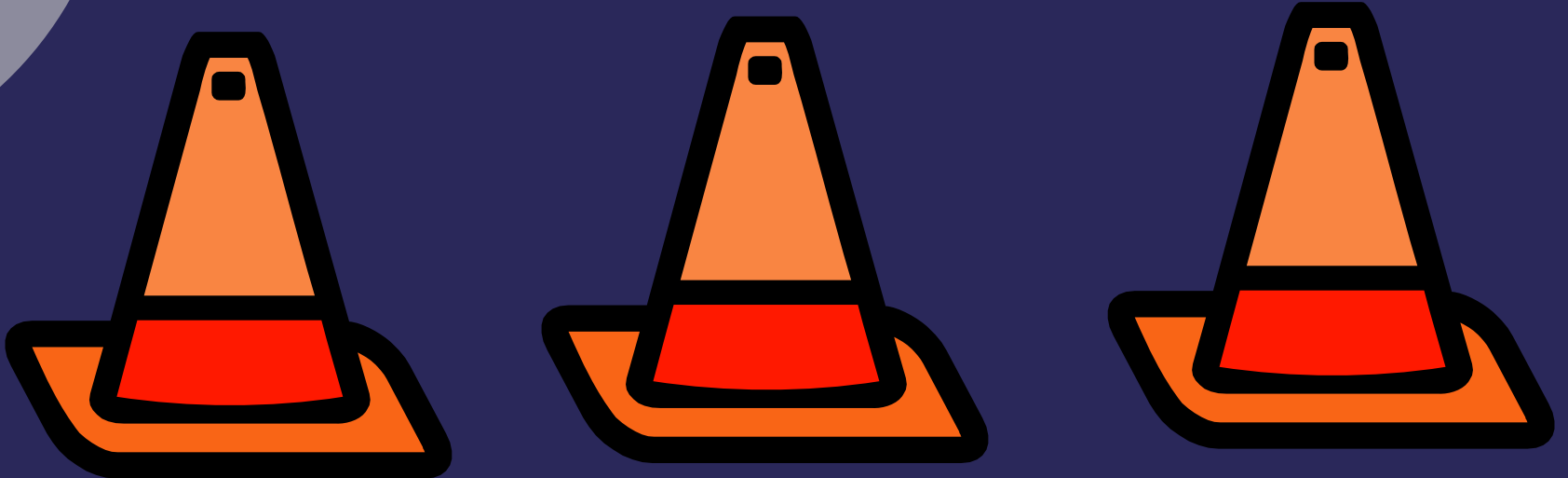


Transportation Safety Planning Program

Under Construction



Why is Safety Important?

- In the KC Metropolitan Area in 2002:
 - 60,164 motor vehicle crashes (MVCs).
 - 13,772 were injury-related.
 - 195 were fatal.
 - An MVC was reported every 8.7 minutes.
 - A person was injured or killed in an MVC every 38.1 minutes.
- MVCs also have significant economic and social costs.



High Profile Causes of Death in the United States, 2001

Cause	Number of Deaths
Motor Vehicle Crashes	41,730
Murders	15,980
Terrorist Attacks	3,047
Tornados	40
West Nile Virus	10
Anthrax	5
Mad Cow Disease	0

Sources: National Highway Traffic Safety Administration, 2002; Federal Bureau of Investigation, 2002; National Weather Service Storm Prediction Center, 2004; Centers for Disease Control and Prevention, 2002; National Wildlife Health Center, 2002.



Top 5 Causes of Death in the United States, 2001

Rank	Cause	Number of Deaths
1	Heart Disease	700,142
2	Cancer	553,768
3	Stroke	163,538
4	Chronic Lower Respiratory Diseases	123,013
5	Unintentional Injuries	101,537

Source: Centers for Disease Control and Prevention, 2002.

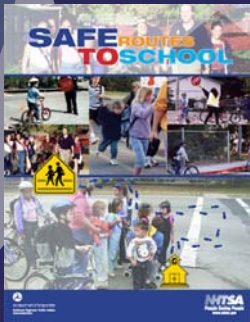


Why is Safety Important?

- *Transportation Outlook 2030*
“...improve the safety, security and well-being of the traveling public.”
- TEA-21 Federal Planning Factor
“Increase the safety and security of the transportation system for motorized and non-motorized users.”
- Moral obligation



Phase 1 “Construction”



- Planning It Safe Workshop – 2/03
- Safety Conscious Planning Course – 6/04
- Safe Routes to School Workshop – 4/03
- Community Bicycle Safety Course – 9/03
- Bicycle Facilities Standards – 2001-2003
- Midwest Bike/Ped Conference 3/04
- KDOT’s “Safe. Not Sorry.” Program – ongoing
- Make It Click & Brakes on Fatalities Day – 2003
- Safety Awareness – ongoing
- Put the Brakes on Fatalities Day – 2004
- TRB Presentation & FTA Presentation – 2003
- CTE Telecast – 3/04
- Traffic Records Forum – 7/04

Safety Conscious Planning (SCP) Excellence Award



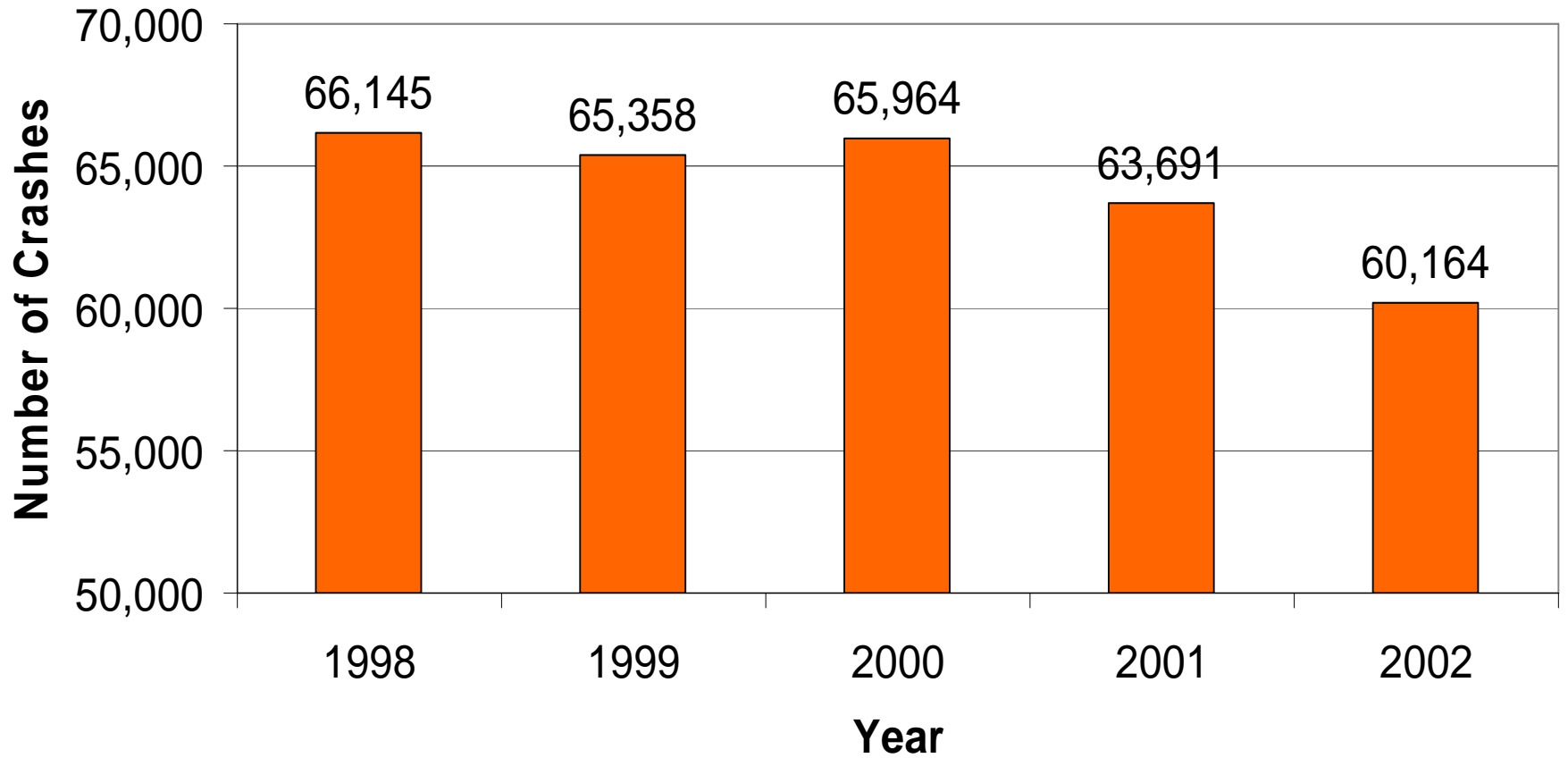
- “Planning It Safe”
- Applications were due in February 2004
- Submitted 2003 work activities
- MARC will be presented award at NARC Conference in Chicago, July 25-29

Phase 2 “Construction”

- Need data and tools to analyze the problem and propose strategies
- 1998 – 2002 crash records
- Begin analysis and provide information to stakeholders



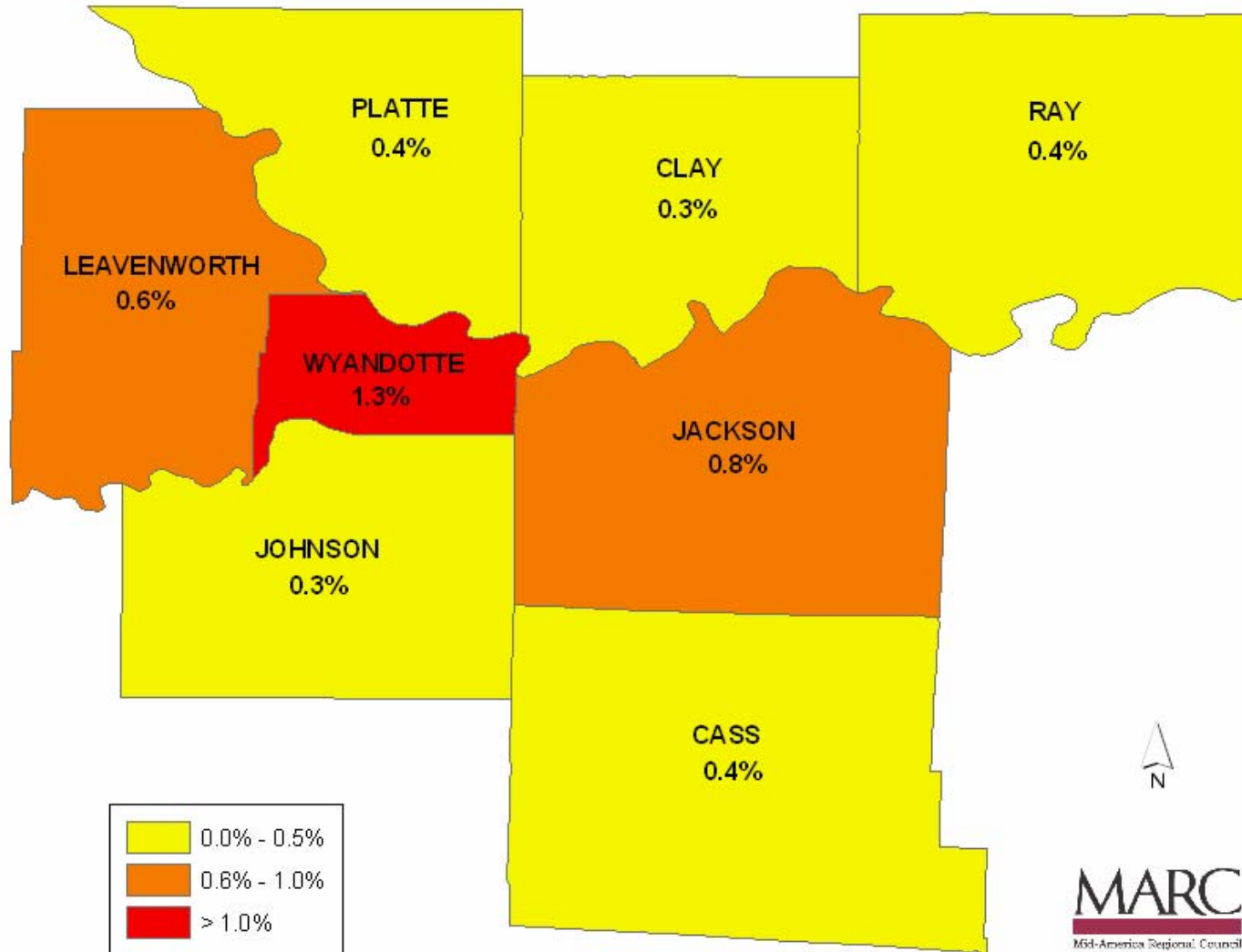
Metropolitan Kansas City Motor Vehicle Crashes

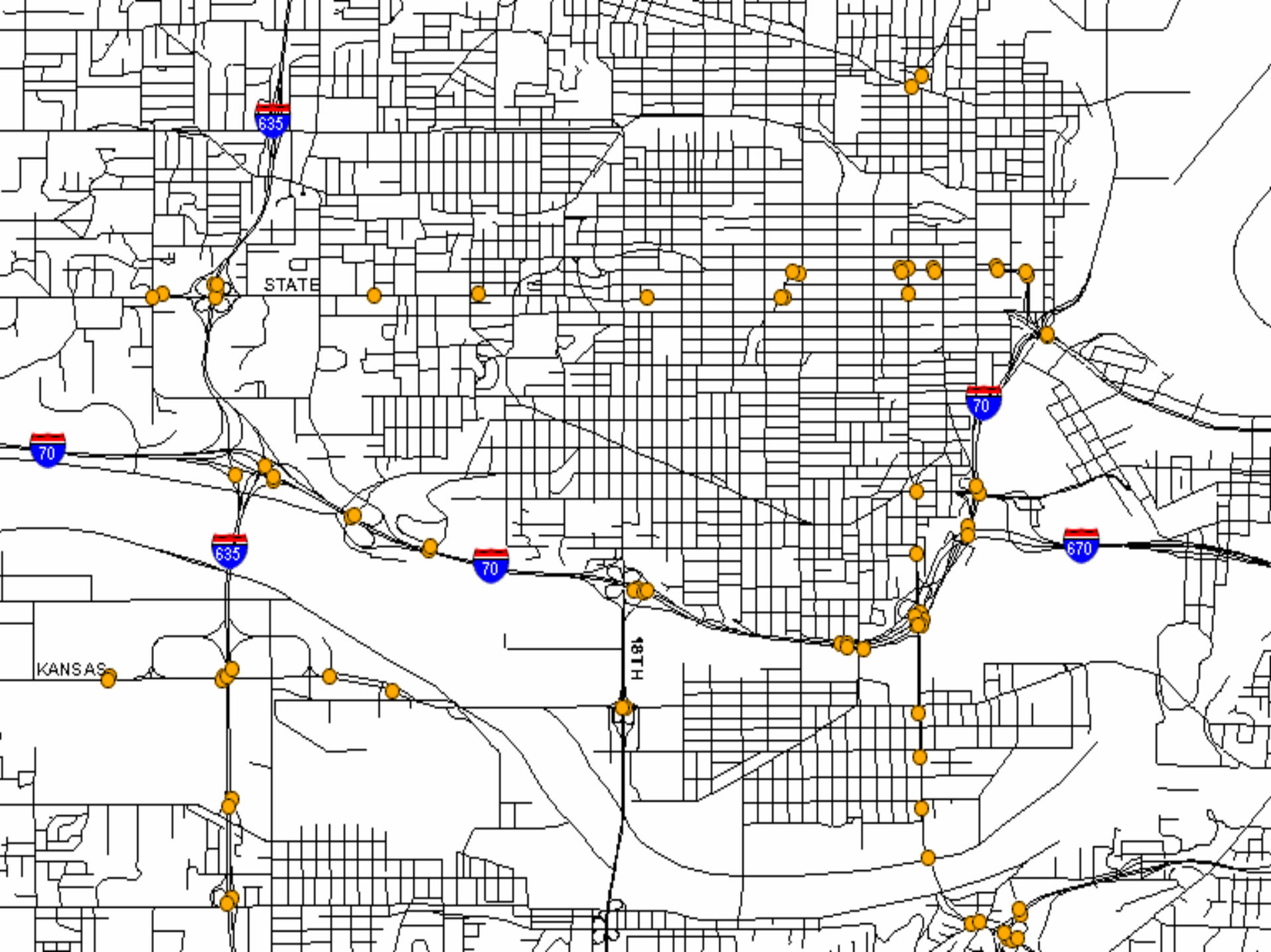


Pedestrian Crashes

Percentage of All Motor Vehicle Crashes

1998-2002





Safety Stakeholders

- KDOT Bureau of Traffic Safety
- MoDOT Division of Highway Safety
- NHTSA
- Operation Impact
- AAA Missouri
- Cass/Heartland MADD
- Operation Lifesaver
- KC Metro SAFE KIDS
- Midwest Trauma Society
- Injury Free KC
- Brain Injury Assoc. of Kansas & Greater KC
- Midwest Research Institute
- Stephanie's Lesson
- Others



Program Deliverables

- Education and awareness are ongoing.
- White papers containing:
 - Inventory & status of crash data in region.
 - Safety funding sources.
 - Analyses & graphics of crash data.
- Regularly updated crash database.
- Communication between MARC and safety stakeholders.
- Public education strategy.
- Transportation safety information online.
- Information integrated into transportation planning and programming processes.



Safety is....Education

Teaching beginning drivers appropriate driving behaviors.

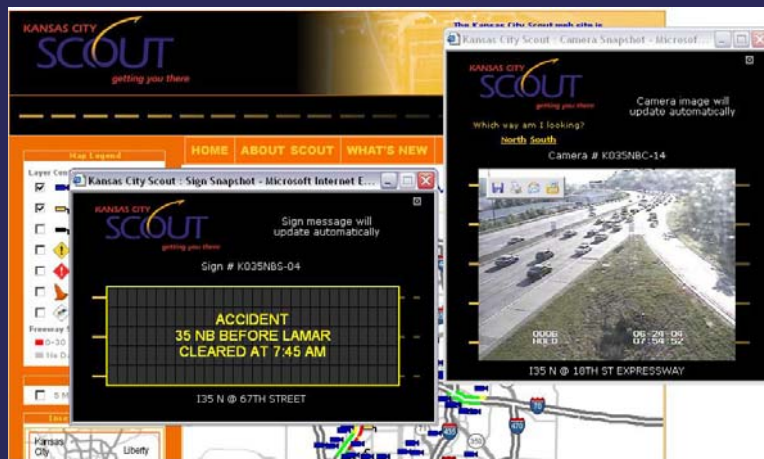


Buckling up every time you drive.



Safety is....Engineering

Maintaining signs and pavement markings.



Using technology to notify motorists of incidents.



Safety is....Enforcement

Passing a primary seat belt law.



Getting alcohol-impaired drivers off the street.



Safety is....Emergency Response

Transporting the injured to a hospital quickly.



Assisting stranded motorists.



Safety is...

- An important system component.
- Analyzing and reporting various safety-related data types.
- Involving a diverse range of stakeholders.
- Found throughout the entire transportation life cycle.
- Typically lower-cost, smaller improvements involving Education, Engineering, Enforcement, and Emergency Response.

