Destination Safe

Comprehensive Safety Action Plan

ADOPTED APRIL 2026

MARC

MID-AMERICA REGIONAL COUNCIL

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WAY TO GO

SAFE ACROSS

NOTICE Under 23 U.S. Code § 148 and 23 U.S. Code § 407, safety data, reports, surveys, schedules, lists, compiled or collected for the purpose of identifying, evaluating, or planning the safety enhancement of potential crash sites, hazardous roadway conditions, or railway-highway crossings are not subject to discovery or admitted into evidence in a Federal or State court proceeding or considered for other purposes in any action for damages arising from any occurrence at a location mentioned or addressed in such reports, surveys, schedules, lists, or data.

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Executive Summary

In the Destination Safe Region, nearly five people died EVERY week in the five-year period between 2019 and 2023 because of traffic crashes. This is unacceptable. The Destination Safe Comprehensive Safety Action Plan commits to creating the safest transportation system possible and reducing roadway fatalities and serious injuries. The Plan's strategies and action steps are based on a rigorous data analysis, an examination of existing plans and policies, and informed by stakeholder and public engagement. Each recommendation was informed by national best practices and developed in partnership with community leaders from across our 13-county region.

Fatal and serious injury crashes are increasing nationally, in both Kansas and Missouri, and across the greater Kansas City region. Historically, the traditional approaches to roadway safety viewed traffic deaths as an inevitable. Vision Zero and the Safe System Approach, which guide this plan, reject that assumption. These approaches recognize that human error is unavoidable and, as such, focus on designing systems that eliminate serious crashes that result in death or serious injury. Understanding the principles and elements of this approach is essential to improving safety for all travelers.

Destination Safe

The Destination Safe Coalition believes one roadway death is too many and members work together by developing, implementing, and enhancing comprehensive transportation safety efforts for the bi-state region. The Plan's guiding principles are designed to affect change and advance the coalition's mission.

DESTINATION SAFE

TRADITIONAL APPROACH

- Traffic deaths are inevitable
- Aims to fix humans
- Expects perfect human behavior
- Prevents collisions
- Exclusively addresses traffic engineering
- Does not consider disproportion impacts

VS.

VISION ZERO

- Traffic deaths are preventable
- Changes systems
- Integrates human failures
- Prevents fatal and serious crashes
- Considers the road system as a whole
- Regards road safety as an issue of social equity

Safety Analysis

Between 2019 and 2023, 1,265 people died in traffic crashes in the 13-county Destination Safe region. Moreover, **the number of fatalities and serious injuries has been increasing over this period even while less severe crashes have leveled off,** (see Figure 1). This section examines crash data to identify systemic causes and factors, and reviews existing safety-related plans and policies. Dangerous road segments with a history of crashes are identified on the High Injury Network (HIN) maps and roads with a potential for life altering crashes are identified on the High Risk Network (HRN) maps. The Safety Analysis section of the plan also highlights safety disparities and impacts in historically disadvantaged and vulnerable communities to help identify needs and guide safety investments.

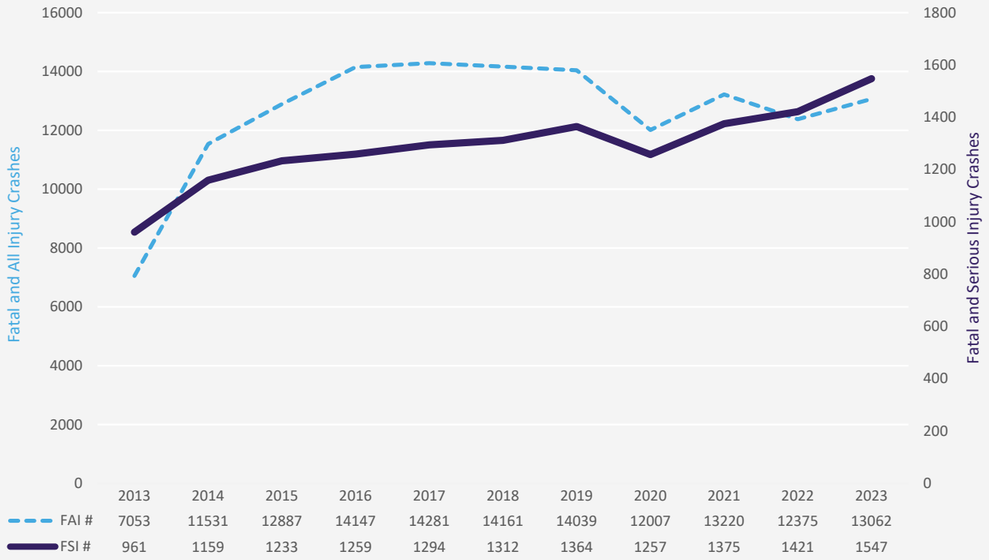


Figure 1: Number of Fatal and Serious Injury Crashes relative to All Injury Crashes in the Destination Safe Region (2013-2023)

Engagement and Collaboration

Public engagement and stakeholder collaboration were a cornerstone of the Destination Safe plan. The planning process strengthened an existing regional conversation about roadway safety by giving space to stakeholders and the public to talk about their experiences and collaborate on solutions to challenges. Community members were invited to share input through an online survey and interactive webmap, during pop-up events, and at open houses. Key stakeholders were invited to a series of listening sessions and safety trainings.

Plan development was also guided by a subset of the Destination Safe Coalition, who acted as an advisory team, offering input at critical moments. This section of the plan describes the various engagement events and findings. **Engagement and collaboration must continue beyond plan development to advance a safety culture and achieve lasting safety improvements at both regional and local levels.**

Strategies and Action Steps

Achieving the goal of zero fatal and serious injury crashes by 2050 will require focused attention on strategies and actions, measurement and evaluation of progress, and when necessary, re-evaluation of approach. Responsibility for roadway safety must be shared and integrated into the work of various agencies and departments to see significant results. This section establishes the specific strategies and actions that the region will employ to reach the goal of zero fatalities or serious injuries by 2050.

For each strategy a timeline, action leader, and supporting partners are noted. The strategies in this Plan are not intended to be an exhaustive list; rather, **the region should continue to collaboratively learn how to best prevent crashes and modify or add to these strategies, along the path to zero fatalities and serious injuries.**

1 Plan Introduction

Plan Introduction

Purpose

The Destination Safe Comprehensive Safety Action Plan (CSAP) is built on the belief that every life matters and that roadway deaths and injuries are preventable. No one, whether driving, walking, cycling, or taking transit, should have to risk death or serious injury to reach their destination.

The Destination Safe Coalition brings together a diverse group of agencies, organizations, and community voices committed to advancing transportation safety for all of the region's residents and visitors. Rooted in Vision Zero and the Safe System approach, this plan rejects the idea that any loss of life or serious injury on our roadway network is acceptable. The Destination Safe CSAP is more than a policy document; it is an urgent call for change. By adopting the Safe System Approach and the specific strategies and action steps identified by this process, this Plan lays the groundwork for the region to reduce and eliminate fatalities and serious injuries by institutionalizing safe road design and creating a culture where safety is paramount.

Destination Safe and its regional partners will use strategies that are equitable, data-driven and collaborative as steps to achieve zero roadway deaths in the greater Kansas City region by 2050.

Safer Streets for All

This Plan was funded in part by a Safer Streets and Roads for All (SS4A) grant from the US Department of Transportation. This grant provides funding to eligible agencies to develop a plan for reducing fatal and serious injury crashes. Plans are required to follow a structure that emphasizes crash data analysis, a review of existing plans and policies, extensive public and stakeholder outreach, and a commitment to ongoing transparency.

This grant also provides opportunities for eligible agencies to apply for funding to pursue temporary or permanent safety treatments or projects. **With the adoption of this Plan, all eligible agencies within the Destination Safe region may use this plan to apply for funding in fiscal year 2026.** For more information, please visit the Department of Transportation's website.

DESTINATION SAFE

Destination Safe Coalition

Destination Safe is a multidisciplinary coalition of professionals working towards a safer transportation system within the Mid-America Regional Council (MARC) and Pioneer Trails Regional Planning Commission (PTRPC) areas. Members are from regional and local governments, emergency response, law enforcement, public health, and non-profit organizations dedicated to reducing transportation-related fatalities and serious injuries across 13 counties in the Greater Kansas City area. The Destination Safe Coalition is responsible for overseeing the development of a regional transportation safety plan. Destination Safe members guided the CSAP development and will work collaboratively to implement plan recommendations.

In 2004, MARC initiated steps to form a coalition of bi-state safety partners. By 2005, the Kansas City Regional Transportation Safety Coalition, now the Destination Safe Coalition. The Coalition was founded between a partnership with MARC and the Kansas and Missouri Departments of Transportation (KDOT and MoDOT) to develop and implement a strategic transportation safety plan for the bi-state region.

OVERVIEW OF THE MID-AMERICA REGIONAL COUNCIL (MARC) REGION

MARC is the nonprofit association of city and county governments and the metropolitan planning organization for the bi-state Kansas City region representing nine counties and 119 cities. MARC advances regional plans for safe, balanced, and equitable transportation systems. The staff and board establish regional priorities, guide investments and support coordinated operations to help achieve a regional vision for people, places and communities.

PIONEER TRAILS REGIONAL PLANNING COMMISSION

The Pioneer Trails Regional Planning Commission serves as a cooperative of the local governments in Johnson, Lafayette, Pettis and Saline counties (Missouri) to coordinate and prioritize community development needs within the region. The staff works with local governments to promote and implement planning activities including transportation improvements.

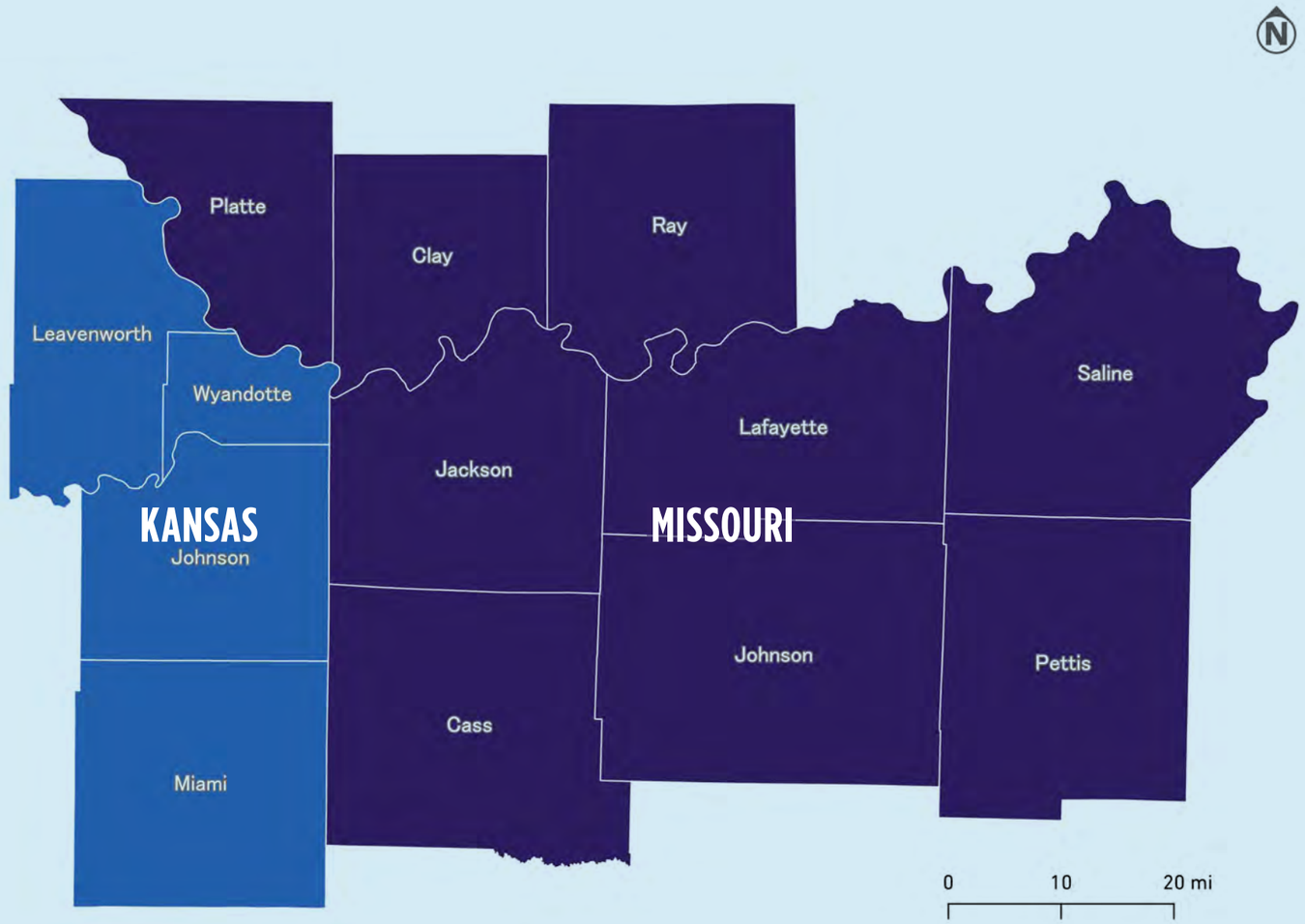


Figure 2: Destination Safe Region

Comprehensive Safety Action Plan

Every year, people in the Destination Safe Region lose family, friends, neighbors, and colleagues to preventable transportation crashes on our roadways.

Between 2019 and 2023, there were 6,964 crashes where someone was killed or seriously injured on roadways in the Destination Safe Region, averaging nearly four people every day.

Across the states of Kansas and Missouri, 6,988 people lost their lives between 2019-2023[1]. Each life lost has an inestimable toll on the family and friends of the people who were killed, but these crashes also carry an economic burden which could otherwise be allocated to other community priorities. It is estimated that fatal crashes alone in these two states cost a combined $9.8 billion annually[2].

While most people agree that traffic deaths are unacceptable, transportation systems have historically treated them as an unavoidable outcome rather than a preventable public health crisis. This Plan challenges this mindset by placing the value of human life above all else on our roadways. This represents a fundamental shift in how the region approaches transportation safety, starting with the belief that traffic deaths and serious injuries are preventable.

1 National Highway Traffic Safety Administration Fatality Analysis Reporting System, 2019-2023 data obtained Jan 8, 2026
2 Advocates for Highway & Auto Safety, https://saferoads.org/wp-content/uploads/2025/12/2026-Advocates-Report-States-At-A-Glance.pdf

Vision Zero and the Safe System Approach

Vision Zero is a traffic safety philosophy grounded in the belief that no loss of life or serious injury on our roadways is acceptable or inevitable.

When paired with the Safe System Approach, Vision Zero acknowledges that people make mistakes, but emphasizes the transportation system can be designed to anticipate errors and prevent those mistakes from resulting in death or serious injury.

The Safe System Approach is built on shared responsibility among transportation engineers, planners, policymakers, and even roadway users themselves. **This holistic framework focuses on safer roadway design, safer speeds, safer vehicles, post-crash care, and education and enforcement strategies.** Together, these elements prioritize human life, promote equity, and support lasting, substantive safety for all roadway users.

Preventing fatal crashes is a shared responsibility not only for planners, engineers, and decision makers, but for everyone who uses the roadway network.

Destination Safe Coalition has embraced Vision Zero and has set a goal of achieving zero roadway deaths or serious injuries by 2050.

Principles of the Safe System Approach

Death and Serious Injuries are Unacceptable.

A Safe System Approach prioritizes the elimination of crashes that result in death and serious injuries.

Humans Make Mistakes.

People will inevitably make mistakes, but the transportation system should be designed and operated to accommodate these mistakes and avoid death and serious injuries when a crash occurs.

Humans are Vulnerable.

Human bodies have physical limits for tolerating crash forces. It is critical to design and operate a transportation system that is human-centric and accommodates physical human vulnerabilities.

Responsibility is Shared.

All stakeholders, including government at all levels, industry, non-profit/advocacy, researchers, and the general public— are vital to preventing fatalities and serious injuries on our roadways.

Safety is Proactive.

Proactive tools should be used to identify and address safety issues in the transportation system, rather than waiting for crashes to occur and reacting afterwards.

Redundancy is Crucial.

Reducing risks requires that all parts of the transportation system be strengthened, so that if one part fails, the other parts still protect people.

2 Safety Analysis

Crash Analysis

A review of crash data from 2019–2023 provides a data-driven foundation for understanding transportation safety conditions across the Destination Safe region.

Crashes rarely have a single cause. They usually happen because of a combination of factors. The analysis in this section looks broadly at these contributing factors to understand why crashes happen in the Destination Safe region. With this understanding, effective solutions can be identified to prevent future crashes or reduce their severity.

During this five-year period, there were 244,145 reported crashes, including 1,184 crashes that resulted in a death and 5,780 that caused serious injury. While the total number of crashes have leveled off in the region, fatal and serious injury (FSI) crashes continued to rise.

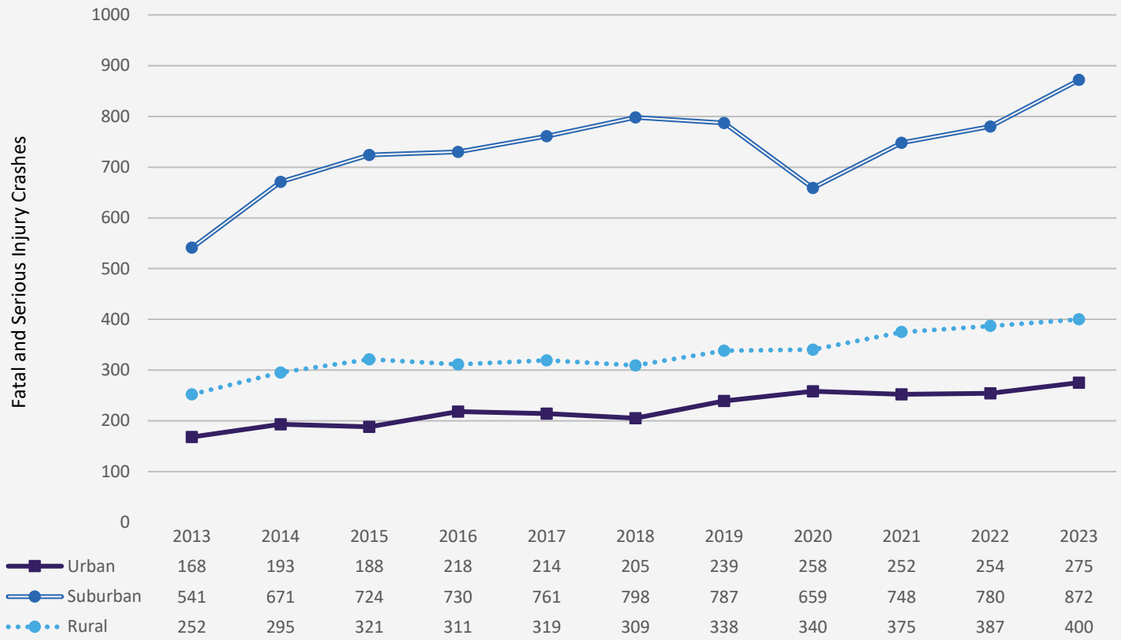


Figure 3: Fatal and Serious Injury Crashes by Regional Context (2019-2023)

From 2019–2023, there were

244,145

Crashes across the Destination Safe region.

These resulted in

5,780

serious injury crashes

and

1,184

fatal crashes

This translates to

133

crashes per day

Of which nearly

4

result in a death or serious injury

Crash Trends & Causes

REGIONAL CONTEXT

The Destination Safe region contains many different environments and contexts, from downtown Kansas City to very rural areas of Missouri and Kansas. Roadway safety problems and proven solutions differ depending on the context. The crash analysis separated urban, suburban, and rural contexts to better identify and understand safety issues in each of these areas.

Urban and suburban areas experienced higher percentages of pedestrian and bicycle involved fatal and serious injury crashes. Intersection crashes occurred more frequently in urban settings while run off the road crashes were reported more frequently as population density decreased. Urban areas experienced higher numbers of crashes occurring in dark conditions.

Rural areas had the highest share of crashes that resulted in a death or serious injury, likely due to higher speeds on less frequently trafficked roadways, longer emergency response times, and roads that often offer fewer protections if a vehicle leaves the roadway. Urban areas had more crashes overall, but they are on average less severe. **The number of fatal and serious injury crashes increased in every context.**

MOST DANGEROUS CRASH TYPES BY CONTEXT

	URBAN	SUBURBAN	RURAL
Number of Fatal and Serious Injury Crashes	1,278	3,846	1,840
Percentage of Crashes Resulting in Fatal and Serious Injury	2.2%	2.5%	5.1%
FSI Crash Trends (2019-2023)	▲	▲	▲
Fatal and Serious Injury Crashes	3.2%	2.5%	0.6%
Fatal and Serious Injury Crashes	15.6%	10.0%	4.1%
Fatal and Serious Injury Crashes	14.8%	16.4%	16.0%
Top Crash Types	**46%** were intersection related **34%** were run off of the road	**35%** were intersection related **45%** were run off of the road	**13%** were intersection related **76%** were run off of the road
Fatal and Serious Injury Crashes Occurring in Dark Conditions	42.2%	41.8%	36.8%

CRASHES BY TRAVEL MODE

Most crashes across the Destination Safe region only involved motor vehicles. **Pedestrians, bicyclists, and motorcyclists were involved in only 2.9% of all crashes. Yet, 27.6% of crashes that resulted in a fatality or serious injury included people walking, biking, or riding a motorcycle, highlighting the increased crash risk experienced by Vulnerable Road Users (VRUs).** This disproportionate impact on VRUs emphasizes the need for a roadway network designed with all users' safety in mind, not just vehicles.

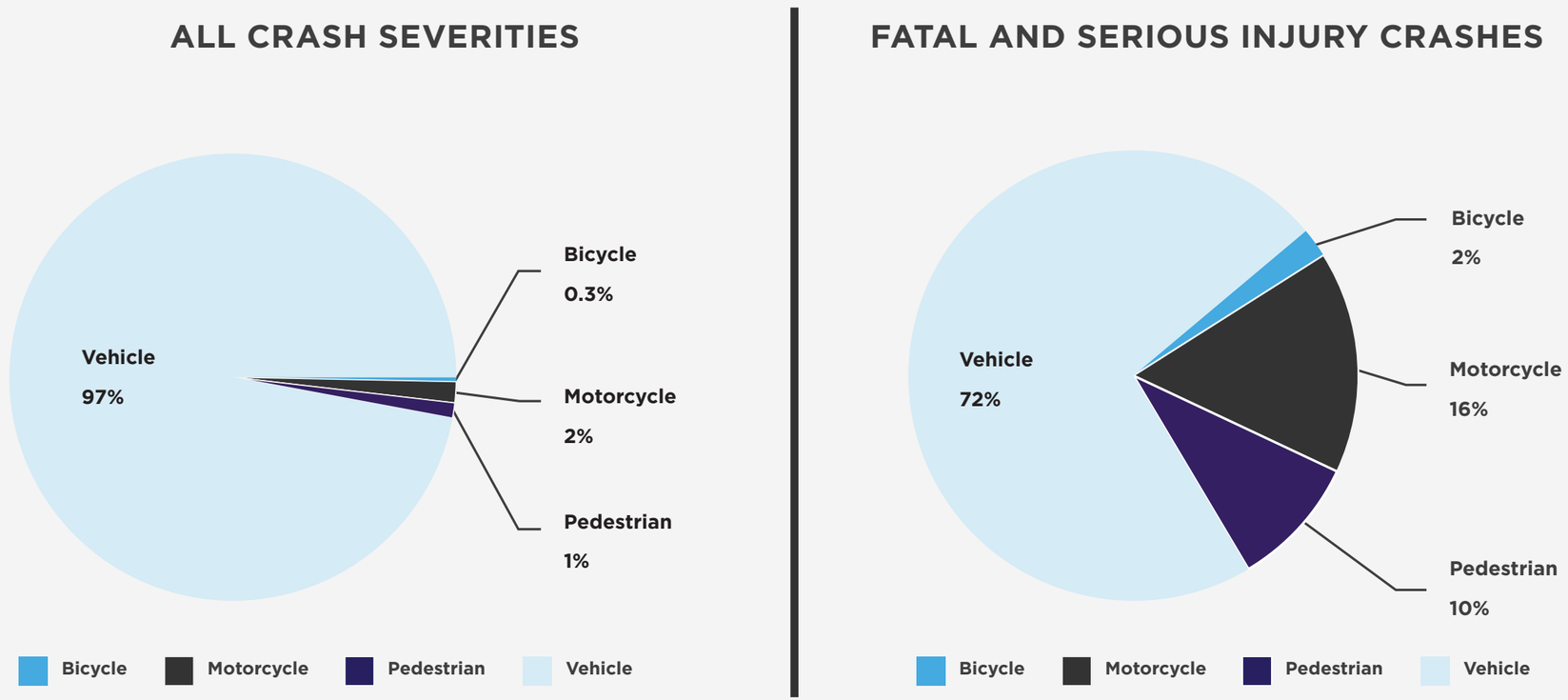


Figure 4: Percentage of All Crashes by Travel Mode Compared to Fatal and Serious Injury Crashes (2019-2023)

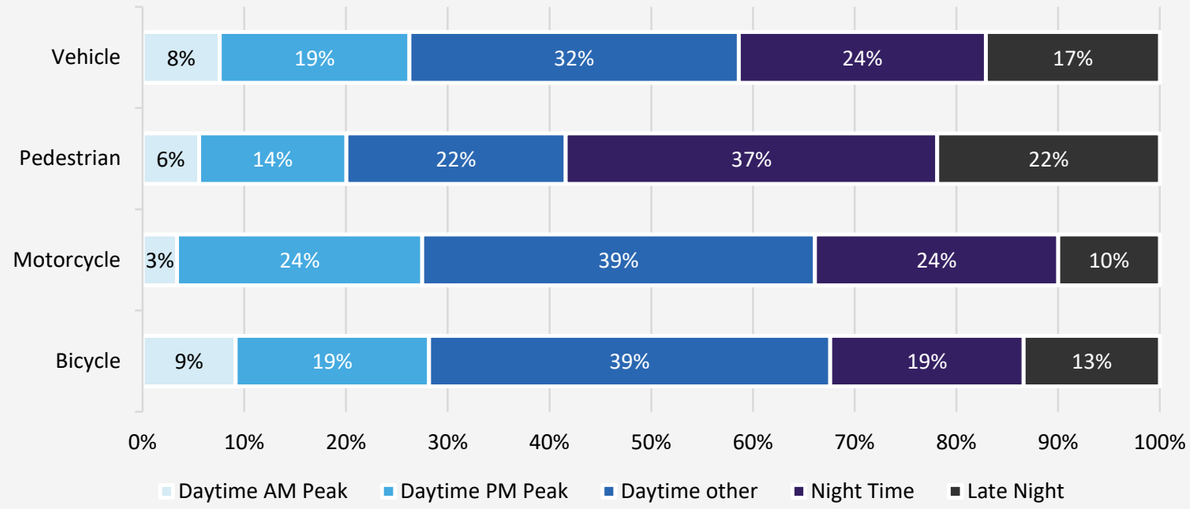


Figure 5: Fatal and Serious Injury Crashes by Mode and Time of Day (2019-2023)

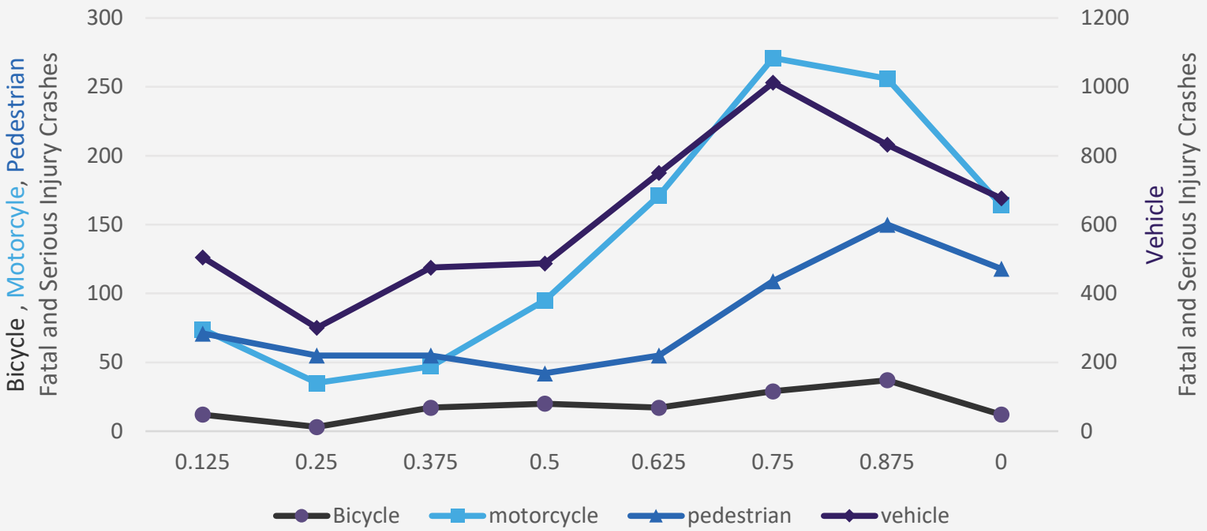


Figure 6: Fatal and Serious Injury Crashes by Mode Over a 24-hour Period (2019-2023)

Lighting was an important factor in pedestrian crashes. At night, pedestrians are harder to see, especially in areas where street lighting is poor or not present. Figure 5 shows that **59% of pedestrian fatalities and serious injury crashes occurred at night.**

ROADWAY CHARACTERISTICS

There are many variables that may impact roadway safety. The relationship between roadway volumes and capacity is one such variable. If a roadway is designed for an expected amount of traffic, but actual daily volumes are significantly lower, it can mean drivers on that roadway have more opportunity to speed or drive distracted.

In urban areas, four-lane roads with between 2,000 and 5,000 Average Annual Daily Traffic (AADT) were shown to have 75% more fatal and serious injury crashes per mile than a three-lane road with the same traffic volume.

Suburban areas showed similar results with five-six lane roadways with less than 10,000 Average Annual Daily Traffic (AADT) having four to sixteen times more fatal and serious injury crashes per mile than roads with fewer lanes and the same amount of traffic.

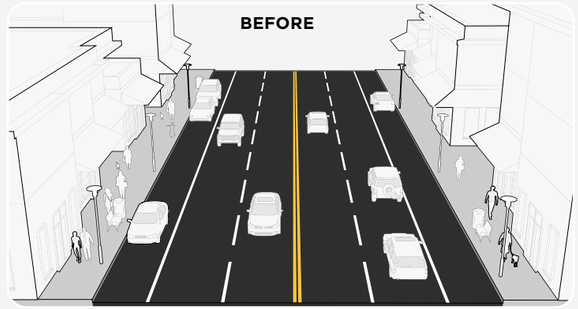
Four lane roads with more than 10,000 Average Annual Daily Traffic (AADT) had the highest rate of FSI crashes per mile in rural areas. This trend differs from urban and suburban areas and suggests busier four lane roads are more dangerous in these parts of the region.

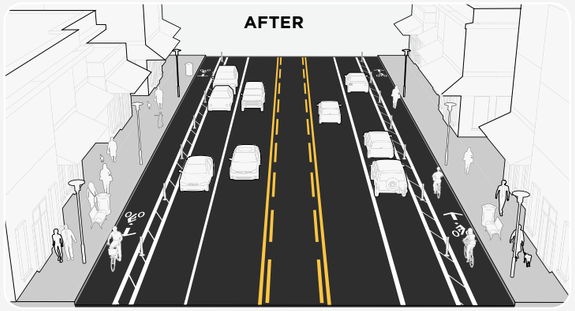
This analysis of roadways in the Destination Safe region suggests that roads that are designed for higher levels of traffic than what they actually experience tend to produce more fatal and serious injury crashes.

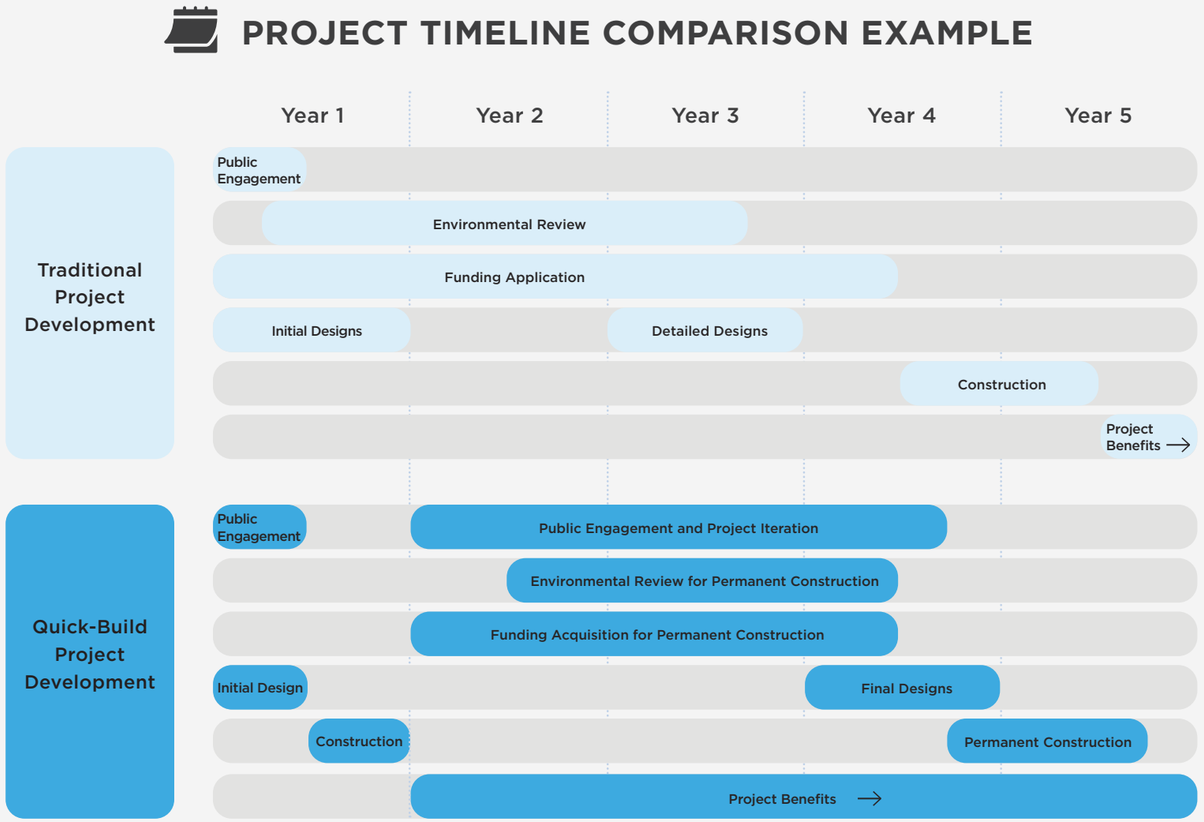
Reconfiguring a Roadway

This data reveals that road reconfigurations (also known as Road Diets) can be a highly effective safety strategy for the Destination Safe region. Reconfigurations reduce conflict points, limit risky passing, simplify pedestrian crossings, and create more predictable traffic movements, all while also freeing up space within the existing right of way for other travel modes. Studies show that three-lane roads can carry similar traffic volumes as four-lane roads, up to a maximum of 25,000 vehicles per day.

These treatments can often be implemented quickly and cost-effectively as part of road maintenance or by using low-cost “quick build” strategies that feature paint, signage, and temporary materials. This strategy allows cities to make rapid safety improvements and refine designs over time based on data and community feedback, resulting in more effective and context-sensitive outcomes.





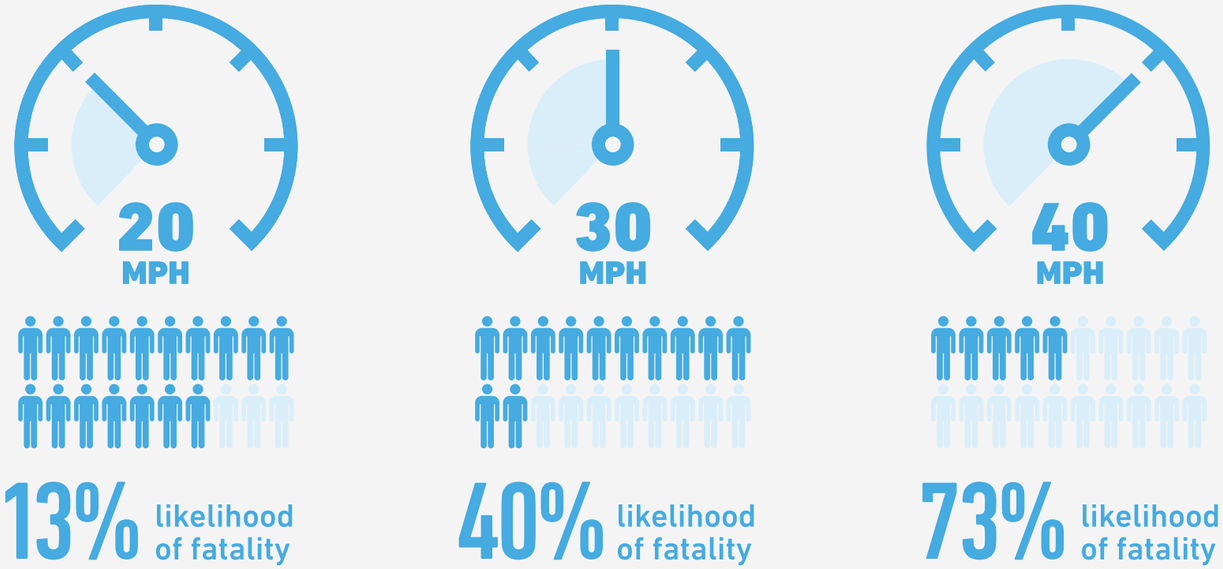


The Coalition for Responsible Transportation Priorities; https://transportationpriorities.org/quickbuild/process/

BEHAVIOR

Driver behavior influences the frequency and severity of crashes. Speeding is well known to increase both crash frequency and severity due to shorter reaction times among drivers and increased force of impact. This is especially true in crashes involving vulnerable road users like pedestrians.

Demographic groups were also studied. Youth drivers (age 15-24) were involved in 17% of fatal and serious injury crashes, but make up only 12.5% of the regional population according to census data. Older drivers (65+) were not overrepresented compared to their regional population.



Tefft, B.C. (2011). Impact of Speed and a Pedestrian's Risk of Severe Injury or Death Washington D.C.: AAA Foundation for Traffic Safety.

In the Destination Safe region, crashes involving driver impairment via alcohol or drugs were more than two times more likely to result in serious injuries or death than crashes where impairment was not a reported factor. These crashes are especially common at night and early mornings on weekends as shown in Figure 7.

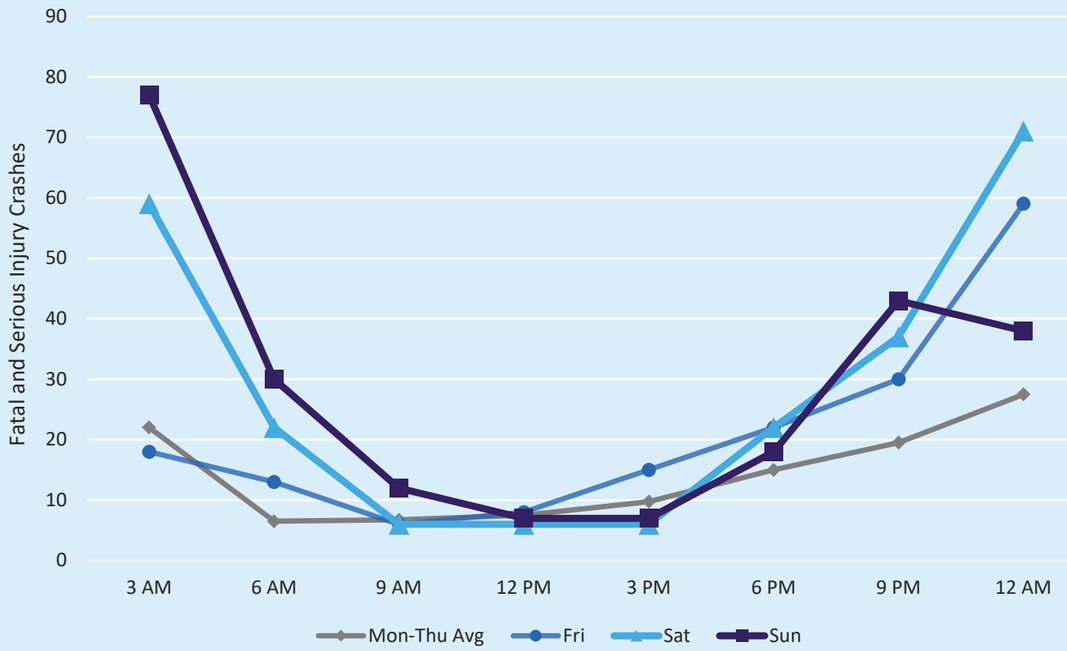


Figure 7: Fatal and Serious Injury Crashes by Reported Alcohol or Drug Involved Driver by Time of Day and Day of Week (2019-2023)

Weather and Road Conditions

Most crashes happen during clear weather and daylight hours because it is the dominant weather condition and when most people travel. In poor weather, drivers tend to be more cautious by driving slower and paying closer attention to the road. There are also less likely to be vulnerable road users traveling at these times.

In examining weather and road conditions, the severity of crashes increased only when foggy or windy conditions were reported.

Figure 8: Foggy Conditions Limiting Visibility

In Conclusion

Overall, the data in this section shows that the number and severity of crashes can vary depending on a number of reported factors. At a regional level, they can form recognizable and even predictable patterns. The ability to understand these patterns helps the region focus on solutions that can most effectively prevent them in the future. Chapter 4 outlines solutions to these issues, such as slowing traffic where needed, improving street and intersection design, upgrading lighting, protecting vulnerable road users, and addressing dangerous driving behaviors. **These insights will guide future investments and strategies aimed at making travel safer for everyone and every mode in the Destination Safe Region.**

High Injury Network

The High Injury Network (HIN) identifies corridors in the Destination Safe region where crashes were historically likely to result in injuries or loss of life.

By highlighting where safety challenges are concentrated, the High Injury Network also shows where safety investments can make the biggest impact.

Separate HIN networks were created for vehicles, pedestrians, motorcycles, and bicyclists to understand safety challenges for each road user. This allows the region to better identify specific safety treatments and countermeasure for each user group.

Data was analyzed to identify roadway segments and patterns for the different contexts present in the Destination Safe region. Results show that a small number of streets account for a large share of the region's most serious crashes. In urban areas, 8 percent of roadway miles accounted for 60 percent of fatal and serious injury crashes. **Roads identified in the vulnerable road user and motorcycle networks represent just over 1 percent of the roadway system each, but capture 58% and 43% of fatal and serious injury crashes respectively.**

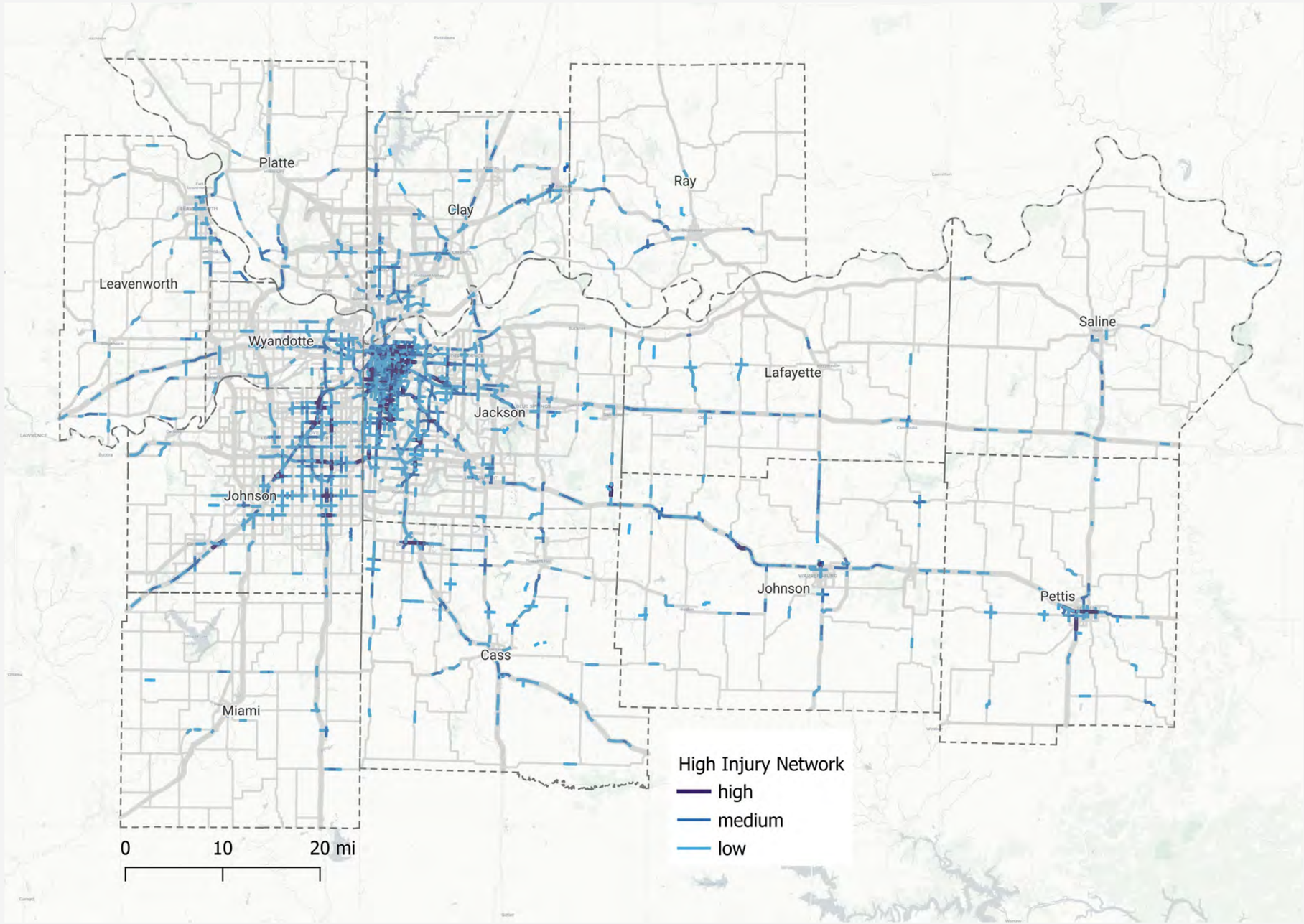


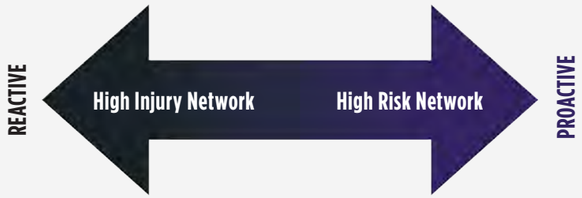
Figure 9: High Injury Network - All Modes of Travel (2019-2023)

High Risk Network

While the High Injury Network (HIN) examines where crashes have occurred historically, the High Risk Network (HRN) works to understand where crashes are most likely to occur in the future.

This analysis identifies correlations between road types, characteristics, and surrounding conditions and locations that have experienced elevated crash histories. It then selects roadway segments which share those same conditions regardless of crash history.

The High Risk Network predicts that a relatively small share of roadways account for a large portion of fatal and serious injury risks. Roads identified as higher risk do not need to have a long crash history to be considered for improvements. Instead, they can be prioritized based on their characteristics and context. The results of this analysis can be combined with the High Injury Network to guide where and how local governments make safety investments and helping them focus on improvements such as safer street design, speed management, and protection for vulnerable road users.



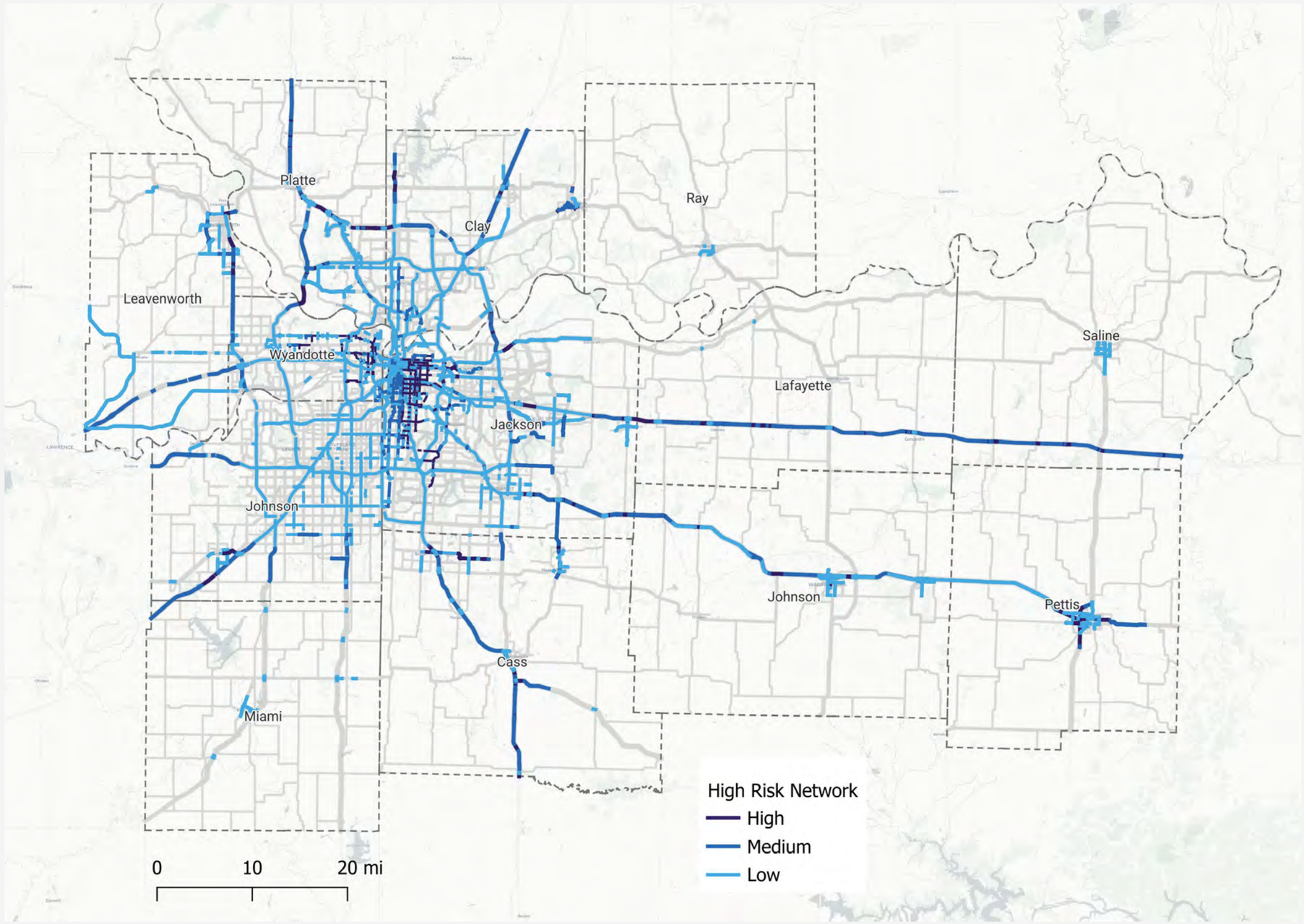


Figure 10: Urban HRN. All Modes (2019-2023)

Plans, Policies, and Programs

Many existing local, regional, and statewide plans have addressed transportation safety in some capacity.

Examples include transportation plans, complete streets policies, bicycle and pedestrian plans, and corridor studies. Each of these efforts play a role in planning for a safer roadway network. Table 1 provides a summary of local plans that were reviewed in depth as part of this plan development. Appendix C provides more details and recommendations for future efforts.

Table 1: Reviewed Plans and Policies Action Plan

DOCUMENT	YEAR
RideKC Smartmoves 3.0	2010
Greater KC Regional Bikeway Plan	2016
Mid America Regional Council Regional Pedestrian Policy Plan	2018
Complete Streets Handbook	2018
Destination Safe Transportation Safety Plan 2022-2027	2022
Kansas City Vision Zero Action Report	2022
Public Participation Plan	2023
MARC Long Range Transportation Survey Findings Report	2024
Connected KC 2025	2025

Local Plans

At the local level, road safety has most commonly been addressed as part of existing transportation plans, bicycle and pedestrian plans, and Safe Routes to School plans. However, an increasing number of communities in the Destination Safe Region have adopted Safety Action Plans of their own after receiving Safe Streets and Roads for All (SS4A) grants. Many of these plans include parallel recommendations to this Plan focusing on reducing vehicle speeds, reducing conflicts among users by improving sidewalks, crossings, and bike networks, and increasing Safe System education and awareness. These efforts demonstrate a strong desire to improve safety across local communities. For those that completed their own safety action plan or are in the process of completing one, this effort seeks to reinforce local ideas and strategies and provide additional tools and resources.

Regional Plans

MARC has developed and continues to develop regional plans which address various aspects of transportation safety. These include the previous Destination Safe Transportation Safety Plan, Connected KC 2050, and an updated Regional Bike Plan (2026). These plans coordinate efforts across the region and offer guidance and insight on emerging trends, regional priorities, and funding opportunities.

Statewide Plans

Kansas and Missouri have Strategic Highway Safety Plans that provide a statewide framework to eliminate transportation related deaths and serious injuries through the Safe System Approach. The plans include strategies to address the top contributing factors of fatal and serious injuries in each state. Both states have completed Vulnerable Road User Safety Assessments (VRUSA) and have public dashboards that provide data and insights across each state. Kansas also has a statewide Active Transportation Plan, which includes recommendations to improve bicycle and pedestrian safety.

Status of Safety Action Plans in the Destination Safe Region

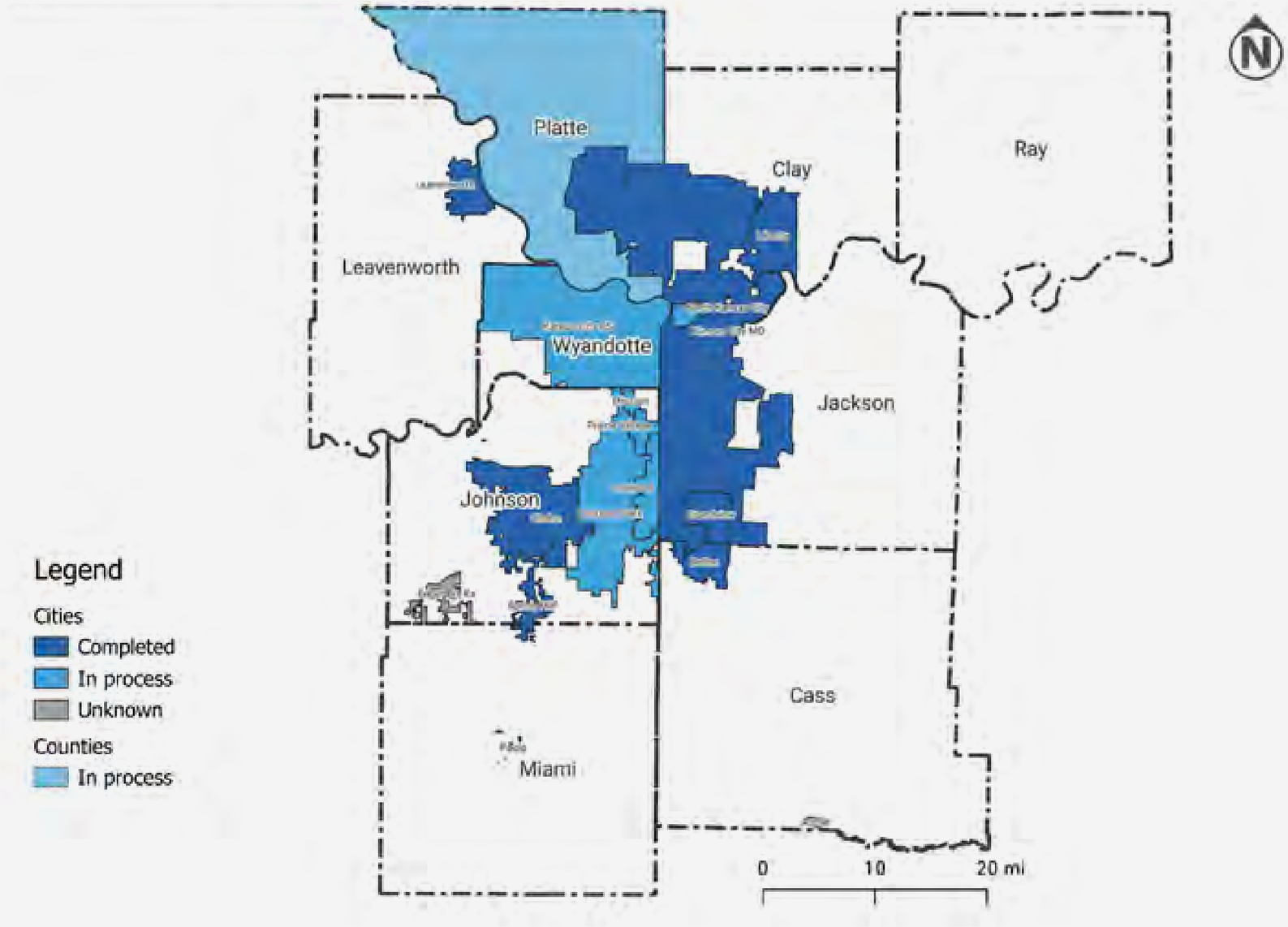


Figure 11: Completed or Expected Safety Action Plans (2026)

Plans, Policies, and Program Recommendations

The following section outlines recommendations to regional partners on how they can focus local safety efforts through implementation and/or changes to existing policies, programs, procedures, and plans.

Figure 12: Students walking home from School.

Safe Routes to School

Safe Routes to School (SRTS) programs enable and encourage students to safely walk, bike, or roll for their school commute. Safe Routes to School includes planning, development, and implementation of projects and activities that will improve active transportation safety and reduce traffic, fuel consumption, and air pollution around schools. Many school districts in the region have adopted Safe Routes to School programs and Destination Safe recommends other school districts incorporate programs as well.

Walking and Biking Bus

A walking bus or bike bus is an organized group of students and adults who walk or ride a set route to school. Students can join anywhere along the route, so the group grows as it approaches the school, just how a school bus picks up students. These groups can be special events or regular meetups and depend on parent or staff volunteers.

BikeWalk KC can help communities get started with walking and biking events, and serve as an educational resource for both youths and adults.

Way To Go / Travel Demand Management and Transit

Way to Go is a regional travel demand management program that advocates for sustainable transportation options that connect people to places.

A robust bus transit system can play a key role in reducing crashes by decreasing reliance on single-occupancy vehicle travel. By providing frequent, reliable, and accessible transit options, bus systems shift trips from cars to safer, higher-capacity modes, reducing traffic volumes and conflict potential on roadways.

Complete Streets, Traffic Calming, and Speed Reduction

COMPLETE STREETS

Complete Streets policies and guidance direct transportation planners and engineers to consistently design the right-of-way to accommodate all travelers, including drivers, transit riders, pedestrians, and bicyclists, and to give additional consideration for the needs of special user groups like the elderly, children, and those with disabilities.

MARC updated their Complete Streets Policy in 2024 and in 2018 updated their Complete Streets Handbook to serve as a resource for local jurisdictions on how to adopt and implement complete streets policies in their communities.

TRAFFIC CALMING

Roadway design can be used to reduce vehicle speeds and improve safety for pedestrians and bicyclists. This is especially important in areas where people walk, bike, and roll. Recommended traffic calming strategies are discussed in Chapter 4 and in the MARC Countermeasure Selection Tool.

SPEED LIMITS

Addressing vehicle speeds is a crucial step to making streets safer. Higher speeds increase the likelihood of a crash by reducing a driver's ability to recognize and avoid potential conflicts. Speed also increases the severity of a crash, especially those involving a vulnerable road user like a pedestrian or bicyclist. Many roads throughout the Destination Safe region have speed limits that reflect a preference for high speeds and quick vehicle travel times, but this is achieved at the expense of roadway safety.

COMPLETE STREETS ARE SAFE STREETS

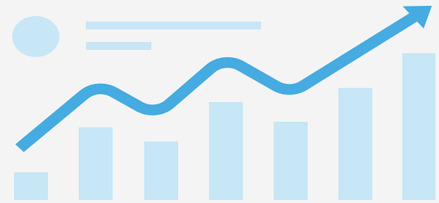
HEALTH & ENVIRONMENT

Lowered risk of chronic disease, reduced daily stress from driving, less motor vehicle congestion, improved air quality.

SOCIAL

Increased interaction and community building; increased social safety; people-oriented streets; increased mobility options for all; community wide solutions to address systemic inequalities.

ECONOMY



Lower health care costs; increased productivity; increased retail sales in pedestrian-oriented environments; and reduced costs for roadway updates.

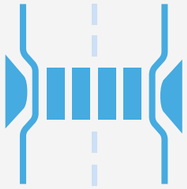
PEDESTRIAN IMPROVEMENTS

- Sidewalks
- Crosswalks
- Median crossing islands

TREES & GREENSPACE

- Tree lawns
- Neighborhood parks
- Landscaping

SAFETY IMPROVEMENTS



- Traffic calming
- Intersection improvements
- Traffic signal upgrades

BIKE IMPROVEMENTS

- Bike lanes
- Trails and paths
- Bike parking

ACCESSIBILITY

- Reachable buttons
- Wheelchair friendly sidewalks
- Median crossing Islands

TRANSIT

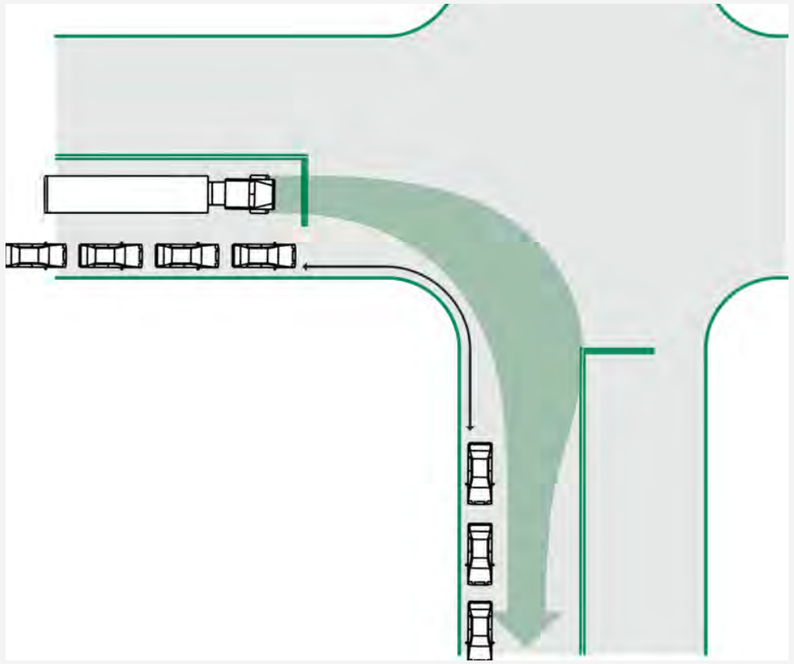
- Bus shelters
- Well lit waiting areas
- Bus lanes

Emergency Response

An often-overlooked component of the Safe System Approach is to streamline emergency response and medical care after a crash has occurred. Whether or not someone dies as the result of a crash is often the result of how fast they receive treatment. Rapid response times can be a challenge across much of the region, but especially in rural areas. To help address this issue, MARC received an SS4A grant award to design and demonstrate a regional pre-hospital whole blood program and will produce a post-crash care appendix for this Comprehensive Safety Action Plan.

Truck Parking

Shortages/Lack of safe and accessible commercial truck parking places a costly burden on our nation's truck drivers and the economy; and puts all road users at risk. Truck drivers may choose to park at unsafe locations, such as on the shoulder of the road, exit ramps, or vacant lots, if they are unable to locate official, available, safe, and efficient parking. This creates a safety hazard for truckers and other motorists due to the increased potential for collisions with parked trucks.



Design Standards and Maintenance

DESIGN STANDARDS

Street design standards have a significant impact on roadway safety. Context appropriate street design encourages safe behavior and reduces conflicts between users. Existing standards vary across the region, but MARC encourages partner agencies to update existing design standards to include design guidance available in state and federal resources. A countermeasure selection tool has also been developed as part of this plan and is available here.

MAINTENANCE

One of the most effective ways of improving systemic safety is to introduce low-cost countermeasures and safety treatments into an existing roadway maintenance process. This can include restriping roadways for narrower lanes, simple road reconfigurations, adding high-visibility crosswalks, and updating signage.

Land Use and Parking

LAND USE

Land use and parking policies play a critical role in shaping travel behavior and roadway safety across the region. Areas of compact, mixed-use development can reduce the need for vehicle trips and encourage walking, biking, and transit use. Even moderate density can support lower vehicle speeds.

PARKING

Updating parking policies, such as reducing or eliminating minimum parking requirements, managing on-street parking, and aligning parking supply with context, can help limit the need for vehicle trips, improve visibility at intersections, and even create space for safer road designs like using on-street parking to protect bike lanes. Together, thoughtful land use planning and modern parking strategies can support safer speeds, reduce conflict points between vehicles and people, and create environments that prioritize safety, accessibility, and livable communities. Kansas City is looking at parking reform to increase density in its urban core.

Traffic Enforcement and Messaging

Traffic enforcement is an important component of a comprehensive approach to roadway safety and plays a vital role in preventing dangerous driving behaviors such as speeding, aggressive driving, distracted driving, and impaired driving. It can also help reinforce effective safety practices like seat belt usage and proper child restraints. High visibility enforcement helps deter risky behavior by reinforcing traffic laws designed to protect all roadway users.

Behavioral Messaging

Enforcement is most effective when paired with public education and messaging, aimed at reducing the frequency and severity of crashes by encouraging safer driving choices and increasing accountability for behaviors that place others at risk. Both Kansas and Missouri maintain robust behavioral messaging and traffic safety resources. A Safety Education and Communication toolkit was developed for the Destination Safe region as part of this Plan and is available at XXXX.

State and National Resources

Missouri and Kansas recognize the need for effective safety messaging and education and have put together a multitude of resources designed to allow cities, counties, metropolitan planning organizations, and other organizations to utilize these resources to improve safety within their communities.

Missouri Resources - savemolives.com/mcrs

Kansas Resources - ktsro.org

Several national agencies provide additional resources that can be used to inform the public about safety issues.

National Resources – trafficsafetymarketing.gov

- Graphics
- Talking points
- Statistics
- Social media and ad copy
- Campaign research
- More

SafeAcross

SafeAcross is a data-driven pedestrian safety initiative that pairs specialty signage with playful educational messages to train drivers to recognize crosswalks and yield for pedestrians. The various elements of SafeAcross aim to normalize courteous behavior and promote pedestrian-friendly communities across the region.

Automation

Automated enforcement can complement traditional traffic enforcement by addressing safety concerns in a consistent and objective manner. Tools such as speed safety and red-light cameras can operate continuously, reduce the need for potentially dangerous officer-initiated stops, and help focus enforcement on high-risk or priority locations. Implementation should be made with clear policies, transparency, and equity considerations. Automated enforcement usage may vary by State and jurisdiction. The use of automated enforcement is limited in SS4A grants to school or work zones.

3

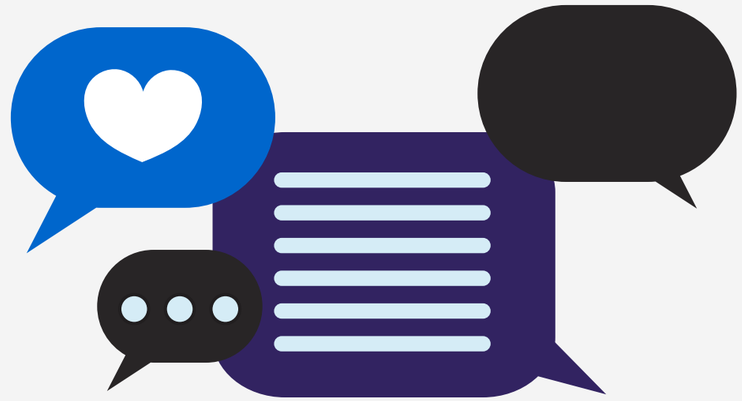
Engagement & Collaboration

Stakeholder Engagement

Leaders throughout the Mid-America Regional Council (MARC) and Pioneer Trails Regional Planning Commission (PTRPC) regions came together to collaborate on the development of the Destination Safe Plan.

During the planning process, the group worked to engage a variety of people with the goal of understanding safety issues, community priorities, and history. The Destination Safe plan evolved as feedback was given, guidance was offered, and collaboration on goals, strategies, and actions took form. Their feedback shaped the Plan's goals, strategies, and actions and guided many of the recommendations in this Plan aimed at helping jurisdictions and agencies in the Region work toward **the goal of eliminating traffic fatalities by 2050.**

DESTINATION SAFE



Plan Advisory Team

Destination Safe Coalition members were invited to attend four meetings between March 2025 to January 2026 to guide development of the Destination Safe Plan. These meetings revolved around **four phases of plan development**:

1: Envision – Establish a shared vision of safety in the region.

2: Understand – Learn what data and lived experience tells us about our safety in our region.

3: Solve – Define the actions that will improve safety in the future.

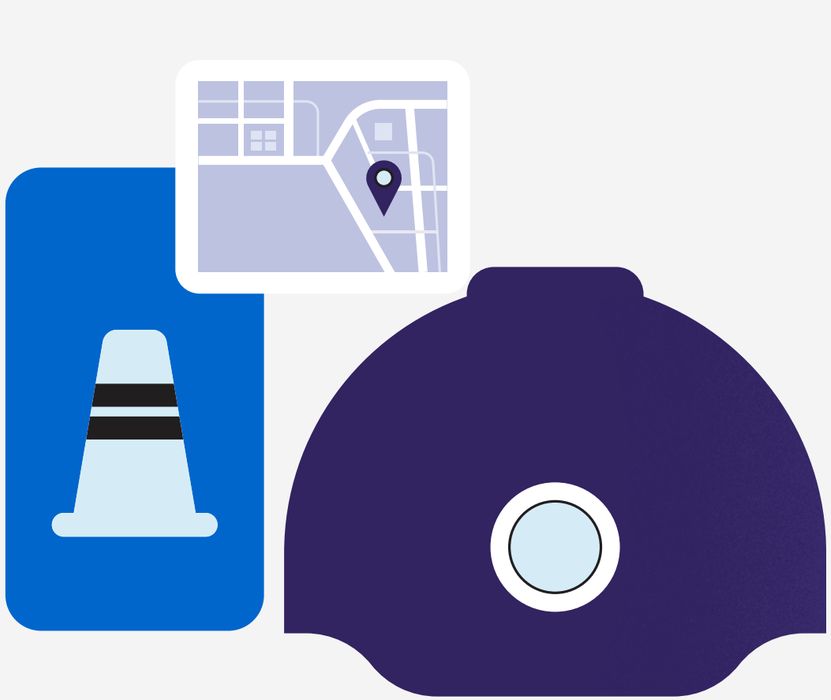
4: Commit – Refine the actions and strategies that will be implemented after the plan is adopted.

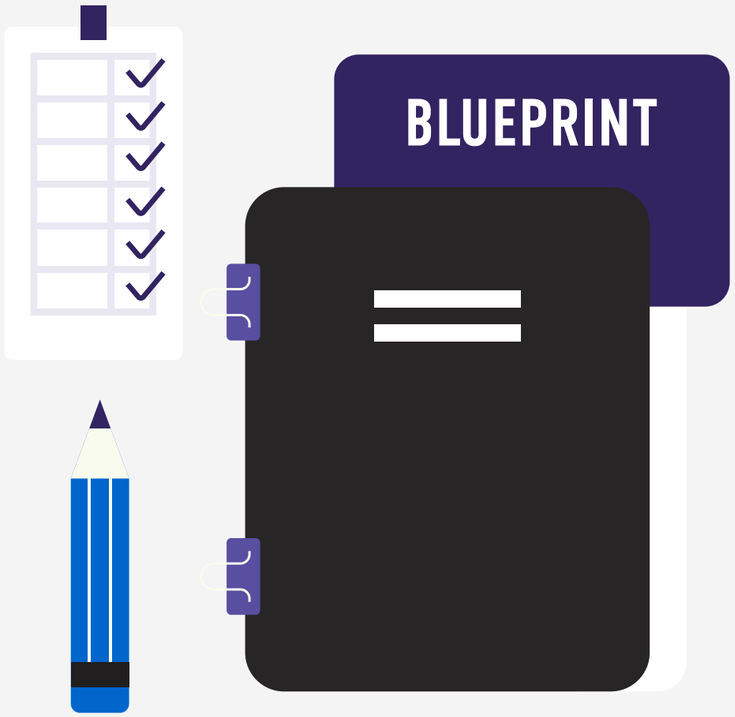
Listening Sessions

Five scheduled listening sessions with partner agency staff and non-profit groups provided understanding and background for the state of safety within the region along with past efforts that have successfully increased safety. Each listening session included conversation related to:

- Regional and local traffic safety culture
- Processes for project implementation
- Effective tools and experiences with implementation
- Challenges to increasing safety
- Specific locations where changes should be made, and
- Staff capacity, resources, and technical assistance

Stakeholder Engagement





Safety Trainings

Helping decision-makers and partners understand and embrace the Safe System Approach was an important part of engagement. Safety trainings were developed to serve as a lasting regional resource to explain how addressing safety should emphasize a holistic approach that both reprioritizes roadway design for the safety of all road users and works to improve dangerous behaviors. These trainings are available as an ongoing resource through MARC.

- SafeAcross Crosswalk Assessment Training – August 2025
- Behavioral and Engineering Countermeasures Training – December 2025
- Police and First Responder Data and Program Training - January 2026

Education and Outreach Toolkit

The Destination Safe Education and Outreach Toolkit is designed to strengthen regional capacity to communicate transportation safety messages clearly, consistently, and effectively across the Destination Safe region. It includes messaging guidance, social media copy and graphics, newsletter and advocacy templates, and project specific materials to help communicate safety project benefits and how they work towards regional goals.

Community Conversations

Development of the Destination Safe Plan included a wide range of digital and in-person engagement opportunities to solicit feedback on regional safety concerns and to inform community members of the process.

Understanding the lived experience of those who use the region's roadways was an important step in identifying safety priorities that work for everyone. The community engagement process also empowered people in the region to make individual changes that will save lives.

Survey Webmap

A project survey and web map were posted to MARC's website and promoted through various channels including social media, emails, and events. Nearly 350 responders provided feedback on locations where they did not feel safe either driving, walking, biking, or rolling and answered questions related to dangerous behaviors, priorities, and what would make them feel safer on the roadway.

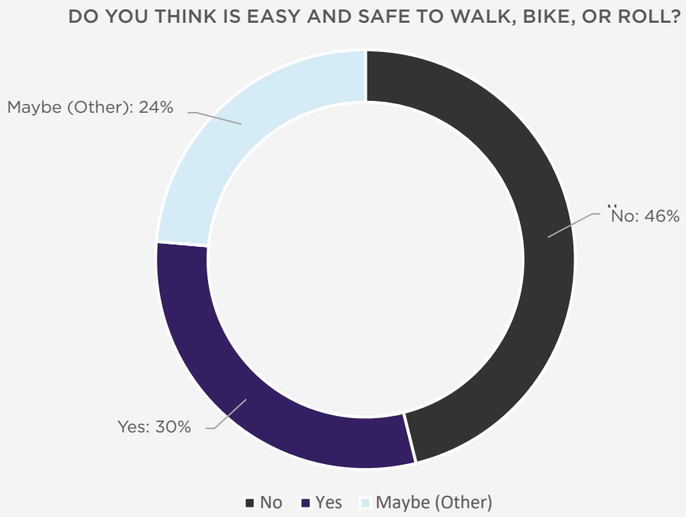


Figure 13: Perception of Vulnerable Road User Safety

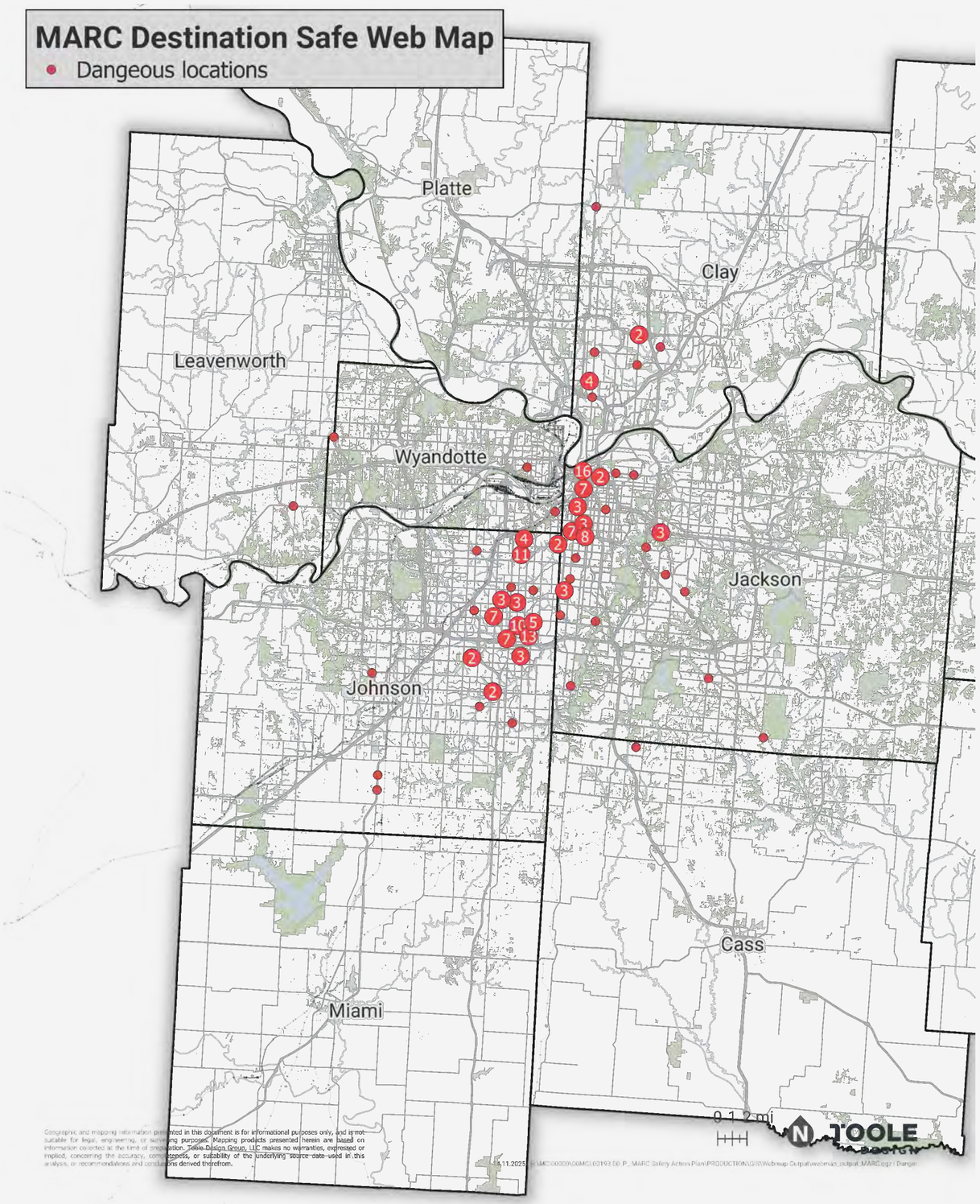
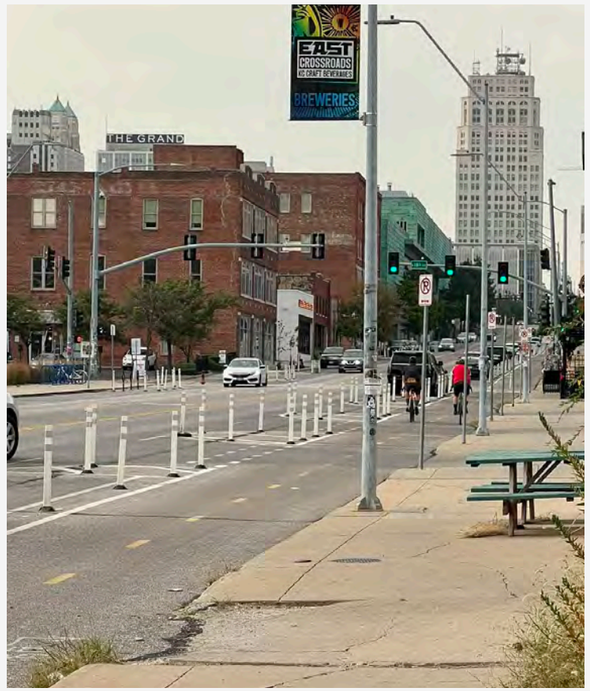


Figure 14: Destinations Safe Web Map, Near Misses and Dangerous Locations Identified in Public Survey.

The online survey asked respondents what changes to roadway design would make them feel safer walking, biking, or rolling.

Respondents reported a desire for:

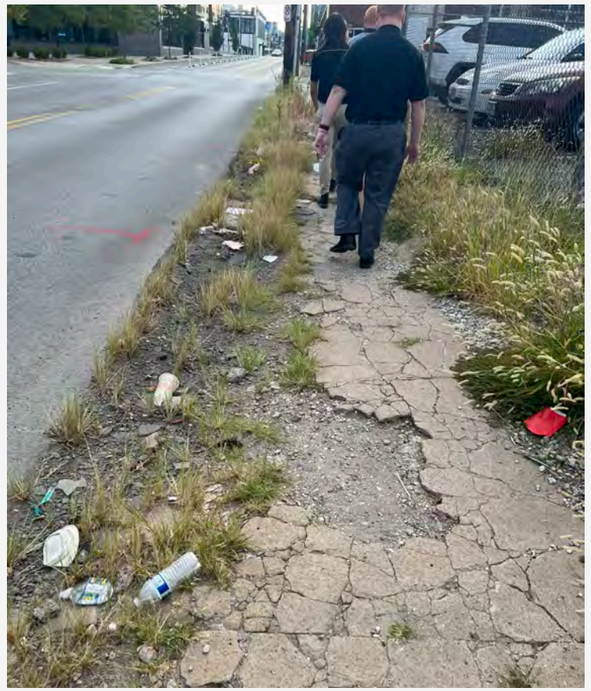


SEPARATION FROM TRAFFIC

This incorporates sidewalks or bike lanes with buffers or physical barriers which separate people walking and biking from vehicle traffic.

INTERSECTION IMPROVEMENTS

This can include a number of safety countermeasures which work to reduce crossing distances, improve visibility, slow or restrict vehicle turning movements, and even “protected intersections” which extend bike lane separation through the intersection.



CONNECTIVITY

A sidewalk or bike lane network needs to connect people to where they want to go. Gaps in that network with poor or missing infrastructure make an otherwise comfortable trip unfeasible.

VEHICLE SPEED REDUCTION

Busy roads are uncomfortable and often unsafe to walk, bike along, or drive. Slowing vehicle speeds makes walking, biking, rolling, and driving safer and more enjoyable!

Figure 15: Reported Priorities on improving VRU Safety.

Each of these public desires aligns with proven safety recommendations for bicyclists, pedestrians, and drivers, indicating a preference for complete streets design.

Pop-ups and Events

A total of seven pop up events were held to meet where people already gather and have in-depth conversations about travel experiences and the Plan's safety goal. A public workshop was also held in July 2025 to provide more details about data analysis and findings.

Table 2: Pop up Locations

EVENT	CITY	DATE
John Brown Jamboree	Osawatomie, KS	June 21, 2025
Brookside Farmer's Market	Kansas City, MO	June 28, 2025
Cake and Ice Cream Social	Raytown, MO	July 17, 2025
Destination Safe CSAP Workshop	Kansas City, KS	July 22, 2025
Independence Farmer's Market	Independence, MO	July 26, 2025
Ethnic Enrichment Festival	Kansas City, MO	August 15-16, 2025
Gardner Farmer's Market	Gardner, KS	August 21, 2025
Mission Transit Center	Mission, KS	September 29, 2025

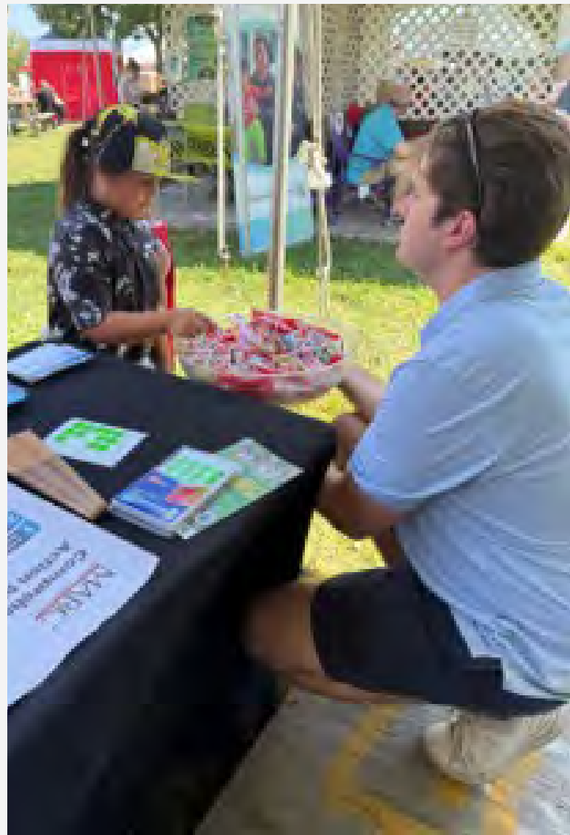


Figure 16: Pop Up Booths and Invitation

Major Themes

MAINTENANCE & INFRASTRUCTURE

Roads, sidewalks, and lighting need consistent upkeep and reinvestment.

DRIVER BEHAVIOR

Speeding, distraction, and unsafe intersections are repeated safety concerns.

LOCAL CAPACITY

Smaller communities need help with staffing, funding, and grant development.

EQUITY & ACCESS

Sidewalk and bike gaps limit safe mobility, especially in rural and low-income areas.

PUBLIC AWARENESS

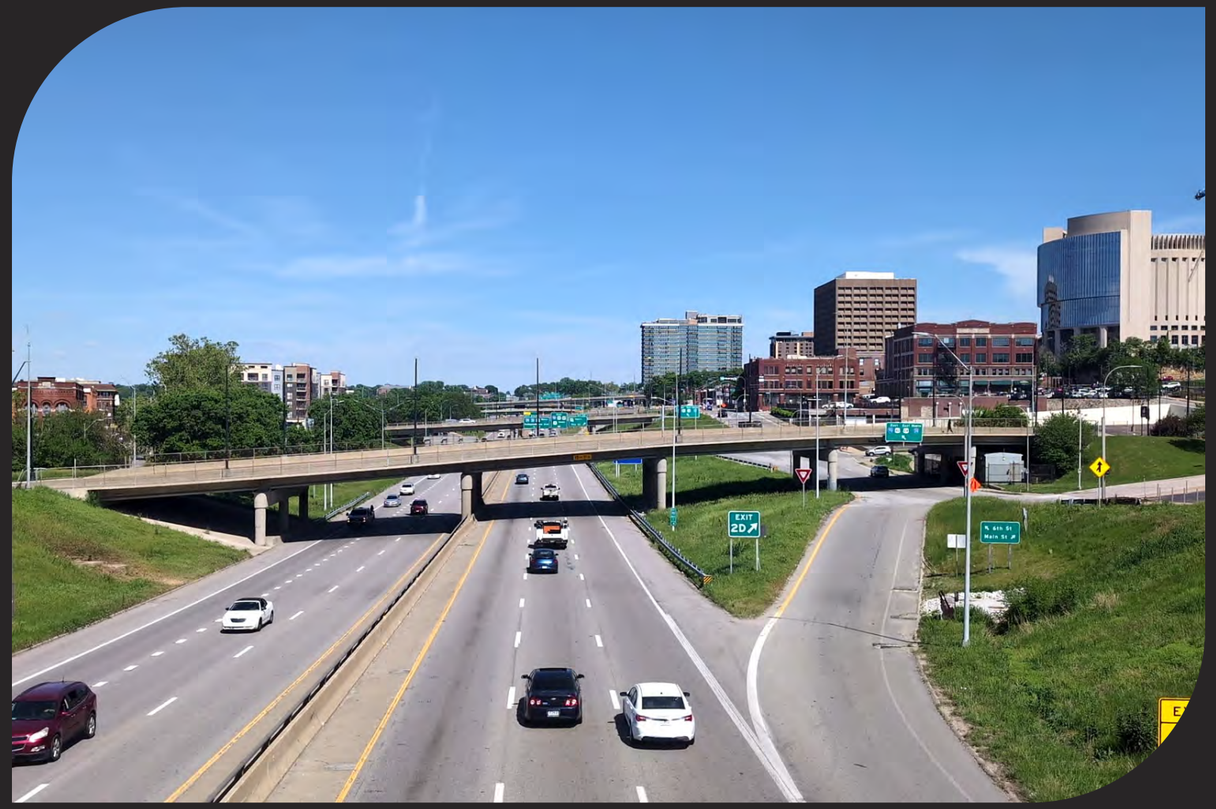
Residents often equate safety with maintenance—education needed on behavior and design.

DATA & TRANSPARENCY

Strong interest in accessible crash data and clear safety performance tracking.

DESIGN PRIORITIES

Broad support for visible safety upgrades—crosswalks, bike lanes, and signal improvements.



4 Strategy and Project Selection

Deploying the Safe System Approach

The mission of Vision Zero, to save lives, requires changing how we design and operate our transportation system. The Safe System Approach is the foundation for this change that prioritizes human life above all. Through data analysis, review of existing efforts, and the public engagement process, strategies and actions have been identified to set the Destination Safe region on the path to zero fatalities and serious injuries. These strategies are organized by the type of recommendation.

Strategies and Actions

A | STRATEGIES OR ACTIONS

Each is a discrete, specific effort that can be advanced by one or more partners.

B | TIMEFRAME

Action items are assigned general timeframes to help action leaders prioritize their efforts. Although the timeframes note an estimated number of years, these timeframes align with the level of effort for completing these actions.

Timeframes include:

Short: 0-2 years

Medium: 2-5 years

Long: 5 or more years

C | LEVEL OF EFFORT

There is an anticipated level of effort associated with each action based on a high, medium, and low scale. High effort actions require significant investment and staff time, and may require successful grant awards or dedicated funding. Low effort actions can likely be accomplished within an organization's existing budget and staff time.

There is an anticipated annual cost level listed with each step based on the following ranges:

$ - Low

$$ - Medium

$$$ - High

D | ACTION LEADER AND SUPPORTING PARTNERS

Each action item is led by an action leader and supported by various agency partners.

E | SAFE SYSTEM APPROACH ELEMENT

The Safe System element(s) addressed in this strategy.

#	ACTION (A)	TIMEFRAME (B)	LEVEL OF EFFORT (C)	ACTION LEADER (D)	SUPPORTING PARTNERS (D)	SAFE SYSTEM APPROACH ELEMENT (E)
1.1	Create guidance for micro sidewalk gap program.	Short	$			
1.2	Conduct roadway safety audits after every KSI crash.	Short	$$			
1.3	Install Lighting on arterial roadways, starting with the HIN	Medium-Long	$$$			

The Actions or Strategy that follow are understood to be general recommendations. For some Actions, implementation would only occur when and where appropriate based on further analysis, engineering design, and environmental assessment. Other Actions may require policy changes in alignment with other agency goals. Due to staffing, financial, and other constraints, each agency will need to consider how to prioritize implementation of these Actions in support of Vision Zero.

Destination Safe Coalition Strategies and Action Steps

COLLABORATION: Support and improve collaboration between multi-disciplinary partner agencies and organizations (small and large / urban and rural)

- Convene regular meetings with local, state, and federal transportation, engineering, and public health professionals, police and fire departments, community and advocacy organizations, and local leaders, to collaboratively communicate and address transportation safety for all road users with strategies like contextually appropriate safety programs, data and analysis, and messaging.
- Promote and collaborate with partner programs, organizations, and initiatives that encourage transportation safety through mode choices other than a personal vehicle (MARC's Way To Go, BikeWalkKC, SafeAcross, Safe Routes to School, etc.)
- Serve as a facilitator of resources and opportunities for achieving the coalition's mission.

ADVOCACY: Increase support/advocacy for legislation, policies, practices, and funding that focuses on prioritizing safety for all road users or during post-crash care

- Provide data-driven safety resources (i.e., fact sheets, report card, memos, analysis) for use by partner governments, agencies, and organizations to advocate for increased funding or reallocation of existing funding to safety projects and/or for implementation of transportation-related safety project, programs, or initiatives.
- Develop Safe System training for local audiences, including MARC Staff, partner agency staff, the public, and decisions makers. Provide this training regularly.
- Develop a resource page to track State and Federal guidance on best practices for Safe System approach implementation.

AWARENESS: Increase awareness (Destination Safe Coalition/MARC, regional safety issues and behaviors)

- Promote DS Coalition and the CSAP to partner governments, agencies, and organizations.
- Foster a shared safety culture as well as prioritize and support transit and active transportation, through a data-driven approach.

EDUCATION: Develop, provide, and promote educational/informational resources such as data, analysis, conferences/training, and social media messages

- Perform (and report out) crash data analysis to understand high-risk actions and behaviors and conduct before and after safety project analysis.
- Develop, share, or promote opportunities for safety training and conferences as well as transportation-related safety messaging and information (repository page).
- Maintain crash data dashboard and regional HIN / HRN.
- Develop and maintain menu of activities (i.e., LPI, synchronized signal timing, NROR, curb extensions, signage, crosswalk striping / restriping, pedestrian plazas, transit and mobility technology) for quick build, demonstration, or pilot projects.

EVALUATION & ENCOURAGEMENT: Transform data into actionable insights for improving/enhancing transportation safety

- Use data-driven approaches to analyze, monitor, or measure performance of safety initiatives for effectiveness.
- Conduct before and after safety project analysis.
- Explore opportunities to establish a Get There Safe Award Program.
- Explore opportunities to advance Driver's Education.
- Engage regularly with the public and stakeholders to identify and update safety needs and issues.

1.0
Safe Roads and Safe Speeds

Roadway design, operation, and maintenance are at the heart of transportation safety. The following strategies and actions focus on engineering practices and policies that reduce speeds and increase safety for all users through design and practice.

Strategy: Focus roadway safety projects on the High Injury Network (HIN) and High Risk Network (HRN)

#	ACTION	TIMEFRAME	LEVEL OF EFFORT	ACTION LEADER	SUPPORTING PARTNERS	SAFE SYSTEM APPROACH ELEMENT
1.1	Implement proven safety countermeasures and treatments from federal and state resources, prioritizing locations on the HIN and HRN. Use the Countermeasure Selection Tool to guide selection, unless site-specific conditions or constraints require alternative approaches.	Short - Long	Low - High	Local Jurisdictions, MARC, PTRPC	KDOT, MoDOT	Safe Roads, Safe Speeds
1.2	Conduct walk audits or Road Safety Audits (RSA) on HIN and HRN corridors to better understand roadway safety issues as part of the project scoping phase.	Short	Medium	Local Jurisdictions	MARC, MoDOT, KDOT	Safe Roads, Safe Speeds
1.3	Use National and State design guidance to plan and implement pedestrian and bicycle projects that promote separation between modes and safe crossings. Prioritize pedestrian and bicycle projects on HIN/HRN segments, areas of social vulnerability, and near schools, parks, and transit.	Short - Long	Low - High	Local Jurisdictions, MARC, PTRPC	MoDOT, KDOT	Safe Roads, Safe Speeds
1.4	Inventory and evaluate lighting deficiencies along HIN and HRN roadways, especially the pedestrian HIN.	Short	Low	Local Jurisdictions	KDOT, MoDOT, MARC, PTRPC	Safe Roads
1.5	Utilize quick builds, demonstrations, and iterative design to implement safety projects quickly and inexpensively. Collect data and user feedback to inform more permanent design decisions.	Short - Medium	Low - Medium	Local Jurisdictions	MARC, MoDOT, KDOT	Safe Roads, Safe Speeds

Strategy: Fill gaps to create a connected roadway network

#	ACTION	TIMEFRAME	LEVEL OF EFFORT	ACTION LEADER	SUPPORTING PARTNERS	SAFE SYSTEM APPROACH ELEMENT
1.6	Complete a sidewalk and bike network gap analysis that helps identify gaps on vulnerable road user HIN/HRN segments and in areas near schools, parks, and transit.	Short	Low - Medium	Local Jurisdictions, MARC, PTRCP	Transit Agencies, School Districts	Safe Roads
1.6A	Dedicate implementation and maintenance funding to fill in gaps and for improvements to sidewalk, bicycle, and transit facilities/amenities.	Short - Medium	Low - Medium	Local Jurisdictions, MARC, PTRCP	Transit Agencies, School Districts	Safe Roads
1.7	Coordinate with transit providers to ensure transit stops are safe and accessible. Fill in sidewalk and bike network gaps, and improve intersection and mid-block crossings near transit stops.	Medium	Low - High	Local Jurisdictions, Transit Providers	KDOT, MoDOT, MARC	Safe Roads, Safe Users

1.0
Safe Roads and Safe Speeds

Strategy: Reduce vehicle speeds and potential conflicts

#	ACTION	TIMEFRAME	LEVEL OF EFFORT	ACTION LEADER	SUPPORTING PARTNERS	SAFE SYSTEM APPROACH ELEMENT
1.8	Evaluate speed limits on the HIN/HRN and consider targeted reductions. Evaluate blanket speed reductions for residential areas and where pedestrians and bicyclists are frequent.	Short	Low	Local Jurisdictions	KDOT, MoDOT	Safe Speeds
1.9	Identify existing 4-lane roads with ADT of less than 15,000 for road reconfiguration projects. Where ADT is between 15,000 and 25,000 ADT, study roads to determine feasibility of road reconfigurations.	Short	Low	Local Jurisdictions	KDOT, MoDOT, MARC	Safe Roads, Safe Speeds
1.10	Deploy access management strategies to consolidate driveways to adjacent properties and use medians to restrict dangerous left turns.	Medium	Low - High	Local Jurisdictions	KDOT, MoDOT	Safe Roads

2.0
Safe Road Users and Post Crash Care

Transportation safety will progress across the Destination Safe region by building partnerships and aligning enforcement, education, and other programs with the Safe System Approach. Together, these strategies focus resources on the highest-risk locations and behaviors, strengthen collaboration among agencies and community partners, and build public understanding and support for actions that reduce fatal and serious injury crashes for all road users.

Strategy: Focus roadway safety projects on the HIN and HRN

#	ACTION	TIMEFRAME	LEVEL OF EFFORT	ACTION LEADER	SUPPORTING PARTNERS	SAFE SYSTEM APPROACH ELEMENT
2.1	Target enforcement to address dangerous driver behaviors especially on HIN and HRN corridors, near schools, and in work zones.	Short	Low	Police Departments	Local Jurisdictions, MARC, Transit Agencies, School Districts	Safe Users, Post Crash Care
2.2	Develop or implement (local or regional) speed management principles, traffic enforcement and education efforts, and technology to reduce speeds (especially on HIN and HRN corridors and in school and work zones).	Medium	Medium	Local Jurisdictions	MARC, Transit Agencies, School Districts	Safe Speeds, Safe Roadways

Strategy: Build partnerships and raise transportation safety awareness

#	ACTION	TIMEFRAME	LEVEL OF EFFORT	ACTION LEADER	SUPPORTING PARTNERS	SAFE SYSTEM APPROACH ELEMENT
2.3	Host regular crash reporting training for law enforcement and coordinated inter-agency emergency response training for first responders.	Short	Low	KDOT, MoDOT, MARC, PTRPC	Local Jurisdictions and Police Departments	Post Crash Care
2.4	Provide media training to and ongoing coordination with news outlets to eliminate victim blaming in reports and to highlight Vision Zero efforts.	Short	Low	MARC, PTRPC	Local Jurisdictions and Police Departments	Safe Users
2.5	Partner with school districts and youth organizations to provide pedestrian, bicycle, and new driver education and develop peer safety messaging.	Short - Medium	Low	Local Jurisdictions, MARC, PTRPC	School Districts	Safe Users
2.6	Develop regional E-bike/scooter policy guidance and educational materials to promote their safe use and regulate e-moto usage.	Short - Medium	Low - Medium	Local Jurisdictions, MARC, PTRPC	School Districts	Safe users

2.0 Safe Road Users and Post Crash Care

Strategy: Use education and engagement to increase safety awareness and understanding

#	ACTION	TIMEFRAME	LEVEL OF EFFORT	ACTION LEADER	SUPPORTING PARTNERS	SAFE SYSTEM APPROACH ELEMENT
2.7	Coordinate high visibility enforcement and educational messaging to reinforce one another.	Short	Low - Medium	Police Departments	KDOT, MoDOT	Post Crash Care, Safe Users
2.8	Regularly engage with the public to identify and update safety needs and issues.	Short	Low	Local Jurisdictions, MARC, PTRPC	KDOT, MoDOT, Transit providers	Safe Roads, Safe Users
2.9	Display Destination Safe branded signage during and after construction of safety related projects.	Short	Low	Local Jurisdictions, MARC, PTRPC	Local Jurisdictions	Safe Roads, Safe Users
2.10	Provide education materials for infrastructure projects and programs to communicate safety benefits to the public.	Short	Low	MARC, PTRPC	KDOT, MoDOT, Transit providers	Safe Roads, Safe Users
2.11	Develop or implement safety education for all modes to operate more safely in the Destination Safe Region.	Short - Medium	Low	Local Jurisdictions, MARC, PTRPC, Community Groups, Non-profits	KDOT, MoDOT, School Districts	Safe Users
2.11A	Develop or implement safety training for young drivers on how to share the road with bicyclists and pedestrians	Short - Medium	Medium	KDOT, MoDOT, School Districts	Local Jurisdictions, MARC, Community Groups, Non-profits	

Strategy: Adopt or promote programs that improve transportation safety

#	ACTION	TIMEFRAME	LEVEL OF EFFORT	ACTION LEADER	SUPPORTING PARTNERS	SAFE SYSTEM APPROACH ELEMENT
2.12	Utilize Screening and Brief Intervention and Referral to Treatment (SBIRT) programs to prevent dangerous behaviors or address behaviors after a traffic conviction.	Medium	Medium - High	Schools, Community Groups, Non-profits	Local Jurisdictions, MARC, KDOT, MoDOT	Safe Users, Post Crash Care
2.13	Implement a whole blood emergency response program.	Short - Medium	Medium - High	Emergency Responders, Healthcare Providers	MARC, Local Jurisdictions	Post Crash Care
2.14	Implement the SafeAcross Program to improve vehicle yield rates (yielding to pedestrians in crosswalks).	Short	Low - Medium	Local Jurisdictions	MARC, KDOT, MoDOT	Safe Users, Safe Roads
2.15	Evaluate truck parking availability, implement projects that expand capacity and improves roadway safety for all road users	Medium	Medium	KDOT, MoDOT, Local Jurisdictions	MARC, PTRPC	Safe Roads, Safe Users

3.0 Education, Training, and Resources

The Safe System Approach is an ongoing and iterative process that focuses on strengthening understanding across the Destination Safe region by building capacity among staff, decision-makers, and the public. Actions emphasize developing shared regional guidance and tools, and empowering community voices to actively participate in safety improvement efforts. Together, these strategies are intended to institutionalize Safe System principles in planning and programming, support consistent and effective implementation, and foster community-led advocacy that advances the shared goal of eliminating fatal and serious injury crashes.

Strategy: Build understanding of the Safe System approach among staff, the public, and decision makers

#	ACTION	TIMEFRAME	LEVEL OF EFFORT	ACTION LEADER	SUPPORTING PARTNERS	SAFE SYSTEM APPROACH ELEMENT
3.1	Conduct police training (especially after updates to crash reporting) to ensure consistency and reliability of crash data reporting.	Short	Low - Medium	Local Jurisdictions, Police Departments, MARC, PTRPC	KDOT, MoDOT	Safe Roads, Safe Speeds, Safe Users, Post Crash Care, Safe Vehicles
3.2	Identify and implement ways to collect near misses and unreported transportation-related FSI crashes.	Short - Medium	Medium	Local Jurisdictions, MARC, PTRPC	Healthcare	Safe Roads, Safe Speeds, Safe Users, Post Crash Care, Safe Vehicles

Strategy: Develop regional safety guidance and resources

#	ACTION	TIMEFRAME	LEVEL OF EFFORT	ACTION LEADER	SUPPORTING PARTNERS	SAFE SYSTEM APPROACH ELEMENT
3.3	Incorporate the Safe System Approach into the Transportation Improvement Program (TIP) and develop guidance for regional partners to incorporate the approach into their Capital Improvement Program (CIP). Include the Safe System Approach in Comprehensive Plan updates.	Short	Low	MARC, PTRPC	Local Jurisdictions	Safe Roads, Safe Speeds, Safe Users, Post Crash Care
3.4	Develop a quick build toolkit that provides regional guidance on how to implement safety demonstration projects, collect data, and inform permanent design.	Short	Low - Medium	MARC, PTRPC	Local Jurisdictions	Safe Roads, Safe Speeds
3.5	Develop a resource page to track State and Federal guidance on best practices for Safe System approach implementation.	Short	Low	MARC, Destination Safe	KDOT, MoDOT	Safe Roads, Safe Speeds, Safe Users, Post Crash Care, Safe Vehicles

Strategy: Empower community voices

#	ACTION	TIMEFRAME	LEVEL OF EFFORT	ACTION LEADER	SUPPORTING PARTNERS	SAFE SYSTEM APPROACH ELEMENT
3.6	Develop a toolkit to help establish and equip local safety groups so they can identify needs and advocate for local safety improvements effectively.	Short - Medium	Low - Medium	MARC	BilkWalkKC, Non-Profits	Safe Road Users, Safe Roads, Safe Speeds, Post Crash Care
3.7	Provide ongoing support to safety groups and organizations to implement transportation-related safety efforts. (Examples: bike bus, ThinkFirst, SafeAcross, Way to Go, CarFit, Traffic Gardens/ Parks, Kansas Traffic Safety Resource Office, Missouri Coalition for Roadway Safety (MCRS).	Short	Low - Medium	MARC, PTRPC, Local Jurisdictions	Police Departments, Schools, Healthcare, Non-profits	Safe Road Users, Safe Roads, Safe Speeds, Post Crash Care

4.0
Plans, Studies, and Analysis

Regional safety is maintained over extended timeframes by regularly updating plans, tracking progress, and adapting strategies to reflect evolving conditions and emerging safety needs. By committing to ongoing evaluation and refining the region's approach, these strategies support continuous improvement and reinforce the Safe System Approach as a long-term framework for eliminating fatal and serious injury crashes across the Destination Safe region.

Strategy: Regularly update plans to maintain momentum and respond to changing needs

#	ACTION	TIMEFRAME	LEVEL OF EFFORT	ACTION LEADER	SUPPORTING PARTNERS	SAFE SYSTEM APPROACH ELEMENT
4.1	Review the Destination Safe Comprehensive Safety Action Plan for updates (i.e., crash data safety analysis, action steps and strategies, and public/stakeholder engagement). Update the HIN/HRN every five years.	Long	Medium - High	MARC, PTRPC	KDOT, MoDOT, Local Jurisdictions	Safe Roads, Safe Speeds, Safe Users, Post Crash Care, Safe Vehicles
4.1B	Review local Safety Action Plan for updates (i.e., crash data safety analysis, action steps and strategies, and public/stakeholder engagement). Update the HIN/HRN every five years.	Long	Medium - High	Local Jurisdictions	KDOT, MoDOT, MARC, PTRPC	Safe Roads, Safe Speeds, Safe Users, Post Crash Care, Safe Vehicles
4.2	Implement or update plans that recognize the unique safety needs of vulnerable roadway users such as pedestrian and bicycle plans, complete streets, and safe routes to school plans.	Short - Long	High	Local Jurisdictions	MARC, PTRPC	Safe Roads, Safe Speeds

Strategy: Continually monitor progress and improve methods

#	ACTION	TIMEFRAME	LEVEL OF EFFORT	ACTION LEADER	SUPPORTING PARTNERS	SAFE SYSTEM APPROACH ELEMENT
4.3	Develop a process to evaluate the effectiveness of safety improvements after they are implemented, share results and refine future projects.	Short - Medium	Medium - High	MARC, Local Jurisdictions	Police Departments	Safe Roads, Safe Speeds, Safe Users, Post Crash Care
4.4	Continue to monitor and publish regional crash statistics to show progress towards Vision Zero goals.	Short	Medium	Local Jurisdictions, MARC	KDOT, MoDOT	Safe Roads, Safe Speeds, Safe Users, Post Crash Care
4.5	Improve or improve methods for collecting and evaluating e-mobility use trends, crashes, and risk factors.	Short - Medium	Medium	Local Jurisdictions & MARC	KDOT, MoDOT, Healthcare	Safe Roads, Safe Speeds, Safe Users, Post Crash Care
4.5A	Update asset management data collection (data regarding the management, operation, and maintenance of transportation infrastructure). Example sidewalk inventory, transit stop amenities, and roadway centerline files lacking information such as number of lanes, crossing treatments, signal equipment, posted speeds, etc.	Medium	Medium - High	Local Jurisdictions & MARC	Police Departments, Transit Agencies,School Districts, KDOT, MoDOT	Safe Roads, Safe Speeds, Safe Users, Post Crash Care
4.5B	Evaluate and update, as needed, project scoring criteria to further prioritize safety projects along a local or regional HIN/HRN that addresses key crash issues or otherwise reduce transportation-related FSI crashes with the implementation of safety countermeasures or post-crash care.	Short - Medium	Medium	MARC, Local Jurisdictions		Safe Roads, Safe Speeds, Safe Users, Post Crash Care
4.6	Explore opportunities for enhanced crash data reporting, collection, organization, and use.	Medium	Low - Medium	MARC, Local Jurisdictions	Police Departments	

5.0 Policies

Transportation safety needs to be embedded into planning, engineering, and other decision-making processes throughout the Destination Safe Region. This can be achieved through the guidance and adoption of consistent policies that support systemic change and align everyday practices with the Safe System Approach.

Strategy: Adopt or develop planning and engineering policy guidance

#	ACTION	TIMEFRAME	LEVEL OF EFFORT	ACTION LEADER	SUPPORTING PARTNERS	SAFE SYSTEM APPROACH ELEMENT
5.1	Develop a region-wide approach to reducing speed limits and vehicle operating speeds.	Medium	Medium - High	MARC, PTRPC	Local Jurisdictions	Safe Roads, Safe Speeds
5.2	Adopt a Roundabout First Policy—the process of considering a roundabout before any other form of control at an intersection—to reduce crash severity and conflict points.	Short - Medium	Low	Local Jurisdictions	MARC, PTRPC	Safe Roads, Safe Speeds
5.3	Address safety through establishing a policy to install low-cost proven countermeasures during existing roadway maintenance or resurfacing projects.	Short - Medium	Low - Medium	Local Jurisdictions	MARC, PTRPC	Safe Roads, Safe Speeds
5.4	Adopt a region-wide policy that encourages narrow lanes as standard (9-10 feet) while maintaining flexibility for truck and transit routes.	Medium	Low - Medium	MARC, PTRPC	Local Jurisdictions	Safe Roads, Safe Speeds

Strategy: Adopt or develop planning and engineering policy guidance

#	ACTION	TIMEFRAME	LEVEL OF EFFORT	ACTION LEADER	SUPPORTING PARTNERS	SAFE SYSTEM APPROACH ELEMENT
5.5	Establish procedures to conduct regular after action reviews after a fatal crash occurs.	Short	Low - Medium	Local Jurisdictions	MARC, PTRPC, KDOT, MoDOT, First Responders	Safe Roads, Safe Speeds, Post Crash Care
5.6	Establish guidance to cities that new school siting should consider walkability and bikeability for students.	Short - Medium	Medium	MARC, PTRPC	School Districts, Local Jurisdictions	Safe Users

Strategy: Mode shift policies

#	ACTION	TIMEFRAME	LEVEL OF EFFORT	ACTION LEADER	SUPPORTING PARTNERS	SAFE SYSTEM APPROACH ELEMENT
5.7	Utilize Transportation Demand Management (TDM) programs (such as Way to Go), transit usage, and street design policies to reduce Vehicle Miles Traveled (VMT), automobile dependence, single-occupancy trips, and fatal and serious injury crashes.	Short - Medium	Low - Medium	Local Jurisdictions, Employers	MARC, PTRPC	Safe Users

6.0
Funding and Prioritization

Creating safe roadways and establishing new safety projects and programs requires reliable, long-term funding and directing resources to where they can have the greatest impact. By pursuing diverse funding sources and building local capacity to compete for grants, the Destination Safe Region can secure the funding needed to make our roadways safe.

Strategy: Secure diverse and sustainable funding for safety projects and programs

#	ACTION	TIMEFRAME	LEVEL OF EFFORT	ACTION LEADER	SUPPORTING PARTNERS	SAFE SYSTEM APPROACH ELEMENT
6.1	Apply for Federal and State grant funding and provide local match as needed to implement safety projects and programs.	Short	Low - Medium	MARC,PTRPC, Local Jurisdictions	KDOT, MoDOT	Safe Roads, Safe Speeds, Post Crash Care
6.2	Provide technical assistance to member agencies to apply for grant programs.	Short	Medium	KDOT, MoDOT	MARC	Safe Roads, Safe Speeds, Post Crash Care
6.3	Establish permanent, dedicated local funding to implement safety improvements.	Short - Medium	Medium	MARC, PTRPC, Local Jurisdictions	KDOT, MoDOT	Safe Roads, Safe Speeds, Post Crash Care

Strategy: Prioritize equitable investments

#	ACTION	TIMEFRAME	LEVEL OF EFFORT	ACTION LEADER	SUPPORTING PARTNERS	SAFE SYSTEM APPROACH ELEMENT
6.4	Prioritize safety investments in areas with high social vulnerability.	Short	Medium	Local Jurisdictions, KDOT, MoDOT, MARC, and PTRPC	KDOT, MoDOT	Safe Roads, Safe Speeds, Safe Users, Post Crash Care

Priorities

The recommendations tables in the preceding pages identify short, mid and long term implementation timelines, however each local community will need to prioritize implementation efforts as well and coordinate these with peers and regional partners. MARC should support and guide these efforts through the resources and leadership described in the following pages.

This section provides recommended priorities for everyone in the region, for MARC and the Pioneer Trails Regional Planning Commission, and for partner agencies. Those with their own Safety Action Plans may look to coordinate those priorities with regional efforts.

Regional Priorities

Require MARC funded projects on the High Injury Network or High Risk Network to include safety countermeasures and treatments from the Countermeasure Selection Tool, unless site-specific conditions or constraints do not allow.

Once a safety issue has been identified it can be difficult to know what can be done to prevent more fatal or serious injury crashes from occurring. To help guide decision making, the Countermeasure Selection Tool was developed to identify the most effective roadway safety treatments and countermeasures for a variety of roadway configurations and crash types. This tool is used to guide MARC's suballocated funding process and can be used as a reference guide.

MARC and Pioneer Trails RPC Priorities

Develop Safe System training for local audiences, including MARC Staff, partner agency staff, the public, and decisions makers. Provide this training regularly.

MARC, Pioneer Trails, and partner agency staff should not be expected to know everything about the Safe System approach and how to implement all recommendations when this plan is adopted. It is also the responsibility of both stakeholders and the public to work to improve the safety of our roadways. It will take time and training to develop staff and regional capacity to implement change.

Develop a quick build toolkit that provides regional guidance on how to implement safety demonstration projects, collect data, and inform permanent design.

There are often inexpensive and quick ways to implement safety treatments and countermeasures on existing roadways, but it can be difficult to understand how to implement such methods. A regional toolkit would provide needed guidance to partners who wish to take advantage of time and cost saving strategies but do not know how to get started. Regional guidance, design standards, and materials can additionally save time on planning individual projects and allow for bulk purchase of common materials.

This toolkit should be a living document and be regularly updated as the region develops and refines their approach to implementing quick builds, demonstrations, and small scale engineering projects.

Develop a resource page to track State and Federal guidance on best practices for Safe System approach implementation.

Many stakeholders may not be aware when updated federal or state guidance becomes available. A regional reference page which links to current design and policy guidance relating to the Safe System approach, Complete Streets, bicycle and pedestrian design, and research all in one location provides an easy to access repository of best practices.

Develop a process to evaluate the effectiveness of safety improvements after they are implemented, share results and refine future projects.

Many communities in the Destination Safe Region may be new to certain safety treatments, policies, and programs. Those who have experience should be able to help guide peers through the process and help eliminate pitfalls. A regional process to evaluate the effectiveness of safety countermeasures after they are implemented can help the region collectively refine their approach and gives decision makers confidence that a new project will have the intended impact. A region-wide baseline analysis should be established so similar projects in different jurisdictions can be reasonably compared to one another to help learn from parallel efforts.

Develop a region-wide approach to reducing speed limits and vehicle operating speeds.

Regional partners may be interested in slowing vehicles by reducing speeds in certain parts of their community such as neighborhoods or downtown main street retail centers. Guidance on how to craft local policy changes, communicate changes with the public and business owners, and pair traffic calming strategies helps give decision makers confidence and increases buy-in from the community.

Partner Agency Priorities

Utilize quick builds, demonstrations, and iterative design to implement safety projects quickly and inexpensively. Collect data and user feedback to inform more permanent design decisions.

Safety countermeasures often do not need to involve major redesigns of the roadway, and there may be a menu of treatment options based on budget, level of effort, and timeline. Often, quick builds and demonstration projects allow cities to make changes that impact roadway safety quickly and are cost-effective. Those improvements can be assessed through data analysis, observation, and public feedback to better understand how these improvements impact each user mode and what may be modified before spending larger amounts of money on more permanent solutions.

Figure 17: Making Grand. Photo: Urbanangle.net

This approach eases the financial burden introducing safety treatments can have on cities and does not rely on competitive grant awards to make positive changes quickly. Cities can allocate a sustainable amount of funding to implement and maintain projects each year and iteratively improve those projects over time.

Evaluate speed limits on the High Injury Network/High Risk Network and consider targeted reductions. Evaluate blanket speed reductions for residential areas and where pedestrians and bicyclists are frequent.

Roadway networks are often designed with travel time in mind. However, vehicle speeds are one of the biggest contributing factors for crash frequency and severity. They also contribute to how comfortable it is to walk, bike, shop, eat, or talk with neighbors near a certain roadway. Slowing vehicles is something that can not only reduce the number and severity of fatal and serious injury crashes, it can improve quality of life in neighborhoods and retail centers.

Apply for federal and state grant funding and provide local match as needed to implement safety projects and programs.

Grant awards can vastly increase a community's ability to take on more challenging safety issues by increasing their spending power for dedicated projects and programs and supplementing local budgets. State Departments of Transportation and MARC have resources available to help communities develop competitive Federal and State grant applications and manage awards. MARC also has funding programs available.

For more information visit

Implementation

The Destination Safe Comprehensive Safety Action Plan is a commitment along with an initial set of goals and actions to reach the vision of zero fatal and serious injuries on roadways across the region.

However, this plan must be more than a document; it must be reviewed, emphasized, and put into action every day. This Plan is intended to be a living document that unites people across agencies, departments, organizations, and the region to prioritize roadway safety for all.

Measuring Progress

MARC, the Pioneer Trail Regional Planning Council, and member agencies will need to monitor the success of individual Vision Zero actions related to each goal. Evaluation and regular reporting are essential for the data-driven and transparent approach to Vision Zero. There must be accountability to the commitment of eliminating traffic deaths and serious injuries. If certain actions are not successful, not moving fast enough, or require refinement, the region and member agencies should assess and modify actions as needed.

However, it is critical that monitoring does not reduce or minimize the focus on the ultimate performance measure of eliminating fatal and serious injuries on all roadways in the Destination Safe region by 2050. MARC has spent considerable time and effort creating a robust data dashboard and updated Federal safety performance measure target setting (PM1) methodology to align with the implementation of this plan.

Annual reporting can track progress and provide insight into a number of metrics, including but not limited to:

- Crashes involving bicycles and pedestrians
- Crashes resulting from unsafe speeds
- Crashes in rural versus urbanized areas
- Crashes occurring on roadways in Historically Disadvantaged Communities, Areas of Persistent Poverty, and/or Socially Vulnerable communities.

Sharing Responsibility for Vision Zero

To carry out everything presented in this Comprehensive Safety Action Plan and to eliminate fatalities and serious injuries on all roadways across the Destination Safe region by 2050, everyone—from elected officials and municipal staff to local employers and residents of all ages and abilities—will need to take action. We all have a personal responsibility to make the right choices and to communicate the importance of why roadway safety matters—making the region's efforts even more effective.

DESTINATION