	17.3
63389	4	.2	.2	17.5

63390	8	.3	.3	17.8
63401	20	.8	.8	18.6
63430	1	.0	.0	18.6
63432	1	.0	.0	18.7
63435	8	.3	.3	19.0
63436	1	.0	.0	19.0
63437	3	.1	.1	19.1
63440	5	.2	.2	19.3
63441	2	.1	.1	19.4
63443	1	.0	.0	19.5
63445	17	.7	.7	20.1
63446	1	.0	.0	20.2
63447	1	.0	.0	20.2
63448	3	.1	.1	20.3
63450	1	.0	.0	20.4
63452	4	.2	.2	20.5
63454	1	.0	.0	20.6
63456	4	.2	.2	20.7
63457	1	.0	.0	20.8
63459	9	.4	.4	21.1
63460	3	.1	.1	21.3
63461	4	.2	.2	21.4
63462	1	.0	.0	21.5
63465	1	.0	.0	21.5
63468	10	.4	.4	21.9
63469	9	.4	.4	22.3
63501	21	.8	.8	23.1
63531	1	.0	.0	23.1
63532	2	.1	.1	23.2
63534	1	.0	.0	23.3
63536	10	.4	.4	23.7
63537	15	.6	.6	24.3
63543	2	.1	.1	24.3
63546	2	.1	.1	24.4
63547	2	.1	.1	24.5

63548	11	.4	.4	24.9
63549	7	.3	.3	25.2
63551	2	.1	.1	25.3
63552	6	.2	.2	25.5
63555	5	.2	.2	25.7
63556	15	.6	.6	26.3
63557	1	.0	.0	26.4
63558	1	.0	.0	26.4
63563	4	.2	.2	26.6
63565	6	.2	.2	26.8
63601	2	.1	.1	26.9
63620	3	.1	.1	27.0
63621	2	.1	.1	27.1
63622	2	.1	.1	27.2
63623	4	.2	.2	27.3
63624	1	.0	.0	27.4
63625	1	.0	.0	27.4
63626	1	.0	.0	27.5
63627	2	.1	.1	27.5
63628	3	.1	.1	27.7
63629	4	.2	.2	27.8
63630	3	.1	.1	27.9
63631	1	.0	.0	28.0
63633	2	.1	.1	28.1
63638	1	.0	.0	28.1
63640	7	.3	.3	28.4
63645	13	.5	.5	28.9
63648	1	.0	.0	28.9
63650	4	.2	.2	29.1
63653	1	.0	.0	29.1
63654	3	.1	.1	29.3
63655	1	.0	.0	29.3
63656	1	.0	.0	29.3
63660	2	.1	.1	29.4
63662	2	.1	.1	29.5

63664	11	.4	.4	29.9
63670	12	.5	.5	30.4
63701	10	.4	.4	30.8
63703	1	.0	.0	30.9
63730	3	.1	.1	31.0
63736	2	.1	.1	31.1
63748	1	.0	.0	31.1
63751	3	.1	.1	31.2
63755	3	.1	.1	31.3
63764	6	.2	.2	31.6
63771	2	.1	.1	31.7
63775	14	.6	.6	32.2
63780	2	.1	.1	32.3
63781	4	.2	.2	32.5
63801	9	.4	.4	32.8
63823	2	.1	.1	32.9
63824	1	.0	.0	32.9
63825	1	.0	.0	33.0
63826	1	.0	.0	33.0
63827	3	.1	.1	33.1
63829	2	.1	.1	33.2
63830	7	.3	.3	33.5
63834	6	.2	.2	33.7
63841	6	.2	.2	34.0
63845	7	.3	.3	34.3
63846	2	.1	.1	34.3
63848	1	.0	.0	34.4
63851	2	.1	.1	34.5
63852	1	.0	.0	34.5
63857	6	.2	.2	34.7
63863	3	.1	.1	34.9
63866	1	.0	.0	34.9
63867	2	.1	.1	35.0
63869	3	.1	.1	35.1
63873	5	.2	.2	35.3

63876	1	.0	.0	35.3
63877	1	.0	.0	35.4
63878	1	.0	.0	35.4
63879	1	.0	.0	35.5
63901	10	.4	.4	35.9
63933	2	.1	.1	35.9
63935	8	.3	.3	36.3
63936	2	.1	.1	36.3
63937	3	.1	.1	36.5
63939	2	.1	.1	36.5
63940	2	.1	.1	36.6
63942	1	.0	.0	36.7
63943	4	.2	.2	36.8
63944	1	.0	.0	36.9
63952	1	.0	.0	36.9
63953	3	.1	.1	37.0
63954	1	.0	.0	37.1
63956	4	.2	.2	37.2
63957	9	.4	.4	37.6
63965	7	.3	.3	37.8
63967	3	.1	.1	38.0
64011	4	.2	.2	38.1
64012	16	.6	.6	38.8
64014	2	.1	.1	38.8
64015	5	.2	.2	39.0
64017	2	.1	.1	39.1
64018	2	.1	.1	39.2
64019	3	.1	.1	39.3
64020	7	.3	.3	39.6
64024	12	.5	.5	40.1
64029	1	.0	.0	40.1
64030	2	.1	.1	40.2
64034	3	.1	.1	40.3
64035	1	.0	.0	40.4
64040	9	.4	.4	40.7

64050	1	.0	.0	40.8
64052	1	.0	.0	40.8
64055	2	.1	.1	40.9
64057	1	.0	.0	40.9
64060	2	.1	.1	41.0
64061	6	.2	.2	41.2
64062	10	.4	.4	41.6
64067	7	.3	.3	41.9
64068	7	.3	.3	42.2
64071	2	.1	.1	42.3
64076	15	.6	.6	42.9
64077	2	.1	.1	43.0
64079	4	.2	.2	43.1
64080	3	.1	.1	43.2
64081	2	.1	.1	43.3
64083	10	.4	.4	43.7
64084	1	.0	.0	43.8
64085	13	.5	.5	44.3
64086	3	.1	.1	44.4
64089	3	.1	.1	44.5
64093	16	.6	.6	45.2
64096	2	.1	.1	45.2
64108	1	.0	.0	45.3
64109	1	.0	.0	45.3
64110	1	.0	.0	45.4
64113	1	.0	.0	45.4
64116	1	.0	.0	45.4
64117	2	.1	.1	45.5
64118	11	.4	.4	46.0
64119	5	.2	.2	46.2
64124	1	.0	.0	46.2
64125	1	.0	.0	46.2
64128	1	.0	.0	46.3
64130	1	.0	.0	46.3
64131	2	.1	.1	46.4

64133	2	.1	.1	46.5
64134	1	.0	.0	46.5
64137	2	.1	.1	46.6
64138	1	.0	.0	46.6
64145	1	.0	.0	46.7
64151	10	.4	.4	47.1
64152	15	.6	.6	47.7
64153	2	.1	.1	47.8
64154	2	.1	.1	47.8
64155	5	.2	.2	48.0
64156	1	.0	.0	48.1
64157	2	.1	.1	48.2
64158	1	.0	.0	48.2
64163	1	.0	.0	48.2
64402	9	.4	.4	48.6
64422	3	.1	.1	48.7
64423	1	.0	.0	48.8
64424	7	.3	.3	49.0
64427	1	.0	.0	49.1
64429	16	.6	.6	49.7
64430	1	.0	.0	49.8
64434	2	.1	.1	49.8
64437	2	.1	.1	49.9
64439	2	.1	.1	50.0
64441	1	.0	.0	50.0
64442	3	.1	.1	50.2
64444	2	.1	.1	50.2
64446	3	.1	.1	50.4
64448	1	.0	.0	50.4
64451	1	.0	.0	50.4
64454	5	.2	.2	50.6
64456	14	.6	.6	51.2
64457	1	.0	.0	51.2
64458	1	.0	.0	51.3
64461	1	.0	.0	51.3

64463	3	.1	.1	51.4
64465	3	.1	.1	51.6
64468	42	1.7	1.7	53.2
64469	4	.2	.2	53.4
64470	15	.6	.6	54.0
64474	2	.1	.1	54.1
64476	1	.0	.0	54.1
64477	2	.1	.1	54.2
64479	1	.0	.0	54.2
64482	2	.1	.1	54.3
64484	1	.0	.0	54.4
64485	13	.5	.5	54.9
64486	2	.1	.1	55.0
64487	2	.1	.1	55.0
64489	4	.2	.2	55.2
64490	6	.2	.2	55.4
64491	10	.4	.4	55.8
64492	2	.1	.1	55.9
64493	1	.0	.0	56.0
64494	2	.1	.1	56.0
64497	2	.1	.1	56.1
64498	2	.1	.1	56.2
64501	1	.0	.0	56.2
64503	1	.0	.0	56.3
64504	4	.2	.2	56.4
64505	8	.3	.3	56.8
64506	4	.2	.2	56.9
64601	19	.8	.8	57.7
64620	3	.1	.1	57.8
64624	2	.1	.1	57.9
64628	14	.6	.6	58.4
64633	16	.6	.6	59.1
64639	1	.0	.0	59.1
64640	7	.3	.3	59.4
64644	6	.2	.2	59.6

64645	3	.1	.1	59.8
64648	2	.1	.1	59.8
64649	1	.0	.0	59.9
64650	1	.0	.0	59.9
64655	1	.0	.0	60.0
64657	1	.0	.0	60.0
64658	6	.2	.2	60.2
64660	2	.1	.1	60.3
64668	1	.0	.0	60.4
64670	5	.2	.2	60.6
64671	1	.0	.0	60.6
64676	1	.0	.0	60.6
64681	2	.1	.1	60.7
64683	17	.7	.7	61.4
64689	2	.1	.1	61.5
64701	8	.3	.3	61.8
64720	4	.2	.2	62.0
64723	1	.0	.0	62.0
64724	4	.2	.2	62.2
64725	1	.0	.0	62.2
64730	8	.3	.3	62.5
64733	2	.1	.1	62.6
64735	12	.5	.5	63.1
64738	3	.1	.1	63.2
64740	2	.1	.1	63.3
64742	1	.0	.0	63.3
64744	8	.3	.3	63.6
64748	1	.0	.0	63.7
64755	2	.1	.1	63.7
64756	2	.1	.1	63.8
64759	12	.5	.5	64.3
64761	2	.1	.1	64.4
64762	3	.1	.1	64.5
64763	2	.1	.1	64.6
64770	2	.1	.1	64.7

64772	17	.7	.7	65.3
64776	4	.2	.2	65.5
64780	1	.0	.0	65.5
64783	2	.1	.1	65.6
64788	2	.1	.1	65.7
64801	5	.2	.2	65.9
64804	7	.3	.3	66.2
64831	6	.2	.2	66.4
64834	3	.1	.1	66.5
64835	1	.0	.0	66.6
64836	4	.2	.2	66.7
64840	1	.0	.0	66.8
64843	3	.1	.1	66.9
64850	7	.3	.3	67.2
64854	3	.1	.1	67.3
64856	2	.1	.1	67.4
64861	1	.0	.0	67.4
64862	2	.1	.1	67.5
64865	4	.2	.2	67.7
64870	2	.1	.1	67.7
64873	1	.0	.0	67.8
64874	1	.0	.0	67.8
65001	2	.1	.1	67.9
65010	2	.1	.1	68.0
65011	1	.0	.0	68.0
65013	7	.3	.3	68.3
65014	4	.2	.2	68.5
65016	2	.1	.1	68.5
65017	1	.0	.0	68.6
65018	11	.4	.4	69.0
65020	5	.2	.2	69.2
65024	3	.1	.1	69.3
65025	1	.0	.0	69.4
65026	5	.2	.2	69.6
65032	1	.0	.0	69.6

65037	3	.1	.1	69.7
65039	1	.0	.0	69.8
65040	3	.1	.1	69.9
65041	13	.5	.5	70.4
65043	8	.3	.3	70.7
65046	3	.1	.1	70.9
65047	1	.0	.0	70.9
65049	4	.2	.2	71.1
65051	8	.3	.3	71.4
65052	1	.0	.0	71.4
65054	2	.1	.1	71.5
65055	1	.0	.0	71.5
65058	3	.1	.1	71.7
65061	1	.0	.0	71.7
65063	1	.0	.0	71.7
65066	3	.1	.1	71.9
65068	4	.2	.2	72.0
65072	1	.0	.0	72.1
65074	5	.2	.2	72.3
65078	4	.2	.2	72.4
65079	4	.2	.2	72.6
65080	1	.0	.0	72.6
65081	5	.2	.2	72.8
65082	3	.1	.1	72.9
65083	1	.0	.0	73.0
65084	6	.2	.2	73.2
65085	2	.1	.1	73.3
65101	8	.3	.3	73.6
65109	8	.3	.3	73.9
65201	2	.1	.1	74.0
65202	6	.2	.2	74.3
65203	4	.2	.2	74.4
65230	2	.1	.1	74.5
65232	1	.0	.0	74.5
65233	14	.6	.6	75.1

65236	5	.2	.2	75.3
65237	2	.1	.1	75.4
65239	5	.2	.2	75.6
65240	4	.2	.2	75.7
65243	2	.1	.1	75.8
65247	1	.0	.0	75.9
65248	6	.2	.2	76.1
65250	1	.0	.0	76.1
65251	10	.4	.4	76.5
65254	5	.2	.2	76.7
65255	1	.0	.0	76.8
65256	3	.1	.1	76.9
65257	4	.2	.2	77.1
65258	2	.1	.1	77.1
65260	1	.0	.0	77.2
65261	4	.2	.2	77.3
65263	5	.2	.2	77.5
65264	2	.1	.1	77.6
65265	14	.6	.6	78.2
65270	26	1.0	1.0	79.2
65274	2	.1	.1	79.3
65275	6	.2	.2	79.5
65279	2	.1	.1	79.6
65280	1	.0	.0	79.7
65281	1	.0	.0	79.7
65283	1	.0	.0	79.7
65301	30	1.2	1.2	80.9
65321	2	.1	.1	81.0
65323	1	.0	.0	81.1
65324	1	.0	.0	81.1
65325	6	.2	.2	81.3
65326	2	.1	.1	81.4
65327	1	.0	.0	81.5
65329	1	.0	.0	81.5
65332	2	.1	.1	81.6

65334	1	.0	.0	81.6
65336	3	.1	.1	81.7
65337	4	.2	.2	81.9
65338	1	.0	.0	81.9
65340	26	1.0	1.0	83.0
65345	2	.1	.1	83.1
65347	1	.0	.0	83.1
65348	1	.0	.0	83.1
65349	6	.2	.2	83.4
65350	1	.0	.0	83.4
65351	4	.2	.2	83.6
65355	7	.3	.3	83.9
65360	1	.0	.0	83.9
65401	12	.5	.5	84.4
65436	1	.0	.0	84.4
65438	3	.1	.1	84.5
65440	1	.0	.0	84.6
65441	7	.3	.3	84.9
65443	1	.0	.0	84.9
65449	1	.0	.0	84.9
65452	3	.1	.1	85.1
65453	4	.2	.2	85.2
65459	6	.2	.2	85.5
65463	3	.1	.1	85.6
65466	3	.1	.1	85.7
65470	1	.0	.0	85.7
65483	1	.0	.0	85.8
65486	2	.1	.1	85.9
65534	2	.1	.1	85.9
65535	3	.1	.1	86.1
65536	12	.5	.5	86.5
65542	4	.2	.2	86.7
65550	1	.0	.0	86.7
65552	2	.1	.1	86.8
65555	1	.0	.0	86.9

65556	6	.2	.2	87.1
65557	1	.0	.0	87.1
65559	9	.4	.4	87.5
65560	18	.7	.7	88.2
65565	4	.2	.2	88.4
65567	1	.0	.0	88.4
65571	3	.1	.1	88.5
65582	6	.2	.2	88.8
65583	6	.2	.2	89.0
65588	6	.2	.2	89.2
65590	5	.2	.2	89.4
65591	2	.1	.1	89.5
65601	1	.0	.0	89.6
65603	3	.1	.1	89.7
65604	2	.1	.1	89.8
65605	3	.1	.1	89.9
65606	7	.3	.3	90.2
65608	6	.2	.2	90.4
65609	1	.0	.0	90.4
65610	1	.0	.0	90.5
65611	1	.0	.0	90.5
65613	12	.5	.5	91.0
65615	1	.0	.0	91.0
65616	11	.4	.4	91.5
65622	3	.1	.1	91.6
65625	3	.1	.1	91.7
65626	1	.0	.0	91.8
65632	1	.0	.0	91.8
65633	2	.1	.1	91.9
65635	3	.1	.1	92.0
65637	1	.0	.0	92.0
65640	2	.1	.1	92.1
65644	2	.1	.1	92.2
65646	4	.2	.2	92.4
65647	2	.1	.1	92.4

65650	2	.1	.1	92.5
65652	1	.0	.0	92.6
65653	1	.0	.0	92.6
65655	3	.1	.1	92.7
65656	1	.0	.0	92.8
65661	3	.1	.1	92.9
65662	1	.0	.0	92.9
65668	3	.1	.1	93.0
65672	1	.0	.0	93.1
65679	2	.1	.1	93.2
65681	3	.1	.1	93.3
65682	1	.0	.0	93.3
65685	3	.1	.1	93.4
65686	2	.1	.1	93.5
65689	4	.2	.2	93.7
65692	1	.0	.0	93.7
65704	4	.2	.2	93.9
65705	1	.0	.0	93.9
65706	5	.2	.2	94.1
65708	7	.3	.3	94.4
65711	7	.3	.3	94.7
65712	2	.1	.1	94.8
65713	1	.0	.0	94.8
65714	4	.2	.2	95.0
65717	5	.2	.2	95.2
65721	6	.2	.2	95.4
65722	2	.1	.1	95.5
65723	7	.3	.3	95.8
65724	2	.1	.1	95.8
65729	2	.1	.1	95.9
65732	2	.1	.1	96.0
65737	4	.2	.2	96.2
65742	3	.1	.1	96.3
65746	6	.2	.2	96.5
65747	5	.2	.2	96.7

65753	5	.2	.2	96.9
65754	1	.0	.0	97.0
65755	1	.0	.0	97.0
65757	2	.1	.1	97.1
65759	2	.1	.1	97.2
65760	1	.0	.0	97.2
65761	3	.1	.1	97.3
65764	2	.1	.1	97.4
65766	1	.0	.0	97.4
65767	3	.1	.1	97.6
65768	2	.1	.1	97.6
65769	1	.0	.0	97.7
65772	4	.2	.2	97.8
65773	2	.1	.1	97.9
65774	3	.1	.1	98.0
65775	11	.4	.4	98.5
65779	4	.2	.2	98.6
65785	6	.2	.2	98.9
65786	1	.0	.0	98.9
65787	2	.1	.1	99.0
65789	1	.0	.0	99.0
65791	6	.2	.2	99.3
65793	2	.1	.1	99.4
65802	3	.1	.1	99.5
65803	3	.1	.1	99.6
65804	4	.2	.2	99.8
65807	4	.2	.2	99.9
65809	1	.0	.0	100.0
65810	1	.0	.0	100.0
Total	2502	100.0	100.0	

Table 60: Question h**What is your household income?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$30,000	501	20.0	20.0	20.0
	\$30,000 - \$49,999	398	15.9	15.9	35.9
	\$50,000 - \$69,999	307	12.3	12.3	48.2
	\$70,000 or greater	554	22.1	22.1	70.3
	Refused	742	29.7	29.7	100.0
	Total	2502	100.0	100.0	

HIGHWAY SAFETY PROGRAM COST SUMMARY

O.M.B. No. 2127-0003

State Missouri Number 16-1 Date June 11, 2015

Program Area	Approved Program Costs	State/Local Funds	Federally Funded Programs		Federal Share to Local
			Previous Balance	Increase/(Decrease) Current Balance	
PA	110,000.00	110,000.00			0.00
EM	47,700.00	0.00			0.00
OP	43,000.00	0.00			0.00
PS	2,500.00	0.00			2,500.00
PT	5,738,628.02	1,998,915.11			4,343,588.79
TR	23,810.00	0.00			23,810.00
AI	144,854.07	0.00			0.00
CP	788,621.17	0.00			183,188.27
DE	73,400.00	0.00			68,400.00
DL	290,906.76	0.00			0.00
RH	17,000.00	0.00			17,000.00
RS	96,000.00	0.00			0.00
SA	277,300.41	0.00			277,300.41
SE	97,990.00	0.00			0.00
CR	63,950.00	0.00			0.00
PM	180,000.00	0.00			0.00
402 Total	7,995,660.43	2,108,915.11	0.00	0.00	4,915,787.47
154AL	10,960,646.32	0.00			8,919,665.02
154 Total	10,960,646.32	0.00	0.00	0.00	8,919,665.02
M2HVE	688,994.26	0.00			448,731.18
M2PE	870,614.84	0.00			0.00
M2CPS	98,850.00	0.00			80,850.00
M2CSS	25,000.00	0.00			0.00
M2OP	657,593.44	0.00			469,531.00
M2X	1,239,019.90	895,018.11			1,000,000.00
405b Total	3,580,072.44	895,018.11	0.00	0.00	1,999,112.18

Program Area	Approved Program Costs	State/Local Funds	Federally Funded Programs		Federal Share to Local
			Previous Balance	Increase/(Decrease) Current Balance	
M3DA	3,737,025.24	934,256.31			25,138.00
405c Total	3,737,025.24	934,256.31	0.00	0.00	25,138.00
M5HVE	1,970,216.19	0.00			987,028.69
M5IDC	157,000.00	0.00			0.00
M5CS	291,722.95	0.00			0.00
M5TR	249,960.10	0.00			100,580.50
M5OT	1,389,851.93	0.00			170,000.00
M5X	3,786,435.17	1,961,296.58			3,000,000.00
405d Total	7,845,186.34	1,961,296.58	0.00	0.00	4,257,609.19
M9MA	75,000.00	0.00			0.00
M9X	205,201.48	70,050.37			0.00
405f Total	280,201.48	70,050.37	0.00	0.00	0.00
Total NHTSA	34,398,792.25	5,969,536.48	0.00	0.00	20,117,311.86
Total FHWA					
Total NHTSA & FHWA	34,398,792.25	5,969,536.48	0.00	0.00	20,117,311.86

State Official Authorized Signature: _____

Roberta Broeker

Federal Official Authorized Signature: _____

NAME: Roberta Broeker
 TITLE: Interim Director of Transportation
 and Governor's Representative for
 Highway Safety
 DATE: June 12, 2015

NHTSA - NAME: _____
 TITLE: _____
 DATE: _____
 Effective Date: _____

Highway Safety Plan Cost Summary - Missouri

2016 HSP 1

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2016-02-01-00	THSD-402 Planning & Administration	\$0.00	\$110,000.00	\$0.00	\$110,000.00	\$110,000.00	\$0.00
	Planning and Administration Total		\$0.00	\$110,000.00	\$0.00	\$110,000.00	\$110,000.00	\$0.00
Emergency Medical Services								
	EM-2016-02-01-00	Univ of Mo Curators-Safety Train Em Resp	\$0.00	\$0.00	\$0.00	\$47,700.00	\$47,700.00	\$0.00
	Emergency Medical Services Total		\$0.00	\$0.00	\$0.00	\$47,700.00	\$47,700.00	\$0.00
Occupant Protection								
	OP-2016-05-01-00	THSD-402 OP Program Coordination	\$0.00	\$0.00	\$0.00	\$43,000.00	\$43,000.00	\$0.00
	Occupant Protection Total		\$0.00	\$0.00	\$0.00	\$43,000.00	\$43,000.00	\$0.00
Pedestrian/Bicycle Safety								
	PS-2016-02-01-00	Stone Co Health-Baby Buckles & Bikes	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00
	Pedestrian/Bicycle Safety Total		\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00
Police Traffic Services								
	PT-2016-02-00-00	THSD-Statewide PTS	\$0.00	\$1,998,915.11	\$0.00	\$2,516,980.29	\$2,516,980.29	\$2,000,000.00
	PT-2016-02-01-00	THSD-2016 LETSAC	\$0.00	\$0.00	\$0.00	\$50,000.00	\$50,000.00	\$0.00
	PT-2016-02-02-00	Billings Police-2016 HMV Campaign	\$0.00	\$0.00	\$0.00	\$3,082.50	\$3,082.50	\$3,082.50
	PT-2016-02-03-00	Bolivar Police-HMV Grant	\$0.00	\$0.00	\$0.00	\$5,795.00	\$5,795.00	\$5,795.00
	PT-2016-02-04-00	Belton Police-HMV Grant	\$0.00	\$0.00	\$0.00	\$6,700.00	\$6,700.00	\$6,700.00
	PT-2016-02-06-00	Blue Springs Police-HMV	\$0.00	\$0.00	\$0.00	\$7,000.00	\$7,000.00	\$7,000.00
	PT-2016-02-07-00	Cameron Police-HMV Grant	\$0.00	\$0.00	\$0.00	\$9,087.60	\$9,087.60	\$9,087.60
	PT-2016-02-08-00	Arnold Police-HMV	\$0.00	\$0.00	\$0.00	\$13,700.00	\$13,700.00	\$13,700.00
	PT-2016-02-09-00	Ballwin Police-HMV Grant	\$0.00	\$0.00	\$0.00	\$6,500.00	\$6,500.00	\$6,500.00
	PT-2016-02-10-00	Berkeley Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$3,500.00	\$3,500.00	\$3,500.00
	PT-2016-02-11-00	Cass Co Sheriff-HMV	\$0.00	\$0.00	\$0.00	\$6,200.00	\$6,200.00	\$6,200.00
	PT-2016-02-12-00	Chillicothe Police-HMV	\$0.00	\$0.00	\$0.00	\$1,500.00	\$1,500.00	\$1,500.00
	PT-2016-02-13-00	Byrnes Mill Police-Speed Reduction	\$0.00	\$0.00	\$0.00	\$7,500.00	\$7,500.00	\$7,500.00
	PT-2016-02-14-00	Clay Co Sheriff-HMV Enf	\$0.00	\$0.00	\$0.00	\$6,975.00	\$6,975.00	\$6,975.00
	PT-2016-02-15-00	Chesterfield Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$8,899.20	\$8,899.20	\$8,899.20
	PT-2016-02-16-00	Boone Co Sheriff-HMV Slowdown	\$0.00	\$0.00	\$0.00	\$13,030.00	\$13,030.00	\$13,030.00
	PT-2016-02-17-00	Cleveland Police-Safer Roads	\$0.00	\$0.00	\$0.00	\$750.00	\$750.00	\$750.00
	PT-2016-02-18-00	Clayton Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$5,750.00	\$5,750.00	\$5,750.00
	PT-2016-02-19-00	Cole Camp Police-Operation Safe Roadway	\$0.00	\$0.00	\$0.00	\$1,750.00	\$1,750.00	\$1,750.00
	PT-2016-02-20-00	Creve Coeur Police-Speed/HMV	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00
	PT-2016-02-21-00	Crystal City Police-HMV	\$0.00	\$0.00	\$0.00	\$15,000.00	\$15,000.00	\$15,000.00
	PT-2016-02-22-00	Des Peres Dept of Public Safety-HMV	\$0.00	\$0.00	\$0.00	\$2,000.00	\$2,000.00	\$2,000.00
	PT-2016-02-23-00	Eureka Police-HMV	\$0.00	\$0.00	\$0.00	\$15,000.00	\$15,000.00	\$15,000.00
	PT-2016-02-24-00	Festus Police-HMV OT Enf	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2016-02-26-00	Florissant Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00

Highway Safety Plan Cost Summary - Missouri

2016 HSP 1

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
	PT-2016-02-27-00	Excelsior Springs Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00
	PT-2016-02-28-00	Gladstone Public Safety-HM & Spd Violati	\$0.00	\$0.00	\$0.00	\$9,300.00	\$9,300.00	\$9,300.00
	PT-2016-02-29-00	Grain Valley Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$1,680.00	\$1,680.00	\$1,680.00
	PT-2016-02-30-00	Brentwood Police-Citizen Tr Safety Aware	\$0.00	\$0.00	\$0.00	\$4,500.00	\$4,500.00	\$4,500.00
	PT-2016-02-31-00	Callaway Co Sheriff-Sheriff's Office	\$0.00	\$0.00	\$0.00	\$8,064.00	\$8,064.00	\$8,064.00
	PT-2016-02-32-00	Franklin Co Sheriff-HMV	\$0.00	\$0.00	\$0.00	\$22,500.00	\$22,500.00	\$22,500.00
	PT-2016-02-33-00	Glendale Police-HMV	\$0.00	\$0.00	\$0.00	\$4,500.00	\$4,500.00	\$4,500.00
	PT-2016-02-34-00	Hazelwood Police-HMV	\$0.00	\$0.00	\$0.00	\$18,500.00	\$18,500.00	\$18,500.00
	PT-2016-02-35-00	Grandview Police-HMV	\$0.00	\$0.00	\$0.00	\$14,500.00	\$14,500.00	\$14,500.00
	PT-2016-02-36-00	Camdenton Police-HMV OT Enf Grant	\$0.00	\$0.00	\$0.00	\$1,250.00	\$1,250.00	\$1,250.00
	PT-2016-02-37-00	Harrisonville Police-Speeding	\$0.00	\$0.00	\$0.00	\$4,000.00	\$4,000.00	\$4,000.00
	PT-2016-02-38-00	Henry Co Sheriff-HMV Enf	\$0.00	\$0.00	\$0.00	\$11,400.00	\$11,400.00	\$11,400.00
	PT-2016-02-39-00	Herculaneum Police-HMV OT Enf	\$0.00	\$0.00	\$0.00	\$3,000.00	\$3,000.00	\$3,000.00
	PT-2016-02-40-00	Jefferson Co Sheriff-HMV	\$0.00	\$0.00	\$0.00	\$220,000.00	\$220,000.00	\$220,000.00
	PT-2016-02-41-00	Cole Co Sheriff-HMV Enf	\$0.00	\$0.00	\$0.00	\$7,700.00	\$7,700.00	\$7,700.00
	PT-2016-02-42-00	Kirkwood Police-Aggressive Driving/Slow	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00
	PT-2016-02-43-00	Lake St Louis Police-HMV	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00
	PT-2016-02-44-00	Columbia Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$8,000.00	\$8,000.00	\$8,000.00
	PT-2016-02-45-00	Independence Police-HMV	\$0.00	\$0.00	\$0.00	\$193,210.00	\$193,210.00	\$193,210.00
	PT-2016-02-46-00	Lincoln Co Sheriff-LCSO HMV Project	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00
	PT-2016-02-47-00	Macon Co Sheriff-HMV Enf	\$0.00	\$0.00	\$0.00	\$6,128.00	\$6,128.00	\$6,128.00
	PT-2016-02-48-00	Macon Police-Our Roads Safe/HMV Proj	\$0.00	\$0.00	\$0.00	\$2,000.00	\$2,000.00	\$2,000.00
	PT-2016-02-49-00	Manchester Police-HM/Occupant Protection	\$0.00	\$0.00	\$0.00	\$5,040.00	\$5,040.00	\$5,040.00
	PT-2016-02-50-00	Jackson Co Sheriff-HMV/LETSAC Training	\$0.00	\$0.00	\$0.00	\$34,004.00	\$34,004.00	\$34,004.00
	PT-2016-02-51-00	Maryland Heights Police-Interstate Spd E	\$0.00	\$0.00	\$0.00	\$15,000.00	\$15,000.00	\$15,000.00
	PT-2016-02-52-00	Maryland Heights Police-Safe/Drivers Lic	\$0.00	\$0.00	\$0.00	\$2,164.17	\$2,164.17	\$2,164.17
	PT-2016-02-53-00	Northwoods Police-Keep Them Moving Safel	\$0.00	\$0.00	\$0.00	\$3,000.00	\$3,000.00	\$3,000.00
	PT-2016-02-54-00	O'Fallon Police-Spd/Red Light Enf (HMV)	\$0.00	\$0.00	\$0.00	\$22,000.00	\$22,000.00	\$22,000.00
	PT-2016-02-55-00	Olivette Police-HMV Initiative	\$0.00	\$0.00	\$0.00	\$6,000.00	\$6,000.00	\$6,000.00
	PT-2016-02-56-00	Greene Co Sheriff-HMV Enf	\$0.00	\$0.00	\$0.00	\$75,000.00	\$75,000.00	\$75,000.00
	PT-2016-02-57-00	Greene Co Sheriff-HMV Unit	\$0.00	\$0.00	\$0.00	\$26,936.04	\$26,936.04	\$26,936.04
	PT-2016-02-58-00	Overland Police-Hazardous & Speeding	\$0.00	\$0.00	\$0.00	\$7,500.00	\$7,500.00	\$7,500.00
	PT-2016-02-59-00	Pevely Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$8,000.00	\$8,000.00	\$8,000.00
	PT-2016-02-60-00	Richmond Heights Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$8,000.00	\$8,000.00	\$8,000.00
	PT-2016-02-61-00	Shrewsbury Police-HMV & Speeders	\$0.00	\$0.00	\$0.00	\$7,500.00	\$7,500.00	\$7,500.00
	PT-2016-02-62-00	St Ann Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$8,000.00	\$8,000.00	\$8,000.00
	PT-2016-02-63-00	St Charles City Police-HMV	\$0.00	\$0.00	\$0.00	\$15,000.00	\$15,000.00	\$15,000.00
	PT-2016-02-64-00	St Charles County Police-HMV Grant	\$0.00	\$0.00	\$0.00	\$22,500.00	\$22,500.00	\$22,500.00
	PT-2016-02-65-00	St Clair Police-Speed Enf	\$0.00	\$0.00	\$0.00	\$5,500.00	\$5,500.00	\$5,500.00
	PT-2016-02-66-00	KC Mo Bd of Police Comm-HMV	\$0.00	\$0.00	\$0.00	\$240,000.00	\$240,000.00	\$240,000.00

Highway Safety Plan Cost Summary - Missouri

2016 HSP 1

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
	PT-2016-02-67-00	St John Police-HMV	\$0.00	\$0.00	\$0.00	\$9,000.00	\$9,000.00	\$9,000.00
	PT-2016-02-68-00	Kearney Police-Reduce Accidents & Injuri	\$0.00	\$0.00	\$0.00	\$3,800.00	\$3,800.00	\$3,800.00
	PT-2016-02-69-00	Mo Southern State Univ-Law Enf Training	\$0.00	\$0.00	\$0.00	\$24,000.00	\$24,000.00	\$0.00
	PT-2016-02-70-00	St Louis Co Police-Hwy Safety Unit	\$0.00	\$0.00	\$0.00	\$314,000.00	\$314,000.00	\$314,000.00
	PT-2016-02-71-00	St Louis Metro Police-Haz Viol/Spd Enf	\$0.00	\$0.00	\$0.00	\$220,000.00	\$220,000.00	\$220,000.00
	PT-2016-02-73-00	St Peters Police-HMV 2015-2016	\$0.00	\$0.00	\$0.00	\$27,298.08	\$27,298.08	\$27,298.08
	PT-2016-02-74-00	Town & Country Police-HMV Aggressive Dr	\$0.00	\$0.00	\$0.00	\$22,500.00	\$22,500.00	\$22,500.00
	PT-2016-02-75-00	Jefferson City Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2016-02-76-00	Troy Police-HMV	\$0.00	\$0.00	\$0.00	\$6,000.00	\$6,000.00	\$6,000.00
	PT-2016-02-77-00	Union Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$11,525.00	\$11,525.00	\$11,525.00
	PT-2016-02-78-00	Lee's Summit Police-HMV	\$0.00	\$0.00	\$0.00	\$38,060.00	\$38,060.00	\$38,060.00
	PT-2016-02-79-00	Joplin Police-HMV Overtime	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00
	PT-2016-02-80-00	Univ City Police-HMV	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00
	PT-2016-02-81-00	Lawrence Co Sheriff-HMV Enf	\$0.00	\$0.00	\$0.00	\$3,350.00	\$3,350.00	\$3,350.00
	PT-2016-02-82-00	Washington Police-HMV	\$0.00	\$0.00	\$0.00	\$8,000.00	\$8,000.00	\$8,000.00
	PT-2016-02-83-00	Neosho Police-HMV	\$0.00	\$0.00	\$0.00	\$3,685.00	\$3,685.00	\$3,685.00
	PT-2016-02-84-00	Nevada Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$6,000.00	\$6,000.00	\$6,000.00
	PT-2016-02-85-00	Webster Groves Police-HMV FY2016	\$0.00	\$0.00	\$0.00	\$5,800.00	\$5,800.00	\$5,800.00
	PT-2016-02-86-00	Wentzville Police-HMV Project	\$0.00	\$0.00	\$0.00	\$8,000.00	\$8,000.00	\$8,000.00
	PT-2016-02-87-00	KC Mo Bd Police Comm-Adv Crash Invest Tr	\$0.00	\$0.00	\$0.00	\$14,684.00	\$14,684.00	\$14,684.00
	PT-2016-02-88-00	Calverton Park Police-Click or Ticket	\$0.00	\$0.00	\$0.00	\$4,500.00	\$4,500.00	\$4,500.00
	PT-2016-02-89-00	Newton Co Sheriff-HMV Enf	\$0.00	\$0.00	\$0.00	\$6,800.00	\$6,800.00	\$6,800.00
	PT-2016-02-90-00	Nixa Police-HMV Grant	\$0.00	\$0.00	\$0.00	\$8,207.00	\$8,207.00	\$8,207.00
	PT-2016-02-91-00	Osage Beach Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$3,500.00	\$3,500.00	\$3,500.00
	PT-2016-02-92-00	Ozark Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$3,990.00	\$3,990.00	\$3,990.00
	PT-2016-02-93-00	Potosi Police-HMV	\$0.00	\$0.00	\$0.00	\$6,100.00	\$6,100.00	\$6,100.00
	PT-2016-02-94-00	Buchanan Co Sheriff-HMV	\$0.00	\$0.00	\$0.00	\$8,288.00	\$8,288.00	\$8,288.00
	PT-2016-02-95-00	Rolla Police-HMV	\$0.00	\$0.00	\$0.00	\$6,000.00	\$6,000.00	\$6,000.00
	PT-2016-02-96-00	Springfield Police-HMV	\$0.00	\$0.00	\$0.00	\$76,320.20	\$76,320.20	\$76,320.20
	PT-2016-02-97-00	Christian Co Sheriff-HMV Enf	\$0.00	\$0.00	\$0.00	\$4,500.00	\$4,500.00	\$4,500.00
	PT-2016-02-98-00	Phelps Co Sheriff-HMV Enf	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00
	PT-2016-02-99-00	St Robert Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00
	PT-2016-02-A0-00	MSHP-HMV Enf	\$0.00	\$0.00	\$0.00	\$156,000.00	\$156,000.00	\$0.00
	PT-2016-02-A1-00	THSD-Statewide HMV	\$0.00	\$0.00	\$0.00	\$50,000.00	\$50,000.00	\$50,000.00
	PT-2016-02-A2-00	Webb City Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$8,195.00	\$8,195.00	\$8,195.00
	PT-2016-02-A3-00	Webster Co Sheriff-2015-2016 HMV Enf	\$0.00	\$0.00	\$0.00	\$4,000.00	\$4,000.00	\$4,000.00
	PT-2016-02-A4-00	Mo Safety Center-Driver Improvement Prog	\$0.00	\$0.00	\$0.00	\$36,550.98	\$36,550.98	\$0.00
	PT-2016-02-A5-00	MSHP-Radar/EVOC/Instr Dev/Eq Mat'l's	\$0.00	\$0.00	\$0.00	\$119,920.20	\$119,920.20	\$0.00
	PT-2016-02-A6-00	THSD-402 PT Program Coordination	\$0.00	\$0.00	\$0.00	\$250,000.00	\$250,000.00	\$0.00
	PT-2016-02-A7-00	THSD-402 Training Survey Assessments	\$0.00	\$0.00	\$0.00	\$203,500.00	\$203,500.00	\$0.00

Highway Safety Plan Cost Summary - Missouri

2016 HSP 1

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
	PT-2016-02-A8-00	MSHP-SAC Support	\$0.00	\$0.00	\$0.00	\$5,087.76	\$5,087.76	\$0.00
	PT-2016-02-A9-00	Liberty Police-HMV	\$0.00	\$0.00	\$0.00	\$10,500.00	\$10,500.00	\$10,500.00
	PT-2016-02-B1-00	Livingston Co Sheriff-HMV Project	\$0.00	\$0.00	\$0.00	\$3,000.00	\$3,000.00	\$3,000.00
	PT-2016-02-B2-00	N Kansas City Police-HMV	\$0.00	\$0.00	\$0.00	\$6,456.00	\$6,456.00	\$6,456.00
	PT-2016-02-B3-00	MSHP-Skill Development	\$0.00	\$0.00	\$0.00	\$33,000.00	\$33,000.00	\$0.00
	PT-2016-02-B4-00	Pettis Co Sheriff-Aggressive Driving	\$0.00	\$0.00	\$0.00	\$4,823.80	\$4,823.80	\$4,823.80
	PT-2016-02-B5-00	Platte Co Sheriff-HMV Enf	\$0.00	\$0.00	\$0.00	\$18,158.00	\$18,158.00	\$18,158.00
	PT-2016-02-B6-00	Platte Co Sheriff-Traffic Safety Officer	\$0.00	\$0.00	\$0.00	\$21,434.50	\$21,434.50	\$21,434.50
	PT-2016-02-B7-00	Pleasant Hill Police-HMV	\$0.00	\$0.00	\$0.00	\$3,500.00	\$3,500.00	\$3,500.00
	PT-2016-02-B8-00	Raymore Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00
	PT-2016-02-B9-00	Raytown Police-HMV Grant	\$0.00	\$0.00	\$0.00	\$6,750.00	\$6,750.00	\$6,750.00
	PT-2016-02-C0-00	Richmond Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$2,745.00	\$2,745.00	\$2,745.00
	PT-2016-02-C1-00	Riverside Dept Public Safety-HMV Enf	\$0.00	\$0.00	\$0.00	\$3,500.00	\$3,500.00	\$3,500.00
	PT-2016-02-C2-00	Sedalia Police-HMV	\$0.00	\$0.00	\$0.00	\$4,630.00	\$4,630.00	\$4,630.00
	PT-2016-02-C3-00	Cape Girardeau Police-HMV	\$0.00	\$0.00	\$0.00	\$7,000.00	\$7,000.00	\$7,000.00
	PT-2016-02-C4-00	Farmington Police-HMV	\$0.00	\$0.00	\$0.00	\$6,000.00	\$6,000.00	\$6,000.00
	PT-2016-02-C5-00	Howell Co Sheriff-HMV	\$0.00	\$0.00	\$0.00	\$6,000.00	\$6,000.00	\$6,000.00
	PT-2016-02-C6-00	Jackson Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$3,000.00	\$3,000.00	\$3,000.00
	PT-2016-02-C7-00	Kennett Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$3,499.86	\$3,499.86	\$3,499.86
	PT-2016-02-C8-00	Scott City Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$2,999.92	\$2,999.92	\$2,999.92
	PT-2016-02-C9-00	Willow Springs Police-HMV	\$0.00	\$0.00	\$0.00	\$1,500.00	\$1,500.00	\$1,500.00
	PT-2016-02-D0-00	Wayne Co Sheriff-HMV Enf	\$0.00	\$0.00	\$0.00	\$6,499.92	\$6,499.92	\$6,499.92
	PT-2016-02-D1-00	Scott Co Sheriff-HMV Enf	\$0.00	\$0.00	\$0.00	\$3,000.00	\$3,000.00	\$3,000.00
	PT-2016-02-D2-00	Smithville Police-HMV Grant	\$0.00	\$0.00	\$0.00	\$4,492.00	\$4,492.00	\$4,492.00
	PT-2016-02-D3-00	St Joseph Police-HMV Enf	\$0.00	\$0.00	\$0.00	\$8,902.00	\$8,902.00	\$8,902.00
	PT-2016-02-D4-00	Mountain View Police-HMV	\$0.00	\$0.00	\$0.00	\$3,000.00	\$3,000.00	\$3,000.00
	PT-2016-02-D5-00	West Plains Police-HMV 2016	\$0.00	\$0.00	\$0.00	\$4,000.00	\$4,000.00	\$4,000.00
	Police Traffic Services Total		\$0.00	\$1,998,915.11	\$0.00	\$5,738,628.02	\$5,738,628.02	\$4,343,588.79
Traffic Records								
	TR-2016-06-02-00	Barry Co Sheriff-Spd & Accident Reductio	\$0.00	\$0.00	\$0.00	\$2,310.00	\$2,310.00	\$2,310.00
	TR-2016-06-03-00	Camden Co Sheriff-HMV	\$0.00	\$0.00	\$0.00	\$8,000.00	\$8,000.00	\$8,000.00
	TR-2016-06-04-00	Jasper Co Sheriff-HMV	\$0.00	\$0.00	\$0.00	\$9,000.00	\$9,000.00	\$9,000.00
	TR-2016-06-05-00	Stone Co Sheriff-HMV Enf	\$0.00	\$0.00	\$0.00	\$4,500.00	\$4,500.00	\$4,500.00
	Traffic Records Total		\$0.00	\$0.00	\$0.00	\$23,810.00	\$23,810.00	\$23,810.00
Accident Investigation								
	AI-2016-04-01-00	Mo Safety Center-Crash Invest Training	\$0.00	\$0.00	\$0.00	\$57,945.57	\$57,945.57	\$0.00
	AI-2016-04-02-00	MSHP-Accident Investigation	\$0.00	\$0.00	\$0.00	\$86,908.50	\$86,908.50	\$0.00
	Accident Investigation Total		\$0.00	\$0.00	\$0.00	\$144,854.07	\$144,854.07	\$0.00

Highway Safety Plan Cost Summary - Missouri

2016 HSP 1

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
Community Traffic Safety Project								
	CP-2016-09-01-00	Mercy Hospital-Injury Prev/Occupant Prot	\$0.00	\$0.00	\$0.00	\$68,331.90	\$68,331.90	\$0.00
	CP-2016-09-02-00	University of Mo Curators-ThinkFirst Mo	\$0.00	\$0.00	\$0.00	\$502,011.00	\$502,011.00	\$0.00
	CP-2016-09-03-00	Mo Youth Adult Alliance-Mo It Only Takes	\$0.00	\$0.00	\$0.00	\$49,388.00	\$49,388.00	\$49,388.00
	CP-2016-09-04-00	THSD-Teen Driving Programs	\$0.00	\$0.00	\$0.00	\$35,090.00	\$35,090.00	\$0.00
	CP-2016-09-05-00	Cape Girardeau Safe Comm-Team Spirit TSP	\$0.00	\$0.00	\$0.00	\$133,800.27	\$133,800.27	\$133,800.27
	Community Traffic Safety Project Total		\$0.00	\$0.00	\$0.00	\$788,621.17	\$788,621.17	\$183,188.27
Driver Education								
	DE-2016-02-01-00	Mo Police Chf Assoc-Law Enf Driving Trai	\$0.00	\$0.00	\$0.00	\$58,800.00	\$58,800.00	\$58,800.00
	DE-2016-02-02-00	Mo Sheriffs Assoc-Emergency Veh Op Train	\$0.00	\$0.00	\$0.00	\$9,600.00	\$9,600.00	\$9,600.00
	DE-2016-02-03-00	THSD-Older Driver Program	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$0.00
	Driver Education Total		\$0.00	\$0.00	\$0.00	\$73,400.00	\$73,400.00	\$68,400.00
Driver Licensing								
	DL-2016-02-01-00	Curators Univ of Mo St L-Strength Phys I	\$0.00	\$0.00	\$0.00	\$59,553.00	\$59,553.00	\$0.00
	DL-2016-02-02-00	Wash Univ St L-R&D Streamline Driving Re	\$0.00	\$0.00	\$0.00	\$103,478.76	\$103,478.76	\$0.00
	DL-2016-02-03-00	Wash Univ St L-R&D Expand Fitness to Dri	\$0.00	\$0.00	\$0.00	\$127,875.00	\$127,875.00	\$0.00
	Driver Licensing Total		\$0.00	\$0.00	\$0.00	\$290,906.76	\$290,906.76	\$0.00
Railroad/Highway Crossings								
	RH-2016-02-01-00	Mo Operation Lifesaver-Mo Op Lifesaver	\$0.00	\$0.00	\$0.00	\$17,000.00	\$17,000.00	\$17,000.00
	Railroad/Highway Crossings Total		\$0.00	\$0.00	\$0.00	\$17,000.00	\$17,000.00	\$17,000.00
Roadway Safety								
	RS-2016-11-01-00	THSD-TEAP	\$0.00	\$0.00	\$0.00	\$60,000.00	\$60,000.00	\$0.00
	RS-2016-11-02-00	THSD-MoDOT Traffic Safety Conf	\$0.00	\$0.00	\$0.00	\$36,000.00	\$36,000.00	\$0.00
	Roadway Safety Total		\$0.00	\$0.00	\$0.00	\$96,000.00	\$96,000.00	\$0.00
Safe Communities								
	SA-2016-09-01-00	Safety Council Greater St. Louis-Alive a	\$0.00	\$0.00	\$0.00	\$14,598.00	\$14,598.00	\$14,598.00
	SA-2016-09-02-00	Safety & Health W Mo KS-Tr Safety Projec	\$0.00	\$0.00	\$0.00	\$116,501.04	\$116,501.04	\$116,501.04
	SA-2016-09-03-00	St Joseph Safety & Health-Safety Task Fo	\$0.00	\$0.00	\$0.00	\$64,000.00	\$64,000.00	\$64,000.00
	SA-2016-09-04-00	Cape Girardeau Safe Comm-Safe Comm Prog	\$0.00	\$0.00	\$0.00	\$82,201.37	\$82,201.37	\$82,201.37
	Safe Communities Total		\$0.00	\$0.00	\$0.00	\$277,300.41	\$277,300.41	\$277,300.41
Speed Enforcement								
	SE-2016-02-01-00	MSHP-Aircraft Speed Enf	\$0.00	\$0.00	\$0.00	\$97,990.00	\$97,990.00	\$0.00
	Speed Enforcement Total		\$0.00	\$0.00	\$0.00	\$97,990.00	\$97,990.00	\$0.00
Child Restraint								
	CR-2016-05-01-00	THSD-Car Seat Distribution	\$0.00	\$0.00	\$0.00	\$63,950.00	\$63,950.00	\$0.00
	Child Restraint Total		\$0.00	\$0.00	\$0.00	\$63,950.00	\$63,950.00	\$0.00

Highway Safety Plan Cost Summary - Missouri

2016 HSP 1

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
Paid Advertising								
	PM-2016-02-01-00	THSD-Public Info & Ed General	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$0.00
	PM-2016-02-02-00	THSD-PI Creative Services	\$0.00	\$0.00	\$0.00	\$30,000.00	\$30,000.00	\$0.00
	PM-2016-02-03-00	THSD-Work Zone Awareness 2016 Media	\$0.00	\$0.00	\$0.00	\$50,000.00	\$50,000.00	\$0.00
	PM-2016-02-04-00	THSD-Motorcycle Safety Initiatives	\$0.00	\$0.00	\$0.00	\$80,000.00	\$80,000.00	\$0.00
	Paid Advertising Total		\$0.00	\$0.00	\$0.00	\$180,000.00	\$180,000.00	\$0.00
	NHTSA 402 Total		\$0.00	\$2,108,915.11	\$0.00	\$7,995,660.43	\$7,995,660.43	\$4,915,787.47
154 Transfer Funds								
	154AL-2016-AL-00-00	THSD- Statewide 154AL Program	\$0.00	\$0.00	\$0.00	\$5,438,999.49	\$5,438,999.49	\$5,000,000.00
	154AL-2016-AL-01-00	Barry Co Sheriff-DWI Enf 2016	\$0.00	\$0.00	\$0.00	\$2,750.00	\$2,750.00	\$2,750.00
	154AL-2016-AL-02-00	Safe & Sober-Mo Safe and Sober	\$0.00	\$0.00	\$0.00	\$294,000.00	\$294,000.00	\$294,000.00
	154AL-2016-AL-03-00	MADD-MADD's Power of Parents Prog	\$0.00	\$0.00	\$0.00	\$50,611.00	\$50,611.00	\$50,611.00
	154AL-2016-AL-04-00	Boone Co Sheriff-FT DWI/Traffic Unit	\$0.00	\$0.00	\$0.00	\$66,880.88	\$66,880.88	\$66,880.88
	154AL-2016-AL-05-00	Arnold Police-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$8,400.00	\$8,400.00	\$8,400.00
	154AL-2016-AL-06-00	THSD-Youth Alcohol Program	\$0.00	\$0.00	\$0.00	\$18,000.00	\$18,000.00	\$0.00
	154AL-2016-AL-07-00	Arnold Police-DWI Saturation Patrol	\$0.00	\$0.00	\$0.00	\$12,700.00	\$12,700.00	\$12,700.00
	154AL-2016-AL-08-00	Arnold Police-Youth Alcohol Enf	\$0.00	\$0.00	\$0.00	\$6,200.00	\$6,200.00	\$6,200.00
	154AL-2016-AL-09-00	Ballwin Police-Youth Alcohol Grant	\$0.00	\$0.00	\$0.00	\$2,750.00	\$2,750.00	\$2,750.00
	154AL-2016-AL-10-00	Byrnes Mill Police-Drinking & Driving Re	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00
	154AL-2016-AL-11-00	Byrnes Mill Police-Low Man Power Ckpoint	\$0.00	\$0.00	\$0.00	\$9,600.00	\$9,600.00	\$9,600.00
	154AL-2016-AL-12-00	Byrnes Mill Police-Under Aged Drinking E	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00
	154AL-2016-AL-13-00	Calverton Park Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00
	154AL-2016-AL-14-00	Charlack Police-Charlack Wolf Pack	\$0.00	\$0.00	\$0.00	\$3,500.00	\$3,500.00	\$3,500.00
	154AL-2016-AL-15-00	Chesterfield Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$6,674.40	\$6,674.40	\$6,674.40
	154AL-2016-AL-16-00	Chesterfield Police-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$15,498.00	\$15,498.00	\$15,498.00
	154AL-2016-AL-17-00	Clark Co Sheriff-DWI Enf	\$0.00	\$0.00	\$0.00	\$9,000.00	\$9,000.00	\$9,000.00
	154AL-2016-AL-18-00	Cottleville Police-Cottleville/St Charle	\$0.00	\$0.00	\$0.00	\$4,000.00	\$4,000.00	\$4,000.00
	154AL-2016-AL-19-00	Creve Coeur Police-You Drink, Drive, Los	\$0.00	\$0.00	\$0.00	\$6,000.00	\$6,000.00	\$6,000.00
	154AL-2016-AL-20-00	Creve Coeur Police-Sobriety Ckpt/BATVAN	\$0.00	\$0.00	\$0.00	\$13,000.00	\$13,000.00	\$13,000.00
	154AL-2016-AL-21-00	Creve Coeur Police-DWI Officer	\$0.00	\$0.00	\$0.00	\$54,000.00	\$54,000.00	\$54,000.00
	154AL-2016-AL-22-00	Des Peres Dept of Public Safety-DWI Enf	\$0.00	\$0.00	\$0.00	\$2,000.00	\$2,000.00	\$2,000.00
	154AL-2016-AL-23-00	Edmundson Police-2016 DWI Impact	\$0.00	\$0.00	\$0.00	\$3,500.00	\$3,500.00	\$3,500.00
	154AL-2016-AL-24-00	Eureka Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$9,000.00	\$9,000.00	\$9,000.00
	154AL-2016-AL-25-00	Eureka Police-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$10,350.00	\$10,350.00	\$10,350.00
	154AL-2016-AL-26-00	Boone Co Sheriff-Sobriety Ckpoint/Sat Pa	\$0.00	\$0.00	\$0.00	\$17,500.00	\$17,500.00	\$17,500.00
	154AL-2016-AL-27-00	Eureka Police-Youth Alcohol	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00
	154AL-2016-AL-28-00	Festus Police-DWI Overtime Enf	\$0.00	\$0.00	\$0.00	\$18,500.00	\$18,500.00	\$18,500.00
	154AL-2016-AL-29-00	Festus Police-Youth Alcohol OT Enf	\$0.00	\$0.00	\$0.00	\$9,500.00	\$9,500.00	\$9,500.00
	154AL-2016-AL-30-00	Boone Co Sheriff-Youth Alcohol Enf	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00
	154AL-2016-AL-31-00	Branson Police-Youth Alcohol Enf	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00

Highway Safety Plan Cost Summary - Missouri

2016 HSP 1

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
	154AL-2016-AL-32-00	Branson Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$3,500.00	\$3,500.00	\$3,500.00
	154AL-2016-AL-33-00	Florissant Police-Youth Alcohol Enf	\$0.00	\$0.00	\$0.00	\$3,500.00	\$3,500.00	\$3,500.00
	154AL-2016-AL-34-00	Florissant Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$12,000.00	\$12,000.00	\$12,000.00
	154AL-2016-AL-35-00	Camden Co Sheriff-DWI Enf	\$0.00	\$0.00	\$0.00	\$16,000.00	\$16,000.00	\$16,000.00
	154AL-2016-AL-36-00	Hazelwood Police-PD BAT Van Operator	\$0.00	\$0.00	\$0.00	\$4,500.00	\$4,500.00	\$4,500.00
	154AL-2016-AL-37-00	Jefferson Co Sheriff-DWI Enf	\$0.00	\$0.00	\$0.00	\$225,000.00	\$225,000.00	\$225,000.00
	154AL-2016-AL-38-00	Jefferson Co Sheriff-Youth Alcohol	\$0.00	\$0.00	\$0.00	\$180,000.00	\$180,000.00	\$180,000.00
	154AL-2016-AL-39-00	Jefferson Co Sheriff-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$100,000.00	\$100,000.00	\$100,000.00
	154AL-2016-AL-40-00	Columbia Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	154AL-2016-AL-41-00	Columbia Police-FT DWI Enf Unit	\$0.00	\$0.00	\$0.00	\$97,361.60	\$97,361.60	\$97,361.60
	154AL-2016-AL-42-00	O'Fallon Police-DWI Saturation Patrols	\$0.00	\$0.00	\$0.00	\$22,080.00	\$22,080.00	\$22,080.00
	154AL-2016-AL-43-00	O'Fallon Police-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$16,000.00	\$16,000.00	\$16,000.00
	154AL-2016-AL-44-00	Crocker Police-Sobriety Ckpt & DWI Satur	\$0.00	\$0.00	\$0.00	\$6,200.25	\$6,200.25	\$6,200.25
	154AL-2016-AL-45-00	Greene Co Sheriff-DWI	\$0.00	\$0.00	\$0.00	\$75,000.00	\$75,000.00	\$75,000.00
	154AL-2016-AL-46-00	Greene Co Sheriff-Youth Alcohol Enf	\$0.00	\$0.00	\$0.00	\$38,000.00	\$38,000.00	\$38,000.00
	154AL-2016-AL-47-00	O'Fallon Police-Youth Alcohol, before th	\$0.00	\$0.00	\$0.00	\$6,500.00	\$6,500.00	\$6,500.00
	154AL-2016-AL-48-00	Greene Co Sheriff-DWI Unit	\$0.00	\$0.00	\$0.00	\$52,672.09	\$52,672.09	\$52,672.09
	154AL-2016-AL-49-00	St Ann Police-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$14,000.00	\$14,000.00	\$14,000.00
	154AL-2016-AL-50-00	St Clair Police-R.I.D.	\$0.00	\$0.00	\$0.00	\$5,125.00	\$5,125.00	\$5,125.00
	154AL-2016-AL-51-00	University Mo Curators-SMART, CHEERS, SA	\$0.00	\$0.00	\$0.00	\$360,580.50	\$360,580.50	\$0.00
	154AL-2016-AL-52-00	St Peters Police-DWI Ckpoint & Saturatio	\$0.00	\$0.00	\$0.00	\$30,000.00	\$30,000.00	\$30,000.00
	154AL-2016-AL-53-00	Jasper Co Sheriff-DWI Wolf Pack & Ckpoint	\$0.00	\$0.00	\$0.00	\$23,550.00	\$23,550.00	\$23,550.00
	154AL-2016-AL-54-00	Cole Co Sheriff-DWI Enf & Sobriety Ckpoi	\$0.00	\$0.00	\$0.00	\$18,000.00	\$18,000.00	\$18,000.00
	154AL-2016-AL-55-00	Jefferson City Police-DWI Enf/Saturation	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	154AL-2016-AL-56-00	Troy Police-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$7,500.00	\$7,500.00	\$7,500.00
	154AL-2016-AL-57-00	Union Police-DWI Saturation Patrol Progr	\$0.00	\$0.00	\$0.00	\$17,500.00	\$17,500.00	\$17,500.00
	154AL-2016-AL-58-00	Lake Winnebago Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$3,172.50	\$3,172.50	\$3,172.50
	154AL-2016-AL-59-00	Joplin Police-FT DWI Unit	\$0.00	\$0.00	\$0.00	\$102,200.00	\$102,200.00	\$102,200.00
	154AL-2016-AL-60-00	Joplin Police-DWI Enf & Youth Alcohol	\$0.00	\$0.00	\$0.00	\$12,700.00	\$12,700.00	\$12,700.00
	154AL-2016-AL-61-00	Vinita Park Police-Safe Roads Lead Home	\$0.00	\$0.00	\$0.00	\$7,500.00	\$7,500.00	\$7,500.00
	154AL-2016-AL-62-00	Washington Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$8,000.00	\$8,000.00	\$8,000.00
	154AL-2016-AL-63-00	Winfield Police-Stay Alive Don't Drink &	\$0.00	\$0.00	\$0.00	\$3,000.00	\$3,000.00	\$3,000.00
	154AL-2016-AL-64-00	Billings Police-DWI Annual Grant	\$0.00	\$0.00	\$0.00	\$3,082.50	\$3,082.50	\$3,082.50
	154AL-2016-AL-65-00	Barton Co Sheriff-BCSO DWI Enf	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00
	154AL-2016-AL-66-00	Bolivar Police-DWI Overtime Enf	\$0.00	\$0.00	\$0.00	\$6,500.00	\$6,500.00	\$6,500.00
	154AL-2016-AL-67-00	Benton Co Sheriff-DWI Enf Grant	\$0.00	\$0.00	\$0.00	\$8,000.00	\$8,000.00	\$8,000.00
	154AL-2016-AL-69-00	Belton Police-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$6,700.00	\$6,700.00	\$6,700.00
	154AL-2016-AL-70-00	Belton Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$4,704.00	\$4,704.00	\$4,704.00
	154AL-2016-AL-71-00	Cass Co Sheriff-DWI Enf/Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$10,420.00	\$10,420.00	\$10,420.00
	154AL-2016-AL-72-00	Carthage Police-DWI Enf/Ckpoints	\$0.00	\$0.00	\$0.00	\$3,125.00	\$3,125.00	\$3,125.00

Highway Safety Plan Cost Summary - Missouri

2016 HSP 1

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
	154AL-2016-AL-73-00	Harrisonville Police-DWI/Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$4,000.00	\$4,000.00	\$4,000.00
	154AL-2016-AL-74-00	Grain Valley Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$2,520.00	\$2,520.00	\$2,520.00
	154AL-2016-AL-75-00	Independence Police-Sob Ckpt/Yth Alc/Wol	\$0.00	\$0.00	\$0.00	\$277,000.00	\$277,000.00	\$277,000.00
	154AL-2016-AL-76-00	Newton Co Sheriff-DWI	\$0.00	\$0.00	\$0.00	\$8,000.00	\$8,000.00	\$8,000.00
	154AL-2016-AL-77-00	Nixa Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$14,000.00	\$14,000.00	\$14,000.00
	154AL-2016-AL-78-00	Osage Beach Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$3,500.00	\$3,500.00	\$3,500.00
	154AL-2016-AL-79-00	Ozark Police-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00
	154AL-2016-AL-80-00	Ozark Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$3,780.00	\$3,780.00	\$3,780.00
	154AL-2016-AL-81-00	Pierce City Police-Saturation & Task For	\$0.00	\$0.00	\$0.00	\$1,800.00	\$1,800.00	\$1,800.00
	154AL-2016-AL-82-00	Potosi Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$6,100.00	\$6,100.00	\$6,100.00
	154AL-2016-AL-83-00	Grandview Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$17,000.00	\$17,000.00	\$17,000.00
	154AL-2016-AL-84-00	Gladstone Public Safety-Enf Underage Dri	\$0.00	\$0.00	\$0.00	\$4,912.00	\$4,912.00	\$4,912.00
	154AL-2016-AL-85-00	Excelsior Springs Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$5,520.00	\$5,520.00	\$5,520.00
	154AL-2016-AL-86-00	Gladstone Public Safety-DWI Enf & Sobrie	\$0.00	\$0.00	\$0.00	\$11,000.00	\$11,000.00	\$11,000.00
	154AL-2016-AL-87-00	Blue Springs Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$4,500.00	\$4,500.00	\$4,500.00
	154AL-2016-AL-88-00	Blue Springs Police-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00
	154AL-2016-AL-89-00	Clay Co Sheriff-DWI Enf	\$0.00	\$0.00	\$0.00	\$12,995.00	\$12,995.00	\$12,995.00
	154AL-2016-AL-90-00	Rolla Police-Sobriety Ckpt/DWI Enf	\$0.00	\$0.00	\$0.00	\$14,000.00	\$14,000.00	\$14,000.00
	154AL-2016-AL-91-00	Clay Co Sheriff-Youth Alcohol Enf	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00
	154AL-2016-AL-92-00	Seneca Police-Zero Tolerance	\$0.00	\$0.00	\$0.00	\$1,800.00	\$1,800.00	\$1,800.00
	154AL-2016-AL-93-00	Clay Co Sheriff-Sobriety Ckpt/Task Force	\$0.00	\$0.00	\$0.00	\$5,600.00	\$5,600.00	\$5,600.00
	154AL-2016-AL-94-00	Springfield Police-DWI Enf/Sobriety Ckpo	\$0.00	\$0.00	\$0.00	\$100,045.00	\$100,045.00	\$100,045.00
	154AL-2016-AL-95-00	Cleveland Police-Cass Co STEP	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00
	154AL-2016-AL-96-00	Excelsior Springs Police-Clay/Platte DWI	\$0.00	\$0.00	\$0.00	\$7,300.00	\$7,300.00	\$7,300.00
	154AL-2016-AL-97-00	Jackson Co Sheriff-DWI/Traffic Safety Un	\$0.00	\$0.00	\$0.00	\$184,900.26	\$184,900.26	\$184,900.26
	154AL-2016-AL-98-00	Hollister Police-DWI Concentrated Enf	\$0.00	\$0.00	\$0.00	\$1,500.00	\$1,500.00	\$1,500.00
	154AL-2016-AL-99-00	Springfield Police-Youth Alcohol Enf	\$0.00	\$0.00	\$0.00	\$29,975.00	\$29,975.00	\$29,975.00
	154AL-2016-AL-A0-00	Christian Co Sheriff-DWI Enf	\$0.00	\$0.00	\$0.00	\$6,500.00	\$6,500.00	\$6,500.00
	154AL-2016-AL-A1-00	Christian Co Sheriff-Youth Alcohol Enf	\$0.00	\$0.00	\$0.00	\$3,000.00	\$3,000.00	\$3,000.00
	154AL-2016-AL-A2-00	Phelps Co Sheriff-DWI Overtime Enf Proje	\$0.00	\$0.00	\$0.00	\$9,000.00	\$9,000.00	\$9,000.00
	154AL-2016-AL-A3-00	Stone Co Sheriff-You Drink You Lose	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00
	154AL-2016-AL-A4-00	Mo Dept of Revenue-DOR & Law Enf Trainin	\$0.00	\$0.00	\$0.00	\$25,093.00	\$25,093.00	\$0.00
	154AL-2016-AL-A5-00	Webster Co Sheriff-15/16 Youth Alcohol E	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00
	154AL-2016-AL-A6-00	Mo Dept of Revenue-Attorney & Legal Assi	\$0.00	\$0.00	\$0.00	\$124,477.37	\$124,477.37	\$0.00
	154AL-2016-AL-A7-00	Webster Co Sheriff-15/16 DWI Enf Grant	\$0.00	\$0.00	\$0.00	\$7,500.00	\$7,500.00	\$7,500.00
	154AL-2016-AL-A8-00	Lee's Summit Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$41,000.00	\$41,000.00	\$41,000.00
	154AL-2016-AL-A9-00	Jackson Co Sheriff-Wolf Pk/Saturation Pa	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00
	154AL-2016-AL-B0-00	Jackson Co Sheriff-DWI Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$30,000.00	\$30,000.00	\$30,000.00
	154AL-2016-AL-B1-00	KC Mo Bd of Police Comm-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$159,232.00	\$159,232.00	\$159,232.00
	154AL-2016-AL-B2-00	Lamar Police-You Drink & Drive we have V	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00

Highway Safety Plan Cost Summary - Missouri

2016 HSP 1

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
	154AL-2016-AL-B3-00	Lawrence Co Sheriff-DWI Enf	\$0.00	\$0.00	\$0.00	\$11,000.00	\$11,000.00	\$11,000.00
	154AL-2016-AL-B4-00	Nevada Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$4,100.00	\$4,100.00	\$4,100.00
	154AL-2016-AL-B5-00	Lebanon Police-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00
	154AL-2016-AL-B6-00	St Robert Police-Driving While Intoxicat	\$0.00	\$0.00	\$0.00	\$6,500.00	\$6,500.00	\$6,500.00
	154AL-2016-AL-B7-00	Carterville Police-SW Mo DWI Taskforce	\$0.00	\$0.00	\$0.00	\$6,000.00	\$6,000.00	\$6,000.00
	154AL-2016-AL-B8-00	Neosho Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$3,780.00	\$3,780.00	\$3,780.00
	154AL-2016-AL-B9-00	Waynesville Police-Waynesville Ckpoints	\$0.00	\$0.00	\$0.00	\$7,000.00	\$7,000.00	\$7,000.00
	154AL-2016-AL-C0-00	Webb City Police-Saturation Patrols(Wolf	\$0.00	\$0.00	\$0.00	\$12,160.00	\$12,160.00	\$12,160.00
	154AL-2016-AL-C1-00	Kearney Police-DWI Extra Patrol	\$0.00	\$0.00	\$0.00	\$4,550.00	\$4,550.00	\$4,550.00
	154AL-2016-AL-C2-00	KC Mo Board Police Comm-Youth Alcohol	\$0.00	\$0.00	\$0.00	\$22,385.00	\$22,385.00	\$22,385.00
	154AL-2016-AL-C3-00	KC Mo Board Police Comm-DWI Enf	\$0.00	\$0.00	\$0.00	\$130,020.00	\$130,020.00	\$130,020.00
	154AL-2016-AL-C4-00	Liberty Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$6,379.00	\$6,379.00	\$6,379.00
	154AL-2016-AL-C5-00	Livingston Co Sheriff-DWI Project	\$0.00	\$0.00	\$0.00	\$6,020.00	\$6,020.00	\$6,020.00
	154AL-2016-AL-C6-00	Marshall Police-City Sobriety Ckpoints	\$0.00	\$0.00	\$0.00	\$7,993.00	\$7,993.00	\$7,993.00
	154AL-2016-AL-C7-00	Columbia Police-Youth Alcohol Enf	\$0.00	\$0.00	\$0.00	\$21,991.76	\$21,991.76	\$21,991.76
	154AL-2016-AL-C8-00	Oak Grove Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$3,000.00	\$3,000.00	\$3,000.00
	154AL-2016-AL-C9-00	MADD-Court Monitoring Project	\$0.00	\$0.00	\$0.00	\$122,047.00	\$122,047.00	\$122,047.00
	154AL-2016-AL-D0-00	Pettis Co Sheriff-Four County Task Force	\$0.00	\$0.00	\$0.00	\$24,313.00	\$24,313.00	\$24,313.00
	154AL-2016-AL-D1-00	Platte Co Sheriff-Sobriety Ckpoints/wolf	\$0.00	\$0.00	\$0.00	\$24,621.00	\$24,621.00	\$24,621.00
	154AL-2016-AL-D2-00	Platte Co Sheriff-DWI Enf Officer	\$0.00	\$0.00	\$0.00	\$84,869.00	\$84,869.00	\$84,869.00
	154AL-2016-AL-D3-00	Riverside Public Safety-DWI Enf	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00
	154AL-2016-AL-D4-00	Butler Co Sheriff-DWI Enf 2015-2016	\$0.00	\$0.00	\$0.00	\$8,499.98	\$8,499.98	\$8,499.98
	154AL-2016-AL-D5-00	Cape Girardeau Co Sheriff-DWI Enf Projec	\$0.00	\$0.00	\$0.00	\$19,740.00	\$19,740.00	\$19,740.00
	154AL-2016-AL-D6-00	Cape Girardeau Police-Youth Alcohol	\$0.00	\$0.00	\$0.00	\$2,100.00	\$2,100.00	\$2,100.00
	154AL-2016-AL-D7-00	Cape Girardeau Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$7,000.00	\$7,000.00	\$7,000.00
	154AL-2016-AL-D8-00	State Courts Administrator-DWI Court Pro	\$0.00	\$0.00	\$0.00	\$271,020.00	\$271,020.00	\$0.00
	154AL-2016-AL-D9-00	Kennett Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$10,999.80	\$10,999.80	\$10,999.80
	154AL-2016-AL-E0-00	Kennett Police-PD & Task Force Ckpoints	\$0.00	\$0.00	\$0.00	\$8,610.00	\$8,610.00	\$8,610.00
	154AL-2016-AL-E1-00	Mo Safety Center-Enf/Drive Sober Campaig	\$0.00	\$0.00	\$0.00	\$405,610.94	\$405,610.94	\$350,000.00
	154AL-2016-AL-E2-00	THSD-Statewide DWI	\$0.00	\$0.00	\$0.00	\$100,000.00	\$100,000.00	\$100,000.00
	154AL-2016-AL-E3-00	MSHP-DWI Tracking System (DWITS)	\$0.00	\$0.00	\$0.00	\$6,200.00	\$6,200.00	\$0.00
	154AL-2016-AL-E4-00	Washington Co Sheriff-DWI Enf	\$0.00	\$0.00	\$0.00	\$2,000.00	\$2,000.00	\$2,000.00
	154AL-2016-AL-E5-00	THSD-Statewide DWI Equipment	\$0.00	\$0.00	\$0.00	\$80,000.00	\$80,000.00	\$0.00
	154AL-2016-AL-E6-00	THSD-Impaired Driving Pd Media Campaigns	\$0.00	\$0.00	\$0.00	\$661,000.00	\$661,000.00	\$0.00
	154 Alcohol Total		\$0.00	\$0.00	\$0.00	\$10,960,646.32	\$10,960,646.32	\$8,919,665.02
	154 Transfer Funds Total		\$0.00	\$0.00	\$0.00	\$10,960,646.32	\$10,960,646.32	\$8,919,665.02

Highway Safety Plan Cost Summary - Missouri

2016 HSP 1

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
MAP 21 405b OP Low								
	M2HVE-2016-05-01-00	Mo Safety Center-Enforcement/CPS Week	\$0.00	\$0.00	\$0.00	\$93,341.08	\$93,341.08	\$75,000.00
	M2HVE-2016-05-02-00	Mo Safety Center-Enf/Youth Seatbelt	\$0.00	\$0.00	\$0.00	\$104,396.08	\$104,396.08	\$85,000.00
	M2HVE-2016-05-03-00	Belton Police-Seat Belt Awareness	\$0.00	\$0.00	\$0.00	\$1,344.00	\$1,344.00	\$1,344.00
	M2HVE-2016-05-04-00	Mo Safety Center-Survey/Teen Seat Belt	\$0.00	\$0.00	\$0.00	\$77,245.92	\$77,245.92	\$0.00
	M2HVE-2016-05-05-00	Adair Co Sheriff-Click it or Ticket	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00
	M2HVE-2016-05-06-00	Ballwin Police-Occupant Protection	\$0.00	\$0.00	\$0.00	\$3,936.00	\$3,936.00	\$3,936.00
	M2HVE-2016-05-07-00	Byrnes Mill Police-Click it or Ticket	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00
	M2HVE-2016-05-09-00	Creve Coeur Police-Click it or Ticket	\$0.00	\$0.00	\$0.00	\$6,000.00	\$6,000.00	\$6,000.00
	M2HVE-2016-05-10-00	Edmundson Police-2016 Occupant Safety	\$0.00	\$0.00	\$0.00	\$3,500.00	\$3,500.00	\$3,500.00
	M2HVE-2016-05-11-00	Eureka Police-Occupant Protection	\$0.00	\$0.00	\$0.00	\$6,900.00	\$6,900.00	\$6,900.00
	M2HVE-2016-05-12-00	Arnold Police-Occupant Protection Compl	\$0.00	\$0.00	\$0.00	\$14,700.00	\$14,700.00	\$14,700.00
	M2HVE-2016-05-13-00	Florissant Police-Occupant Protection	\$0.00	\$0.00	\$0.00	\$5,625.00	\$5,625.00	\$5,625.00
	M2HVE-2016-05-14-00	Hazelwood Police-Seatbelt Enf Grant	\$0.00	\$0.00	\$0.00	\$15,000.00	\$15,000.00	\$15,000.00
	M2HVE-2016-05-15-00	Jefferson Co Sheriff-Occupant Protection	\$0.00	\$0.00	\$0.00	\$50,000.00	\$50,000.00	\$50,000.00
	M2HVE-2016-05-16-00	Kirkwood Police-Wolf Pack Seatbelt Enf	\$0.00	\$0.00	\$0.00	\$14,000.00	\$14,000.00	\$14,000.00
	M2HVE-2016-05-17-00	Columbia Police-Occupant Protection	\$0.00	\$0.00	\$0.00	\$10,881.20	\$10,881.20	\$10,881.20
	M2HVE-2016-05-18-00	Lake St Louis Police-Occupant Protection	\$0.00	\$0.00	\$0.00	\$4,410.00	\$4,410.00	\$4,410.00
	M2HVE-2016-05-19-00	Maryland Heights Police-Seatbelt Enf	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00
	M2HVE-2016-05-20-00	Greene Co Sheriff-Occupant Protection Pr	\$0.00	\$0.00	\$0.00	\$22,395.00	\$22,395.00	\$22,395.00
	M2HVE-2016-05-21-00	Olivette Police-Occupant Protection Init	\$0.00	\$0.00	\$0.00	\$2,940.00	\$2,940.00	\$2,940.00
	M2HVE-2016-05-22-00	Overland Police-Occupant Protection	\$0.00	\$0.00	\$0.00	\$1,660.00	\$1,660.00	\$1,660.00
	M2HVE-2016-05-23-00	Pevely Police-Occupant Protection Enf	\$0.00	\$0.00	\$0.00	\$5,760.00	\$5,760.00	\$5,760.00
	M2HVE-2016-05-24-00	St Louis Co Police-Occupant Protection E	\$0.00	\$0.00	\$0.00	\$40,000.00	\$40,000.00	\$40,000.00
	M2HVE-2016-05-25-00	Webster Groves Police-Occupant Prot FY20	\$0.00	\$0.00	\$0.00	\$6,000.00	\$6,000.00	\$6,000.00
	M2HVE-2016-05-26-00	Wentzville Police-Click it or Ticket	\$0.00	\$0.00	\$0.00	\$8,000.00	\$8,000.00	\$8,000.00
	M2HVE-2016-05-27-00	Winfield Police-Seat Belts Save Lives!	\$0.00	\$0.00	\$0.00	\$3,000.00	\$3,000.00	\$3,000.00
	M2HVE-2016-05-28-00	MSHP-Click it or Ticket	\$0.00	\$0.00	\$0.00	\$125,280.00	\$125,280.00	\$0.00
	M2HVE-2016-05-29-00	Cape Girardeau Co Sheriff-Occupant Prot	\$0.00	\$0.00	\$0.00	\$3,080.00	\$3,080.00	\$3,080.00
	M2HVE-2016-05-30-00	Dexter Police-Occupant Protection Enf	\$0.00	\$0.00	\$0.00	\$9,999.98	\$9,999.98	\$9,999.98
	M2HVE-2016-05-31-00	Fredericktown Police-Rdway Safety Matter	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00
	M2HVE-2016-05-32-00	Jackson Police-Occupant Protection OT	\$0.00	\$0.00	\$0.00	\$13,000.00	\$13,000.00	\$13,000.00
	M2HVE-2016-05-33-00	Leadington Police-Click it or Ticket	\$0.00	\$0.00	\$0.00	\$3,000.00	\$3,000.00	\$3,000.00
	M2HVE-2016-05-34-00	Madison Co Sheriff-Safety First	\$0.00	\$0.00	\$0.00	\$3,600.00	\$3,600.00	\$3,600.00
	405b Low HVE Total		\$0.00	\$0.00	\$0.00	\$688,994.26	\$688,994.26	\$448,731.18

Highway Safety Plan Cost Summary - Missouri

2016 HSP 1

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
405b Low Public Education								
	M2PE-2016-05-01-00	THSD-TWEEN Safety Program	\$0.00	\$0.00	\$0.00	\$30,000.00	\$30,000.00	\$0.00
	M2PE-2016-05-02-00	Wash U StL-R&D Brief Hosp Seatbelt Inter	\$0.00	\$0.00	\$0.00	\$40,614.84	\$40,614.84	\$0.00
	M2PE-2016-05-03-00	THSD-Click it or Ticket	\$0.00	\$0.00	\$0.00	\$350,000.00	\$350,000.00	\$0.00
	M2PE-2016-05-04-00	THSD-Youth Seat Belt Media Campaign	\$0.00	\$0.00	\$0.00	\$300,000.00	\$300,000.00	\$0.00
	M2PE-2016-05-05-00	THSD-Child Passenger Safety Pd Media	\$0.00	\$0.00	\$0.00	\$150,000.00	\$150,000.00	\$0.00
	405b Low Public Education Total		\$0.00	\$0.00	\$0.00	\$870,614.84	\$870,614.84	\$0.00
405b Low Community CPS Services								
	M2CPS-2016-05-01-00	Safety & Health W Mo KS-Child Occupant P	\$0.00	\$0.00	\$0.00	\$80,850.00	\$80,850.00	\$80,850.00
	M2CPS-2016-05-02-00	THSD-CPS Program Activities	\$0.00	\$0.00	\$0.00	\$18,000.00	\$18,000.00	\$0.00
	405b Low Community CPS Services Total		\$0.00	\$0.00	\$0.00	\$98,850.00	\$98,850.00	\$80,850.00
405b Low CSS Purchase/Distribution								
	M2CSS-2016-05-01-00	THSD-Child Safety Seats MAP 21	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$0.00
	405b Low CSS Purchase/Distribution Total		\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$0.00
405b Low OP Information System								
	M2OP-2016-05-04-00	Grundy Co Sheriff-Occupant Protection	\$0.00	\$0.00	\$0.00	\$506.00	\$506.00	\$506.00
	M2OP-2016-05-05-00	KC Mo B Police Comm-Occupant Protection	\$0.00	\$0.00	\$0.00	\$87,525.00	\$87,525.00	\$87,525.00
	M2OP-2016-05-06-00	Mo Safety Center-Enf/CIOT	\$0.00	\$0.00	\$0.00	\$330,501.08	\$330,501.08	\$290,000.00
	M2OP-2016-05-07-00	Mo Safety Center-Statewide Seat Belt Sur	\$0.00	\$0.00	\$0.00	\$147,561.36	\$147,561.36	\$0.00
	M2OP-2016-05-08-00	Independence Police-Occupant Protection	\$0.00	\$0.00	\$0.00	\$50,000.00	\$50,000.00	\$50,000.00
	M2OP-2016-05-09-00	Grandview Police-Seatbelt	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	M2OP-2016-05-10-00	Clay Co Sheriff-Occupant Protection	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00
	M2OP-2016-05-11-00	Harrisonville Police-Safety Belt Enf	\$0.00	\$0.00	\$0.00	\$4,000.00	\$4,000.00	\$4,000.00
	M2OP-2016-05-12-00	Jackson Co Sheriff-Seat Belt Enf & Ed	\$0.00	\$0.00	\$0.00	\$15,000.00	\$15,000.00	\$15,000.00
	405b Low OP Information System Total		\$0.00	\$0.00	\$0.00	\$657,593.44	\$657,593.44	\$469,531.00
405b OP Low								
	M2X-2016-05-00-00	THSD-Statewide 405b OP Low	\$0.00	\$895,018.11	\$0.00	\$1,239,019.90	\$1,239,019.90	\$1,000,000.00
	405b OP Low Total		\$0.00	\$895,018.11	\$0.00	\$1,239,019.90	\$1,239,019.90	\$1,000,000.00
	MAP 21 405b OP Low Total		\$0.00	\$895,018.11	\$0.00	\$3,580,072.44	\$3,580,072.44	\$1,999,112.18

Highway Safety Plan Cost Summary - Missouri

2016 HSP 1

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
MAP 21 405c Data Program								
	M3DA-2016-04-00-00	THSD-Statewide 405c Data Program	\$0.00	\$934,256.31	\$0.00	\$2,708,836.88	\$2,708,836.88	\$0.00
	M3DA-2016-04-01-00	MSHP-Statewide Tr Accident Records Syste	\$0.00	\$0.00	\$0.00	\$130,335.00	\$130,335.00	\$0.00
	M3DA-2016-04-02-00	MSHP-STARS & FARS Support	\$0.00	\$0.00	\$0.00	\$270,479.00	\$270,479.00	\$0.00
	M3DA-2016-04-03-00	OSCA-JIS Monitoring & Rpting	\$0.00	\$0.00	\$0.00	\$162,527.36	\$162,527.36	\$0.00
	M3DA-2016-04-04-00	REJIS-Electronic Records Adoption Imp	\$0.00	\$0.00	\$0.00	\$31,404.00	\$31,404.00	\$0.00
	M3DA-2016-04-05-00	REJIS-LETS Sustainment & Enhancements	\$0.00	\$0.00	\$0.00	\$318,305.00	\$318,305.00	\$0.00
	M3DA-2016-04-06-00	THSD-Traffic Records Data Improvement	\$0.00	\$0.00	\$0.00	\$90,000.00	\$90,000.00	\$0.00
	M3DA-2016-04-07-00	Sikeston Public Safety-E Citation & E Cr	\$0.00	\$0.00	\$0.00	\$25,138.00	\$25,138.00	\$25,138.00
	405c Data Program Total		\$0.00	\$934,256.31	\$0.00	\$3,737,025.24	\$3,737,025.24	\$25,138.00
	MAP 21 405c Data Program Total		\$0.00	\$934,256.31	\$0.00	\$3,737,025.24	\$3,737,025.24	\$25,138.00
MAP 21 405d Impaired Driving Mid								
	M5HVE-2016-03-09-00	Ballwin Police-DWI Enf Grant	\$0.00	\$0.00	\$0.00	\$11,500.00	\$11,500.00	\$11,500.00
	M5HVE-2016-03-17-00	Franklin Co Sheriff-Sobriety Ckpoints	\$0.00	\$0.00	\$0.00	\$12,000.00	\$12,000.00	\$12,000.00
	M5HVE-2016-03-18-00	Franklin Co Sheriff-DWI Enf	\$0.00	\$0.00	\$0.00	\$15,000.00	\$15,000.00	\$15,000.00
	M5HVE-2016-03-19-00	Franklin Co Sheriff-Youth Alcohol	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00
	M5HVE-2016-03-20-00	Franklin Co Sheriff-Traffic Safety/DWI U	\$0.00	\$0.00	\$0.00	\$101,000.00	\$101,000.00	\$101,000.00
	M5HVE-2016-03-23-00	Hazelwood Police-Sobriety Ckpoints	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00
	M5HVE-2016-03-24-00	Hazelwood Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$8,460.00	\$8,460.00	\$8,460.00
	M5HVE-2016-03-25-00	Hazelwood Police-Youth Alcohol Enf	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00
	M5HVE-2016-03-27-00	Jefferson Co Sheriff-DWI Enf Unit	\$0.00	\$0.00	\$0.00	\$122,875.00	\$122,875.00	\$122,875.00
	M5HVE-2016-03-29-00	Lake St Louis Police-Saturation Patrol	\$0.00	\$0.00	\$0.00	\$7,000.00	\$7,000.00	\$7,000.00
	M5HVE-2016-03-30-00	Lake St Louis Police-DWI Ckpoint	\$0.00	\$0.00	\$0.00	\$7,000.00	\$7,000.00	\$7,000.00
	M5HVE-2016-03-32-00	Macon Police-Our Rds Safe/DWI Enf	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00
	M5HVE-2016-03-33-00	Manchester Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$5,040.00	\$5,040.00	\$5,040.00
	M5HVE-2016-03-34-00	Maryland Heights Police-DWI Saturation	\$0.00	\$0.00	\$0.00	\$6,858.00	\$6,858.00	\$6,858.00
	M5HVE-2016-03-38-00	Olivette Police-DWI Initiative	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00
	M5HVE-2016-03-40-00	Overland Police-DWI Sobriety Ckpoints	\$0.00	\$0.00	\$0.00	\$13,600.00	\$13,600.00	\$13,600.00
	M5HVE-2016-03-41-00	Overland Police-DWI Saturation Patrols	\$0.00	\$0.00	\$0.00	\$8,000.00	\$8,000.00	\$8,000.00
	M5HVE-2016-03-42-00	Overland Police-Youth Alcohol	\$0.00	\$0.00	\$0.00	\$1,660.00	\$1,660.00	\$1,660.00
	M5HVE-2016-03-43-00	Pevely Police-DWI Wolf Pack	\$0.00	\$0.00	\$0.00	\$7,500.00	\$7,500.00	\$7,500.00
	M5HVE-2016-03-44-00	Pevely Police-Youth Alcohol Enf	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00
	M5HVE-2016-03-45-00	St Charles City Police-Sat Patrol/Wolf P	\$0.00	\$0.00	\$0.00	\$15,000.00	\$15,000.00	\$15,000.00
	M5HVE-2016-03-46-00	St Charles City Police-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$15,000.00	\$15,000.00	\$15,000.00
	M5HVE-2016-03-47-00	St Charles Co Police-Youth Alcohol Enf	\$0.00	\$0.00	\$0.00	\$12,500.00	\$12,500.00	\$12,500.00
	M5HVE-2016-03-48-00	St Charles Co Police-DWI Saturation Pat	\$0.00	\$0.00	\$0.00	\$22,500.00	\$22,500.00	\$22,500.00
	M5HVE-2016-03-50-00	St Charles Co Police-DWI Ckpoint	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00
	M5HVE-2016-03-51-00	St John Police-DWI Saturation	\$0.00	\$0.00	\$0.00	\$7,500.00	\$7,500.00	\$7,500.00
	M5HVE-2016-03-52-00	St John Police-Sobriety Ckpoints	\$0.00	\$0.00	\$0.00	\$15,000.00	\$15,000.00	\$15,000.00
	M5HVE-2016-03-56-00	St Louis Co Police-Sob Ckpt/Sat Patrol	\$0.00	\$0.00	\$0.00	\$78,750.00	\$78,750.00	\$78,750.00

Highway Safety Plan Cost Summary - Missouri

2016 HSP 1

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
	M5HVE-2016-03-57-00	St Louis Metro Police-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$25,200.00	\$25,200.00	\$25,200.00
	M5HVE-2016-03-58-00	St Louis Metro Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$150,000.00	\$150,000.00	\$150,000.00
	M5HVE-2016-03-59-00	Sullivan Police-DWI Enf OT	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00
	M5HVE-2016-03-60-00	Troy Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00
	M5HVE-2016-03-64-00	Univ City Police Dept-DWI Enf	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00
	M5HVE-2016-03-66-00	Velda City Police-Think Twice/No DWI	\$0.00	\$0.00	\$0.00	\$3,450.00	\$3,450.00	\$3,450.00
	M5HVE-2016-03-70-00	Washington Police-Youth Alcohol Enf	\$0.00	\$0.00	\$0.00	\$6,000.00	\$6,000.00	\$6,000.00
	M5HVE-2016-03-71-00	Wentzville Police-Underage Drinking Gran	\$0.00	\$0.00	\$0.00	\$7,500.00	\$7,500.00	\$7,500.00
	M5HVE-2016-03-72-00	Wentzville Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00
	M5HVE-2016-03-73-00	Wentzville Police-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00
	M5HVE-2016-03-74-00	THSD-2016 BAT Vans	\$0.00	\$0.00	\$0.00	\$500,000.00	\$500,000.00	\$0.00
	M5HVE-2016-03-75-00	MSHP-Sobriety Ckpoints	\$0.00	\$0.00	\$0.00	\$243,847.50	\$243,847.50	\$0.00
	M5HVE-2016-03-77-00	MSHP-DWI Saturations	\$0.00	\$0.00	\$0.00	\$239,340.00	\$239,340.00	\$0.00
	M5HVE-2016-03-78-00	Pleasant Hill Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00
	M5HVE-2016-03-79-00	Raymore Police-Sobriety Ckpt/DWI Enf	\$0.00	\$0.00	\$0.00	\$8,000.00	\$8,000.00	\$8,000.00
	M5HVE-2016-03-80-00	Sedalia Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$6,800.00	\$6,800.00	\$6,800.00
	M5HVE-2016-03-81-00	Smithville Police-DWI Wolfpack	\$0.00	\$0.00	\$0.00	\$4,100.00	\$4,100.00	\$4,100.00
	M5HVE-2016-03-82-00	Cape Girardeau Police-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$6,300.00	\$6,300.00	\$6,300.00
	M5HVE-2016-03-83-00	Caruthersville Police-SE DWI Task Force	\$0.00	\$0.00	\$0.00	\$3,500.00	\$3,500.00	\$3,500.00
	M5HVE-2016-03-84-00	Charleston Public Safety-SEMO DWI Task F	\$0.00	\$0.00	\$0.00	\$2,415.60	\$2,415.60	\$2,415.60
	M5HVE-2016-03-85-00	Dexter Police-Sobriety Ckpt/Roving Patro	\$0.00	\$0.00	\$0.00	\$11,847.85	\$11,847.85	\$11,847.85
	M5HVE-2016-03-86-00	Hayti Police-2015/2016 DWI Enf Grant	\$0.00	\$0.00	\$0.00	\$4,350.00	\$4,350.00	\$4,350.00
	M5HVE-2016-03-87-00	Howell Co Sheriff-DWI Enf	\$0.00	\$0.00	\$0.00	\$6,799.96	\$6,799.96	\$6,799.96
	M5HVE-2016-03-88-00	Jackson Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$7,000.00	\$7,000.00	\$7,000.00
	M5HVE-2016-03-89-00	Leadington Police-Youth Alcohol Enf	\$0.00	\$0.00	\$0.00	\$3,000.00	\$3,000.00	\$3,000.00
	M5HVE-2016-03-90-00	Madison Co Sheriff-DWI Saturation Proj	\$0.00	\$0.00	\$0.00	\$3,000.00	\$3,000.00	\$3,000.00
	M5HVE-2016-03-91-00	Willow Springs Police-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$3,000.00	\$3,000.00	\$3,000.00
	M5HVE-2016-03-92-00	Scott City Police-SEMO DWI Taskforce	\$0.00	\$0.00	\$0.00	\$3,960.00	\$3,960.00	\$3,960.00
	M5HVE-2016-03-93-00	Madison Co Sheriff-Sobriety Ckpoint	\$0.00	\$0.00	\$0.00	\$5,500.00	\$5,500.00	\$5,500.00
	M5HVE-2016-03-94-00	Parma Police-SE Mo DWI Task Force	\$0.00	\$0.00	\$0.00	\$1,500.00	\$1,500.00	\$1,500.00
	M5HVE-2016-03-95-00	Scott Co Sheriff-SE Mo DWI Task Force	\$0.00	\$0.00	\$0.00	\$4,500.00	\$4,500.00	\$4,500.00
	M5HVE-2016-03-96-00	Ste Genevieve Co Sheriff-Imp Driving Enf	\$0.00	\$0.00	\$0.00	\$12,000.00	\$12,000.00	\$12,000.00
	M5HVE-2016-03-97-00	Scott Co Sheriff-DWI Enf	\$0.00	\$0.00	\$0.00	\$5,038.00	\$5,038.00	\$5,038.00
	M5HVE-2016-03-98-00	Smithville Police-Joint Clay/Platte DWI	\$0.00	\$0.00	\$0.00	\$4,976.64	\$4,976.64	\$4,976.64
	M5HVE-2016-03-99-00	Smithville Police-Yth Alcohol Compl Cks	\$0.00	\$0.00	\$0.00	\$3,175.00	\$3,175.00	\$3,175.00
	M5HVE-2016-03-A0-00	St Joseph Police-NW Mo DWI Task Force	\$0.00	\$0.00	\$0.00	\$27,900.00	\$27,900.00	\$27,900.00
	M5HVE-2016-03-A1-00	St Joseph Police-Midland Empire Alcohol	\$0.00	\$0.00	\$0.00	\$32,400.00	\$32,400.00	\$32,400.00
	M5HVE-2016-03-A2-00	West Plains Police-Sobriety Ckpoints	\$0.00	\$0.00	\$0.00	\$3,572.64	\$3,572.64	\$3,572.64
	M5HVE-2016-03-A3-00	Mountain View Police-DWI Enf	\$0.00	\$0.00	\$0.00	\$1,500.00	\$1,500.00	\$1,500.00
	405d Mid HVE Total		\$0.00	\$0.00	\$0.00	\$1,970,216.19	\$1,970,216.19	\$987,028.69

Highway Safety Plan Cost Summary - Missouri

2016 HSP 1

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
405d Mid ID Coordinator								
	M5IDC-2016-03-01-00	THSD-405d YA Program Coordination	\$0.00	\$0.00	\$0.00	\$71,000.00	\$71,000.00	\$0.00
	M5IDC-2016-03-02-00	THSD-405d Alcohol Program Coordination	\$0.00	\$0.00	\$0.00	\$76,000.00	\$76,000.00	\$0.00
	M5IDC-2016-03-03-00	THSD-Travel Sponsorship Training	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$0.00
	405d Mid ID Coordinator Total		\$0.00	\$0.00	\$0.00	\$157,000.00	\$157,000.00	\$0.00
405d Mid Court Support								
	M5CS-2016-03-01-00	Mo Office Prosecution-Tr Safety Res Pros	\$0.00	\$0.00	\$0.00	\$291,722.95	\$291,722.95	\$0.00
	405d Mid Court Support Total		\$0.00	\$0.00	\$0.00	\$291,722.95	\$291,722.95	\$0.00
405d Mid Training								
	M5TR-2016-03-01-00	Mo Police Chiefs Assoc-2016 DITEP	\$0.00	\$0.00	\$0.00	\$43,580.50	\$43,580.50	\$43,580.50
	M5TR-2016-03-02-00	Mo Southern St Univ-Alc Training LE Offi	\$0.00	\$0.00	\$0.00	\$47,100.00	\$47,100.00	\$0.00
	M5TR-2016-03-03-00	MSHP-BAC/DRE/ARIDE/SFST Training	\$0.00	\$0.00	\$0.00	\$102,279.60	\$102,279.60	\$0.00
	M5TR-2016-03-04-00	Cape Girardeau Safe Comm-Team Spirit Yth	\$0.00	\$0.00	\$0.00	\$57,000.00	\$57,000.00	\$57,000.00
	405d Mid Training Total		\$0.00	\$0.00	\$0.00	\$249,960.10	\$249,960.10	\$100,580.50
405d Mid Other Based on Problem ID								
	M5OT-2016-03-01-00	MSHP-R&D Drug Inv in Fatal Crashes	\$0.00	\$0.00	\$0.00	\$150,000.00	\$150,000.00	\$0.00
	M5OT-2016-03-02-00	REJIS-DRE Database	\$0.00	\$0.00	\$0.00	\$156,715.00	\$156,715.00	\$0.00
	M5OT-2016-03-03-00	Mo Safety Center-Imp Dr Countermeasures	\$0.00	\$0.00	\$0.00	\$893,136.93	\$893,136.93	\$170,000.00
	M5OT-2016-03-04-00	THSD-Impaired Driving	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$0.00
	M5OT-2016-03-05-00	THSD-Alliance Sport Marketing	\$0.00	\$0.00	\$0.00	\$180,000.00	\$180,000.00	\$0.00
	405d Mid Other Based on Problem ID Total		\$0.00	\$0.00	\$0.00	\$1,389,851.93	\$1,389,851.93	\$170,000.00
405d Impaired Driving Mid								
	M5X-2016-03-00-00	THSD-Statewide 405d Impaired Driving Mid	\$0.00	\$1,961,296.58	\$0.00	\$3,786,435.17	\$3,786,435.17	\$3,000,000.00
	405d Impaired Driving Mid Total		\$0.00	\$1,961,296.58	\$0.00	\$3,786,435.17	\$3,786,435.17	\$3,000,000.00
	MAP 21 405d Impaired Driving Mid Total		\$0.00	\$1,961,296.58	\$0.00	\$7,845,186.34	\$7,845,186.34	\$4,257,609.19
MAP 21 405f Motorcycle Programs								
	M9MA-2016-12-01-00	THSD-Motorcycle Awareness Paid Media	\$0.00	\$0.00	\$0.00	\$75,000.00	\$75,000.00	\$0.00
	405f Motorcyclist Awareness Total		\$0.00	\$0.00	\$0.00	\$75,000.00	\$75,000.00	\$0.00
405f Motorcycle Programs								
	M9X-2016-12-00-00	THSD-Statewide 405f Motorcycle Program	\$0.00	\$70,050.37	\$0.00	\$205,201.48	\$205,201.48	\$0.00
	405f Motorcycle Programs Total		\$0.00	\$70,050.37	\$0.00	\$205,201.48	\$205,201.48	\$0.00
	MAP 21 405f Motorcycle Programs Total		\$0.00	\$70,050.37	\$0.00	\$280,201.48	\$280,201.48	\$0.00
	NHTSA Total		\$0.00	\$5,969,536.48	\$0.00	\$34,398,792.25	\$34,398,792.25	\$20,117,311.86
	Total		\$0.00	\$5,969,536.48	\$0.00	\$34,398,792.25	\$34,398,792.25	\$20,117,311.86

Fiscal Year 2016

Equipment List

Fiscal Year 2016 Equipment List

Agency	Item Detail	Budget	Source	Project Number
Traffic and Highway Safety	DWI Enforcement Equipment: BAT vans will be purchased for the following agencies: Missouri State Highway Patrol, Jackson County Sheriff's Office, Joplin Police Department. ARS camera to be purchased for Missouri State Highway Patrol. Camera and Vehicle type to be determined (TDB) per Buy America Act.	\$500,000.00	405d	16-M5HVE-03-074
Traffic and Highway Safety	Patrol Vehicle, compliant with Buy America Act.	\$25,000.00	402	16-PT-02-101
Traffic and Highway Safety	Patrol Vehicle, compliant with Buy America Act.	\$35,000.00	154	16-154-AL-142
Missouri Safety Center	Breath test instruments & instrument database maintenance	\$162,500.00	405d	16-M5OT-03-003
Columbia Police Department	Chevy Tahoe Police Vehicle, compliant with Buy America Act.	\$41,000.00	154	16-154-AL-041
Florissant Police Department	Checkpoint Light Tower, compliant with Buy America Act	\$7,315.00	154	16-154-AL-034
Jackson Police Department	One radar speed trailer. Brand TBD per Buy America Act.	\$6,900.00	405b	16-M2HVE-05-032
Jefferson County Sheriff's Office	Heater/AC unit for DWI Trailer. Brand TBD per Buy America Act.	\$5,000.00	154	16-154-AL-039
Joplin Police Department	Chevy Tahoe Police Vehicle, compliant with Buy America Act.	\$40,000.00	154	16-154-AL-059
Platte County Sheriff's Office	Fully Equipped Patrol Vehicle. Brand TBD per Buy America Act.	\$42,000.00	154AL	16-154-AL-132
St. Louis Metro Police Department	Sokkia Crash Mapping Station, compliant with Buy America Act.	\$15,250.00	402	16-PT-02-071
Washington Police Department	Watchguard In-Car Video System, compliant with Buy America Act.	\$5,500	154	16-154-AL-062

NHTSA Program Assessments

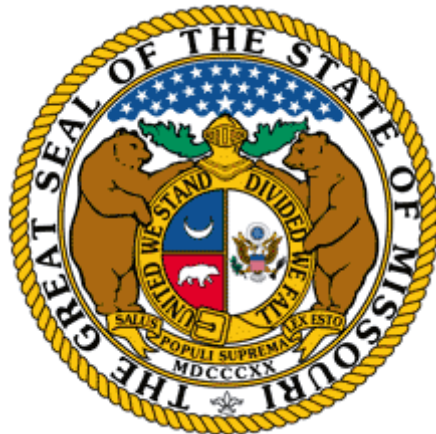
The NHTSA Program Assessments are included in this section. The assessments and recommendations are in various stages of completion and include the following:

- Occupant Protection
- Occupant Protection Children
- Motorcycle
- Impaired Driving
- Standardized Field Sobriety Testing
- Traffic Record

MISSOURI

Occupant Protection Program Assessment

March 31 – April 4, 2014



ASSESSMENT TEAM MEMBERS

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Cathy Gillen

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TABLE OF CONTENTS

	<u>Page No.</u>
ACKNOWLEDGEMENTS	3
ASSESSMENT BACKGROUND	4
EXECUTIVE SUMMARY	6
KEY RECOMMENDATIONS	8
1. PROGRAM MANAGEMENT	10
1A. STRENGTHS	12
1B. CHALLENGES	12
1C. RECOMMENDATIONS	12
2. LEGISLATION/REGULATION AND POLICY	14
2A. STRENGTHS	14
2B. CHALLENGES	17
2C. RECOMMENDATIONS	18
3. LAW ENFORCEMENT	20
3A. STRENGTHS	20
3B. CHALLENGES	21
3C. RECOMMENDATIONS	22
4. OCCUPANT PROTECTION FOR CHILDREN	23
4A. STRENGTHS	23
4B. CHALLENGES	24
4C. RECOMMENDATIONS	25
5. OUTREACH PROGRAM	26
5A. STRENGTHS	28
5B. CHALLENGES	29
5C. RECOMMENDATIONS	29
6. COMMUNICATION	30
6A. STRENGTHS	30
6B. CHALLENGES	31
6C. RECOMMENDATIONS	32
7. EVALUATION	33
7A. STRENGTHS	33
7B. CHALLENGES	35
7C. RECOMMENDATIONS	35
ASSESSMENT SCHEDULE	37
ASSESSMENT TEAM CREDENTIALS	38

ACKNOWLEDGEMENTS

The assessment team would like to acknowledge and thank the Missouri Department of Transportation (MoDOT) Traffic and Highway Safety Division's Office of Highway Safety (OHS) Director Leanna Depue and Program Administrator Bill Whitfield for their support, level of effort, and commitment to occupant protection in Missouri. Special thanks goes to Occupant Protection Coordinator Scott Jones for his exemplary support in developing the assessment agenda, administering the questionnaires, compiling briefing materials, and providing logistical support to the team.

The team would also like to acknowledge the hard work and dedication of the Missouri Coalition for Roadway Safety, staff representatives from OHS, MoDOT, the Missouri State Highway Patrol (MSHP), local law enforcement (Boone County Sheriff's Office, Creve Coeur Police Department, Joplin Police Department, Kansas City Metro Police Department, St. Louis County Police Department and Willow Springs Police Department), Lincoln County Health Department, Missouri Safety Center, Missouri Safe Kids, ThinkFirst Missouri and others, many of whom volunteered their time to share their knowledge and expertise during the assessment. Thanks to everyone committed to *Saving Mo Lives* on Missouri roadways.

This assessment could not have been conducted without the guidance and involvement from the National Highway Traffic Safety Administration's regional and headquarters staff: Susan DeCourcy, Janice Hartwill-Miller, Amy Schick and Laura Dunn; and support from their supervisors, Region 7 Administrator Chris Murphy and Occupant Protection Division Chief Maria Vegega. Special thanks also goes to Laura Nichols, who served as the administrative consultant for this assessment.

Notes:

The information included in this document has been collected from a variety of sources including interviews, official documents, websites, and other materials. Sources may not be consistent. Some copyrighted material has been used under the "Fair Use" Doctrine of the U.S. copyright statute.

ASSESSMENT BACKGROUND

The purpose of the Occupant Protection Program Assessment is to provide the State of Missouri with a comprehensive review of its occupant protection program by identifying strengths, accomplishments, and challenges. In addition to using data and other resources, this report provides valuable insights for occupant protection program planning.

The assessment process provides a systematic approach for measuring progress by following the format of the *Uniform Guidelines for State Highway Safety Programs, Guideline No. 20, Occupant Protection* (November 2006). These guidelines offer direction to states in formulating their plans for highway safety efforts that are supported with 23 U.S.C. Section 402 (State and Community Highway Safety), 23 U.S.C. Section 405(b) (Occupant Protection) and other grant funds. The guidelines provide a framework for developing a balanced highway safety program and serve as a tool with which states can assess the effectiveness of their own programs.

All states, in cooperation with their political subdivisions, should have a comprehensive occupant protection program that educates and motivates its citizens to use available motor vehicle occupant protection systems. A combination of use requirements, aggressive enforcement, public information, education, and incentives is necessary to achieve lasting increases in occupant protection usage, which will prevent fatalities and decrease the number and severity of injuries.

The National Highway Traffic Safety Administration (NHTSA) staff facilitated the Occupant Protection Program Assessment. Working with the Missouri Department of Transportation (MoDOT) Traffic and Highway Safety Division's Office of Highway Safety (OHS), NHTSA recommended a team of five individuals with proven expertise in various aspects of occupant protection program development, implementation, and evaluation. Efforts were made to select a team that reflected the needs and interests expressed by OHS.

The assessment consisted of a thorough review of state-provided occupant protection program briefing materials and interviews with state and community-level program directors, coordinators, advocates, law enforcement personnel, and OHS staff. The conclusions drawn by the assessment team were based primarily upon the facts and information provided in the briefing materials and by the various experts who made presentations to the team.

Following completion of the interviews on Wednesday, April 2, 2014, the team convened to review and analyze the information presented. On Friday, April 4, 2014, the team briefed OHS and other invited guests on its findings and discussed major points and recommendations.

The assessment team noted that many occupant protection and general traffic safety activities are conducted throughout Missouri. It is not the intent of this report to thoroughly document all of these successes, nor to give credit to the large number of individuals at all levels who are dedicated to traffic safety. By its very nature, the report focuses on areas where further improvements can be made. Please consider this report as constructive criticism. It is an attempt to provide assistance at all levels for improvement, which is consistent with the overall goals of assessments.

This report is a consensus report. The recommendations provided are based on the unique characteristics of Missouri and what the assessment team members believe Missouri, its political subdivisions, and partners can do to improve the reach and effectiveness of the occupant protection program.

Missouri conducted a NHTSA occupant protection assessment in 2009. In addition to utilizing this current assessment report for occupant protection planning, the team strongly encourages OHS to continue using the 2009 assessment recommendations. Some recommendations from the previous assessment are now reinforced in this document to highlight their importance and reinforce that their implementation is key to improving Missouri's occupant protection program.

This Occupant Protection Program Assessment Report is not a NHTSA document and it belongs to OHS. Missouri is strongly encouraged to use the assessment report as the basis for making program improvements, assessing legislative priorities, providing additional training opportunities, evaluating funding priorities, and shaping future strategic highway safety plans.

EXECUTIVE SUMMARY

The state of Missouri, in cooperation with the National Highway Traffic Safety Administration (NHTSA), initiated an Occupant Protection Program Assessment. During the February 14, 2014 pre-assessment conference call, the Missouri Department of Transportation (MoDOT) Traffic and Highway Safety Division's Office of Highway Safety (OHS) asked the team of independent experts to identify practical strategies that a secondary enforcement law state can utilize to increase overall seat belt usage, strategies to increase teen seat belt use, and innovative enforcement approaches. Particular attention was given to these areas.

Recommendations from this assessment are intended to guide OHS toward improvements in program management; regulations, legislation and policy; law enforcement; communication; occupant protection for children; outreach; and data and evaluation.

OHS, the Missouri Coalition for Roadway Safety, and other dedicated partners are committed to improving highway safety. By 2016, Missouri is committed to having 700 or fewer traffic fatalities on its roadways.

OHS guides Missouri's overall highway safety program, identifies the most critical statewide traffic safety needs, awards and monitors highway safety grants, and coordinates high visibility enforcement mobilizations such as Click It or Ticket/Click It for Life. OHS takes a thorough approach in assessing the state's occupant protection challenges that run the gamut, from decreasing the overall number of crashes (fatal, injury and property damage only) to reducing unrestrained fatality crashes and increasing observed seat belt use rates. OHS relies heavily on performance management and observational surveys to assess program efficacy.

Since 2005, Missouri has seen a 40 percent reduction in motor vehicle fatalities. In 2013, 757 people were killed in traffic crashes, the lowest number since 1945. Despite this noteworthy progress, Missouri has struggled to see meaningful increases in its seat belt use rate over the past ten years, ranging from 76 percent in 2004 to 80.1 percent in 2013. Missouri's teen seat belt usage rate stands at 67 percent. In 2013, sixty-three percent of all vehicle occupants fatally injured were unbelted and nearly 8 out of 10 vehicle occupants age 15-25 died unrestrained.

With 33,000 miles of state-owned and maintained roadways, Missouri's state road system is the 7th largest in the country. Roughly 75 percent of fatalities occur on the major state-owned roads. The "off (county/city) system" consists of 96,000 road miles. Similar to national trends, Missouri seat belt use compliance in rural areas is generally lower than more populated areas. Young men, pickup truck drivers and minorities are also less likely to buckle up.

Missouri, known as the "Show-Me State", has highly varied geography and is the 21st largest and the 18th most populous of the 50 United States. According to the 2010 U.S. Census, more than six million people live in Missouri with over half of Missourians residing within the St. Louis and Kansas City metropolitan areas.

Recently, MoDOT underwent significant staffing reductions. OHS was not immune to these reductions. Despite the staffing downsize, OHS manages more than 400 contracts with a \$3.4 million contracted budget in FY 2014 for occupant protection.

The state of Missouri has a secondary enforcement seat belt law for adults in the front seat of passenger vehicles. There is no seat belt law for adult rear seat occupants. With little political will at the state level, largely due to freedom of choice concerns, Missouri's prospect of upgrading to primary enforcement at the current time is bleak. To Missouri's credit, the state leads the way in enacting local primary enforcement seat belt law ordinances. Currently 21 percent of Missouri's population is covered by 39 local primary belt ordinances. This offers a unique opportunity to mitigate secondary law enforcement challenges and reduce serious injuries and fatalities on Missouri's roadways.

While there are a number of dedicated CPS professionals in Missouri, opportunity exists to better reach children between the ages of 8 and 18.

With 114 counties and more than 600 law enforcement agencies in the state, OHS has three staff liaisons that work to recruit and maintain enforcement agencies to participate in year round and/or mini-grant opportunities. Given the diversity of Missouri's police departments, ranging from larger metropolitan departments which are very traffic-minded to smaller sheriffs' offices that opt not to enforce traffic safety, opportunity exists to educate more law enforcement personnel on the importance of buckling up.

Further opportunity exists to refine the target audiences and educate minority and higher-risk groups through traditional and non-traditional communication mediums.

Despite Missouri's many challenges, OHS staff and those interviewed as part of this assessment are dedicated to improving highway safety for all Missourians. Each person brings his or her own unique expertise and experience that should be leveraged to the fullest capacity.

Using occupant protection is the single most effective habit Missourians can do to protect themselves in a crash and *Arrive Alive*. Based on the fundamental elements of the *Uniform Guidelines for State Highway Safety Programs for Occupant Protection*, this assessment report identifies Missouri's strengths and challenges and provides recommendations for the major occupant protection program areas.

KEY RECOMMENDATIONS

*(Note: Key Recommendations are **BOLDED** in each individual section)*

- **Task regional coalitions and the Occupant Protection Subcommittee of the Missouri Coalition for Roadway Safety with the creation, development, and implementation of new initiatives in occupant protection.**
- **Develop the will for political change through grassroots community advocacy, leveraging influential organizations, and generating visible public and private support.**
- **Establish a Law Enforcement Liaison (LEL) program. The position(s) should be staffed by former law enforcement personnel who have the ability to garner the support of law enforcement executives to work toward the highway safety goals of OHS. The LELs should also be able to coordinate and facilitate training programs to better inform the law enforcement community about highway safety concerns, practices and procedures.**
- **Enforcement of occupant protection laws needs to be emphasized on a year-round basis. Law enforcement agencies should make enforcement of these laws a priority of their patrol personnel on a daily basis.**
- **Conduct a Child Occupant Protection Observational Survey for the entire 0 to 18 year old spectrum for a baseline.**
- **Conduct an annual Child Passenger Safety (CPS) conference/summit to update technicians, provide opportunities for re-certification and CEUs, and foster networking opportunities.**
- **Explore alternative funding sources to purchase child safety seats for distribution programs.**
- **Establish strong partnerships with organizations such as the statewide Parent Teacher Association (PTA) or local PTAs and the state or local chapters of American Academy of Pediatricians (AAP) to distribute occupant protection education materials to parents.**
- **Establish new partnerships with large employers in the state to distribute occupant protection safety education materials. Provide large employers with model seat belt use policies to implement for employees.**
- **Create partnerships and implement occupant protection programs with faith-based organizations.**
- **Use surveys/questionnaires to track message retention and behavior changes after public information and education campaigns are conducted.**

KEY RECOMMENDATIONS (continued)

- Use evidence-based research to raise support among the general population, legislators and other community leaders for primary enforcement laws.
- **Evaluate the effectiveness of local primary ordinances across the state of Missouri.**
- Do more in-depth analyses of unbelted fatalities and disabling injury crashes occurring at nighttime.
- Ensure that evaluation results are an integral part of program planning and problem identification. Evaluate the effectiveness of all current occupant protection programs including inputs and results.

1. PROGRAM MANAGEMENT

GUIDELINE:

Each state should have centralized program planning, implementation and coordination to achieve and sustain high rates of seat belt use. Evaluation is also important for determining progress and ultimate success of occupant protection programs.

- *Provide leadership, training and technical assistance to other State agencies and local occupant protection programs and projects;*
- *Establish and convene an occupant protection advisory task force or coalition to organize and generate broad-based support for programs. The coalition should include agencies and organizations that are representative of the State's demographic composition and critical to the implementation of occupant protection initiatives;*
- *Integrate occupant protection programs into community/corridor traffic safety and other injury prevention programs; and*
- *Evaluate the effectiveness of the State's occupant protection program.*

1A. STRENGTHS

- The Missouri Occupant Protection Program is administered by the Office of Highway Safety (OHS) in the Traffic and Highway Safety Division of the Missouri Department of Transportation (MoDOT) with highly experienced and dedicated traffic safety professionals.
- The Missouri Coalition for Roadway Safety (MCRS) serves as the state traffic safety coalition for goal-setting, planning, and coordination. The MCRS is composed of an executive committee, ten state-level subcommittees, and seven regional coalitions.
- Regional coalitions are composed of a variety of traffic safety professionals, volunteers, and advocates. Participants report that satisfaction in and effectiveness of the coalitions are high to very high.
- The Executive Committee of the MCRS provides the leadership for Missouri's Strategic Highway Safety Plan (SHSP), entitled *Missouri's Blueprint to Save More Lives*.
- The SHSP identifies the vision, mission, and goal for traffic safety in Missouri:
 - Vision: Continuously Moving Missouri toward Zero Deaths
 - Goal: 700 or Fewer Fatalities by 2016
 - Mission: To make travel on Missouri's roadways safer through a partnership of committed local, state, federal, public and private organizations.
- "Increasing Safety Belt Use" is among the nine strategies in the SHSP to reduce traffic injuries and fatalities. The SHSP also incorporates "Unrestrained Drivers and Occupants" as

a focus area. A comprehensive core of strategies for this focus area includes education, enforcement, engineering, and public policy.

- Six identified and measurable performance measures are tracked to determine the progress of occupant protection programs.
- The State has selected a goal to increase statewide seat belt usage by two percentage points annually such that an 87 percent rate is achieved by 2015.
- OHS includes a designated Occupant Protection Coordinator. The Coordinator is an experienced grant manager and traffic safety leader.
- The Executive Committee of the MCRS approved the establishment of a statewide Occupant Protection Subcommittee. The subcommittee will be chaired by the State Occupant Protection Coordinator within OHS. It is planned to be implemented by July 1, 2014.
- In FY 2014, OHS planned to develop a multi-year strategic plan for occupant protection in conjunction with an Occupant Protection Summit. The goal is to complete this plan by July 1, 2014.
- OHS is working with the Centers for Disease Control and Prevention (CDC) to support the strategic planning process. CDC is interviewing various persons in the state, to be followed by a workshop, and concluding with a report with recommendations and results.
- According to the 2014 Highway Safety Program Cost Summary (June 2013), a significant amount of funds has been planned to support occupant protection efforts. These include, but aren't limited to:

2014 Planned Occupant Protection Funds		
Federal Fund Source	Amount	State/local
Section 402 (OP)	\$ 870,149	
MAP-21 (Section 405b)	\$ 900,000	\$ 225,000
Section 2011	\$ 504,462	\$ 264,500
TOTAL	\$ 2,274,611	\$ 489,500

[These amounts do not include, for example, Community Traffic Safety projects (\$208,130), Safe Communities projects (\$179,287), and Child Restraint projects (\$80,000).]

- Additional resources are available to local projects through the regional MCRS coalitions. The regional coalitions develop traffic safety plans and manage state funds for projects to implement those plans. These projects for enforcement, public information and education supplement and support state programs and campaigns.
- The state occupant protection program takes a comprehensive approach that combines program management, legislative and policy efforts, law enforcement, public information and education, child passenger safety, and program evaluation.

- Based on crash data and observational surveys, identified primary target groups for occupant protection include teens, rural drivers and passengers, young males, and pickup truck drivers.
- In support of the grant application process, OHS conducts regional workshops for existing and potential grantees. Packets and information that include instructions and traffic crash data are provided to attendees.
- OHS developed and implemented a grants management system that now provides web-based processes for grant application submissions, contract development, enforcement reporting, and vouchering. Users consider this system to be easy to use and helpful. Additional components are in development for reporting and training.
- Project selection is based on multiple factors to help determine the potential for project success. *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* (NHTSA) serves as a reference document for project development and selection.
- Project ideas come from a variety of sources such as sharing with other states, research reports, and meetings and events such as the national Lifesavers traffic safety conference.
- Consolidation of the administration of Click It or Ticket mini-grants with the Missouri Safety Center eases the time spent on basic grant management tasks by OHS staff for this program while maintaining quality control and oversight.

1B. CHALLENGES

- In 2012, OHS was reduced by six full time employees (FTEs) as part of an overall 19 percent staff reduction for MoDOT.
- The designated occupant protection coordinator does not spend 100 percent of staff time on occupant protection but also carries significant responsibility in law enforcement coordination and grant management.
- The designated child passenger safety coordinator spends up to 20 percent of time on activities other than occupant protection.
- Successful projects have operated in pockets of the State for several years but have not expanded statewide. These projects, such as Battle of the Belts in various high schools, are time and personnel intensive. With limited staff at the state and regional level, it is difficult to grow these types of programs.
- Due to programming constraints, it is difficult to create, develop, and implement new initiatives that could energize the public and the highway safety community.

- While there are numerous meetings and traffic safety conferences, there has not been a state conference that focuses specifically and solely on occupant protection programs and issues.
- Different funding streams result in multiple applications and grants to the same grantee. Grant program complexity may mean additional staff time for all involved.

1C. RECOMMENDATIONS

- Incorporate recommendations from this assessment and the Centers for Disease Control and Prevention (CDC) initiative in developing the State's comprehensive occupant protection strategic plan.
- Conduct a functional job analysis for an occupant protection coordinator to determine what tasks are essential to Office of Highway Safety (OHS); contract, grant, or transfer functions to create a full-time occupant protection coordinator position within OHS.
- Expand identified, successful projects statewide.
- **Task regional coalitions and the Occupant Protection Subcommittee of the Missouri Coalition for Roadway Safety with the creation, development, and implementation of new initiatives in occupant protection.**
- Conduct a state conference for current and new partners in occupant protection; use this conference to gain renewed commitment to occupant protection programs and policies.
- Continue to simplify and streamline grant management processes.
- Continue development and increase use of the online grants management system.

2. LEGISLATION/REGULATION AND POLICY

GUIDELINE:

Each state should enact and vigorously enforce primary enforcement occupant protection use laws. Each state should develop public information programs to provide clear guidance to the motoring public concerning motor vehicle occupant protection systems. This legal framework should include:

- *Legislation permitting primary enforcement that requires all motor vehicle occupants to use systems provided by the vehicle manufacturer;*
- *Legislation permitting primary enforcement that requires that children birth to 16 years old (or the State's driving age) be properly restrained in an appropriate child restraint system (i.e., certified by the manufacturer to meet all applicable Federal safety standards) or seat belt;*
- *Legislation permitting primary enforcement that requires children under 13 years old to be properly restrained in the rear seat (unless all available rear seats are occupied by younger children);*
- *Graduated Driver Licensing (GDL) laws that include three stages of licensure, and that place restrictions and sanctions on high-risk driving situations for novice drivers (i.e., nighttime driving restrictions, passenger restrictions, zero tolerance, required seat belt use);*
- *Regulations requiring employees and contractors at all levels of government to wear seat belts when traveling on official business;*
- *Official policies requiring that organizations receiving Federal highway safety program grant funds develop and enforce an employee seat belt use policy; and*

Outreach to state insurance commissioners to encourage them to persuade insurers to offer incentives to policyholders who use seat belts and child restraints. Insurance commissioners are likely to have significant influence with insurers that write policies in

2A. STRENGTHS

- Missouri was among the first states to adopt a seat belt law, implementing secondary enforcement legislation in 1985.
- There are committed, dedicated and persistent safety advocates in the State, including the top leadership of the Missouri Department of Transportation, who continue to promote occupant protection and support policy initiatives. For example, the former president of the St. Louis Area Police Chiefs Association was instrumental in obtaining a primary enforcement ordinance for the city of Creve Coeur.
- Thirty-eight cities and one county have passed local ordinances which permit traditional (i.e., primary) enforcement. These ordinances cover over 1 million people, 21 percent of

Missouri's population. The safety advantages and cost savings of implementing primary enforcement have been persuasive in the passage of these ordinances.

- Factual information regarding state law and the potential of primary enforcement and a higher fine is provided to the public and to state legislators.
- Significant planning documents, such as *Missouri's Blueprint to Save More Lives*, have reiterated the safety community's commitment to upgrade state and local requirements by designating key strategies to:
 - enact a primary safety belt law.
 - expand the number of local primary safety belt ordinances.
- Occupant protection legislation covers all drivers and front seat passengers (Section 307.178 RSMo), persons less than eighteen years of age operating or riding in a truck (Section 307.178 RSMo), and a child less than sixteen years of age (Section 307.179 RSMo).
- Under designated circumstances, failure to wear a safety belt may be admitted in a case to mitigate damages.
- The State's child passenger safety law (Section 307.179 RSMo) requires use of an appropriate child passenger safety system which meets federal standards for:
 - Children less than four years of age, regardless of weight, and
 - Children weighing less than 40 pounds, regardless of age.
- Section 307.179 RSMo requires use of an appropriate restraint system or booster seat which meets federal standards for children at least four years of age but less than eight years of age who also weigh at least 40 pounds but less than 80 pounds and who are also less than four feet nine inches tall.
- Section 307.179 RSMo requires use of a vehicle safety belt or appropriate booster seat which meets federal standards for children at least 80 pounds or more than four feet nine inches tall.
- Violation of subsections of Section 307.179 RSMo for children less than or equal to 80 pounds or less than or equal to four feet nine inches tall may result in a fine of up to \$50 plus court costs.
- Lincoln County, Missouri, has an ordinance prohibiting the sale of used car seats. This is the only ordinance of its kind in the country.
- The Highway and Transportation Commission is charged with implementing a program to educate and ensure compliance with the State's occupant protection laws.

- Missouri law (Section 304.665 RSMo) prohibits a person under 18 years old from riding in the unenclosed bed of a truck with a licensed gross weight of less than 12,000 pounds.
- Under Missouri's graduated driver licensing (GDL) provisions (Section 302.178 RSMo):
 - An intermediate driver's license requires that the driver and all passengers wear seat belts at all times.
 - Some limited restrictions are made on permissible nighttime driving. An intermediate driver's license holder is prohibited from driving between the hours of 1:00 a.m. and 5:00 a.m. unless accompanied by a legally-designated individual unless the travel is to or from school or educational program or activity, a regular place of employment or in emergency situations as defined by regulation. (See also "Challenges" below.)
 - For the first six months of an intermediate driver's license, there may be only one passenger under the age of 19 who is not a member of the holder's immediate family. After the first six months, there may be no more than three passengers under 19 years of age who are not members of the holder's immediate family.
- State of Missouri Administrative Policy (SP-4, Revised May 15, 2008) requires that all occupants of state vehicles or private vehicles operated on state business "shall use safety restraints where equipped".
- According to the Missouri Department of Transportation Employee Handbook (September 2013), employees are required to use seat belts when driving or riding in a department vehicle.
- The Office of Highway Safety (OHS) requires all grantees to have an employee seat belt policy.
- Research specific to Missouri - *Evaluation of a County Enforcement Program with a Primary Seat Belt Ordinance: St. Louis County, Missouri* (NHTSA 2010) and *Estimated Minimum Savings to the Medicaid Budget in Missouri by Implementing a Primary Seat Belt Law* (NHTSA 2007) - has documented the advantages of primary enforcement in lives saved, injuries prevented, and cost savings.
- Federal commercial motor vehicle regulation (§392.16: Use of seat belts) requires that a commercial motor vehicle which has a seat belt assembly installed at the driver's seat shall not be driven unless the driver has properly restrained himself/herself with the seat belt assembly.
This regulation is supported by the Commercial Motor Vehicle Safety Program which provides funds for inspection, enforcement, and education.
- OHS is developing the *Primary Safety Belt Ordinance Toolkit* to assist local governments in adopting primary seat belt ordinances. The toolkit includes a model primary seat belt ordinance, crash data, maps, and seat belt survey results.

2B. CHALLENGES

- Since first passed in 1985, Missouri has been unable to upgrade its seat belt law to allow for standard enforcement. Therefore, despite the fact that failure to wear a seat belt is illegal, law enforcement is unable to appropriately and adequately enforce the law.
- The political climate and belief in the primacy of personal freedom have not been conducive to passing upgrades to the State’s occupant protection laws. According to the Highway Drivers Survey (Missouri Department of Transportation 2012), about half of respondents wish to keep the seat belt law as secondary (51 percent) and prefer to keep the penalty as is (52.9 percent).
- There has not been sufficient, influential support from certain individual leaders, such as some state and local elected officials and powerful professional and business organizations, to achieve legislative change.
- Missouri’s occupant protection legislation does not meet the following requirements of Moving Ahead for Progress in the 21st Century Act (MAP-21) Section 405(b) grant program and increase occupant protection:
 - The State must provide for imposition of a fine of not less than \$25 per unrestrained occupant. Missouri’s seat belt law (Section 307.178 RSMo) provides for a fine not to exceed \$10. Section 307.179 (2) (4) RSMo, requiring use of a seat belt or booster seat for children at least 80 pounds or more than four feet nine inches tall, also provides for a fine not to exceed \$10. A \$10 fine is the lowest in the country and is generally considered insufficient to influence those who fail to wear a seat belt.
 - There must be no gaps in coverage in the State occupant protection laws. Missouri law does not cover back seat occupants in passenger vehicles 16 years or older. Pickup truck drivers and passengers 18 years of age or older are also exempt.
- Under Section 307.178 RSMo, no court costs may be imposed for failure to use a seat belt.
- No points on a person’s driver license may be assessed for violating the seat belt law.
- Charges for violation of Section 307.178 (1), (2), or (3) shall be dismissed or withdrawn if the driver, prior to or at hearing, provides satisfactory evidence of acquisition of child passenger restraint system or child booster seat. It is unknown as to what is required to show “satisfactory evidence of acquisition”. Correct installation is not required and may not be expected.
- Several exemptions in Missouri law (Section 304.665 RSMo) allow passengers under 18 years old to ride in the unenclosed bed of a pickup truck under certain circumstances. Exemptions include, but are not limited to:

- roads that are not part of the state or federal highway system or within the corporate limits of any city;
 - if there is any means to prevent or secure a passenger from being thrown, falling or jumping from the truck; and
 - if the truck is being operated solely for the purposes of participating in a special event and there is a lack of available seating. A “special event” is “a specific social activity of a definable duration which is participated in by the person riding in the unenclosed bed”.
- The State’s Graduated Drivers License (GDL) provisions do not appear to meet the requirements to qualify Missouri for the State GDL Grant Program (Section 1200.26) of MAP-21. For example, the Interim Final Rule (IFR) imposes a restriction on nighttime driving between 10 p.m. through 5 a.m. when intermediate drivers are most at risk. While the IFR allows exceptions in the case of emergency, it does not permit other exceptions during the restricted driving hours. Missouri provisions do not meet these specifics as noted above.
 - Provisions for a temporary instruction permit prior to an intermediate driver’s license (Section 302.130 RSMo) do not include any passenger restrictions or nighttime driving restrictions or incorporate seat belt use requirements.
 - Driver education, other than behind-the-wheel instruction, is not required to obtain a driver license in Missouri.
 - A local seat belt ordinance with primary enforcement has been challenged in court. A circuit court upheld the validity and constitutionality of the ordinance. However, the decision of the circuit court has been appealed. At the time of this assessment, a decision on the appeal had not been made.

2C. RECOMMENDATIONS

- **Develop the will for political change through grassroots community advocacy, leveraging influential organizations, and generating visible public and private support.**
- Provide for standard primary enforcement statewide for all occupant protection laws.
- Increase the fine for occupant protection laws that currently allow for a maximum \$10 fine to a minimum of \$25.
- Ensure there are no age gaps in the State’s occupant protection laws.
- Allow court costs to be imposed for violations of the State’s occupant protection laws.
- Attach points to a driver license for violation of occupant protection laws.

- Reduce the number of exemptions that allow young passengers to ride in the open bed of a pickup truck.
- Determine whether child passenger violations are waived on the presentation of a purchase receipt or car seat; encourage judges and prosecutors to work toward requiring a child passenger safety technician's determination of an appropriate child restraint properly installed prior to waiver of a fine.
- Upgrade graduated driver licensing requirements to comply with the State Graduated Driver Licensing Grant Program (MAP 21), including a restriction on nighttime driving between 10 p.m. through 5 a.m. for intermediate drivers.
- Require in-class driver education to qualify for a driver license for those under the age of 18.
- Distribute a *Primary Safety Belt Ordinance Toolkit* to assist local governments considering a primary ordinance.

3. LAW ENFORCEMENT

GUIDELINE:

Each State should conduct frequent, high-visibility law enforcement efforts, coupled with communication strategies, to increase seat belt and child safety seat use. Essential components of a law enforcement program should include:

- *Written, enforced seat belt use policies for law enforcement agencies with sanctions for noncompliance to protect law enforcement officers from harm and for officers to serve as role models for the motoring public;*
- *Vigorous enforcement of seat belt and child safety seat laws, including citations and warnings;*
- *Accurate reporting of occupant protection system information on police accident report forms, including seat belt and child safety seat use or non-use, restraint type, and airbag presence and deployment;*
- *Communication campaigns to inform the public about occupant protection laws and related enforcement activities;*
- *Routine monitoring of citation rates for non-use of seat belts and child safety seats;*
- *Use of National Child Passenger Safety Certification (basic and in-service) for law enforcement officers;*
- *Utilization of Law Enforcement Liaisons (LELs), for activities such as promotion of national and local mobilizations and increasing law enforcement participation in such mobilizations and collaboration with local chapters of police groups and associations that represent diverse groups (e.g., NOBLE, HAPCOA) to gain support for enforcement efforts.*

3A. STRENGTHS

- The Missouri Department of Transportation (MoDOT) Traffic and Highway Safety Division's Office of Highway Safety (OHS) requires all law enforcement agencies applying for grant funds to have a seat belt use policy within their agencies. There is a specific block on the electronic application for funds that must be marked in the affirmative indicating such a seat belt use policy exists.
- There is strong law enforcement participation during national and state occupant protection mobilizations, i.e. Click It or Ticket and Youth Safety Belt Enforcement Campaign.
- Crash trend updates are regularly distributed throughout the state by OHS.
- Electronic crash reporting provides a means for near real-time crash data and the ability to more quickly identify problem areas.
- Law enforcement agencies are permitted to conduct vehicle equipment and licensing checkpoints during which enforcement of occupant protection laws may take place.

- The Missouri State Highway Patrol (MSHP) has a zero tolerance policy toward occupant protection enforcement which requires troopers to cite violators of the state's occupant protection laws when a traffic stop is made upon other probable cause.
- Seat Belt Convincers and rollover simulators are available for demonstrations through the MSHP and some local agencies.
- There are 39 jurisdictions within Missouri that have adopted local ordinances that enable their law enforcement officers to enforce seat belt violations as a primary offense.
- MoDOT provides signs to local jurisdictions that have adopted primary seat belt enforcement ordinances to help advertise that seat belt violations may be enforced as a primary offense.
- OHS has an online reporting system for law enforcement agencies to report their activities during occupant protection mobilizations.
- Many law enforcement agencies participate in one of the seven regional roadway safety coalitions.
- OHS holds an annual Highway Safety Conference for law enforcement officers that includes educational sessions on occupant protection.
- Electronic ticketing (e-ticketing) is available to many law enforcement officers which enables them to more efficiently issue citations for multiple violations.
- Law enforcement agencies throughout the State work closely with one another and the MSHP.
- Funding for law enforcement is available through both OHS and the Missouri Roadway Safety Coalition.

3B. CHALLENGES

- OHS does not have a Law Enforcement Liaison (LEL) program. Existing staff must undertake the role of liaison in addition to their administrative and programmatic responsibilities. This limits the frequency with which they can interact with and assist those law enforcement agencies who may be struggling in achieving advances in occupant protection usage rates. Personnel with a law enforcement background would garner greater cooperation and more participation from law enforcement partners.
- There appears to be a lack of year-round enforcement of occupant protection laws outside of enforcement waves where grant funding is available to pay for overtime.

- In law enforcement agencies with specialty traffic enforcement units, most enforcement for occupant protection violations comes from the few officers assigned to those units rather than from the vastly larger number of personnel assigned to uniformed and other patrol functions.
- While most, if not all, law enforcement agencies have written policies requiring their personnel to use seat belts when operating department vehicles, there are still officers who do not regularly wear their seat belts while on duty and their departments do not fully enforce department regulations requiring usage.
- Confusion exists among law enforcement personnel regarding child passenger safety laws. This likely contributes to some reluctance in taking enforcement action.
- There appears to be no clear plan for nighttime enforcement of occupant protection laws.
- Enforcement data appears to be collected for only that enforcement conducted on OHS funded overtime or during OHS enforcement campaigns.

3C. RECOMMENDATIONS

- **Establish a Law Enforcement Liaison (LEL) program. The position(s) should be staffed by former law enforcement personnel who have the ability to garner the support of law enforcement executives to work toward the highway safety goals of OHS. The LELs should also be able to coordinate and facilitate training programs to better inform the law enforcement community about highway safety concerns, practices and procedures.**
- **Enforcement of occupant protection laws needs to be emphasized on a year-round basis. Law enforcement agencies should make enforcement of these laws a priority of their patrol personnel on a daily basis.**
- Develop short roll-call type training that may be presented in person or by video that includes messaging on the importance of occupant protection enforcement and information on the occupant protection laws. This training should also include information on effective enforcement techniques including those that can be used for nighttime enforcement.
- Emphasize consistent year-round enforcement of Missouri's seat belt and child restraint laws.
- Collect all occupant protection enforcement data, not just for that performed during enforcement waves or on OHS-funded overtime.
- Implement a nighttime occupant protection enforcement strategy.

4. OCCUPANT PROTECTION FOR CHILDREN

GUIDELINE:

Each State should enact occupant protection laws that require the correct restraint of all children, in all seating positions and in every vehicle. Regulations and policies should exist that provide clear guidance to the motoring public concerning occupant protection for children. Each State should require that children birth to 16 years old (or the State's driving age) be properly restrained in the appropriate child restraint system or seat belt. Gaps in State child passenger safety and seat belt laws should be closed to ensure that all children are covered in all seating positions, with requirements for age-appropriate child restraint use. Key provisions of the law should include: driver responsibility for ensuring that children are properly restrained; proper restraint of children under 13 years of age in the rear seat (unless all available rear seats are occupied by younger children); a ban of passengers from the cargo areas of light trucks; and a limit on the number of passengers based on the number of available seat belts in the vehicle. To achieve these objectives, State occupant protection programs for children should:

- *Collect and analyze key data elements in order to evaluate the program progress;*
- *Assure that adequate and accurate training is provided to the professionals who deliver and enforce the occupant protection programs for parents and caregivers;*
- *Assure that the capability exists to train and retain nationally certified child passenger safety technicians to address attrition of trainers or changing public demographics;*
- *Promote the use of child restraints and assure that a plan has been developed to provide an adequate number of inspection stations and clinics, which meet minimum quality criteria;*
- *Maintain a strong law enforcement program that includes vigorous enforcement of the child occupant protection laws;*
- *Enlist the support of the media to increase public awareness about child occupant protection laws and the use of child restraints. Strong efforts should be made to reach underserved populations;*
- *Assure that the child occupant protection programs at the local level are periodically assessed and that programs are designed to meet the unique demographic needs of the community;*
- *Establish the infrastructure to systematically coordinate the array of child occupant protection program components;*
- *Encourage law enforcement participation in the National Child Passenger Safety Certification (basic and in-service) training for law enforcement officers.*

4A. STRENGTHS

- Missouri has a primary child restraint law for children under age eight and a seat belt law for children and teens ages 8 to 18. (Missouri has a secondary seat belt law for all drivers, a primary child restraint law for children under age eight and the Graduated Driver's License Law requires all 16-18 year old drivers and their passengers to wear a seat belt).

- The State continues to support Child Passenger Safety (CPS) training using the current National Highway Traffic Safety Administration (NHTSA) standardized curriculum.
- Eight to twelve CPS Technician classes are sponsored by the Missouri Department of Transportation (MoDOT) Traffic and Highway Safety Division's Office of Highway Safety (OHS) each year. Other partners are leveraging funding to support additional CPS Technician classes in the State.
- A CPS observational survey is scheduled to be conducted this year.
- A teen observational seat belt survey is conducted annually at 150 high schools across the state.
- There are 198 inspection stations within the State where families can have their child safety seats inspected by certified CPS technicians.
- There are child safety seats available for distribution/education/installation in the State.
- The State currently has 970 certified CPS technicians, 38 CPS instructors and one instructor candidate.
- In 2013, the State had a CPS technician re-certification rate of 58.0 percent. Nationally, the re-certification rate was 58.5 percent.
- The State re-certification rate for the first three months of 2014 is 71.7 percent. Nationally, the re-certification rate is 54.4 percent for the same time period.
- The Missouri State Highway Patrol (MSHP) has a certified CPS instructor in each troop location and is able to assist counties where no inspection station or other technician exists. The MSHP instructors assist with training as needed. Local programs have access to rollover simulators and convincers through the seven MSHP districts.
- A ten person volunteer CPS Advisory Committee assists OHS with CPS programs across the State.
- A Kids N Motion Update is provided to all instructors in the State each time it is updated.
- Recognizing that it is sometimes difficult for law enforcement to attend a CPS Certification course, the law enforcement basic awareness courses are offered Statewide.

4B. CHALLENGES

- A CPS Technician or Instructor Technical Update is not available statewide nor is a CPS Update provided to the CPS Advisory Committee. There are few opportunities for CPS Technicians to earn CEUs within the State.

- Funds for child occupant protection training and equipment may at some time in the near future (2015) be reduced significantly. The 2011(d) funding is no longer available. However, funding will continue (maintenance of effort) with MAP21 funding through 2015.
- There does not appear to be a coordinated, consistent, and statewide effort to reach children between the ages of 8 and 14.
- Children are often the best advocates for occupant protection in family vehicles. However, there appear to be limited statewide programs to develop children as advocates.
- It is unknown whether hospitals in the State have written CPS discharge policies.
- There is little evidence of consistent enforcement of CPS laws.
- Team Spirit is celebrating their 20th anniversary this year but has not been rigorously evaluated.

4C. RECOMMENDATIONS

- **Conduct a Child Occupant Protection Observational Survey for the entire 0 to 18 year old spectrum for a baseline.**
- **Conduct an annual Child Passenger Safety (CPS) conference/summit to update technicians, provide opportunities for re-certification and CEUs, and foster networking opportunities.**
- Include appropriate CPS messaging for children up to 18 years old in paid and earned media, with special emphasis on pre-teens and booster seat aged children.
- Develop standardized language so that advocates in the State can convey the urgency of using booster seats until the adult seat belt fits properly.
- **Explore alternative funding sources to purchase child safety seats for distribution programs.**
- Provide hospitals with model discharge policies and strongly encourage them to develop and implement a written discharge policy on how they will inform parents of the requirements of CPS laws. A model policy will be available on the National Child Passenger Safety Board website.
- Encourage law enforcement to aggressively enforce CPS laws.
- Conduct an evaluation of the impact of the Team Spirit program on traffic safety.

5. OUTREACH PROGRAM

GUIDELINE:

Each state should encourage extensive statewide and community involvement in occupant protection education by involving individuals and organizations outside the traditional highway safety community. Representation from health, business, education, and diverse cultures of the community are encouraged, among others. Community involvement broadens public support for the state's programs and can increase a state's ability to deliver highway safety education programs. To encourage statewide and community involvement, States should:

- *Establish a coalition or task force of individuals and organizations to actively promote use of occupant protection systems;*
- *Create an effective communications network among coalition members to keep members informed about issues;*
- *Provide culturally relevant materials and resources necessary to conduct occupant protection education programs, especially directed toward young people, in local settings;*
- *Provide materials and resources necessary to conduct occupant protection education programs, especially directed toward specific cultural or otherwise diverse populations represented in the State and in its political subdivisions.*

States should undertake a variety of outreach programs to achieve statewide and community involvement in occupant protection education, as described below. Programs should include outreach to diverse populations, health and medical communities, schools and employers.

a. Diverse Populations

Each State should work closely with individuals and organizations that represent the various ethnic and cultural populations reflected in State demographics. Individuals from these groups might not be reached through traditional communication markets. Community leaders and representatives from the various ethnic and cultural groups and organizations will help States to increase the use of child safety seats and seat belts. The State should:

- *Evaluate the need for, and provide, if necessary, materials and resources in multiple languages;*
- *Collect and analyze data on fatalities and injuries in diverse communities;*
- *Ensure representation of diverse groups on State occupant protection coalitions and other work groups;*
- *Provide guidance to grantees on conducting outreach in diverse communities;*
- *Utilize leaders from diverse communities as spokespeople to promote seat belt use and child safety seat;*
- *Conduct outreach efforts to diverse organizations and populations during law enforcement mobilization periods.*

b. Health and Medical Communities

Each State should integrate occupant protection into health programs. The failure of drivers and passengers to use occupant protection systems is a major public health problem that must be recognized by the medical and health care communities. The SHSO, the State Health Department and other State or local medical organizations should collaborate in developing programs that:

- *Integrate occupant protection into professional health training curricula and comprehensive public health planning;*
- *Promote occupant protection systems as a health promotion/injury prevention measure;*
- *Require public health and medical personnel to use available motor vehicle occupant protection systems during work hours;*
- *Provide technical assistance and education about the importance of motor vehicle occupant protection to primary caregivers (e.g., doctors, nurses, clinic staff);*
- *Include questions about seat belt use in health risk appraisals;*
- *Utilize health care providers as visible public spokespeople for seat belt and child safety seat use;*
- *Provide information about the availability of child safety seats at, and integrate child safety seat inspections into, maternity hospitals and other prenatal and natal care centers;*
- *Collect, analyze and publicize data on additional injuries and medical expenses resulting from non-use of occupant protection devices.*

c. Schools

Each State should encourage local school boards and educators to incorporate occupant protection education into school curricula. The SHSO in cooperation with the State Department of Education should:

- *Ensure that highway safety and traffic-related injury control, in general, and occupant protection, in particular, are included in the State-approved K-12 health and safety education curricula and textbooks;*
- *Establish and enforce written policies requiring that school employees use seat belts when operating a motor vehicle on the job; and*
- *Encourage active promotion of regular seat belt use through classroom and extracurricular activities as well as in school-based health clinics; and*
- *Work with School Resource Officers (SROs) to promote seat belt use among high school students;*
- *Establish and enforce written school policies that require students driving to and from school to wear seat belts. Violation of these policies should result in revocation of parking or other campus privileges for a stated period of time.*

d. Employers

Each State and local subdivision should encourage all employers to require seat belt use on the job as a condition of employment. Private sector employers should follow the lead of Federal and State government employers and comply with Executive Order 13043, “Increasing Seat Belt Use in the United States” as well as all applicable Federal Motor Carrier Safety Administration (FMCSA) Regulations or Occupational Safety and Health Administration (OSHA) regulations requiring private business employees to use seat belts on the job. All employers should:

- *Establish and enforce a seat belt use policy with sanctions for non-use;*
- *Conduct occupant protection education programs for employees on their seat belt use policies and the safety benefits of motor vehicle occupant protection devices.*

5A. STRENGTHS

- A large number of energetic and dedicated partners promote highway safety across the State.
- The Missouri Coalition for Roadway Safety (MCRS) includes a diverse group of partners in all areas across the State.
- The MCRS operates a well-crafted website, www.SaveMOLives.com, that includes a variety of current, comprehensive, and useful information.
- The Missouri Department of Transportation (MoDOT) staff frequently shares relevant safety information on its Facebook page to its large following of almost 25,000 fans.
- Battle of the Belt is a popular high school program throughout many areas of the State.
- The Missouri State Highway Patrol (MSHP) employs a large, active team of 13 public information officers (PIOs) across the state. This team of PIOs is extremely engaged in occupant protection efforts.
- The MSHP creates its own highway safety programs and materials such as videos and graphics. The PIOs regularly share this information with all interested parties across the state.
- The MSHP’s website offers a variety of highway safety information.
- There are several strong sports marketing partnerships with teams such as the University of Missouri and the St. Louis Cardinals. These partnerships allow for educating fans through a variety of mediums including radio, billboards, television, stadium banners, etc.

5B. CHALLENGES

- There are not many programs to reach younger audiences that have outgrown a booster seat but aren't yet driving age.
- There is limited emphasis on outreach programs to minority populations with low occupant protection usage.
- There are few examples of partnerships and programs with employers to promote occupant protection.
- Currently, no teen safety education campaigns/materials or programs are geared toward parents.

5C. RECOMMENDATIONS

- Work with partners to implement/fund tween programs that are already in place such as the Safe Kids "Countdown 2: Drive" program.
- Build partnerships with minority organizations such as the Hispanic Chamber of Commerce, NAACP, etc. to help create and disseminate appropriate occupant protection messages. (Reference: "Closing the Circle: A Multi-Cultural Primer for State Highway Safety Offices" on the Governor's Highway Safety Association website.)
- Implement a traffic safety program that students and their parents are required to attend before they are eligible to receive their high school parking permit.
- **Establish strong partnerships with organizations such as the statewide Parent Teacher Association (PTA) or local PTAs and the state or local chapters of American Academy of Pediatricians (AAP) to distribute occupant protection education materials to parents.**
- **Establish new partnerships with large employers in the state to distribute occupant protection safety education materials. Provide large employers with model seat belt use policies to implement for employees.**
- **Create partnerships and implement occupant protection programs with faith-based organizations.**

6. COMMUNICATION

GUIDELINE:

As part of each State's communication program, the State should enlist the support of a variety of media, including mass media, to improve public awareness and knowledge and to support enforcement efforts to about seat belts, air bags, and child safety seats. To sustain or increase rates of seat belt and child safety seat use, a well-organized effectively managed communication program should:

- *Identify specific audiences (e.g., low belt use, high-risk motorists) and develop messages appropriate for these audiences;*
- *Address the enforcement of the State's seat belt and child passenger safety laws; the safety benefits of regular, correct seat belt (both manual and automatic) and child safety seat use; and the additional protection provided by air bags;*
- *Continue programs and activities to increase the use of booster seats by children who have outgrown their toddler seats but who are still too small to safely use the adult seat belts;*
- *Capitalize on special events, such as nationally recognized safety and injury prevention weeks and local enforcement campaigns;*
- *Provide materials and media campaigns in more than one language as necessary;*
- *Use national themes and materials;*
- *Participate in national programs to increase seat belt and child safety seat use and use law enforcement as the State's contribution to obtaining national public awareness through concentrated, simultaneous activity;*
- *Utilize paid media, as appropriate;*
- *Publicize seat belt use surveys and other relevant statistics;*
- *Encourage news media to report seat belt use and non-use in motor vehicle crashes;*
- *Involve media representatives in planning and disseminating communication campaigns;*
- *Encourage private sector groups to incorporate seat belt use messages into their media campaigns;*
- *Utilize and involve all media outlets: television, radio, print, signs, billboards, theaters, sports events, health fairs;*
- *Evaluate all communication campaign efforts.*

6A. STRENGTHS

- The Missouri Coalition for Roadway Safety (MCRS) has a strong and active Public Information Subcommittee and each local coalition is supported by a Missouri Department of Transportation (MoDOT) Public Information Officer (PIO).
- MoDOT employs a dedicated and engaged Community Relations Specialist who works closely with the Office of Highway Safety (OHS).

- There is a good working relationship between the MoDOT Community Relations Specialist and MoDOT's advertising firm, True Media.
- The State supplies their advertising firm with timely, relevant data which they use to create their media buy plans.
- Several specific occupant protection media campaigns are conducted such as Child Passenger Safety Week, Click It or Ticket, and the Youth Seatbelt Awareness Campaign.
- A wide variety of creative paid media is being utilized to target young males such as advertisements on Pandora, outdoor advertising at gas stations on video pump tops and pump top banner ads, and digital advertising on traditionally male oriented websites such as ESPN.com.
- True Media reports that their paid advertising campaigns generate large numbers of impressions.
- The Missouri Department of Revenue hosts a website, "Parent/Guardian Role in MO Graduated Driver License (GDL) Law", that includes rights and responsibilities and a parent/teen driving agreement.

6B. CHALLENGES

- The Office of Highway Safety (OHS) does not employ a dedicated full-time Public Information Officer (PIO).
- The regional Coalition PIOs are employees of MoDOT and also work on other MoDOT issues such as construction projects and funding issues and as a result aren't focused solely on traffic safety.
- The State has a large demographic area to cover including two major media markets with a limited amount of paid advertising dollars available.
- There appears to be very little, if any, evaluations conducted after media campaigns that measure both message retention and behavior change.
- Few media materials/campaigns are available to specifically inform parents of teen drivers about the primary seat belt provisions that are a part of the State's graduated driver licensing (GDL) law.
- No media materials/campaigns are available to specifically target minority populations.

6C. RECOMMENDATIONS

- Assign at least one full-time employee to the Office of Highway Safety to be the designated Public Information Officer.
- Create a variety of materials for Missouri Coalition for Roadway Safety (MCRS) members and other traffic safety partners that include culturally sensitive messaging for minority populations.
- Create advertising and other media materials to target both parents and teens that educate them about the primary seat belt provisions as part of the State's graduated driver license (GDL) law.
- **Use surveys/questionnaires to track message retention and behavior changes after public information and education campaigns are conducted.**
- **Use evidence-based research to raise support among the general population, legislators and other community leaders for primary enforcement laws.**
- Include booster seat education in key messages to children between ages five and eight and their caregivers.

7. EVALUATION

GUIDELINE:

Each State should access and analyze reliable data sources for problem identification and program planning. Each State should conduct several different types of evaluation to effectively measure progress and to plan and implement new program strategies. Program management should:

- *Conduct and publicize at least one statewide observational survey of seat belt and child safety seat use annually, making every effort to ensure that it meets current, applicable Federal guidelines;*
- *Maintain trend data on child safety seat use, seat belt use and air bag deployment in fatal crashes;*
- *Identify high-risk populations through observational usage surveys and crash statistics;*
- *Conduct and publicize statewide surveys of public knowledge and attitudes about occupant protection laws and systems;*
- *Obtain monthly or quarterly data from law enforcement agencies on the number of seat belt and child passenger safety citations and convictions;*
- *Evaluate the use of program resources and the effectiveness of existing general communication as well as special/high-risk population education programs;*
- *Obtain data on morbidity, as well as the estimated cost of crashes, and determine the relation of injury to seat belt use and non-use;*
- *Ensure that evaluation results are an integral part of new program planning and problem identification.*

7A. STRENGTHS

- The Missouri Department of Transportation (MoDOT) Traffic and Highway Safety Division's Office of Highway Safety (OHS) uses a variety of data sources for problem identification, setting goals, program evaluation, and measuring progress.
- The Missouri State Highway Patrol (MSHP) is the central traffic crash data collection agency for the state of Missouri. All local law enforcement agencies throughout the state provide MSHP copies of their crash reports. All of the crash reports received, along with crashes reported by MSHP, are tabulated and analyzed by MSHP.
- Missouri updated the Uniform Crash Report in 2012. Missouri revised crash report elements using Model Minimum Uniform Crash Criteria (MMUCC) data elements and has also signed a Memo of Agreement with NHTSA to adopt and use National Emergency Medical Services Information System (NEMSIS) data elements.
- Missouri has a Traffic Records Coordinating Committee (TRCC) that meets monthly. TRCC is working with custodial agencies to develop and maintain a comprehensive traffic records system.

- Missouri crash data are available using the online Statewide Traffic Accident Records System (STARS) maintained by MSHP.
- Local law enforcement agencies are encouraged to report crash data electronically using the Law Enforcement Traffic System (LETS) software. LETS provides an avenue for uploading local crash data into STARS, eliminating manual data entry, reducing wait time for usable electronic crash data, and decreasing data entry errors. OHS offers local law enforcement agencies LETS software for free in an attempt to increase electronic crash reporting.
- MSHP publishes unbelted fatal and disabling injury crash rankings for cities, counties, and unincorporated areas in the state.
- OHS and the Missouri Coalition for Roadway Safety (MCRS) regional coalitions take into account problem crash locations when distributing occupant protection grants.
- OHS shares counts of unbelted occupant fatalities with the MCRS regional coalitions every Monday. The coalitions disseminate that information regularly among their local traffic safety partners.
- OHS sets performance goals in their Highway Safety Plan based on raw number counts of occupants involved in crashes and observed occupant restraint use. OHS has identified priority target groups for occupant protection enforcement efforts based on the crash data. These include teens, rural occupants, young males, and pickup truck drivers.
- OHS routinely uses observational surveys to determine daytime seat belt use. Observational surveys of seat belt use are recurrently conducted by the Missouri Safety Center (MSC), University of Central Missouri. The observational surveys that MSC conducts include:
 - statewide daytime seat belt use among front seat occupants that meet federal register guidelines and are approved by NHTSA's National Center for Statistics & Analysis (NCSA).
 - annual survey of high school teen seat belt use.
 - biennial survey of commercial motor vehicle driver seat belt use.
- OHS tracks enforcement activities among its law enforcement agency grantees. Grantees report using a web-based electronic reporting system. Law enforcement grantees report detailed information on hours worked and provide counts of citations, warnings and arrests, and earned media information.
- Heartland Market Research LLC conducts an annual telephone survey of Missouri drivers. The survey has been conducted each of the last four years (2010-2013). The survey results provide information on trends in exposure to occupant protection enforcement messages, perceived risk of receiving a ticket for non-compliance with the adult seat belt law, and attitudes about primary enforcement seat belt laws.

7B. CHALLENGES

- OHS does not require all occupant protection grantees to consistently measure activities and report outcomes of their program efforts. While there is reasonable tracking of law enforcement program efforts focused on occupant protection, other projects do not appear to be monitored and evaluated closely.
- Little is known concerning the amount of occupant protection enforcement taking place outside of occupant protection mobilization periods.
- There is currently a one-year time lag in the completeness of the STARS crash data files.
- Children, approximately age 4 to 14, are not identified or left out of the seat belt observational surveys, making it difficult to evaluate effectiveness of programs targeting occupants in that age range.
- OHS has indicated that occupant protection at nighttime is a priority area, but there is little evidence that information or occupant protection programs in Missouri are focused on improving seat belt use at nighttime.
- Traffic safety partners use results of observational surveys to identify and target low belt use locations; however, these observational surveys are not designed to provide reliable estimates of belt use at the local level.

7C. RECOMMENDATIONS

- Encourage local agencies to use Law Enforcement Traffic System (LETS) or other similar systems that upload crash data to Statewide Traffic Accident Records System (STARS).
- Reduce average time for crash report entry into STARS.
- Provide assistance to local law enforcement agencies that may face technological challenges to coming onboard with electronic submission of crash reports.
- **Evaluate the effectiveness of local primary ordinances across the state of Missouri.**
- Develop a nighttime seat belt observational survey.
- Demonstrate and evaluate a nighttime seat belt enforcement program in primary law locations.
- **Do more in-depth analyses of unbelted fatalities and disabling injury crashes occurring at nighttime.**

- Restart the child restraint observational survey last conducted in 2009 and conduct it at least biennially.
- Conduct an observational survey that captures children ages 4 to 14.
- Include race/ethnicity, in so far as possible, into observational surveys.
- **Ensure that evaluation results are an integral part of program planning and problem identification. Evaluate the effectiveness of all current occupant protection programs including inputs and results.**

ASSESSMENT SCHEDULE

Monday, March 31, 2014

8:00 - 8:45		Leanna Depue and Bill Whitfield
8:45 - 9:30		Scott Jones
9:30 - 10:15		Officer Karl Streckfuss
10:15 - 10:30	Break	
10:30 - 11:15		Carrie Wolken
11:15 - 12:00		Pam Hoelscher
12:00 - 1:00	Lunch	
1:00 - 1:45		Kelly Jackson and Emily Ann Brown
1:45 - 2:30		LE Team (Scott, Jeremy, Marcus)
2:30 - 3:15		Michelle Gibler
3:15 - 3:30	Break	
3:30 - 4:15		Joe Rickman (Conf Call)
4:15 - 5:00		John Miller

Tuesday, April 1, 2014

8:00 - 8:45		Sgt. Paul Hornung
8:45 - 9:30		Cpt Tim Hull
9:30 - 10:15		Teresa Krenning
10:15 - 10:30	Break	
10:30 - 11:15		Gena Spence
11:15 - 12:00		Dianna Johnson
12:00 - 1:00	Lunch	
1:00 - 1:45		Chris Luebbert
1:45 - 2:30		Praveena Ambati
2:30 - 3:15		Chris Luebbert
3:15 - 3:30	Break	
3:30 - 4:15		Russ Dunwiddie
4:15 - 5:00		Ron Beck

Wednesday, April 2, 2014

8:00 - 8:45		Chief Dan Dunn
8:45 - 9:30		Sgt. Brian Leer
9:30-10:15		Lisa Sitler
10:15 - 10:30	Break	
10:30 - 11:15		Donna Greenwell and Steve Peek
11:15 - 12:00		Sgt. Rusty Rives and Lt. Darren Gallup
12:00 - 1:00	Lunch	
1:00 - 1:45		Sharee Galnore
1:45 - 5:00		Team Report Writing

Thursday, April 3, 2014

8:00 - 10:00		Team Report Writing (all day)
10:00 - 10:15	Break	
10:15 - 12:00		
12:00 - 1:00	Lunch	
1:00 - 3:00		
3:00 - 3:15	Break	
3:15 - 5:00		

Friday, April 4, 2014

8:00-9:00		Report Out
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ASSESSMENT TEAM CREDENTIALS

Susan N. Bryant, M.A., M.B.A.
831 Clark Street
Iowa City, IA 52240
leaderservices@yahoo.com

Susan (Sue) Bryant is currently a consultant for a small firm of which she is the principal. After almost thirty years of state employment, she retired as the director of the public transportation division of the Texas Department of Transportation (TxDOT). The public transportation division had 180 employees and an approximately \$150 million budget of federal and state grant programs for rural and small urban transportation systems, the state's medical transportation program, and public transportation planning. Prior to becoming division director, she served for over ten years as the director of the Texas traffic safety program.

During her career with TxDOT, she held the position of state traffic safety director, assistant to the deputy director for field operations, and highway safety planner and traffic safety program manager. She served as secretary and member of the board of the National Association of Governors' Highway Safety Representatives (now Governors Highway Safety Association) and member of the law enforcement committee for the Transportation Research Board.

She facilitated the strategic planning process for the Governors Highway Safety Association (GHSA) and completed a "How to Manual" for occupant protection for children for GHSA. She headed a project in Texas to conduct community assessments and develop local strategic plans for underage drinking prevention. In addition, she served as community liaison for the Travis County Alliance for a Safe Community, an underage drinking prevention coalition based in Austin. She has served on highway safety program assessment teams for Alaska, California, Colorado (2), Florida (2), Georgia, Idaho, Illinois, Kentucky, Maine (2), Maryland, Massachusetts, Montana (3), Missouri (2), North Dakota, Oklahoma, South Carolina, South Dakota, Vermont, and Wyoming. She served on the team to update the impaired driving assessment tool and was also on the team to develop assessment team training. She is currently project director for a leadership in impaired driving project for the National Highway Traffic Safety Administration.

For seven years, she served as a member and then chair of the City of Rollingwood, Texas, Planning and Zoning Commission. She served as chair of the City's Utility Commission and as director with the Rollingwood Community Development Corporation. She now serves as President of the Johnson County (Iowa) Dog Park Action Committee, a 501c3 corporation.

She has taught high school and adults, consulted for the media in major television markets, and taught management to state and local officials. She has been named to "Who's Who of American Women," has received the national Award for Public Service from the U.S. Department of Transportation, and is a two-time recipient of the American Association of State Highway and Transportation Officials (AASHTO) President's Modal Award for Highway Safety. She is also a graduate of Leadership Texas.

A Phi Beta Kappa graduate with Highest Honors in English from the University of Iowa, she holds a master's degree in communication from the University of Iowa and a master's degree in business administration from the University of Texas at Austin.

Cathy L. Gillen
Principal, The Gillen Group
 (443) 463-4449; cathy@thegillengroup.com

- Practice Focus* Cathy Gillen is a Washington, DC based public affairs transportation consultant with more than 23 years-experience in the highway safety arena. She brings non-profits, NGOs, businesses and government together to create highway safety programs that save lives and prevent injuries on the nation's highways. As a former National Highway Traffic Safety Administration (NHTSA) official with the U.S. Department of Transportation (DOT), she is proficient in behavioral safety issues including impaired driving, occupant protection, distracted driving and teen and older driving. Having served as the Managing Director of the Roadway Safety Foundation she is also an expert on the engineering issues that affect roadway safety. Her relationships with key safety organizations, government agencies including NHTSA, the Federal Highway Administration and the Federal Motor Carrier Safety Administration, and transportation reporters allow her to meet both private and public sector needs.
- Clients* Since 2005, Gillen's clients have included AAA, the AAA Foundation for Traffic Safety (AAAFTS), AARP, The American Highway Users Alliance (Highway Users), the Automotive Coalition for Traffic Safety (ACTS), Governors Highway Safety Association (GHSA), National Organizations for Youth Safety (NOYS), the Institute of Transportation Engineers (ITE), Mitsubishi Motors North America, Make Roads Safe, the Roadway Safety Foundation (RSF), the Connecticut Department of Transportation, the Missouri Department of Transportation and many others.
- Significant Accomplishments* Led a team of PR professionals to conduct one national and 23 local press conferences in state capitols across the country to announce a Ford Motor Company safety campaign. As part of the "Boost America!" campaign, Ford donated 1 million child booster seats to low-income families through a partnership with the United Way. The local press events included speakers such as local Governors Highway Safety representatives, Governors, state legislators, parents and automobile dealers. Gillen arranged all press outreach for the events and also served as a spokesperson for the campaign.
- Managed press relations and media outreach for the National Traffic Signal Report Card project for the Institute of Transportation Engineers. The goal of the FHWA-funded campaign was to raise awareness through the media of the importance traffic signals play in moving traffic safely and efficiently across the United States. Gillen secured national and local press coverage in such media outlets as NBC Nightly News, MSNBC and CBS Network Radio.
- Created a safety coalition and campaign in South Carolina known as *Recognize, React, Recover* to address the importance of using rumble strips to prevent run-off-the-road crashes, particularly on rural roads. The campaign brought together the state department of transportation, public safety agencies, law enforcement agencies, victims of car crashes and private-sector businesses to create an educational DVD and brochure, hold a partner luncheon and a news conference to launch the campaign. Press coverage of the campaign was widespread and the DVD and brochure have been distributed to more than 5,000 safety partners across the country.

Held 15 child passenger safety inspection stations for Mitsubishi's child passenger safety program known as *Kids Safety First* in September 2010, Summer 2011 and Fall of 2012. Gillen managed all logistics for the events which were held at Mitsubishi dealerships in major media outlets such as Miami, Chicago and Kansas City. In addition to managing all logistics for the events, she conducted media outreach for the events including press conferences with speakers from NHTSA and GHSA. She also managed a partnership with a major child safety seat manufacturer who provided free child safety seats for the events.

- Client Benefits* Gillen began her career in 1992 in the press office of the Maryland State Highway Administration in Baltimore, MD. She then went on to public affairs positions with the Governors Highway Safety Association, Advocates for Highway and Auto Safety and the National Highway Traffic Safety Administration. She then worked for a DC-based Strategic Communications firm where she headed up the Ford Motor Company account and managed other transportation safety accounts before starting her own practice in 2005.
- Other Activities* Gillen is a current board member of the Washington Regional Alcohol Program (WRAP); leads the National Safety Council's Maryland Safe Teen Driving Coalition; is the Maryland Representative for the National Association of Women Highway Safety Leaders (NAWHSL); and is a member of the Road Gang and the Washington Automotive Press Association (WAPA).
- Communications* Gillen has conducted dozens of media interviews, and given dozens of presentations on issues such as impaired driving and roadway safety, to highway safety groups and other organizations across the country.
- Distinctions* Gillen has received the NHTSA Administrator's Award for Excellence and The Century Council's Kevin Quinlan Traffic Safety Leader Award. She holds a bachelors of science from the University of Maryland in Journalism with a specialization in public relations and a master's degree in Publications Design from the University of Baltimore.

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Lori K. Haskett

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Employment History:

August 2002 to Present Kansas Department of Health and Environment
Bureau of Health Promotion
Director, Injury Prevention and Disability Programs

Responsibilities include developing policy for state programs, recruiting and maintaining public/private partnerships, fiscal management, development of grant applications, grants management, staffing assignments and budget development.

October 1999 to August 2002 Network of Employers for Traffic Safety (NETS)
Kansas NETS Coordinator

Responsibilities included: set-up and management of the KS NETS office. Coordinator is responsible for communications, administrative/marketing support and project management for association traffic safety programs and services within Kansas.

March 1999 to October 1999 AAA Kansas
Coordinator of Public Relations and Promotions

Responsibilities included: media relations, Show Your Card & Save program, Four Diamond Award presentations, editor of office newsletter

March 1998 to March 1999 Olsten Staffing Services
Personnel Supervisor

Responsibilities included: interviewing, placing employees in temporary, temporary to permanent, and permanent employment. Supervising productivity, working with collections, assisting with PeopleSoft payroll, workers compensation, and unemployment.

March 1991 to March 1998 AAA Kansas
Customer Service Representative
Promoted to Auto Travel Manager June 1994
AAA National Certified Trainer, Heathrow, FL

Oversaw Auto Travel operations in the six Kansas offices as the State Auto Travel Manager.
Responsibilities included: recruiting, training, scheduling, ordering supplies for the department, and making hotel and car reservations for members.

Education:

Bachelor of Arts, Speech Communications, Washburn University, 1994
Hayden High School

Grants Administration Experience:

Fire Injury Prevention Project Grant, CDC, 2002 – 2011
Core Injury Prevention and Control Project, CDC, 2002 – Present
Sexual Violence Prevention and Education Program, CDC, 2002 – Present
Emergency Medical Services for Children, HRSA, 2003 – Present
State Implementation Projects for Preventing Secondary Conditions and Promoting the Health of People with Disabilities, CDC, 2005 – 2012
Education, Training and Enhanced Services to End Violence Against and Abuse of Women with Disabilities, DOJ, 2002 – 2004 and 2006 - 2011
Network of Employers for Traffic Safety Program, KS Dept. of Transportation, 1999 - 2002

Affiliations:

Consumer Product Safety Commission – Kansas Designee – 2009 - Present
Safe States Alliance Executive Committee – 2008- Present
 President – 2011 to 2013
 Past – President - Currently
Longaberger Consultant – 1995 to Present
Kansas Public Health Association Member – 2002 - Present
Certified Child Passenger Safety (CPS) Technician - Instructor 2000 – 2011
Certified Child Passenger Safety (CPS) Technician 2011 - Present
Safe Kids Kansas Coalition CPS Chairperson – 2000 to 2009
National Child Passenger Safety Board Member – 2006 - 2008
Kansas Chamber of Commerce and Industry, member, 2000 – 2002
ABWA – Career Chapter – 1999
United Way Loaned Executive – 1999
Society of Human Resource Management – 1998, 1999

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Mark (Mark) Solomon is currently Vice President of Preusser Research Group (PRG). PRG is a full service research firm specializing in transportation, highway safety, and issues related to drug and alcohol abuse. PRG has offices in Trumbull, CT and Oxford, MS.

Mark has worked at PRG for 20 years. He directs overall operations in PRG's Oxford, Mississippi office. Mr. Solomon has successfully managed a large number of highway safety projects during his time at PRG. The list of clients he has worked with includes, but is not limited to, National Highway Traffic Safety Administration (NHTSA), Insurance Institute for Highway Safety (IIHS), National Institute for Child Health and Human Development (NICHD), Federal Motor Carrier Safety Association (FMCSA), AAA Foundation for Traffic Safety, Bureau of Indian Affairs (BIA), and the National Safety Council (NSC).

Over the past 20 years, Mark has completed work in every NHTSA Region and worked with nearly every highway safety office in the United States. Mark's research and evaluation work has appeared in over 70 research reports and journal articles. He also serves as a reviewer for the Transportation Safety Board's Occupant Protection Committee.

Mark is currently working on projects to improve seat belt use at daytime and nighttime, evaluating efforts to reduce distracted driving, and currently serves as the evaluation manager for NHTSA's *More Cops More Stops* high visibility enforcement program in Tennessee and Oklahoma.

Before joining PRG, Mr. Solomon was an analyst with the Florida Department of Highway Safety where he provided analytical support to the Governor's Office and the Legislature, as well as state and local agencies.

Mark earned an undergraduate degree at Millsaps College and a Master of Science degree from Mississippi State University.

Thomas H. Woodward
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PROFESSIONAL BACKGROUND

Thomas H. Woodward retired from the Maryland State Police on July 1, 2013 after a 36 year career as a law enforcement officer in Maryland: eight years with the Frederick City Police and 28 years with the Maryland State Police. At the time of his retirement he was the Commander of the Hagerstown Barrack. As Commander, Tom is credited with being the first to implement the Data Driven Approach to Crime and Traffic Safety (DDACTS) within the Maryland State Police. He also brought increased media attention to highway safety initiatives and enforcement actions of troopers within Washington County, MD.

Prior to transferring to the Hagerstown Barrack, Tom served in the Chemical Test for Alcohol Unit for eleven years, six of those as the Commander. In this position he was responsible for the training of all breath test operators, acquisition and maintenance of all breath testing instrumentation, training of sobriety checkpoint managers, Standardized Field Sobriety Testing instruction and oversight of the state's Drug Recognition Expert (DRE) Program. He has served as an adjunct representative for the Office of Government Affairs, reviewing legislation, recommending departmental positions and testimony, and testifying before the State Legislature on many highway safety issues. He has served on the staff of the Chief of Field Operations Bureau, and as the Executive Officer for the Commander of the Transportation Safety Division. He administered highway safety grants of the Maryland State Police Field Operations Bureau for two years and supervised the Maryland Fatality Analysis Reporting System (FARS) for two years.

Mr. Woodward has been a Standardized Field Sobriety Testing (SFST) Instructor and DRE Instructor for over 20 years. He also instructs the NHTSA SFST and DRE Instructor Development training. He served as the State Coordinator of the DRE program for 10 years.

Since retirement Mr. Woodward has served on several state occupant protection assessment boards, evaluating the effectiveness of occupant programs and identifying areas for improvement.

EDUCATIONAL BACKGROUND

Mr. Woodward received a Bachelors Degree in Organizational Leadership and Development from Wheeling Jesuit University in May 2005. He is also a graduate of the Northwestern University School Police Staff and Command.

ORGANIZATIONAL AFFILIATION

- International Association of Chiefs of Police (IACP)
- IACP Drug Recognition Expert Section
 - Officer 2006-2009
 - Chair - 2009
- Mothers Against Drunk Driving (MADD) – Maryland Operations Council

Motorcycle Assessment Recommendations						
Number	Recommendation	Will recommendation be addressed?	Tasks to be completed	Assigned to	Target date	Current Status
Program Management						
I. 1	Designate a full-time motorcycle safety coordinator within the HSD	No, lack of funding and FTE allocation. All HSD program specialists are obligated to work in more than one program area.	N/A	N/A	N/A	N/A
I. 2	Develop action plans to provide accountability, measurements, and completion dates for strategies in the 2008-2012 Missouri's Blueprint to ARRIVE ALIVE and the 2009 Highway Safety Plan & Performance Plan	No, there are performance measures in the 2010 HSP & Performance Plan. The Blueprint to ARRIVE ALIVE, however, is an umbrella document that focuses on fatalities and serious injuries; it does not drill down to the micro level of action planning strategies.	N/A	N/A	N/A	N/A
I. 3	Take the lead in facilitating and coordinating cooperative efforts among motorcycle safety stakeholders to provide more unified and focused countermeasures.	Yes	1) Make contacts to develop a working group to promote helmet use and counter the efforts of lobbying groups that attempt to repeal Missouri's all-rider helmet law; 2) Work with Dr. Peterson @ SMARTER-USA.org (Michigan) to determine if Missouri should/could become a chapter or the best way to replicate their program	1) Leanna Depue and 2) Michael Davis	1) April 2010 and 2) Mid-May 2010	ongoing
I. 4	Develop a written Memorandum of Understanding to define the specific responsibilities of the Highway Safety Division and the Missouri Safety Center for providing the MMSP to Missouri Motorcyclists.	Yes	1) Meet with MoDOT Chief Counsel to begin development of MOU; 2) Host meeting and begin work on writing MOU and determine whose signatures are required on MOU; 3) Execute MOU adoption process and send copies and/or originals to appropriate offices	Chris Luebbert	1) March 2010; 2) April 2010; 3) December 2010; 4) January 2012	ongoing

Motorcycle Personal Protect Equip						
II. 1	Maintain and strengthen the universal helmet law by providing significant fines and court costs as penalties for noncompliance	Yes and No	Due to the long-term efforts of the anti-helmet lobbyists, Missouri's experience indicates that it would appear to be a waste of effort to attempt to increase fines and court costs—our efforts must be directed at maintaining our existing law	MCRS Legislative Subcommittee and Leanna Depue	Ongoing	ongoing
II. 2	Develop an aggressive campaign to encourage helmet use through effective communications campaigns	Yes, but expanded to include safety gear.	Meeting to discuss what is needed, funds available, what might be used that has already been produced by other states	Chris Luebbert and CR staff	Ongoing	ongoing
II. 3	Coordinate efforts between public, private, and nonprofit groups to encourage the use of proper protective gear by motorcyclists	Yes, but will be expanded to include all safety gear.	Meet to determine: Whether any partners have been overlooked; funds available for materials; best venues to promote the issue; whether there are materials available from other states	Chris Luebbert, CR staff, Michael Davis	April 2010	Ongoing, though MMSP continuously promotes though training
Motorcycle Operator Licensing						
III. 1	Analyze the unlicensed motorcycle operator problem and identify why individuals do not complete the licensing process. Initiate and evaluate a three-year plan to employ best practices and strategies that encourage full licensing.	Yes	1) Discussion between DOR & MSHP, 2) Draft and submit DOR rule change for approval; 3) Submit to Secretary of State for comment period; 4) Meet to determine whether allowing a waiver of the skills test in the Experienced Rider Course is a valid option and how it would be accomplished	Gina Wisch (DOR), Rhonda Czarnecki (MSHP Driver Examiners), Chris Luebbert, and Michael Davis	1) December 2009; 2) May 2010; 3) December 2010; 4) June 2010	Cannot use rule-change process. Must be done through the legislative process. Ongoing.

III. 2	Create a work team with stakeholders from the DOR, the MSHP, the MMSP, and the HSD to review and revise the current motorcycle license testing. The revised process should provide real-time electronic transfer of information, add operational restrictions for all instruction permit holders, limit the number of instruction permits that may be issued to individuals, and deploy testing instruments that accurately and effectively evaluate safe and responsible motorcycle operation	Yes and No	The state does not have the capability for electronic transfer of information. We are going through process for updating manual with other agencies and have stakeholders comments provided to DOR forms group for inclusion into the final version of the MOM.	DOR, MSHP, MMSP, Chris Luebbert	December 2010	MSHP changed the motorcycle testing standards in 2011. The capability to electronically transfer information does not exist.
III. 3	Expand the license waiver program to accept the knowledge tests administered at rider training courses.	No, Missouri stakeholders are of the opinion that the knowledge test should continue to be administered by the Missouri State Highway Patrol Driver Examiners	N/A	N/A	N/A	N/A
III. 4	Create processes, data files, and reports to track individuals who apply for motorcycle endorsements or licenses. This includes test results, the number of applications for instruction permits, how long the permits are held, when individuals received their endorsement or license, whether they participated in the license waiver program, and whether they completed the licensing process.	No, lack of funding funding and manpower resources; sharing and security issues of linking MSC with the Patrol and DOR.	N/A	N/A	N/A	N/A
III. 5	Implement a compliance and quality assurance program in MSHP to ensure that all licensing tests are administered according to established procedures and standards.	Yes	Examiner training is currently being conducted.	DOR	June 2010	Completed in 2011
III. 6	Revise the MOM to include crash data, proper licensing information, and unique or dangerous riding conditions, and to encourage rider training.	Yes	Go through process to make pertinent edits to MOM	Chris Luebbert, Michael Davis, and Joni Smith	May 2010	Completed in 2011
Motorcycle Rider Educ & Training						
IV. 1	Develop a formal curriculum review and evaluation process to assure that the approved training curriculum meets the needs of Missouri Riders.	Yes	Follows MSF curriculum.	N/A	N/A	

IV. 2	Evaluate BRC instruction and instructional techniques, including the knowledge and skills tests, to ensure that the course meets the objectives of teaching individuals the knowledge and skills to safely and responsibly operate motorcycles	No, Missouri follows the Motorcycle Safety Foundation standards and is comfortable with that.	N/A	N/A	N/A	
IV. 3	Remove tuition caps and dedicate the available funding towards program monitoring, evaluation, and developing additional safety programs.	No, According to 302.135 RSMo, training sites may charge a reasonable tuition fee as determined by the director. The tuition supports the training sites so even if the cap were removed, the state wouldn't be able to access that money. The tuition is intended to support the cost of the training; it is not for the purpose of letting the training sites make a profit.	N/A	N/A	N/A	
IV. 4	Audit all course providers regularly to ensure that the skills test is being correctly administered.	Yes	Applicable audits	Michael Davis	Continuous	ongoing
IV. 5	Develop standards and methodology to annually evaluate the effectiveness of the motorcycle training program.	No, All students complete an end-of course survey. Students are also invited to fill out a follow up on-line survey several months after completion of the course.	N/A	N/A	N/A	
IV. 6	Incorporate Missouri-specific information into the knowledge test.	Yes	Review and submit changes to MOM to DOR	Michael Davis	March 2010	Completed in 2011
IV. 7	Develop a formal QAV (Quality Assurance Visit) plan for training sites and instructors. Revise QAV forms and procedures to provide more comprehensive and effective evaluation tools	Yes	Review existing monitoring process	Michael Davis	TBD	Completed in 2011
IV. 8	Require that student driver's license or permit numbers be recorded along with written and riding test scores.	No, The two systems (test results to DOR's licensing) are not linked. There are security issues associated with this and also with the fact that some drivers' licenses have social security numbers on them.	N/A	N/A	N/A	
Motorcycle Oper Under Influen Alcohol/Drugs						
V.1	Incorporate motorcycle-specific messages into current MoDOT impaired driving campaign materials and enforcement activities	Yes	Incorporate motorcycle message into impaired driving campaign	Chris Luebbert and Revee White	May 2010	ongoing

V.2	Include impaired motorcyclist enforcement as a specific component of enforcement grants.	No, law enforcement's job is to target all impaired drivers regardless of the vehicle they are operating. Another concern is the fact that there is a much smaller volume of impaired motorcyclists as compared to impaired drivers of other vehicles. However, the Missouri Safety Center (MSC) has agreed to inform local law enforcement agencies of dates and locations of rallies being held so that they might be able to conduct saturation enforcement efforts at such events.	N/A	N/A	N/A	
V.3	Develop training programs for prosecutors and judges on the problem of impaired driving.	No, the type of vehicle involved in an impaired driving case (e.g., passenger car, pick-up truck, motorcycle) is almost entirely irrelevant	N/A	N/A	N/A	
V.4	Investigate all single-vehicle motorcycle fatalities, including determining the BAC levels in all cases.	Yes	This is already being done	N/A	N/A	ongoing
V.5	Capitalize on the enthusiasm, expertise, and passion of law enforcement partners to develop and implement impaired-riding efforts. Organize and conduct law enforcement saturations, checkpoints, and operations with an emphasis on motorcycles.	Yes, to the extent law enforcement is willing to participate.	Research impaired riding enforcement efforts that are working in other states; Determine appropriate venue to make a presentation to law enforcement agencies (LETSAC, MPCA, MSA); Compile a list of dates and locations of rallies to be held in Missouri during 2010; Update list on a monthly basis	Chris Luebbert and Michael Davis	Spring 2010	Continuous
V. 6	Conduct motorcycle safety campaigns focused on impaired riding. Incorporate materials available from NHTSA, MSF, American Motorcyclist Association (AMA), and individual State programs.	Yes	Will not conduct motorcycle specific impaired riding campaign. It will be incorporate as part of the other statewide DWI campaigns.	Chris Luebbert	N/A	N/A
V. 7	Distribute NHTSA's "Detection of DWI Motorcyclists" materials to law enforcement agencies statewide.	Yes	Communicate with LE stakeholders to determine how many they need, monitor new "Roll Call" video release."	Chris Luebbert	Spring 2010	ongoing

V. 8	Develop relationships with rider groups to encourage self-policing and a culture of zero tolerance of drinking and riding	Yes	Discuss with key motorcycle groups.	Chris Luebbert	Continuous	ongoing
Legislation & Regulations						
VI.1	Maintain and strengthen the universal helmet law by providing significant fines and court costs as penalties for noncompliance.	No	Our resources are most maximized by maintaining the laws we have.	All	N/A	
VI.2	Introduce legislation to limit the number of motorcycle instruction permits that can be issued to an individual.	Yes	through a change to the Department of Revenue administrative rules. Although the changes have been drafted, DOR is undergoing a modification to the way administrative rules are filed internally. The changes are still in the pending approval stage at DOR; after approval, they will be filed with the Secretary of State. So forward movement on this action will be dependent upon when the filing modification is complete.	Brad Brester and Gina Wisch at DOR, Joni Smith and Chris Luebbert at HSD	Cannot be accomplished through Admin. Rules process. Will take legislative change.	ongoing
VI.3	Amend the Administrative Rule to allow the program to offer any curriculum approved by MoDOT	No, Missouri's administrative rule states that the approved curricula is the current version of the Motorcycle Safety Foundation Motorcycle Rider Course or Experience Rider Course. MMSP and the HSD will continue to monitor other curricula to see if something comparable is released; in which case, the Administrative Rule could always be amended at that time	N/A	N/A	N/A	N/A

Law Enforcement						
VII.1	Identify motorcycle enforcement as a specific component of enforcement grants.	Yes, however the Highway Patrol has indicated that they do not focus on any particular type of vehicle when they are conducting HMV enforcement. So specific motorcycle-related events will have to be focused on in order to enforce moving violations associated with motorcycle riders.	Review information on the web and from motorcycle publications to determine when/where rallies will be held; notify HSD of rally dates/locations; publicize to law enforcement agencies the rally dates/locations and need for enforcement Inform law enforcement agencies that they may utilize HMV grant funds to enforce motorcycle violations in targeted areas	Michael Davis, HSD law enforcement staff	May 1, 2011	ongoing
VII.2	Encourage all law enforcement to take a zero-tolerance approach to motorcycle-related violations.	No, the HSD may provide training to enhance enforcement of motorcycle violations, but a "zero tolerance" approach is departmental discretion. The MSHP has indicated that they only take a zero tolerance approach on DWI and seat belt violations, and they will not be expanding this to include motorcycle violations.	N/A	N/A	N/A	N/A
VII.3	Partner with the Chiefs of Police and Sheriff's Associations to educate law enforcement regarding motorcycle safety issues and crash causation factors.	Yes	Compile information on motorcycle crash causation factors, Contact MPCA & MSA to request permission to publish information in their publications and/or web sites, Work with SMCR to write article(s), Provide information to MPCA & MSA to be included in their publications and/or web sites, Provide information to MSHP and request they share data and issues with their instructors to include in training, Provide information to LETSAC to be included in their conference and/or other training opportunities	John Miller, Chris Luebbert, Leanna Depue	continuous	ongoing

VII.4	Develop data-driven countermeasures and implement selective enforcement where fatal and injury motorcycle crashes are occurring.	Yes	Compile data, Share data with enforcement agencies, Encourage law enforcement agencies to use data to support selective enforcement efforts, if warranted, and to use HMV grant funds for this purpose of needed, Determine whether educational efforts can be targeted toward problem	John Miller, Chris Luebbert, Michael Davis	Fall 2010	Crashes are sporadic in location and time of day. High crash locations really don't exist.
VII.5	Develop and distribute motorcycle crash statistics and motorcycle-specific information to aid law enforcement agencies in training and planning.	Yes	Compile data, Share data with enforcement agencies , Encourage law enforcement agencies to use data to support selective enforcement efforts, if warranted, and to use HMV grant funds for this purpose of needed	John Miller and Chris Luebbert	Continuous as data is updated	ongoing
VII.6	Identify and fund “best practices” that are proven effective in motorcycle safety efforts.	Yes	Review “Countermeasures that Work” to determine those that can be incorporated in Missouri	Chris Luebbert and Michael Davis	ongoing	ongoing
VII.7	Include patrol-level law enforcement officers in the review and revision of the State’s Uniform Accident Report.	Yes	This is already occurring. There are 18 law enforcement officers included in the rewrite of the crash report form.	Traffic Records Coordinating Committee	Ongoing	ongoing

Highway Engineering						
VIII.1	Maintain Missouri's roadways in compliance with the Targeted 10 concerns listed in the 2008-2012 Missouri's Blueprint to ARRIVE ALIVE and in compliance with the Transportation Research Board of the National Academies' National Cooperative Highway Research Program, Report 500, Volume 22.	Yes	The motorcyclists have indicated they have issues with potholes, friction surface, tar patching, and side road intersections with loose gravel; MoDOT will continue to address these issues. MoDOT specifications require that there be no more than a ¼" lip when diamond grinding is conducted. The department has taken a proactive approach by stressing the importance of this specification when	Leanna Depue	January 31, 2011	New Blueprint to be unveiled October 2012.
Motorcycle Rider Conspicuity & Motorists Awareness Programs						
IX.1	Survey the non-motorcycling population to determine attitudes and opinions towards motorcycling. Use the information to ensure existing "Share the Road" materials are appropriate, develop new materials if needed, and create an effective distribution plan for the materials	No, not at this time.	N/A	N/A	N/A	N/A
IX.2	Implement comprehensive efforts to educate motorcyclists about how to make themselves visible to motorists.	Yes	Add more visual information on the web site to identify conspicuity. Add more visual information on the web site to identify conspicuity. Provide a link to www.video.about.com/motorcycles/Motorcycle-Visibility-.htm , Develop conspicuity brochure, Provide MMSP Conspicuity brochure to MSHP Driver Examiners for distribution to new motorcyclists, Include new fields in the crash report to address whether a motorcyclist was wearing reflective clothing and a compliant/non-compliant helmet.	Michael Davis, Chris Luebbert, Randy Silvey, Rhonda Czarnecki, Reeve White	Ongoing	ongoing

IX.3	Communicate through law enforcement and motorcycle rider groups to dispel the myth that other drivers are a motorcycle rider's biggest threat.	Yes	Verify percentage of motorcyclists involved in single-vehicle crashes, Develop creative materials (e.g., posters) to be displayed at motorcycle rallies, at DOR license offices, safety fairs, etc	Michael Davis, Joni Smith	Ongoing	Chris Luebbert speaks frequently with motorcycle groups and shares crash stats in both single and multi-vehicle crashes.
IX.4	Ensure outreach efforts also target independent riders since rider education is not mandatory and a significant portion of riders are not affiliated with a rider group.	Yes	The Missouri Safety Center (Missouri Motorcyclist Safety Program) and MoDOT Highway Safety division will continue to produce public awareness campaigns to target all riders.	Chris Luebbert, Michael Davis	Ongoing	ongoing
IX.5	Include information on sharing the road with motorcycles in the Missouri Motorists' Handbook (Missouri Drivers Guide	Yes	This information is found on page 57.	N/A	N/A	N/A
Communications Program						
X.1	Assign primary responsibility for motorcycle safety communications to the HSD. Document the review and approval process for motorcycle safety materials and messages to ensure subject matter experts (e.g., the State coordinator and program manager) and other key players (e.g., Motorcycle Safety Advisory Committee, rider groups) have input during the development production phases	No, the HSD will not have primary responsibility for the motorcycle safety communications; that responsibility will fall upon the Public Relations committee of the Missouri Coalition for Roadway Safety. Coordination for materials, communications and outreach will be coordinated amongst the partners: MSC, HSD, MSHP, DOR and others.	N/A	N/A	N/A	N/A

X.2	Develop a comprehensive communications plan. The plan should include: A research component to identify problem areas to ensure that appropriate themes and messages are developed; Goals and objectives with realistic and measurable outcomes; Messages regarding the importance and availability of rider education, proper helmet and protective gear use, sharing the road, and the effects of alcohol and motorcyclists; Definition of target audiences, including motorists, independent riders, sport bike riders, returning riders, etc.; Use of appropriate multimedia channels; A comprehensive plan for community outreach at events; An evaluation component to measure pre- and post-campaign awareness and impact on motorist and motorcyclist behavior.	Yes, to an extent.	The Public Relations subcommittee (MCRS) and the System Management Community Relations division (MoDOT) will work to ensure that communications materials are reviewed by all partners and no conflicting or unsuitable messages are produced.	MCRS and MoDOT CR	Ongoing	Ongoing
X.3	Utilize the MSAC to coordinate PI&E efforts among the agencies that have the most involvement with the motorcycle safety program.	No, the MSAC doesn't have the authority to coordinate the efforts. The MCRS Public Information subcommittee will be utilized to coordinate the efforts statewide and with the local coalitions, as appropriate.	N/A	N/A	N/A	N/A
X.4	Update communications plans for existing campaigns, such as seat belt awareness and impaired driving, to include motorcycle safety messages about helmet use and protective gear and impaired driving respectively	No, motorcycle safety messages will be considered when appropriate, but we do not believe it would necessarily be prudent to mix seat belt and helmet messages.	N/A	N/A	N/A	N/A
X.5	Create a style guide or standard look and feel for all motorcycle safety materials.	Yes, this is something MCRS and MoDOT already try to do with all the campaigns.	Continue efforts to standardize motorcycle safety materials	PI subcommittee	Ongoing	Ongoing
X.6	Strengthen relationships with rider groups; utilize them to distribute messages/materials; explore the possibility of having a representative serve on the MSAC.	Yes	Determine groups in Missouri and work toward building a relationship with them, Research rally dates and locations, Assure the a rider representative serves on the MSAC	Michael Davis and Chris Luebbert	Ongoing	Michael Davis and Chris Luebbert have developed great partnerships with rider groups and engage in frequent dialog with them.

X.7	Develop a listserv for the HSD and the MMSP to collect contact information from people they encounter at rallies, interested rider education attendees, rider groups, etc., and send messages, statistics, and program updates via inexpensive, effective, electronic means.	Yes	Students at UCM will research on internet to find information on rider groups and what other states have available Set up the listserv on the MMSP web site	Michael Davis	June 1, 2010	ongoing
X.8	Continue to leverage paid media buys and negotiate bonus spots to be placed outside of the heavy rotation periods and arrange drive-time interviews during the riding season.	Yes	Continue to look for opportunities to leverage media buys and negotiate bonus spots; arrange drive-time interviews during riding season	PI subcommittee	Ongoing	Uncertain with the MoDOT CR changes
X.9	Collaborate with the DOR to develop and distribute materials and messages about the importance of being properly licensed.	Yes	Work on development of materials in conjunction with changing administrative rule for motorcycle licensure	Chris Luebbert and Gina Wisch	January 31, 2011	Admin. Rule change will not happen. HS has frequent conversations with rider groups about being properly licensed.
X.10	Explore distributing materials at trauma centers and other medical facilities.	No, ER docs have indicated that trauma centers are not the best place to reach people who have been in a crash or their family/friends because there are too many stressors occurring at that time (patient's welfare, insurance issues, liability/insurance issues)	N/A	N/A	N/A	N/A
X.11	Develop outreach efforts for "returning riders" (i.e., motorcyclists who haven't been riding for years and may need to update their knowledge and skills).	Yes	Ask the Insurance Coalition if they would contact their members to see if discounts are given to riders who complete MMSP training Meet with SMCR to discuss development of materials (such as the "Welcome Back" campaign the MSSEP is working on)	Chris Luebbert and Michael Davis	May 1, 2011	MMSP added Returning Rider BRC to curriculum.
X.12	Capitalize on relationships with news media to raise awareness of motorcycle safety issues, programs, and accomplishments through earned media.	Yes	This is something MCRS and MoDOT already do, and all of the MCRS regions and MoDOT districts help with as well.	PI subcommittee	Ongoing	Ongoing

Program Evaluation & Data						
XI.1	Create a system to identify and collect critical information to assist with problem identification, establishing priorities, and developing countermeasures to reduce motorcycle crashes, injuries, and fatalities.	Yes	The state already collects critical crash data. This data, and countermeasures/strategies to address the problems, are included within MoDOT's annual Highway Safety Plan and also within the Missouri Coalition for Roadway Safety's Blueprint (which is updated every 4 years).	Chris Luebbert, Michael Davis, and Joni Smith	Ongoing	Ongoing
XI.2	Establish a formal planning process for the implementation and evaluation of motorcycle countermeasures that includes detailed action steps with assigned responsibilities, identification of partners, funding requirements, status and objective evaluation criteria to measure success, effectiveness, and value.	Yes, to an extent. Responsibility for this level of detail would fall on the HSD program manager Christopher Luebbert, whose workload is already severely extended. Overall goals for the motorcycle program area have been established within Missouri's Blueprint to ARRIVE ALIVE and within the state's strategic Highway Safety Plan.	Review status of the strategies in both the Blueprint the and Highway Safety Plan.	Chris Luebbert	Ongoing	Ongoing
XI.3	Evaluate all countermeasures for their impact on reducing motorcycle crashes, injuries, and fatalities.	Yes.	Set up meeting with Leanna Depue to determine which countermeasures can or cannot be evaluated	Chris Luebbert	May 1, 2010	ongoing

Impaired Driving Assessment Recommendations						
	Recommendation	Will recommendation be added	Tasks to be completed	Assigned to	Target date	Current Status
I	PROGRAM MANAGEMENT AND STRATEGIC PLANNING					
IA1	Ensure adequate, broad-based representation from all critical individuals and organizations on the Executive Committee of the Missouri Coalition for Roadway Safety	Yes	Submit for EC vote, an additional duty (in the MCRS Purpose & Procedural Guidelines) requiring the EC Chair to conduct a yearly review of the membership list to determine existing vacancies and assure such vacancies are filled in a timely manner, consider new additions to EC, and fill all vacancies	Leanna Depue, Executive Comm. Chair	12/3/2009	Subcommittee has changed chairs and filled any vacancies
IA2	Expand local law enforcement task forces to provide statewide coverage	Yes	Look for opportunities to promote the idea of local task forces	HS Law Enforcement program staff	Ongoing	We have expanded on existing task forces and have broadened work with regional coalitions.
IA3	Strengthen and support regional coalitions so all are operating at a minimal level of effort	Yes	Conduct information-sharing meetings with regional coalition representatives and attend regional coalition meetings to provide support and share information from the state level	Highway safety program staff liaisons who are assigned to the regional coalitions	As regional coalition meetings are set	Ongoing
IA4	Provide active and participatory traffic safety liaison with state and local prevention coalitions	Yes	Assign appropriate staff to serve as members on prevention coalitions and attend scheduled meetings.	Leanna Depue and Bill Whitfield	Ongoing	Ongoing
Strategic Planning						
IB1	Expedite the completion of the state strategic plan for impaired driving including goals, objectives, strategies, and initiatives for a systematic approach.	Yes	State Impaired Driving Strategic Plan is complete and has been disseminated	Jackie Rogers, HSD Alcohol Program Coordinator	1/22/2010	Done
IB2	Expedite the development of the new State Traffic Records Strategic Plan	Yes	Continue development of the plan under contract with data nexus	STRCC	9/30/2010	Final plan complete
Program Management						
IC1	Analyze and use impaired driving system-related data such as arrests, convictions, and BAC levels in the State's problem identification process.	Yes	Collect data submitted from grantees into the REJIS grants management system	HS Law Enforcement program staff	As activity reports are submitted	Ongoing, DPS recently received a grant that will make this easier.
IC2	Develop a highway safety program management manual including a routine procedure to incorporate and implement updates.	No, staff time is not available to develop another manual. This information is available to staff, just not in a single source.				
Resources						
ID1	Legislate an increased fee and/or fine structure in the State requiring that the money received be placed in a dedicated fund to reduce the increasing gap between available resources and the State's impaired driving needs.	No, the Missouri constitution requires that all penalties, forfeitures, and fine be distributed annually to schools.				
ID2	Pursue additional corporate/business sponsorships and support of events, programs, and campaigns.	Yes	Define specific events/programs/campaigns for which sponsorship will be pursued and avoid conflicts of interest	MoDOT CR staff, MCRS PI committee, Blueprint regions	1/31/2010	Ongoing
ID3	Enhance state legislation, particularly regarding administrative license revocation and high BAC, to meet the criteria for Section 410 funds.	Yes	Lobby for legislation with provisions addressing repeat offenders, high BAC, refusals, ignition interlock, DWITS, expungement, SIS	MoDOT GR staff and MCRS legislative subcommittee	Ongoing	HB 480 passed in the 2012 Legislative session to enhance ignition interlock use
ID4	Continue to plan and implement activities to use carry-over funds.	Yes	Work with grantees to ensure projects are implemented on time, notify HS Director and Program Manager when sources need expending, and provide a list of old funding sources that need to be processed for next year's budget	HS program staff, HS financial staff, MCRS Regional Coordinators	Ongoing	Ongoing
ID5	Continue to provide state funds to all the regional coalitions to support local efforts in traffic safety.	Yes	Submit request for SM Director to support coalitions within the annual HS budget requests	Leanna Depue and HS financial staff	Annually (May - September)	Ongoing
II	PREVENTION					

2A1	Increase the state excise tax on alcoholic beverages and dedicate it to prevention, intervention, and treatment of impaired driving and alcohol abuse.	Yes	Identify lead agency for legislation and work through legislative process	MCRS legislative subcommittee	1/31/2010	Ongoing due to political climate.
2A2	Enact restrictions on alcohol promotions such as Happy Hours	No - state regulation 11 CSR 70-2.2405G - regulates advertising as an inducement to purchase intoxicating liquor or nonintoxicating beer. See paper copy in file for further info.	Identify lead agency for legislation and work through legislative process	MCRS legislative subcommittee	1/31/2010	Ongoing due to political climate.
2A3	Enact full dram shop statutes	No, not enough legislative support. We need to focus our legislative efforts in other areas.				
2A4	Enact social host liability statutes	Yes/Unknown - see paper documentation in file	Identify lead agency for legislation and work through legislative process	MCRS legislative subcommittee	1/31/2010	Ongoing due to political climate.
2A5	Enact comprehensive open-container statutes	Yes/Unknown - see paper documentation in file	Identify lead agency for legislation and work through legislative process	MCRS legislative subcommittee	1/31/2010	Ongoing due to political climate.
2A6	Increase Division of Alcohol Control budget resources	No, \$200 million was cut from ATC's budget, resulting in the loss of 200 full-time and 500 part-time state employee positions. Therefore, we cannot expect the legislature to increase funding to ATC				
2A7	Continue to encourage all alcohol sales and service establishments to display educational information to discourage impaired driving.	Yes - see paper documentation in file	To the extent possible, we will continue to design, produce educational information and distribute them.	MoDOT CR staff	Ongoing	Ongoing
2A8	Continue to educate the public on underage drinking and irresponsible consumption of alcohol.	Yes	Complete annual public relations marketing calendar to include impaired driving campaign materials.	MoDOT CR staff	Ongoing	Ongoing
Transportation Alternatives						
2B1	Continue to support designation of a non-drinking driver in any designated driver promotional material.	Yes	Complete annual public relations marketing calendar to include impaired driving campaign materials.	MoDOT CR staff and CHEERS coordinator	Ongoing	Ongoing
2B2	Assure that designated driver and safe ride programs avoid any consumption by underage individuals or unintentional enabling of over-consumption	Yes	Continue to produce CHEERS materials that clearly define a designated driver and review CHEERS materials to add information on responsible, limited drinking	CHEERS coordinator (Jessica Schlosser) and Carrie Wolken	Ongoing	Ongoing
2B3	Establish a partnership between public transportation and traffic safety to identify and implement opportunities in the Kansas City and St. Louis metro areas where transit may be able to assist with safe rides home	No, because of workloads of the individuals in the MoDOT districts or the HS division to whom this responsibility would be directed; the MCRS regional contacts have indicated that private transit agencies (e.g., cab companies) have implemented such programs but they are often limited to operation on holidays and/or during special events				
Community-Based Programs						
2C11	Include impaired driving issues in Missouri Health Education Grade Level Expectations	No, because of the time and funding needed to develop curriculum materials and there is no guarantee that school districts would use the materials since DESE does not have control over school districts' curriculum.				

2C12	Establish youth-led school-based impaired driving, underage drinking and traffic safety prevention programs in schools throughout Missouri.	Yes	Continue to seek local schools willing to allow Think First presentations, Battle of theBelt, and Team Spirit in their schools.	Think First Director Michelle Gibler, Carrie Wolken, CR staff and Team Spirit Director - Sharee Galnore	Ongoing	Ongoing
2C13	Provide Drug Impairment Training for Education Professionals (DITEP) to school personnel throughout Missouri	Yes	Go through HSD grant process to implement the trainings	Jackie Rogers, HSD Alcohol Program Coordinator, MPCA	Ongoing	Ongoing
2C14	Incorporate non-use messages in college underage drinking and impaired driving prevention programs	Yes, to an extent	The college prevention programs funded by HSD grants are implemented through the University of Missouri-Columbia. They employ non-use messages as well as messages on reducing drinking.	Michelle Gibler, Carrie Wolken, CR staff	Ongoing	Ongoing
Employers						
2C21	Expand employer traffic safety programs to businesses throughout Missouri.	No, scarce resources do not allow this recommendation to be addressed.				
2C22	Provide current and accurate information to EAPs, employers, and those who provide employee safety programs.	Yes - see paper documentation in file	Compile listing of employers with employee safety programs, develop a toolkit of materials for use at these programs, inform employers of the toolkits' availability for these programs.	MoDOT CR staff, Michelle Gibler	Spring 2011	
Community Coalitions & Traffic Safety Programs						
2C31	Provide sustainable support for local coalitions currently supported by Strategic Prevention Framework State Incentive Grants (SPF-SIG).	Yes, to an extent	Annual review of law enforcement grant applications	HS Law Enforcement program staff	Ongoing	Ongoing
III CRIMINAL JUSTICE SYSTEM						
3A1	Provide adequate funding for the instruments and scientific personnel for the programs of breath, blood, and other chemical testing to support the needed testing program and to allow adequate quality assurance	No, Such funding is determined by the State Legislature and is not under the control of the stakeholders who are responsible for pursuing this recommendation. The stakeholders, however, will certainly continue to encourage the Legislature to consider appropriating adequate funding for support of this program.				THS is utilizing some of the Section 164 Repeat Offender transfer funding to purchase new breath instruments for use across the state.
3A2	Require 10 days or less for turn-around time on testing results to allow prompt filing of charges for impaired driving	No, The Highway Patrol has opened an additional state lab with the hope of reducing the turn-around time down to 30 days. It would be unrealistic to believe Missouri could reduce the turnaround time to 10 days or less unless several additional state labs were established or the state or local governmental agencies were able to contract with outside laboratories; due to budgetary constraints, this seems highly unlikely.				
3A3	Preempt the municipal ordinances regarding impaired driving by a comprehensive and clear statutory scheme of impaired driving laws.	Unknown - see paper documentation in file	To the extent that is politically feasible, the HSD will support legislative efforts in the DWI area. The passage of HB 1695 did address some key issues in DWI law.	Joni Smith, Leanna Depue, Jackie Rogers, and MoDOT GR staff	Ongoing	Ongoing
Enforcement						
3B1	Continue the many multi-jurisdictional law enforcement saturations, checkpoints, and operations.	Yes	Continue to encourage law enforcement agencies to participate in these mobilizations.	HS Law Enforcement program staff	Ongoing	Ongoing

3B2	Place more emphasis on reducing underage crashes involving alcohol or drugs.	Yes	Increase resources available to investigate, prosecute, sanction and track "minor in possession" violations (including LE training, increased awareness of available resources; grant-writing workshops for LE; improved coordination of efforts & increased oversight; increased resources to agencies to enforce underage drinking laws); Promote the establishment of a Governor's Taskforce focused on underage drinking issues; Expand the use of Teen/Youth Courts for juvenile offenders to allow jurisdiction for MIPs; Plan, implement, fund, and assess an evidence-based educational intervention program designed to reduce underage impaired driving	Carrie Wolken, Jackie Rogers, MCRS Impaired Driving Subcommittee	Ongoing	Ongoing
3B3	Require National Highway Traffic Safety Administration/ International Association of Chiefs of Police (NHTSA/IACP) training standard be used for all Standardized Field Sobriety Testing training. Each training academy and agency must be required to use the latest version of the NHSTA/IACP curriculum	No, Highway Safety does not have the ability to "require" the academies/agencies use the latest curriculum unless it is mandated in statute. However, all of the POST certified academies are using the latest version of the curriculum and will continue to do so.				
3B4	Require a proficiency examination as part of the Standardized Field Sobriety Test (SFST) in-service update every two years for SFST practitioners and instructors.	Yes - instructors No - practitioners	Maintain database of SFST instructors and notify them every two years of the need to update their certification	Tracey Durbin, MO Safety Center	Ongoing	Ongoing
3B5	Expand the number of Drug Evaluation and Classification training classes.	Yes	Allocate funding for these classes and promote participation in them among law enforcement agencies	Jackie Rogers	Ongoing	Ongoing
Publicizing High Visibility Enforcement						
3C1	Evaluate impaired driving media campaigns to gauge the effectiveness in altering public awareness, attitude, and behavior.	Yes	Review analysis of teen comments on digital venues and track number of impaired driving traffic crashes, fatalities and disabling injuries following major impaired driving campaigns (e.g., You Drink, You Drive, You Lose)	ThinkFirst Missouri and CR staff	Ongoing	Ongoing
3C2	Continue developing coalitions with the public sector to maximize support, involvement, and private funding	Yes	The Missouri Coalition for Roadway Safety is comprised of 10 regional coalitions representing the entire state. The individual coalitions meet on a regular basis and the entire coalition meets periodically to share successes, information, and ideas. While there is not a move afoot to continue developing coalitions (since they already exist and all are active), the coalitions will, however, continue promotion of their efforts locally and invite involvement by any and all stakeholders and seek private funding sources to support their local efforts whenever possible.	MCRS	Ongoing	Ongoing
Prosecution						
3D1	Develop a strategic plan to streamline and improve the prosecution of impaired driving offenses.	Yes/Unknown - see paper documentation in file	Continue building on successes achieved by HB 1695 to achieve outcomes established in strategic plan.	MCRS Impaired Driving Subcommittee, TSRP & Jackie Rogers	Ongoing	Ongoing
3D2	Engage prosecutors from across the State, including counties of all sizes, in the planning and implementation of the strategic plan.	Yes/Unknown - see paper documentation in file	Continue building on successes achieved by HB 1695 to achieve outcomes established in strategic plan.	MCRS Impaired Driving Subcommittee & Jackie Rogers	Ongoing	Ongoing
3D3	Comply with the NHTSA guidelines established for the Traffic Safety Resource Prosecutor (TSRP).	Yes	Continue to incorporate NHTSA's guidelines within the TSRP contract.	Jackie Rogers	Ongoing	Ongoing
Adjudication						

3E1	Continue to work with and support Office of State Courts Administrator (OSCA) with the development and deployment of the court data systems.	Yes	Conduct periodic meetings to address this issue. Continue expansion of the Justice Information System. Reduce the timeframe it takes Municipal Courts to transfer record of conviction and case transfers	STRCC and OSCA	Ongoing	Ongoing
3E2	Require courts to timely, completely, and accurately report their data to Office of State Courts Administrator (OSCA) or be barred from hearing impaired driving offenses.	No, State courts have the ability to collect and report their data to OSCA nightly and are complying with this requirement. One of the provisions of HB 1695 requires all law enforcement, prosecutors, and courts report to the DWI Tracking System at the state Highway Patrol. This has the potential of resolving this problem. It is important to note, however, that not all municipal courts have the computer capability to comply. The highway safety division is currently under contract with OSCA to bring additional municipal courts online in order to allow electronic reporting, but this contract will only support 20 additional courts.				
3E3	Support judicial education programs using the research on alcohol screening, intervention and treatment from National Institute on Alcohol Abuse and Alcoholism (NIAAA).	Yes	HB 1695 addressed this issue through DWI court provisions. The Impaired Driving subcommittee will continue to implement its Strategic Plan that includes supports judicial education programs.	Jackie Rogers, MCRS Impaired Driving Subcommittee	Ongoing	Ongoing
Administrative Sanctions and Driver Licensing Programs						
3F11	Enact legislation requiring ignition interlocks on the offender's vehicle(s) until a qualified professional has determined that the licensee's alcohol and/or drug use problem will not interfere with their safe operation of a motor vehicle.	Unknown	We will pursue this type of legislation if the political climate is conducive.			
3F12	Implement other DWI deterrents such as impoundment of or markings on the license plate, or impoundment, immobilization or forfeiture of the vehicle(s), of repeat offenders and individuals who have driven with a license suspended or revoked for impaired driving.	Unknown	We will pursue this type of legislation if the political climate is conducive.			
3F13	Lengthen suspension times for DWI convictions and administrative suspensions.	Unknown	We will pursue this type of legislation if the political climate is conducive.			
Programs						
3F21	Enact legislation to make alcohol server training mandatory.	Unknown	We will pursue this type of legislation if the political climate is conducive.			
3F22	Include 18-20 year old drivers in primary enforcement of safety belt use laws for young novice drivers.	No, it has been common practice in Missouri to enact laws that apply to minor. Once this has been accomplished, it is exceedingly difficult to attempt to get such a law passed to encompass all ages of drivers/passengers. It was the determination of the Impaired Driving Subcommittee, therefore, to support a primary seat belt law for everyone (all ages) and nothing less.				

IV COMMUNICATION PROGRAM						
1	Make use of state-of-the-art techniques, such as online querying, to assist in the development and testing of campaign themes and media materials	No, campaigns are monitored or tracked to some extent by the number of "click throughs" on the website.				
2	Develop and implement a driver survey to provide pre- and post- data on driver awareness, knowledge, attitudes, and behavior	No, no funding.				
3	Work with various population groups to develop and provide impaired driving information to Missouri's ethnic, cultural, and linguistically diverse populations	No, no funding.				
V ALCOHOL AND OTHER DRUG MISUSE						
5A11	Conduct an evaluation of SATOP services and complete a management review of its operations.	Yes	Present Impaired Driving Strategic Plan to the MCRS Impaired Driving Subcommittee and implement those strategies	Jackie Rogers, HSD Alcohol Coordinator	1/1/2010	Completed
5A12	Complete a strategic planning process for SATOP with its justice and traffic partners	Yes	Present State of Missouri Impaired Driving Strategic Plan to the MCRS Impaired Driving Subcommittee and determine whether an actual "strategic planning process" will be conducted for SATOP and how this will occur.	Jackie Rogers, HSD Alcohol Coordinator	1/1/2010	Completed
Medical or Health Care Settings						
5A21	Train emergency room physicians, nurses and other treatment staff in the methods of Screening and Brief Intervention.	No, due to restrictions of the Alcohol Exclusion Law				
5A22	Implement Screening and Brief Intervention techniques in emergency rooms and other settings in Missouri	No, due to restrictions of the Alcohol Exclusion Law				
5A23	Repeal the alcohol exclusion statute and prohibit insurance companies from denying coverage to individuals injured as a result of impairment.	Unknown	Depends on the political climate.			
Treatment and Rehab						
	None					
Monitoring Impaired Drivers						
5C1	Provide more effective monitoring of offenders by Substance Abuse Traffic Offender Program (SATOP) prior to their seeking license restoration and during court ordered supervision periods	Yes	Present State of Missouri Impaired Driving Strategic Plan to the MCRS Impaired Driving Subcommittee and determine whether an actual "strategic planning process" will be conducted for SATOP and how this will occur.	Jackie Rogers, HSD Alcohol Coordinator	1/1/2010	Completed
V1 PROGRAM EVALUATION AND DATA						
6A1	Require law enforcement participation in Driving While Intoxicated Tracking System (DWITS).	Yes/Unknown - see paper documentation in file	HB 1695 does require all jurisdictions to enter DWI arrest and case information into the Missouri State Highway Patrol's Driving While Intoxicated Tracking System (DWITS) to strengthen the tracking of DWI offenders. (Grant funding could be withheld from agencies that fail to report.)	Jackie Rogers and Joni Smith	Ongoing	Ongoing

6A2	Require DWITS participation as a requirement for receiving impaired driving funding.	Unknown/Yes	Some law enforcement agencies do not have the capability to electronically submit the data. For other agencies, they may have a proprietary or antiquated computerized records system that will not allow their system to "link" with another. They have indicated that this will require their officers or records clerks to encode double and sometimes triple entries into their various systems (requiring more work and more personnel time/costs). They have indicated this would be an unfunded mandate.			
6A3	Conduct several different types of evaluations to effectively measure progress, to determine effectiveness to plan and implement new program strategies and to ensure that resources are allocated appropriately	Yes	Assess evaluation methods prior to implementing strategies within the MO Impaired Driving Strategic Plan and Instruct HSD staff to incorporate varying methods of evaluation into HSD contracts	MCRS Impaired Driving Subcommittee and HSD staff	Ongoing	Ongoing
6A4	Continue projects to improve traffic data collection in the State and use these data to properly evaluate programs.	Yes	Data collection is an ongoing process and is used for evaluation purposes when possible	HSD Staff	Ongoing	Ongoing
6A5	Distribute Annual Report information to as wide of an audience as possible including, but not limited to, posting on the Missouri Department of Transportation website, issuing press releases regarding highlights and success stories, and including in highway safety program presentations.	Yes	Query other states to see if, and how, they are making this happen and determine which programs/projects to highlight. Set up a brainstorming session on ways to promote successes	Pam Hoelscher	1/1/2010	Done
6A6	Include evaluation as an integral part of the planning process for the Highway Safety Plan & Performance Plan.	Yes	Include Performance Measures in 2010 HSP & Performance Plan	Joni Smith	1/1/2010	Done
Data and Records						
6B1	Develop the capability for law enforcement to electronically submit crash reports into the Statewide Traffic Accident Reporting System (STARS) system.	Yes	Currently being worked on by State Traffic Records Coordinating Committee. Work with local LEAs to identify their current system and determine the potential for those systems to be modified for electronic transfer of crash report data.	STRCC & MSHP	9/30/2010	Ongoing
6B2	Complete the Regional Justice Information Service (REJIS) pilot.	Yes	Town and Country pilot, implement statewide	STRCC	9/30/2010	Done
6B3	Add the Automated Law Enforcement Response Team (ALERT) program to the Statewide Traffic Accident Reporting System (STARS) system.	No, KC data cannot be transferred automatically to MULES.				
6B4	Develop a method to transfer Automated Law Enforcement Response Team (ALERT) data automatically into Missouri's statewide Missouri Uniform Law Enforcement System (MULES) network.	No, ALERT does not have this capability.				
6B5	Upgrade the Traffic Arrest System/Driving While Intoxicated Tracking System (TAS/DWITS) making it user friendly and require all law enforcement agencies to enter data into the system..	Yes	The Highway Patrol is working to upgrade TAS/DWITS and make it more user friendly; requiring all LEAs to enter data into the system is. HB 1695 will help with this.	Randy Silvey	Ongoing	Ongoing
6B6	Resolve vehicle data barriers that prevent linkage with driver or crash data and link these data files.	Yes	To the extent funding is available, these data barriers will be addressed.	STRCC, DOR, MSHP	Ongoing	Ongoing
6B7	Record the original charge for citations issued to motorists on the driver history.	No, if the court sends that information to DOR, then it is put into the driver history. Normally DOR does receive this information.				
6B8	Expedite the development of the new State Traffic Records Strategic Plan	Yes	Continue development of Plan under contract with Data Nexus	STRCC	9/30/2010	Ongoing

6B9	Increase membership on the Traffic Records Coordinating Committee to include stakeholders outside state government.	Yes	The TRCC would welcome participation from outside state government (and currently has members from Mid America Regional Council in Kansas City and NHTSA), they are not actively seeking additional membership.	STRCC	Ongoing	Ongoing
Information & Records Systems						
6C1	Make the original traffic charge part of the driver history thus allowing analysis of plea downs, deferred prosecutions, and other reductions in charges.	No, if the court sends that information to DOR, then it is put into the driver history. Normally DOR does receive this information.				
6C2	Continue development of Traffic Arrest System/Driving While Intoxicated Tracking System (TAS/DWITS) making it user friendly.	Yes	MSHP has taken the lead on this and will continue their efforts.	MSHP	Ongoing	Ongoing
6C3	Require all law enforcement agencies to enter data into the system (DWITS)	Yes	The Highway Patrol is working to upgrade TAS/DWITS and make it more user friendly; requiring all LEAs to enter data into the system is. HB 1695 will help with this.	MSHP/STRCC	Ongoing	Ongoing
6C4	Require the municipal courts to enter their data into the Judicial Information System (JIS) or be barred from adjudicating impaired driving offenses.	Unknown	This depends on legislation and funding.	Joni Smith, LE staff	Ongoing	Ongoing
6C5	Expand the user friendly Traffic Arrest System/Driving While Intoxicated Tracking System (TAS/DWITS) to create a full citation tracking system.	Yes	The Highway Patrol is working to upgrade TAS/DWITS and make it more user friendly; requiring all LEAs to enter data into the system is. HB 1695 will help with this.	MSHP/STRCC	Ongoing	Ongoing
6C6	Maintain a complete driving history of impaired drivers including all prior offenses and initial charges.	Unknown	The Highway Patrol is working to upgrade TAS/DWITS and make it more user friendly; requiring all LEAs to enter data into the system is. HB 1695 will help with this. Track and review all impaired driving legislation for 2010.	MSHP/STRCC/Jackie Rogers	Ongoing	Ongoing

Standardized Field Sobriety Testing Assessment Recommendations								
Number	Recommendation		Will recommendation be addressed?		Tasks to be completed	Assigned to	Target date	Current Status
Program Administration								
I. 1	Assemble an advisory panel to include, but not limit to, law enforcement, prosecution, judiciary and toxicology to oversee the statewide SFST program.		Yes			Jackie Rogers		A DRE/SFST Advisory Committee has been established
I. 2	Establish a Law Enforcement Liaison (LEL) position. The LEL position can assist with improving communication between law enforcement agencies involved in Missouri SFST program.		No			Chris Luebbert, Jeremy Hodges, Vacant Position		THS staff has three staff members who work with specific law enforcement agencies in the state
I. 3	Establish a State SFST Coordinator to coordinate all SFST training to maintain standardization to the program. The SFST Coordinator shall not be involved in the delivery of the curriculum package.		Yes			Tracey Durbin, Missouri Safety Center		Missouri Safety Center coordinates the SFST program in the state and works with the Advisory Board
I. 4	The Highway Safety Division convenes a meeting with all training academy coordinators to discuss and resolve issues regarding the use of properly trained and updated SFST instructors.		No					Training Academies are using the most current SFST manual
I. 5	Develop and maintain a database of SFST practitioners and instructors across the State. This database should include, but not be limited to, dates of SFST course completion, date of last SFST update, date of last SFST proficiency and date new course materials/revisions received. This will help ensure that the most recent revision of materials are being used which should lead to acceptance of your States courts.		Yes			Tracey Durbin, Missouri Safety Center		The Missouri Safety Center maintains a listin of SFST instructors and practitioners

Program Operation								
II. 1	The NHTSA/IACP SFST curriculum should be followed and delivered in the same manner across the State, regardless of who may be delivering the training. Any existing curriculum prior to the 2006 revision should be filed for reference and their use discontinued. Additional SFST training materials may be requested through the NHTSA Central Region Office.		Yes					
II. 2	Develop and maintain an open line of communication between all Missouri SFST and DRE Instructors through the use of a State Coordinator, allowing access to all training delivered, materials used and other pertinent information, so that consistency in the Missouri SFST training can be established and maintained. The SFST coordinator and the DRE coordinator must work closely together to achieve effective communication and standardization.		Yes			Tracey Durbin, Missouri Safety Center		Tracey Durbin with the Missouri Safety Center serves as both the SFST and DRE coordinator for the state and works with the advisory board
II. 3	Develop and implement a SFST course schedule consistent with the contents contained in the Administrator's Guide of the SFST curriculum to maintain statewide standardization.		Yes					
II. 4	Establish a procedure for an in-service update every two years for SFST practitioners and SFST instructors. This update should include a proficiency examination.		Yes			Tracey Durbin, Missouri Safety Center		Tracey works with the advisory board to provide update training for both SFST instructors and practioners as well DRE
II. 5	Promote and utilize the National Sobriety Testing Resource Center web-site (www.sobrietytesting.org) to gain access to current SFST information.		Yes					

Program Prosecution & Adjudication							
III. 1	Include prosecutors and DOR hearing officer's in SFST and DRE training to better enable them to understand and apply the technologies of detecting alcohol and drug impaired drivers in court.		Yes			Susan Glass, Traffic Safety Resource Prosecutor	Susan provides training to prosecutors across the state
III. 2	Encourage pre-trial conferences in all DWI cases.						
III. 3	Reestablish the use of the National Judicial College to help with educating judges in the detection of alcohol and drug impaired drivers.		Yes			Jackie Rogers	The Office of State Court Administrator provides training to judges across the state and offers judges the
III. 4	Provided training for prosecutors in the effective prosecution of alcohol and drug impaired drivers. These courses include the following: 1. Prosecuting the drugged driver, 2. Standardized field sobriety testing, 3. Introduction to drugged driving, 4. Drug evaluation and classification (DEC), 5. Protecting lives/saving futures		Yes			Susan Glass, Traffic Safety Resource Prosecutor	Susan provides the training mentioned to prosecutors across the state
III. 5	Expand the number of DWI Courts to other counties and jurisdictions.		Yes			Jackie Rogers	THS funding is utilized to expand DWI Courts in the State

Traffic Record Assessment Recommendations							
	Recommendation		Tasks to be completed	Assigned to	Target date	Current Status	
REC #	State-Wide recommendations						
1	Traffic Records System Management						
	Traffic Records Coordinating Committee						
1. 1	Expand the membership of the TRCC to include county and local law enforcement agencies and members of the local traffic engineering entities.						
1. 2	Establish a comprehensive quality assurance and improvement program guided by the NHTSA publication <i>Model Performance Measures for State Traffic Records Systems</i> .						

	Strategic Plan						
1. 3	Charge the TRCC with the development of a new Strategic Plan for State Traffic Safety Information System Improvement addressing the recommendations in this traffic records assessment. Identify deficiencies apart from those noted in the traffic records assessment by canvassing each traffic records system component custodian for input.						
1. 4	Assure that all TRCC members participate in the development of the Strategic Plan for State Traffic Safety Information System Improvement and the selection and priority setting of the projects in the Plan.						

1. 5	Include items in each TRCC meeting agenda that address progress reports on each system and project, as well as the status of the quality metrics developed by the TRCC following the guidelines in NHTSA's <i>Model Performance Measures for State Traffic Records Systems</i> .						
1. 6	Use a formal priority setting method with all TRCC members' participation for all projects considered for inclusion in the Strategic Plan for State Traffic Safety Information System Improvement.						
	Data Integration						
1. 7	Create, Maintain, and publish a centralized traffic records system file inventory defining each system including custodial contact information and identifying all data						

	element fields, their definitions, and locations within the various component systems as outlined in the <i>Advisory</i> .						
1. 8	Examine the HIPAA available exemptions for research studies to determine if the State can overcome the obstacles believed to prevent the integration of the ISS and STARS/TMS files.						
	Data Uses and Program Management Status						
1. 9	Explore methods to incorporate additional traffic records datasets in problem identification analysis to aid in obtaining effective leading indicators of traffic safety issues.						
1. 10	Develop a centralized data warehouse of commonly requested datasets.						

2	TRAFFIC RECORDS SYSTEM COMPONENTS						
	Crash Data Component						
2. 1	Re-evaluate the decision to only accept the new version of the MUCR SHP-2Q crash form beginning January 1, 2012 to ensure partner agencies are prepared for the change and that MSHP and the traffic records community understands the consequences of the impending deadline.						
2. 2	Conduct an outreach effort to identify RMS vendors operating in Missouri and convene a meeting to provide information for electronic transfer of crash reports from their crash collection software.						

2. 3	Strengthen efforts to encourage local agencies to submit electronically as soon as possible and provide operational and funding assistance.						
2. 4	Encourage local law enforcement agencies to adopt the REJIS LETS software solution for electronic capture and submission of crash reports to STARS/TMS.						
2. 5	Investigate ways to have local agencies comply with the MSHP procedure of teletype notification to the FARS unit of MSHP upon the occurrence of a fatal crash in their jurisdiction. If such a procedure is not possible to be adopted, identify options for their consideration in order to comply and cite the criticality of the notification in support of the request.						

2. 6	Continue efforts with the TRS community to integrate the crash file with other TRS components.						
2. 7	Continue efforts to automate search and data retrieval from the driver and vehicle files for auto-population of crash and citation forms.						
2. 8	Engage and leverage the STARS Committee to assist in outreach to the local law enforcement community to increase the number of agencies electronically reporting to STARS/TMS.						
	Roadway Data Component						
2. 9	Develop a strategy to address enhancements and/or modifications to the TMS for the use of the analytic software tools recommended in the Highway Safety Manual, in particular Safety Analyst. This strategy should be						

	presented to the TRCC for inclusion in the Strategic Plan for State Traffic Safety Information System Improvement.						
2. 10	Provide access to the TMS to officials of Metropolitan Planning Organizations and Regional Planning Commissions for use in program planning and project development for the Transportation Improvement Plan (TIP).						
2. 11	Accelerate current efforts to include more roadway features data for local roads in the TMS.						
	Driver Data Component						
2. 12	Consider issuing a distinctive driver license to drivers required to operate IgnitionInterlock equipped vehicles.						

2. 13	Encourage broader participation by courts to report disposition information electronically.						
2. 14	Consider reporting crash information on the driver histories of all drivers involved in a crash.						
2. 15	Consider including serious violation conviction or adverse information from previous states for newly licensed non-CDL drivers from other states.						
2. 16	Continue to actively participate in the Traffic Records Coordinating Committee as a participant and a stakeholder.						
	Vehicle Data Component						
2. 17	Consider implementing an AAMVA standard barcode on registration documents to						

	promote complete and accurate data transfer to other traffic records systems.						
2. 18	Consider implementing a customer centric registration and titling system including the DL number and full legal name of the owner to allow linkage of driver and vehicle information.						
2. 19	Participate actively in the Traffic Records Coordinating Committee as a participant and a stakeholder.						
	Citation/Adjudication Data Component						
2. 20	Encourage the adoption of JIS by those courts now using non-JIS case management systems which is essential to the creation of a comprehensive, statewide citation data repository.						
2. 21	Continue development of canned statistical reports in JIS.						

2. 22	Promote the expanded use of the LETS and FATPOT citation modules.						
2. 23	Encourage the electronic transfer of traffic citation information between LEAs, the Prosecutor's Office, and the Courts.						
2. 24	Automate the results of the seven day reporting requirement within the Courts so that all compliance information is disseminated electronically.						
	Statewide Injury Surveillance System (SWISS) Data Component						
2. 25	Revise regulations to require ambulance services to report all EMS transports to the Bureau of Emergency Services.						
2. 26	Work directly with trauma centers to gain access to BAC results for inclusion into the FARS system.						

2. 27	Continue the plan to distribute computers to Missouri ambulance services to assist with statewide reporting of ambulance transports.						
2. 28	Integrate crash and MARS data for use by the Department of Health and Senior Services, the Highway Safety Division, and FARS.						
2. 29	Increase use of injury surveillance/CODES data to help provide a complete picture of motor vehicle injuries in the State.						
2. 30	Support and expand the use of linked data for program evaluation activities.						
2. 31	Continue representation by the Bureau of Emergency Services on the TRCC.						
2. 32	Investigate ways to use the injury surveillance data to ensure complete reporting of fatalities to the FARS system.						



U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**

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August 24, 2015

The Honorable Jay Nixon
Governor of Missouri
State Capitol Building
Jefferson City, Missouri 65101

Dear Governor Nixon:

We have reviewed Missouri's fiscal year 2016 Highway Safety Plan as received on June 23, 2015. Based on this submission we find your State's Highway Safety Plan to be in compliance with the requirements of 23 CFR Part 1200 and the Missouri Highway Safety Plan is approved.

Specific details relating to the plan will be provided to Roberta Broeker, your Interim State Representative for Highway Safety.

We look forward to working with the Missouri Traffic and Highway Safety Office and its partners to meet our mutual goals of reducing fatalities, injuries, and crashes on Missouri's roads.

If you would like any additional information on the review of Missouri's Highway Safety Plan, please feel free to contact me at (816) 329-3900.

Sincerely,

Susan DeCourcy
Regional Administrator

cc: Roberta Broeker, MoDOT Interim Director
Eileen Rackers, MoDOT, Traffic and Highway Safety Office
Mary D. Gunnels, NHTSA, Associate Administrator, ROPD
William Whitfield, Jr., MoDOT, Traffic and Highway Safety Office
Kevin Ward, FHWA Division Administrator





U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

Region 7
Arkansas, Iowa, Kansas,
Missouri, Nebraska

901 Locust, Suite 466
Kansas City, MO 64106
Phone: 816-329-3900
Fax: 816-329-3910

August 24, 2015

Roberta Broeker
Interim Director
Missouri Department of Transportation
105 W. Capitol
Jefferson City, MO 65102

Dear Ms. Broeker:

We have reviewed Missouri's fiscal year 2016 Highway Safety Plan (HSP) received on June 23, 2015. Based on this submission, we find your State's Highway Safety Plan to be in compliance with the requirements of 23 CFR Part 1200 and the Highway Safety Plan is approved.

This determination does not constitute an obligation of Federal funds for the fiscal year identified above or an authorization to incur costs against those funds. The obligation of Section 402 program funds will be effected in writing by the NHTSA Administrator at the commencement of the fiscal year identified above. However, Federal funds reprogrammed from the prior-year HSP (carry-forward funds) will be available for immediate use by the State on October 1, 2015. Reimbursement will be contingent upon the submission of an updated HS Form 217 (or the electronic equivalent) and an updated project list, consistent with the requirement of 23 CFR §1200.15(d), within 30 days after either the beginning of the fiscal year identified above or the date of this letter, whichever is later.

We congratulate you and the Traffic and Highway Safety Division on the accomplishments in advancing our shared safety mission. However there is more work to do. We all are stewards of public dollars, whether NHTSA or any other Federal funds. We encourage you, in the spirit of stewardship, to meet our expectation that our safety dollars be used to advance safety. Please keep in mind that if you have a project/contract or purchase of equipment that is not 100% behavioral highway safety related, then it must be split funded. Also, if you're developing a program and/or media campaign that could be considered edgy, please contact us for discussion and determination of appropriateness.

Approval of the HSP does not constitute approval of equipment purchases. Please provide a written request along with adequate justification for all purchases exceeding the per unit threshold of \$5,000. Please include: project number, project title, item and cost for each item.



We commend you and the Traffic and Highway Safety Division's inclusion of additional performance measures for program areas outside the core set, including aggressive driving, distracted driving, older drivers, and child passenger safety. In the coming year, we will work with the Traffic and Highway Safety Division to identify other sources to enhance your data collection and evaluation so that return on fund investment in these areas is best measured and evident.

Additionally we commend the Traffic and Highway Safety Division for incorporating a risk assessment tool with the project selection criteria. By looking at the grantees past performance in the areas of timeliness of reports, audit findings, claims, site visit problems/resolutions and their previous productivity in conducting the objectives of the grant, they now have a measurement that tells how the sub-grantee is likely to perform in the future.

The following comments are offered to help strengthen Missouri's HSP.

Refining Seat Belt Media

Data from Missouri's 2015 Highway Safety Drivers Survey merits possible intervention in media programming. It indicates that 82.4% of people surveyed were not aware of any publicity concerning seat belt law enforcement. Given that a sizeable amount of highway safety funds are spent on media, we recommend that the Traffic and Highway Safety Division evaluate the low awareness of this major traffic safety program to increase public awareness.

Law Enforcement Enhancement

To strengthen Missouri's enforcement efforts, we recommend hiring a Law Enforcement Liaison (LEL). A LEL could help further establish relationships with law enforcement agencies, coordinate multi-jurisdictional high visibility enforcement efforts for the SHSO, and plan and implement specific enforcement programs while motivating law enforcement agency leadership to support SHSO project goals.

We look forward to working with the Traffic and Highway Safety Division and their partners on the successful implementation of this plan.

Sincerely,



Susan DeCourcy
Regional Administrator

cc: Eileen Rackers, MoDOT, Traffic and Highway Safety Office
Bill Whitfield, MoDOT, Traffic and Highway Safety Office
Mary D. Gunnels, NHTSA, Associate Administrator, ROPD
Kevin Ward, FHWA Division Administrator