



TIER-APPROACH

To Planning
It Safe!



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Mid-America Regional Council

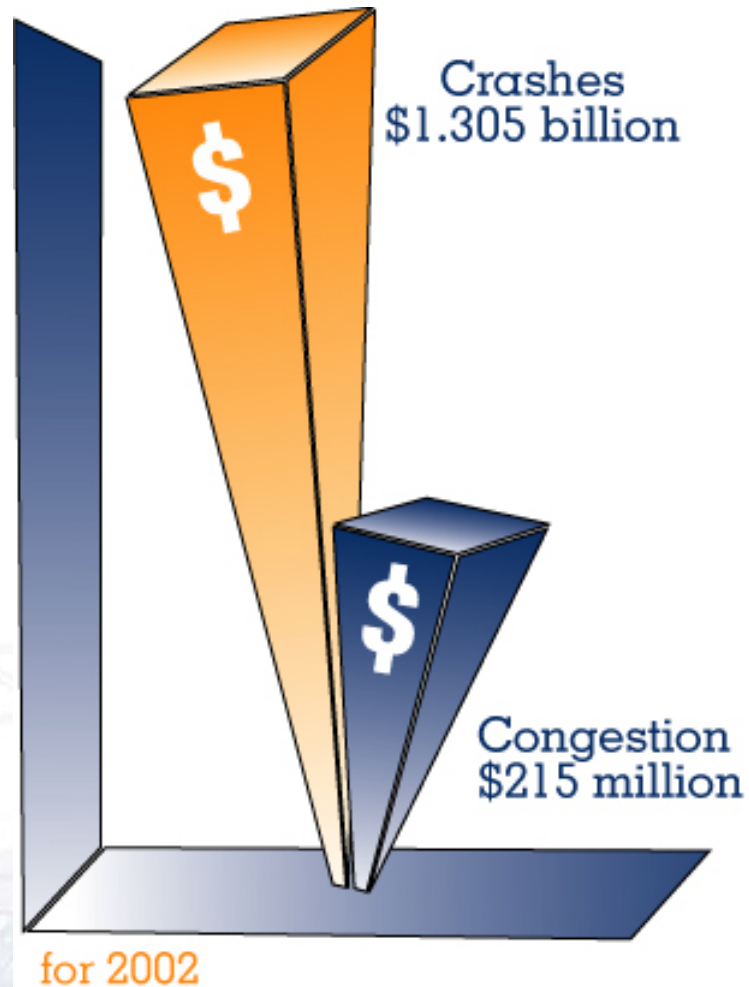
The Kansas City Region



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.

Regional Economic Costs



Our Region's Response

- *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

The 4 E's of Safety



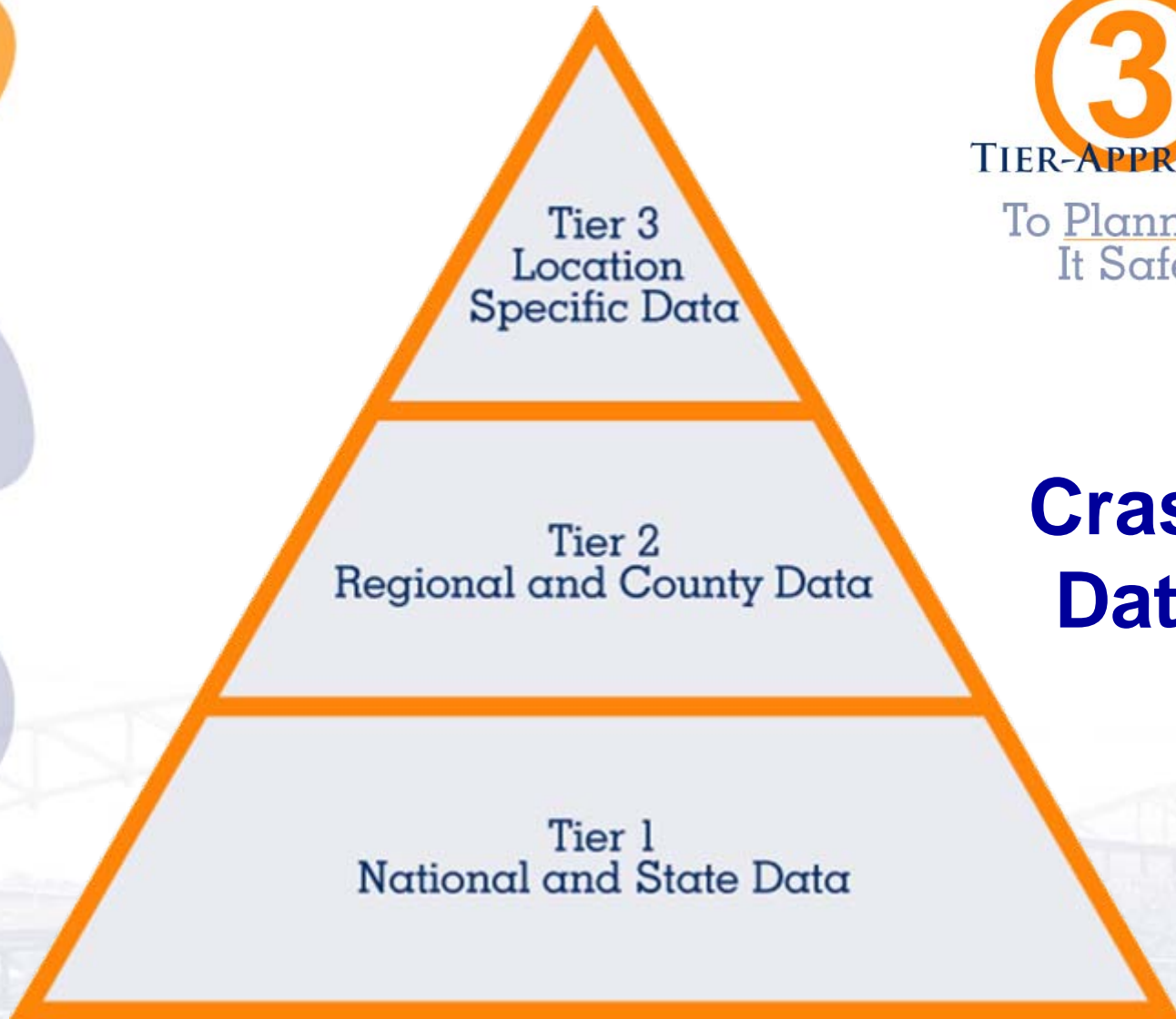
- **Education**
 - Buckling up every time you drive
- **Engineering**
 - Maintaining signs and pavement markings
- **Enforcement**
 - Getting alcohol-impaired drivers off the street
- **Emergency Response**
 - Assisting stranded motorists

A Diverse Group

- DOTs Traffic 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 KS
- Stephanie's Lesson
- Kids and Cars
- Jo. Co. SAFE KIDS
- Jo. Co. STOP Underage Drinking
- Maternal Child & Health Coalition
- Midwest Research Institute
- Others

Crash Data

- One type of system performance data
- “Untraditional” planning data
- No matter the data – do something



③

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**Crash
Data**

Tier 1 National & State Data

Sources

- National Highway Traffic Safety Administration
- FARS Web-based Encyclopedia
- State DOTs

Advantages

- Provides direction/priorities
- Large amount of information & topics

Challenges

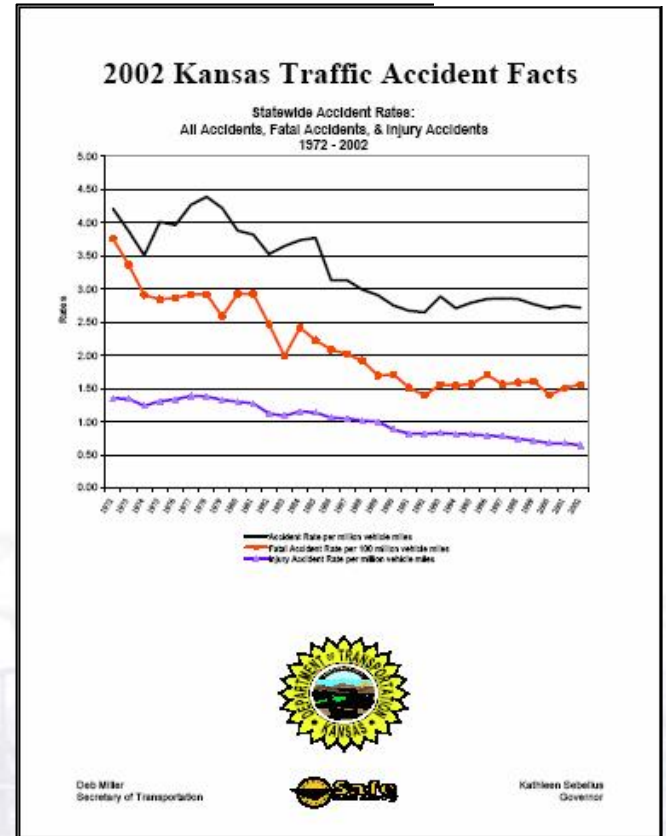
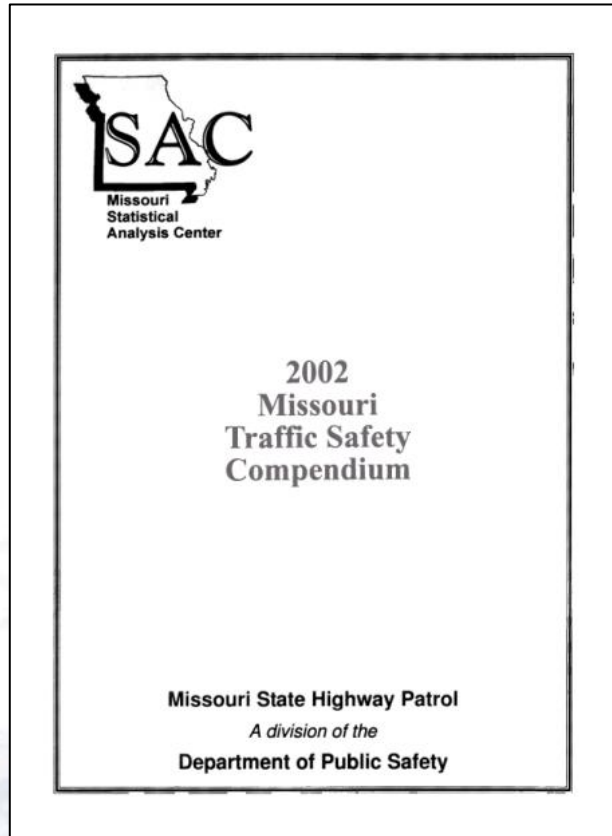
- Not specific to region

National & State Data



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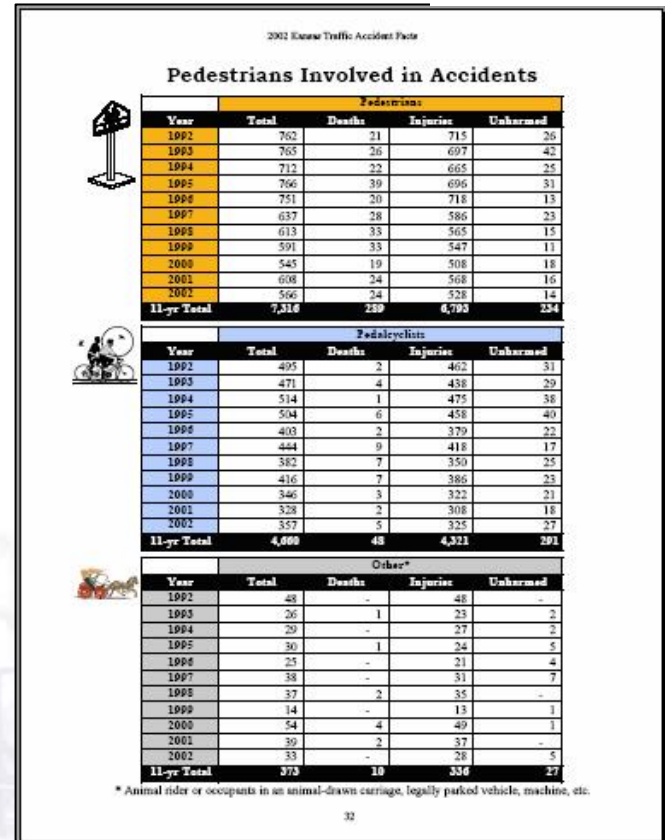
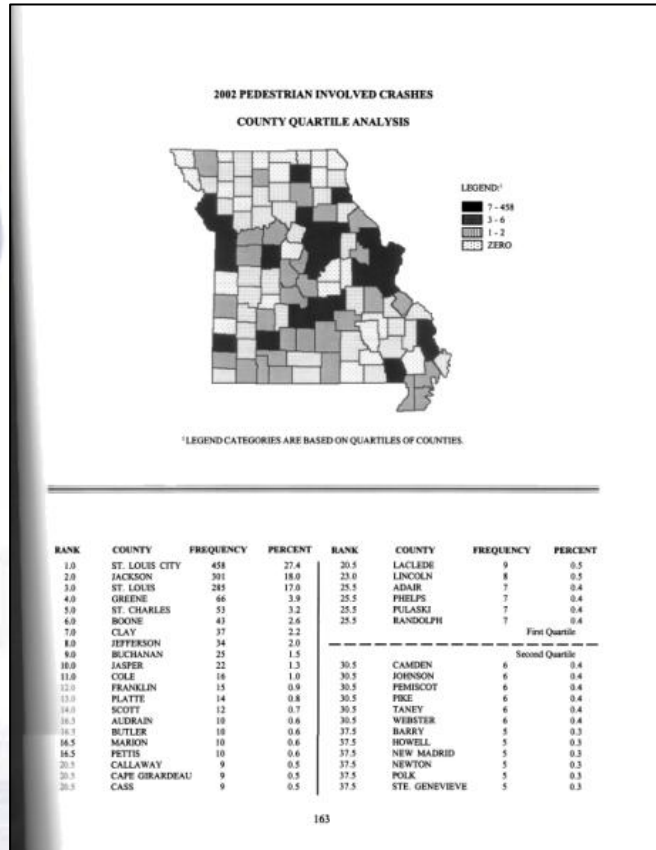


National & State Data



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National & State Data

Things to Do

- Host a Planning It Safe Forum
- Initiate conversation with safety partners
- Support national campaigns locally
- Host Safe Routes to School Workshop
- Co-sponsor Midwest Bike/Ped Conference
- Host Safety Conscious Planning Course

Tier 2

Regional & County Data

Sources

- State DOTs
- Ourselves

Advantages

- Paints regional picture of transportation safety

Challenges

- Combining states' data
- No adopted national standard

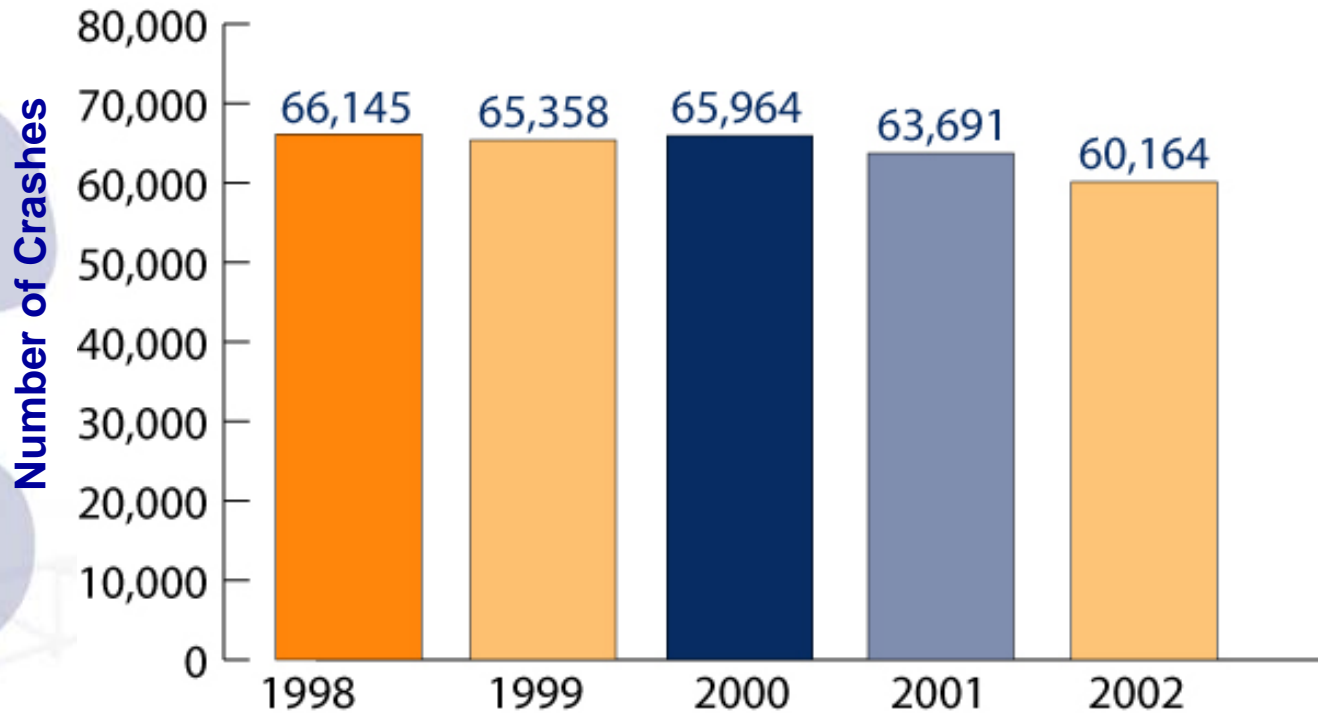
Regional & County Data



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Metropolitan Kansas City Motor Vehicle Crashes



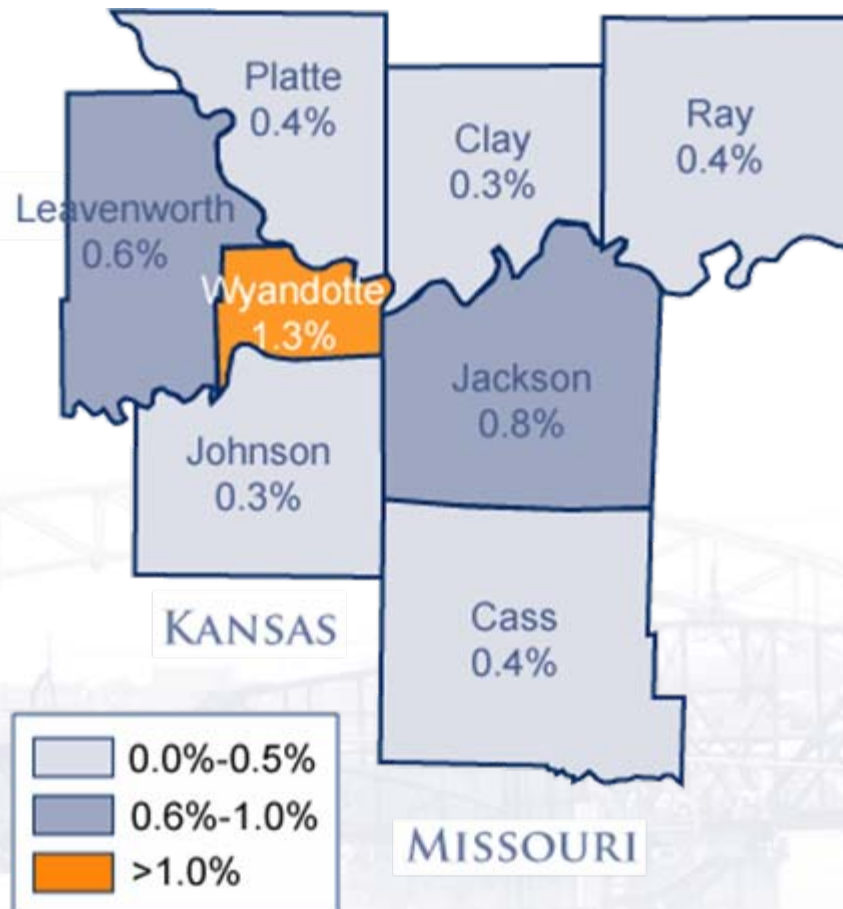
Regional & County Data



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Pedestrian Crashes
Percentage of All Motor Vehicle Crashes
1998-2002



Regional & County Data

Things to Do

- Continue to engage safety partners
- Begin analysis – white papers
- Establish baselines and examine trends
- Conduct regional initiative
- Make the data personal
- Develop legislative platform
- Develop measurable goals

Tier 3

Location-Specific Data

Sources

- State DOTs
- Local jurisdictions

Advantages

- Allows corridor analysis
- Specific examples or case studies

Challenges

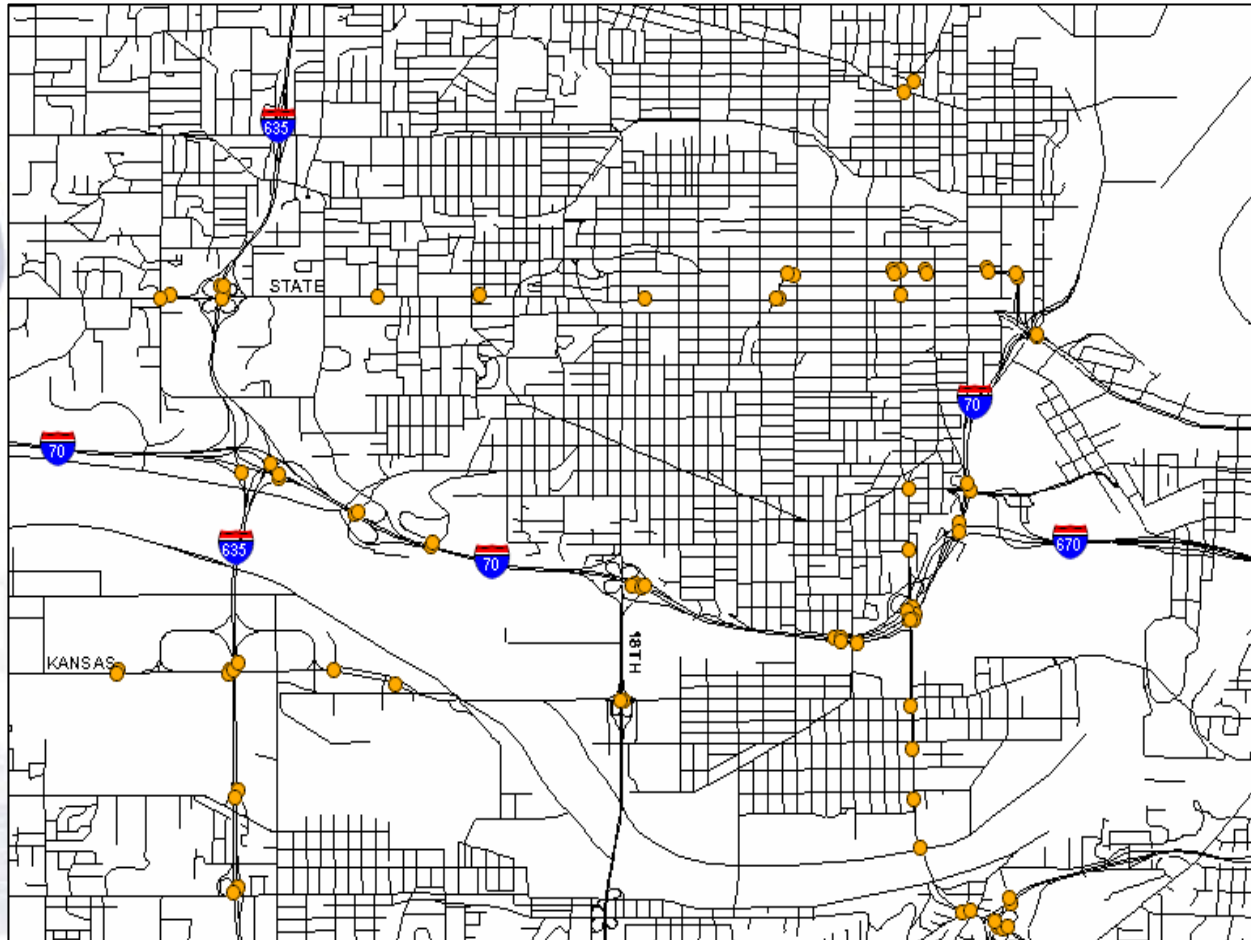
- “Geocoding”
- Accuracy of location information

Location-Specific Data

3

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Location-Specific Data

Things to Do

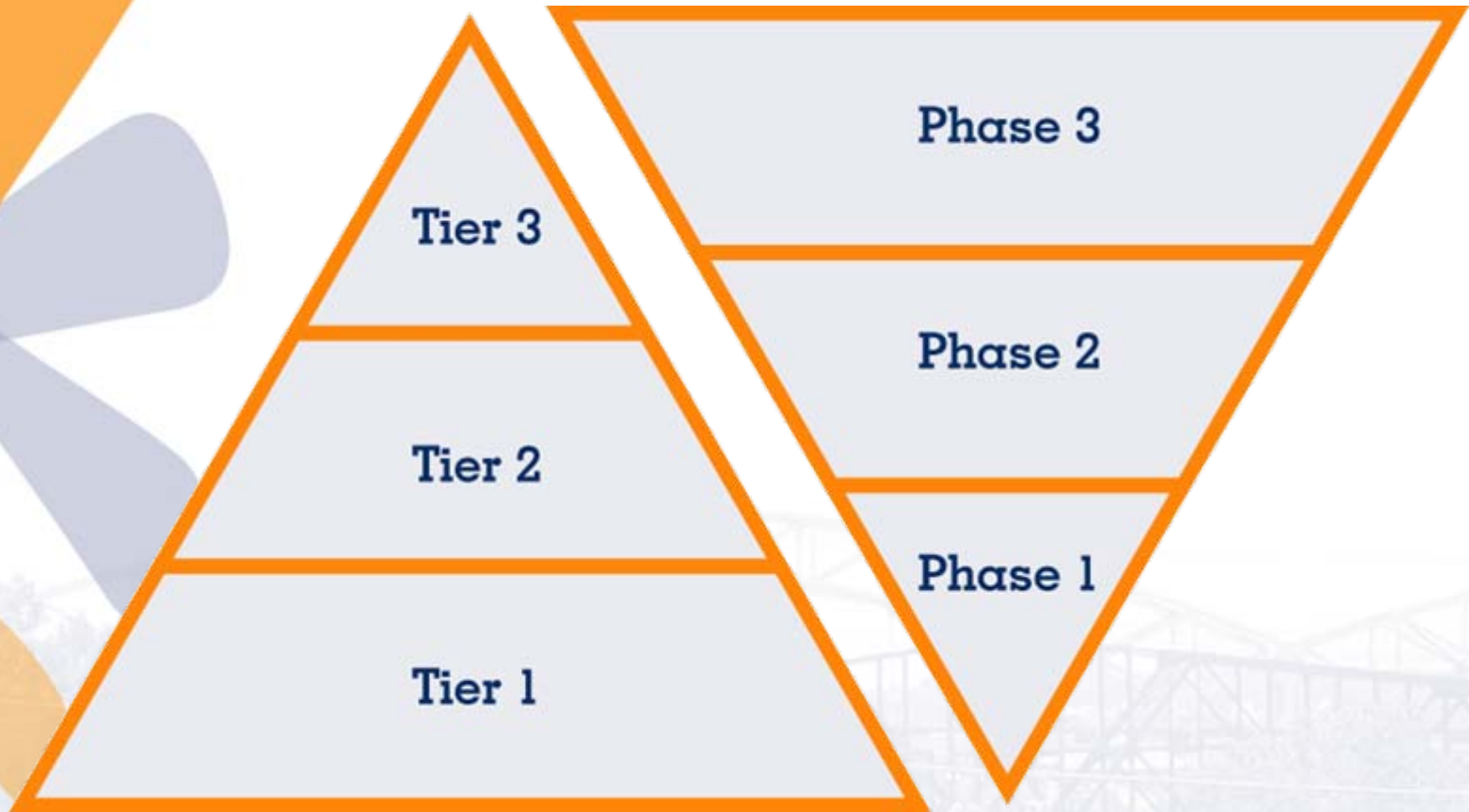
- Calculate crash rates
- Forecasting safety?
- Examine by area type
- Use with other types of data
- Keep engaging safety partners
 - Target enforcement activities
 - Target education activities
- Engineering audits

MARC's Three-Tier Approach



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Crash Data

MARC's Program



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