



# Missoula Area Community Transportation Safety Plan





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*final*

# Missoula Area Community Transportation Safety Plan

*prepared for*

Missoula Metropolitan Planning Organization, Missoula Board of County  
Commissioners, Missoula City Council

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# Executive Summary

Montana's *Comprehensive Highway Safety Plan* (CHSP), identifies urban area crashes as one of twelve aspects of safety needing increased attention. As a primarily rural state, the majority of Montana's fatal and incapacitating injury crashes (severe crashes) occur in rural areas. However, given higher population densities, the majority of all crashes occur in urban areas. Therefore, the Montana Department of Transportation (MDT) established a program through which individual communities could apply for assistance for the development of a Community Transportation Safety Plan (CTSP) to address transportation safety issues within their community.

On behalf of the City of Missoula and Missoula County, the Missoula Metropolitan Planning Organization (MPO) applied for and received assistance to develop a safety plan to reduce traffic fatalities and injuries for the Missoula area through this program. Plan development was community led and data-driven. MDT provided technical and funding support including Safety Management System crash data and consultant support to facilitate planning meetings and develop plan materials.

**The Problem:** In the Missoula urbanized area based on the 2010 census (see Figure 2.1) , over the past five years (2007-2011), an average of eight people have died annually and 143 people have suffered incapacitating injuries resulting from traffic crashes. In addition, each year more than 500 people suffer less severe injuries in traffic crashes. The toll on the Missoula area is significant in terms of suffering and economic loss.

**The Approach:** In February 2013, Missoula began working to reduce the number of severe injury crashes in the urban area through the development of a Community Transportation Safety Plan. A Transportation Safety Advisory Committee (TSAC) was established to lead the effort, drawing upon stakeholders in the community with expertise in the four E's of transportation safety: education, enforcement, emergency response and engineering. Among the first accomplishments of the TSAC was to set a vision for the plan: Target Zero - representing a long-term goal of reaching zero fatalities. Given that the plan addresses a five-year timeframe, an interim goal was set to reduce the five-year average of fatal and serious injuries by 25 percent from 2013 to 2018. This means a reduction from an annual average of 8 fatalities and 143 incapacitating injuries to 6 fatalities and 107 incapacitating injuries.

The committee reviewed Missoula area crash data from MDT's Safety Management System to help identify the most significant safety issues in the area. Based on crash data analysis and community input, the TSAC identified three top areas for focus to reduce fatalities and incapacitating injuries in the Missoula area: impaired driving crashes, lack of occupant protection use, and



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intersection crashes. Therefore, the focus of the plan would be on strategies that could reduce severe injury crashes with these contributing circumstances.

The May 23, 2013 Missoula Area Community Transportation Safety Summit was a key event in the planning process. At this event 53 stakeholders from the Missoula area came together for a focused discussion of safety strategies to reduce impaired crashes, increase occupant protection, and reduce intersection crashes as well as address crashes involving young drivers. Originally young driver crashes was considered as an emphasis area but activities targeting this demographic were ultimately integrated into the three other emphasis areas. Strategies and action steps were selected that could work in the community, based on both national experience and local stakeholder input.

The strategies shown in Table ES.1 form the basis of the plan.

**Table ES.1 Missoula Area Community Transportation Safety Plan Strategies**

<b>Missoula Area Community Transportation Safety Plan Strategies</b>
<b>Intersection Crashes</b>
<ol style="list-style-type: none"> <li>1. Improve safety at intersections with an above average number of crashes, fatalities and serious injuries through appropriate infrastructure improvements (signing, pavement markings, roadway, lighting, etc.) based on best practices.</li> <li>2. Conduct education campaign on safe driving practices with a focus on intersection safety.</li> <li>3. Improve pedestrian crossings and increase pavement markings for pedestrians at high-volume roadway intersections as warranted.</li> </ol>
<b>Safety Belts/Occupant Protection Use</b>
<ol style="list-style-type: none"> <li>1. Conduct outreach to educate groups with high rates of non-use of safety belts on the importance of safety belt use.</li> <li>2. Support enactment of stronger occupant protection laws at the state level and pursue a local primary safety belt ordinance.</li> <li>3. Increase the number of child passenger safety technicians so the number of inspections can be increased.</li> <li>4. Promote awareness and increase enforcement of the current safety belt law.</li> </ol>
<b>Impaired Driving Crashes</b>
<ol style="list-style-type: none"> <li>1. Conduct outreach to change the culture in Montana to one that does not accept impaired driving as acceptable behavior.</li> <li>2. Strengthen impaired driving laws and local ordinances.</li> <li>3. Increase and promote enforcement of impaired driving laws in the Missoula area.</li> </ol>



# 1.0 Relationship of Community Transportation Safety Plan to Montana's Comprehensive Highway Safety Plan

In September 2006, Montana Department of Transportation (MDT), in partnership with multiple agencies and stakeholders, completed Montana's Comprehensive Highway Safety Plan (CHSP). The CHSP identifies the key factors involved in Montana crashes and identifies strategies to reduce those crashes. Since then, MDT has been actively supporting the implementation of strategies aimed at addressing the twelve CHSP Emphasis Areas. Emphasis areas represent factors that can contribute to the occurrence or severity of a crash, such as speeding, use of seat belts, crash location at an intersection, or driving while impaired by alcohol or drugs. Urban area crashes were identified as one of these Emphasis Areas. Based on input from the CHSP Committee and MDT, it was determined that urban area crashes are most appropriately addressed at a local level, enabling individual communities to focus on their particular issues and needs and take responsibility for implementing the strategies that would benefit their community.

Urban Area Crashes represent a unique issue in the State of Montana. As a primarily rural state, the majority of the Montana's fatal and serious injury crashes occur in rural areas. However, given higher population densities, the majority of all crashes occur in urban areas. Furthermore, urban fatal crashes continue to represent an average of over 10 percent of Montana's fatal crashes over the past ten years as shown in Table 1.1. In 2011, urban fatal crashes represented more than 18 percent of Montana's total fatal crashes.



**Table 1.1 Statewide Urban vs. Rural Crashes**

Statewide Urban vs. Rural Crashes					
Year	Fatal Crashes	Rural Fatal Crashes	Urban Fatal Crashes	Percent Rural	Percent Urban
2002	232	209	23	90.1%	9.9%
2003	239	214	25	89.5%	10.5%
2004	209	184	25	88.0%	12.0%
2005	224	194	30	86.6%	13.4%
2006	226	204	22	90.3%	9.7%
2007	249	230	19	92.4%	7.6%
2008	208	175	33	84.1%	15.9%
2009	198	180	18	90.9%	9.1%
2010	161	139	22	86.3%	13.7%
2011	187	152	35	81.3%	<b>18.7%</b>

Source: MDT – Safety Management System

Given these statistics and the State’s commitment to comprehensively address all aspects of transportation safety, MDT established a program through which individual communities could request technical and financial support to develop a Community Transportation Safety Plan (CTSP). To participate in this program, individual communities submit a written request expressing their interest in developing a safety plan, a problem statement of perceived safety issues, and letters of community support. Communities must also identify a local point of contact responsible for coordinating development, implementation and tracking progress of strategies identified in the plan. Similar to the Comprehensive Highway Safety Plan (CHSP), community level transportation safety plans must be comprehensive, coordinated, data-driven and identify safety issues within the community.

Technical and financial support is provided by MDT to assist the community in identifying community safety issues, setting a goal, developing an inventory of existing efforts, identifying new strategies to implement, developing a safety plan, and setting an implementation schedule. The CTSP emerging from this effort then provides direction for the community to improve transportation safety at the local level. The CTSP documents the data-driven process undertaken to determine the most significant safety issues in the community and an action plan to address them.

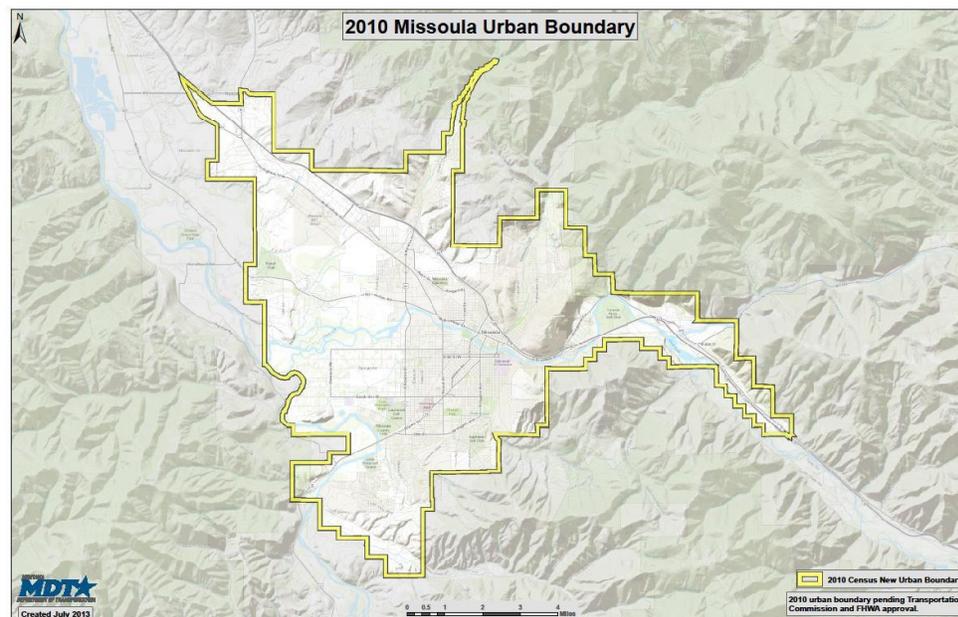
The general approach to develop a community transportation safety plan is to use the same methodology as for the State’s Comprehensive Highway Safety Plan, but at a community level and at a reduced scale, consistent with the needs of the individual community. The primary inputs to this plan are analysis of existing crash data, stakeholder input, “best practices” in safety programs, and resources and funding opportunities.



## 2.0 Transportation Safety Problem Overview

Crash data within the Missoula urban area based on the 2010 census<sup>1</sup> shown in Figure 2.1 were analyzed to define the safety problem in the Missoula area. Each year in the Missoula area an average of eight individuals die in vehicle crashes, as shown in Figure 2.2. An additional 143 people suffer incapacitating injuries each year, which means their lives are forever altered and they may never fully recover from their injuries. An average of 519 people experience injuries that are less severe, but these still likely result in time lost from work and other responsibilities, financial hardships, and medical costs, not to mention pain and suffering.

**Figure 2.1** Missoula Urban Boundary Based on 2010 Census

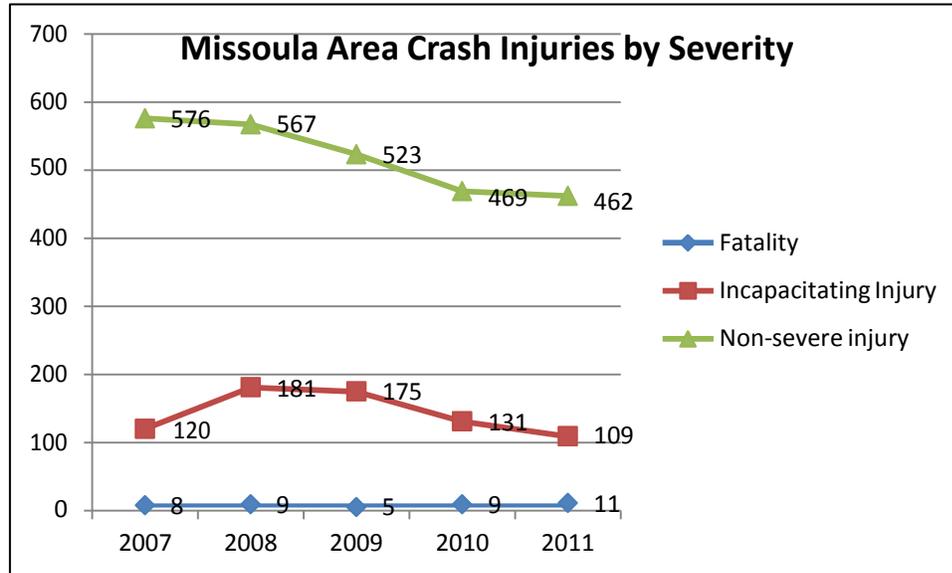


Source: Montana Department of Transportation.

<sup>1</sup> The urban boundary based on the 2010 Census is the urbanized area for Missoula. The new urban area boundaries were approved by the Montana Transportation Commission on July 25, 2013 and will be forwarded to Federal Highway Administration for final approval. Throughout the document, references to the Missoula area are synonymous with this urban boundary.



**Figure 2.2 Missoula Area Crash Injuries by Severity, 2007 – 2011**



Development of effective strategies to improve safety depends on accurate and complete crash data. The Missoula area has access to high-quality crash data via the resources of MDT’s Safety Management System. This information is vital to understanding transportation safety trends in the region and pinpointing the populations, infrastructure and driver behaviors with the greatest need for safety improvement.

The impact of traffic crashes is devastating for the families and friends of those killed or injured. While the personal costs of crashes can be massive, the economic costs are also substantial. The economic impact of crashes to Montana was estimated at \$595 million in 2005 during the development of the CHSP<sup>2</sup>. The suffering and economic loss caused by crashes is not simply the price Missoula Area residents must pay for mobility. Many actions can be taken to reduce the number and severity of crashes. Many groups have a role in transportation safety, including local government agencies that manage transportation infrastructure and operations; advocacy organizations that seek ways to educate and reduce public injury; emergency medical service agencies that respond to crashes and provide medical care; law enforcement agencies that enforce traffic laws; and the public in taking seriously the privilege and responsibility of driving a vehicle by making good choices when on the road.

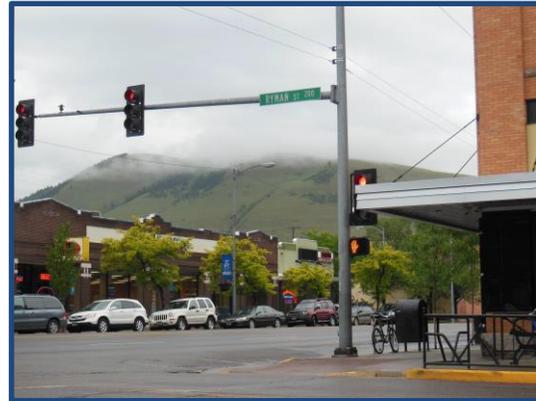
<sup>2</sup> Montana Comprehensive Highway Safety Plan, 2010. [http://www.mdt.mt.gov/publications/docs/brochures/safety/current\\_chsp.pdf](http://www.mdt.mt.gov/publications/docs/brochures/safety/current_chsp.pdf)



## Community Transportation Safety Plan



The first step in taking action understands the problem. Many factors play a role in why crashes occur. Contributing circumstances include decisions made by the driver such as whether to drink alcohol or use drugs before driving; driving without enough rest, driving in adverse weather conditions; distracted, aggressive or inattentive, driving; or disregarding signals and signs.



The condition of the roadway is also important – is striping visible, is the bend in the road too sharp, are the road signs visible in the dark, or is the roadway slippery due to rain, snow or ice? Many issues must be considered when addressing roadway safety.

Research in transportation safety has shown that nearly every crash is preventable. Human behavior plays a significant role in safety. Drivers must appreciate the skill, training, and attention required to safely maneuver a powerful two-ton vehicle. Every time a person gets into a car, the driver is presented with the opportunity to make that trip as safe as possible by obeying traffic laws, focusing on the task of driving, not driving when fatigued or impaired by drugs or alcohol, and wearing a seat belt.

At the same time, roadways should be designed so drivers know what is expected of them. If a driver makes a slight error in maneuvering a vehicle the roadway should enable recovery without a major impact. Roadways should include safety features such as proper signage, adequate pavement markings, safe alignments at posted speeds, good visibility, minimal roadside hazards and infrastructure for pedestrians and bicycles. Roadway safety features include elements such as guardrails, striping, pedestrian crosswalks, signage warning of a sharp curve, lighting, etc.

The most crucial crashes to address through safety activities are severe crashes, which result in either a fatality or incapacitating injury. Severe crashes have a very high cost both socially and financially. Therefore, the focus of crash data analysis for this plan was on fatal and incapacitating injury crashes. However non-severe injury crashes and property-damage-only (PDO) crashes, which result in damage significant enough to warrant a crash report but where nobody was injured, also provide information on overall trends. The data by crash type include crashes between 2007 and 2011; it is important to look at multiple years of crash data, as significant variation can occur from year to year. In sections 3.0 and 4.0, more detailed data is provided on crash factors most prevalent in the Missoula area.

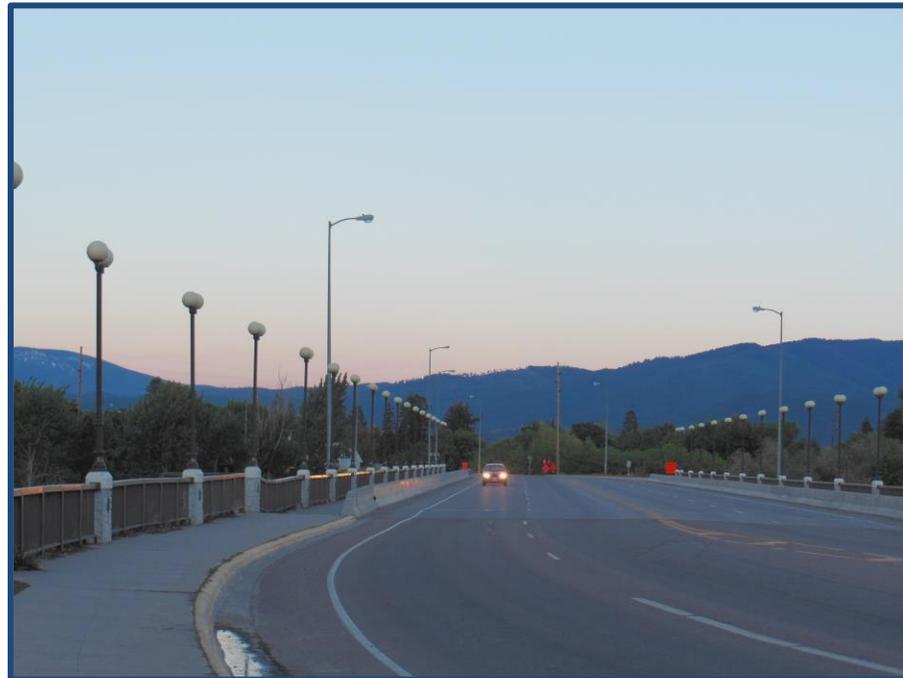




## 3.0 Methodology

The rationale for undertaking safety planning at the community level is to provide a more customized approach to planning both from the standpoint of problem analysis and strategy development. The crash problem at a community level is often somewhat different than at the state level, because communities are more urban than the state overall. Therefore customized analysis of the safety issues at a community level will improve how well efforts can target local problems.

Implementation of safety strategies at a community level can be very effective because community leaders, agencies, institutions, and key advocacy groups can be engaged and work together on developing a culture of safety. Often resources and information can be shared to strengthen the safety effort. When local residents hear the safety message from other community members they know it can be much more compelling. The key is to effectively use existing transportation safety resources through collaboration and communication.





## 3.1 PLANNING PROCESS

The initial step in developing the Missoula Area Community Transportation Safety Plan was assembling key community safety members with knowledge of safety issues and interest in working toward reducing crashes and saving lives in the Missoula Area. Individuals were invited to be part of the Transportation Safety Advisory Committee (TSAC) based on their knowledge of and involvement in the Four Es (education, enforcement, emergency medical services and engineering) of safety, shown in Figure 3.1.

**Figure 3.1 The Four Es of Safety**



Experience has proven that safety strategies are most effective if safety partners and stakeholders from each of the “Four Es” are involved in the process of developing the strategies. It is beneficial for partners to collaborate closely on the practice of safety. When partners work together, often resources can be combined and information can be shared that enables more efficient use of staff and funds. Partners and stakeholders involved in the Missoula Area CTSP included representatives from:



## Community Transportation Safety Plan



- Missoula Police Department;
- Missoula County Sheriff's Department;
- Missoula Office of Emergency Management;
- Missoula County Disaster and Emergency Services;
- City of Missoula Fire Department;
- Missoula Rural Fire Department;
- City of Missoula Traffic Services;
- City of Missoula Development Services – Transportation;
- Montana Highway Patrol;
- Missoula City-County DUI Task Force;
- Missoula and Ravalli County Buckle Up Montana;
- Missoula County Public Schools;
- Vocational Rehabilitation, Montana Department of Health and Human Services;
- St. Patrick Hospital,
- Curry Health Center- University of Montana;
- Missoula Underage Substance Abuse Prevention;
- Missoula Institute for Sustainable Transportation;
- Missoula Urban Transportation District/Mountain Line;
- City of Missoula Bicycle and Pedestrian Advisory Board; and
- others.

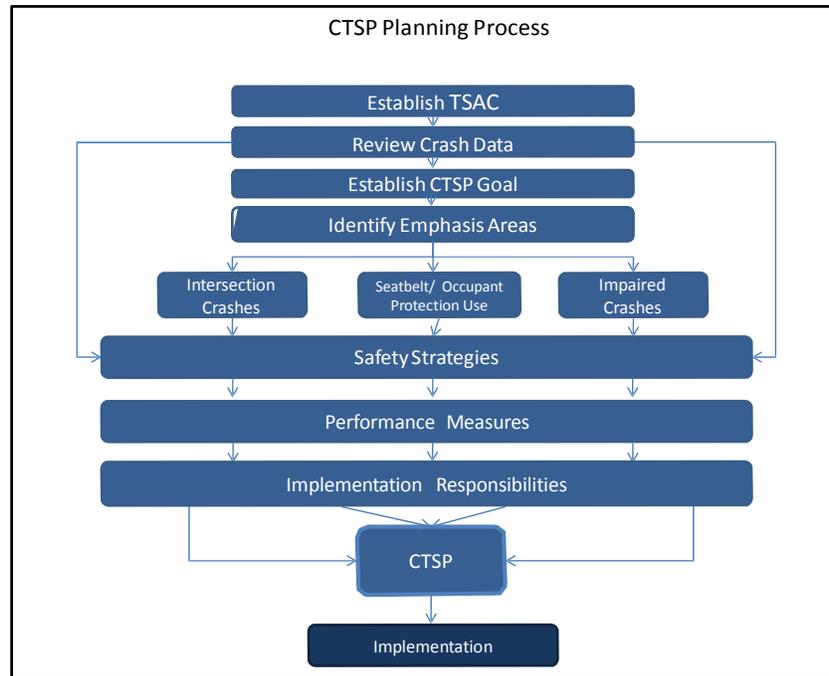
The key steps in the planning process are shown in Figure 3.2, including:

- Establish a Transportation Safety Advisory Committee;
- Review available crash data;
- Develop vision statement and goal;
- Identify safety Emphasis Areas;
- Review and inventory current community programs and determine new strategies;
- Develop action plans to facilitate implementation; and
- Submit final plan to local governing body for adoption.

The CTSP planning process is shown in Figure 3.2.



## PLANNING PROCESS



### Transportation Safety Advisory Committee (TSAC)

The TSAC met five times over the course of the plan development, in addition to participating in the Safety Summit. Table 3.1 shows the key objectives for each of the meetings. The planning process started by ensuring that a wide

**VISION**  
*Target Zero*

range of stakeholders were involved in the transportation safety plan development. Members were individually invited to participate in the TSAC by the local point of contact to ensure full representation by the Four Es.

The TSAC membership is shown in Appendix A.

The roles and responsibilities of the TSAC members include:

- Review Missoula area crash data;
- Develop mission, vision, and goal;
- Identify Emphasis Areas;
- Participate in development of safety strategies and action steps; and
- Support and lead implementation of the CTSP.

The TSAC members discussed their role in the safety planning process and defined what TSAC sought to accomplish. The TSAC members also defined a



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mission statement to guide their overall efforts in the CTSP development process.

**TSAC Mission Statement**

*To provide guidance on the development of the Community Transportation Safety Plan and participate in and provide direction on plan implementation.*

Table 3.1 contains the objectives for each TSAC planning meeting.

**Table 3.1 Key Objectives for Planning Meetings**

<b>Key Objectives for Planning Meetings</b>	
<b>Meeting</b>	<b>Key Objectives</b>
TSAC Meeting 1 February 21, 2013	<ul style="list-style-type: none"> <li>• Initiate plan development</li> <li>• Confirm TSAC members</li> <li>• Conduct initial review of crash data</li> </ul>
TSAC Meeting 2 March 21, 2013	<ul style="list-style-type: none"> <li>• Review key safety issues in the Missoula area</li> <li>• Define TSAC Mission</li> <li>• Define Safety Vision and Goal</li> <li>• Select Emphasis Areas for CTSP</li> </ul>
TSAC Meeting 3 April 18, 2013	<ul style="list-style-type: none"> <li>• Inventory current activities relevant to Emphasis Areas</li> <li>• Discuss potential new approaches for strategies</li> </ul>
Safety Summit May 23, 2013	<ul style="list-style-type: none"> <li>• Identify safety strategies for Emphasis Areas</li> </ul>
TSAC Meeting 4 June 20, 2013	<ul style="list-style-type: none"> <li>• Review/refine potential safety strategies for CTSP</li> </ul>
TSAC Meeting 5 July 16, 2013	<ul style="list-style-type: none"> <li>• Review draft CTSP</li> </ul>



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TSAC members reviewed all Missoula area crash data for multiple years to identify the factors that were actually involved in crashes. It was important that decisions about the areas of focus for the safety plan were supported both by crash data and the members of community that will be implementing the plan. The committee reviewed fatal and incapacitating injury crash data for the Missoula area related to key safety factors. This helped the TSAC identify safety Emphasis Areas and to determine how and where to focus and prioritize efforts.

Once those Emphasis Areas were determined, the group inventoried current safety programs in the community to identify opportunities for enhancement, as well as to identify gaps that could be addressed by future strategies. Next, the TSAC identified potential safety strategies based both on a review of the national literature and what stakeholders felt would be appropriate and effective in the Missoula area.

## 3.2 SAFETY PLAN GOAL

The overall goal of the CTSP was designed to be specific, measurable and have a timeline. Overall, during the five-year period from 2007 to 2011, the Missoula area experienced an average of eight fatalities, 143 incapacitating injuries, and 519 non incapacitating injuries, shown below in Table 3.2.

**Table 3.2 Annual Missoula Area Traffic Fatalities and Injuries**

	Fatality	Incapacitating Injury	Non-Incapacitating Injury	TOTAL
<b>2007</b>	8	120	576	<b>704</b>
<b>2008</b>	9	181	567	<b>757</b>
<b>2009</b>	5	175	523	<b>703</b>
<b>2010</b>	9	131	469	<b>609</b>
<b>2011</b>	11	109	462	<b>582</b>
<b>5 Year Annual Average</b>	<b>8</b>	<b>143</b>	<b>519</b>	<b>671</b>

Source: MDT Safety Management System.



The TSAC identified a goal to reduce the five-year average of fatal and severe (incapacitating) injuries by 25 percent by 2018. This means reducing the five-year rolling average to less than or equal to 113 fatalities and incapacitating injuries by 2018.

## GOAL

Reduce the five year average of  
fatal and severe injuries by  
25 percent by 2018

### 3.3 EMPHASIS AREAS

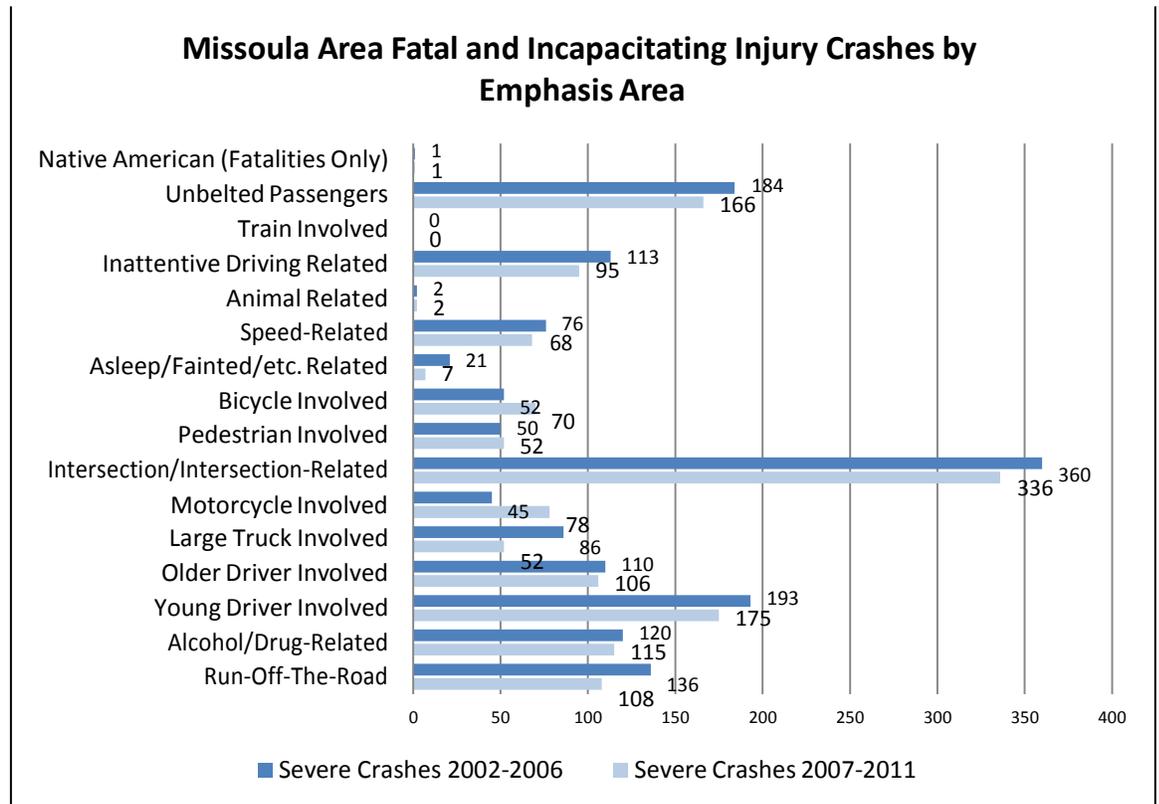
To understand how to most effectively focus resources, it is important to identify what types of crashes predominantly contribute to the community safety problem. The American Association of State Highway Transportation Officials *Strategic Highway Safety Plan: A Comprehensive Plan to Substantially Reduce Vehicle-Related Fatalities and Injuries on the Nation's Highways*, published in 2005, identified 22 safety Emphasis Areas on a national level. The development of Emphasis Areas represents a new approach to roadway safety by including populations (e.g., older and younger drivers), crash types (e.g., roadway departure crashes, head-on collisions), infrastructure/hazards (e.g., intersections, tree and utility pole collisions), behavior (e.g., lack of occupant protection, inattentive/distracted/fatigued, alcohol and/or drug impaired), and modes (e.g., pedestrian, bicycle, motorcycle, heavy trucks).

Once a community has a detailed understanding of the types of crashes that are causing the greatest loss of life and severe injury it is possible to target safety strategies to have the greatest safety impact with the resources available.



Figure 3.3 shows the number of fatal and incapacitating crashes by Emphasis Area, and Figure 3.4 shows all crashes by Emphasis Area. The figures show data for two five-year periods to illustrate trends.

**Figure 3.3 Missoula Area Fatal and Incapacitating Injury Crashes by Emphasis Area**

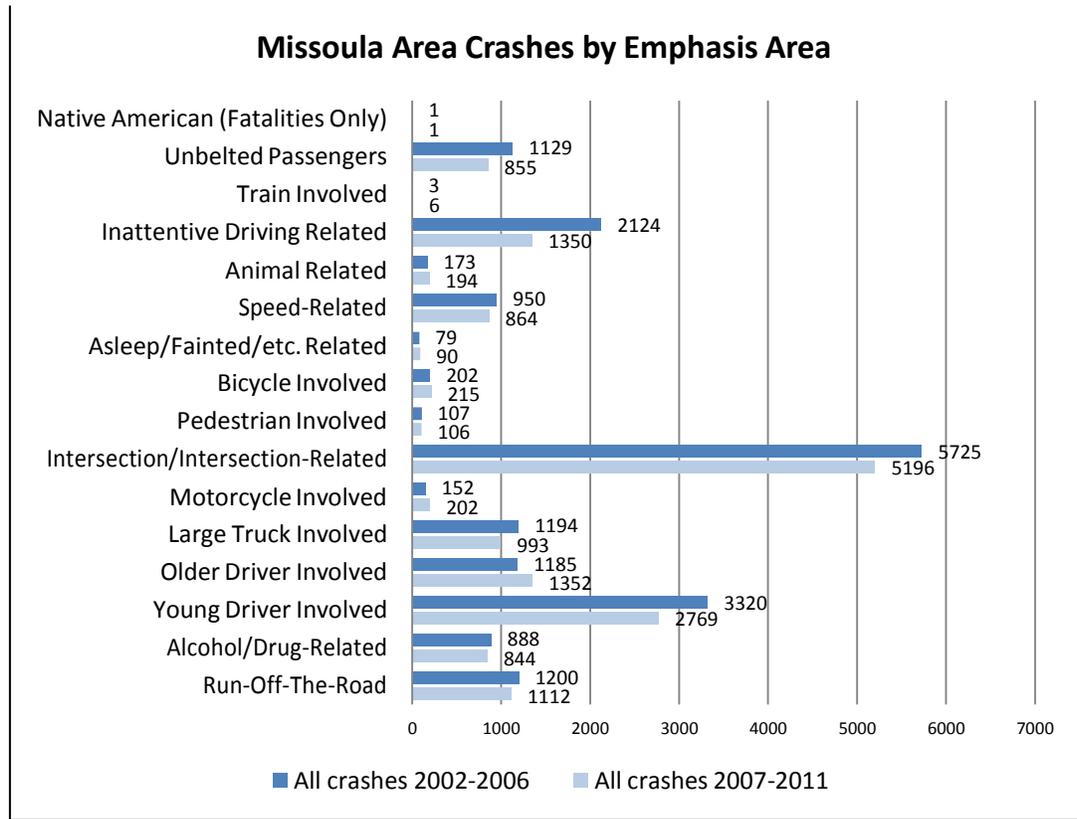


Source: MDT Safety Management System.

Note: Data for Native Americans and unbelted represents persons involved, not number of crashes.



**Figure 3.4 Missoula Area Crashes by Emphasis Area**



Source: MDT Safety Management System.

Note: Data for Native Americans and unbelted represents persons involved, not number of crashes.

The group considered a number of criteria to decide which Emphasis Areas the community could have the greatest impact upon. Factors the group considered included the extent of loss of life and serious injury, availability of data, resources available to address the issue, and feasibility of making an impact in terms of being able to generate stakeholder support.

### EMPHASIS AREAS

- Intersection Crashes
- Seat belt/Occupant Protection Use
- Impaired Driving Crashes

Following a discussion of the various areas, TSAC members conducted a voting exercise during which participants were given stickers to place next to the Emphasis Areas they believed were most important. The result of the voting exercise was selection of intersection crashes, seat belt/occupant protection use,



and impaired driving crashes. While younger driver crashes was initially selected as an Emphasis Area, the TSAC ultimately decided that this demographic group would be covered via strategies in the other Emphasis Areas.

## 3.4 SAFETY STRATEGIES APPROACH

Safety strategies are targeted efforts to address a specific safety problem. The strategy must be implementable and should be based on defined action steps. The outcome of each strategy will be tracked to ensure efforts are successful in reducing the numbers of fatal and severe injury crashes.

At the Missoula Area Transportation Safety Summit, Emphasis Area discussion groups reviewed the safety data so strategies could be targeted to the specific problems in the Missoula area. Groups considered safety strategies proven to work in other states or regions as well as how they could build upon and enhance programs already underway in the Missoula area. Participants discussed in depth what they felt the major issues were regarding safe driving related to intersections, lack of seat belt use/occupant protection, and impaired driving crashes and devised strategies tailored to the Missoula area community.

Identifying how strategies will be implemented moving forward is a critical part of this plan. At the Summit, participants identified agencies and or stakeholders that would be most appropriate to be involved in and/or lead each strategy. The anticipated life of the plan is up to five years, after which time crash data should be reviewed and the results of strategy implementation fully evaluated. A potential new set of safety Emphasis Areas and strategies can then be developed based on the key crash factors shown in the crash data at that time.

## 3.5 TRANSPORTATION SAFETY SUMMIT

A key step in the development of the CTSP was the Transportation Safety Summit, held at on May 23, 2013 at St. Paul Lutheran Church. The objectives of the Summit were to review the development process for the CTSP, confirm the plan focus areas and goal, and develop preliminary safety strategies and action steps that serve as the basis of the plan. A total of 53 community members attended this three-hour transportation safety planning workshop, including representatives from the City of Missoula, the Missoula Police Department, the Montana State House of Representatives, Bike Walk Alliance for Missoula, the Montana Highway Patrol, the Missoula Area Chamber of Commerce, Missoula County Public Schools, Curry Health Center-UM, the Missoula County DUI Task Force, the Missoula County Office of Emergency Management, the Missoula City-County Health Department, MDT- Engineering & Planning staff, and local residents (see Appendix B for list of participants).



City Council Member Jason Wiener from the Missoula Transportation Policy Coordinating Committee opened the Summit and welcomed those in attendance. Mr. Wiener underscored that the residents of Missoula deserve streets that are safe. He noted the TSAC had identified safety concerns and it was now up to the group to identify strategies and tactics to address those issues.



Summit participants were divided into workgroups based on their area of interest and expertise in the Emphasis Areas. Each facilitator provided their specific group an overview of crash data, current programs and safety strategies that have been tried and proven effective in other areas. The group discussed which of these could be effective at

improving safety in the Missoula area. Participants were encouraged to generate new strategies ideas other than those presented that would be appropriate for the Missoula area community. Strategies are discussed in detail in Section 5.0.

## 3.6 EMPHASIS AREA TEAMS

Emphasis Area teams will serve as the engine to support implementation of the strategies identified in this plan. The starting point for forming Emphasis Area teams will be to coordinate with stakeholder and safety partners that have a responsibility or jurisdictional authority over the strategies being undertaken. Participants in each of the Emphasis Area discussion groups at the Summit are potential team members. Additional interested stakeholders and safety partner representatives of groups important to implement safety strategies should also be invited to participate.

Each Emphasis Area team has a champion tasked with serving as chairperson for the workgroup and convening regular meetings. The team will review and refine the strategies, define tactics to complete strategies, and ensure the responsible agencies and





individuals are assigned to carry out the strategy action steps. It is recommended that these groups initially meet every one to two months to get the strategies actively underway and to establish a protocol for monitoring progress. Most of the members of the TSAC will likely join one of the three Emphasis Area teams.

In this safety plan, each of the core strategy descriptions includes a list of potential stakeholders and safety partners to act as lead on implementing activities and action steps. Each Emphasis Area team should include these groups and validate on an ongoing basis that it has the right membership to lead implementation of the strategies. If an individual can no longer fill the lead role on implementing a particular safety strategy or activity, the Emphasis Area team members should work together to identify a replacement.

Emphasis area team leaders are:

- Intersection Crashes Emphasis Area: Rick Larson, Missoula Public Works - Traffic Services; Kevin Slovarp - Missoula City Engineer; Mark O'Brien - Vocational Rehabilitation, Department of Public Health and Human Services;
- Seat Belts/Occupant Protection Use Emphasis Area: Charmell Owens, Ravalli County Drug Free Communities Program; Captain Jim Kitchin, Montana Highway Patrol; and
- Impaired Driving Emphasis Area: Lonie Hutchison, Missoula County DUI Task Force Coordinator; Sergeant. Greg Amundsen, Missoula Police Department.





## 4.0 Emphasis Areas

### 4.1 INTERSECTION CRASHES

Intersections commonly are locations with a large number of crashes as these are the locations where vehicles traveling in different directions have the most potential for conflict. Intersection crashes are impacted by driving behavior such as obeying traffic signals, judging gaps properly when making turns, traveling at appropriate speeds, and making proper driving maneuvers around other vehicles. Visibility at intersections is important to ensure drivers can see the intersection as they approach it, as well as clearly see signals and signs (e.g., overgrown vegetation around intersections must be cleared regularly and parking must be an adequate distance from intersection). It is important that pavement markings be visible and understandable so drivers know what is expected of them and do not need to make last-minute maneuvers. For example, can drivers tell in advance that the left lane is left turn only? Is it clear when people drive through an intersection which lane they are entering on the other side of the intersection?

Strategies to address intersection safety include signage and pavement markings, provision of dedicated turn lanes, providing information on how vehicles should flow through the intersection (e.g., signage on the existence of dedicated turn lanes), use of appropriate signal type, and proper signal phase timing to ensure users have enough time to make a decision to stop if the light is in the process of changing. Reconstruction of an intersection may be needed in some cases, but it is costly. Many beneficial safety improvements are low-cost, such as signs, pavement markings and signal retiming. Additionally, enforcement plays a role in ensuring drivers adhere to signs and signals.





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As shown in Table 4.1, the largest proportion (33%) of injury crashes involving intersections occurred on urban highway system route roads, with local and non-interstate national highway system roads close behind at 29% and 25%, respectively. Nearly a third (31%) of severe injury intersection crashes were on non-interstate national highway system roads.

**Table 4.1 Missoula Area Intersection Crashes by Roadway Type, 2007-2011**

Missoula Area Intersection Crashes by Roadway Type						
Crashes by Roadway Type	Severe Injury Crashes	Severe Injury Crashes (%)	Nonsevere Injury Crashes	Nonsevere Injury Crashes (%)	Total Injury Crashes	Total Injury Crashes (%)
Interstate	1	–	9	1%	10	1%
Non Interstate National Highway System	103	<b>31%</b>	268	23%	371	<b>25%</b>
State Primary	40	12%	115	10%	155	10%
State Secondary	2	1%	4	–	6	–
State Urban	98	29%	388	34%	486	<b>33%</b>
Local streets	89	26%	348	30%	437	<b>29%</b>
Unknown	3	1%	19	2%	22	1%
<b>TOTAL</b>	<b>336</b>		<b>1,151</b>		<b>1,487</b>	

Source: MDT Safety Management System. Note: Examples of Non Interstate National Highway System roads include Reserve Street and MT-200. Examples of State Primary roads include Brooks Street. State Secondary roads include Highway 210. Examples of State Urban roads include Mullan Road and Russell Street. Examples of Local streets include Pine Street.



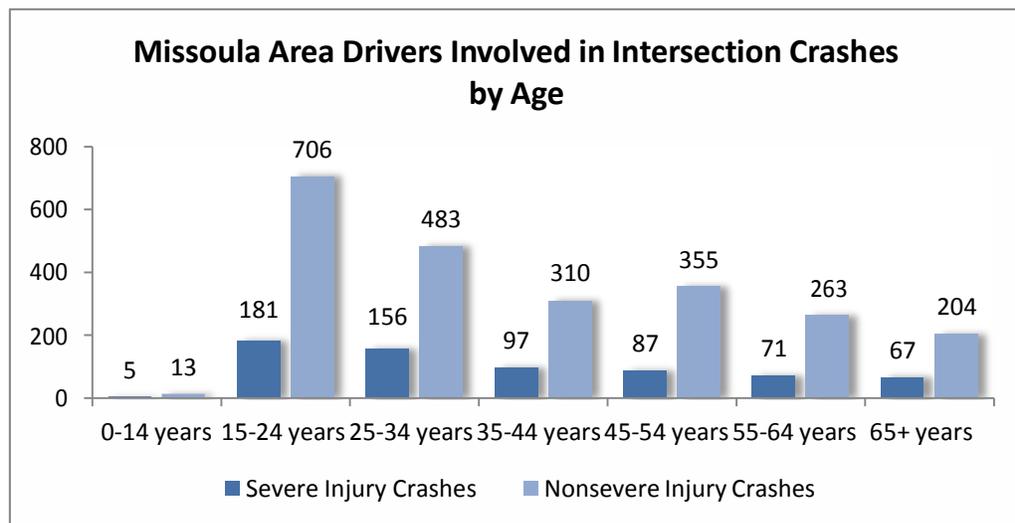
Nearly a third (30%) of intersection injury crashes involved drivers age 15-24, as shown in Table 4.2 and Figure 4.1.

**Table 4.2 Missoula Area Drivers Involved in Intersection Crashes by Age, 2007-2011**

Missoula Area Drivers Involved in Intersection Crashes by Age						
Drivers by Age	Severe Injury Crashes	Severe Injury Crashes (%)	Nonsevere Injury Crashes	Nonsevere Injury Crashes (%)	Total Injury Crashes	Total Injury Crashes (%)
0-14 years	5	1%	13	1%	18	1%
15-24 years	181	27%	706	30%	887	<b>30%</b>
25-34 years	156	23%	483	21%	639	21%
35-44 years	97	15%	310	13%	407	14%
45-54 years	87	13%	355	15%	442	15%
55-64 years	71	11%	263	11%	334	11%
65+ years	67	10%	204	9%	271	9%
<b>TOTAL</b>	<b>664</b>		<b>2,334</b>		<b>2,998</b>	

Source: MDT Safety Management System. Note: Includes all drivers involved.

**Figure 4.1 Missoula Area Drivers Involved in Intersection Crashes by Age, 2007-2011**



Source: MDT Safety Management System. Note: Includes all drivers involved.



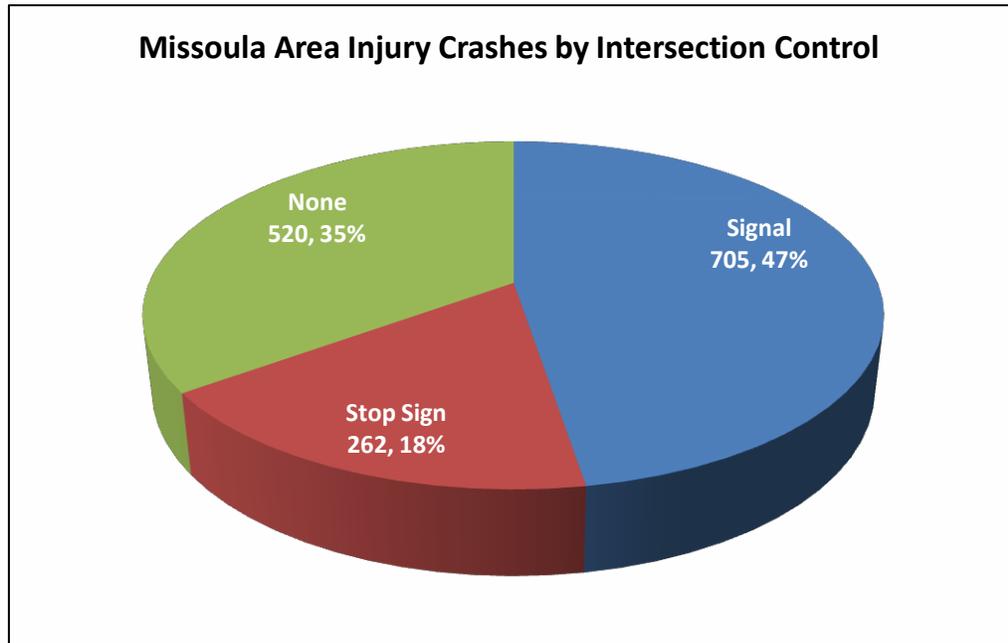
Nearly half of injury crashes (47%) occurred at a signalized intersection and more than one third (35%) of injury intersection crashes occurred where there was no intersection control, as shown in Table 4.3 and Figure 4.2.

**Table 4.3 Missoula Area Injury Crashes by Intersection Control, 2007-2011**

Missoula Area Injury Crashes by Intersection Control						
Crashes by Intersection Control	Severe Injury Crashes	Severe Injury Crashes (%)	Nonsevere Injury Crashes	Nonsevere Injury Crashes (%)	Total Injury Crashes	Total Injury Crashes (%)
Signal	186	55%	519	45%	705	<b>47%</b>
Stop Sign	37	11%	225	20%	262	18%
None	113	34%	407	35%	520	<b>35%</b>
<b>TOTAL</b>	<b>336</b>		<b>1,151</b>		<b>1,487</b>	

Source: MDT Safety Management System.

**Figure 4.2 Missoula Area Injury Crashes by Intersection Control, 2007-2011**



Source: MDT Safety Management System.



## Current Intersection Safety Strategies in the Missoula Area

A key step in the CTSP development process was identification of the safety strategies currently in place in the Missoula area and where there were opportunities either to expand upon current strategies or devise new strategies to address gaps. While the list of current strategies below may not be complete, the programs listed include some of the safety activities underway in the community.

### *Engineering*

**Traffic Signals** – Traffic signals are designed and placed into operation only if they meet certain warrants as required by the Manual on Uniform Traffic Control Devices (MUTCD). The MUTCD is a Federal Highway Administration publication, that defines the standards for all agencies involved in traffic signals, street signs, striping, and road safety. Traffic signals are designed and engineered different for its unique environment and utilizes new technologies as it becomes available.

The Montana Department of Transportation owns and regulates most of the traffic signals in the Missoula area. The City of Missoula is contracted to maintain the signals. Presently, there are 63 signals in the Missoula area. There are 23 school crossings with amber flashing lights. MUTCD standards are also used for intersection signing and roundabouts/traffic circles.

The City of Missoula adopted a **Complete Streets** Resolution in 2009. The resolution calls for accommodation of all transportation modes during roadway engineering, including intersections.

**Road Safety Audits (RSAs)** – RSAs involving comprehensive review of high-risk locations have been identified as a need in the transportation plan, although there is currently no procedure for conducting them.

The **National Association of City Transportation Officials (NACTO) Design Guide** is used in Missoula.

### *Education*

**Bike Well** is a class designed to help bicyclists understand their responsibility to others on the road, encourage safe riding, and learn basic bicycle maintenance and repair.

**Free Cycles** community bike shop. Bike Well courses are offered three times per week and are taught by a Free Cycles volunteer or staff person. All classes are free and open to the public. Free Cycles requires the class for people building a free bike at the community shop. Contact: Free Cycles, (406) 541-7284.

**Youth Cycles** is an educational program of the Missoula Institute for Sustainable Transportation geared towards School and Community Group Education and is similar to the Bike Well courses. Youth Cycles includes



discussion of the role that bicycling and walking can play in a healthy lifestyle. Activities are adapted to the age level of participants. Curriculum is currently being developed for elementary and middle school students with plans to launch a more directed effort at school groups by advertising to teachers at the beginning of the 2013-14 school year.

**AARP Defensive Driving Training** teaches participants the current rules of the road, defensive driving techniques, and how to operate vehicles more safely. The training is available in both classroom and online settings. [www.aarp.org/drive](http://www.aarp.org/drive)

The City of Missoula's **Bicycle/Pedestrian Coordinator** conducts public service announcements (PSAs) and outreach with the goal of reducing single-occupant motorized vehicle use and enhancing non-motorized transportation options. Contact: Ben Weiss, (406) 552-6352.

Each year, two **Bicycling Ambassadors** from the City of Missoula's Bicycle and Pedestrian program work from mid-June through early October to promote cycling in Missoula. Through first-hand contact with citizens at local camps and other events, the Ambassadors educate cyclists, pedestrians, and motorists about safe riding habits and how to better share the road.

The University of Montana also runs a separate **Bicycle Ambassadors** program during school year with two funded student positions. Ambassadors educate on bicycle issues, host events such as bike tune-ups, and distribute free bike lights and bells.

**Journeys from Home** is a research-based curriculum to teach youth K-8 traffic safety. Most physical education teachers in elementary and middle school use this information on safe bicycling and walking as a part of the traffic mix. Contact: <http://www.journeysfromhomemontana.org>.

**Missoula in Motion** is a transportation demand management program that emphasizes biking, walking and transit to reduce vehicle traffic/congestion. Reduction in vehicle miles traveled reduces exposure to potential vehicle crashes on the roadways and can improve safety as long as other modes used have improved safety over the auto.

## Potential Stakeholder Groups for the Intersection Crashes Emphasis Area

The following are agencies and organizations that can play a role in increasing intersection safety in the Missoula area:

- Community Forum;
- City of Missoula Department of Public Works;
- Missoula County Department of Public Works;
- Missoula City Council;



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- Board of County Commissioners;
- Transportation Policy Coordinating Committee (TPCC);
- Transportation Technical Advisory Committee (TTAC);
- Montana Department of Transportation (MDT);
- City of Missoula Development Services;
- Department of Health & Human Services (Vocational Rehabilitation) ;
- Insurance Agencies;
- University of Montana;
- Montana Highway Patrol;
- Missoula Police Department;
- Missoula County Public School & Driver Education Instructors;
- Chamber of Commerce/Businesses;
- Missoula Underage Substance Abuse Prevention Program;
- AARP;
- Senior Living Communities/Senior Centers;
- Emergency Medical Services;
- City of Missoula Parking Commission;
- Missoula Institute for Sustainable Transportation; and
- Multidisciplinary Road Safety Audit teams (to be developed).

## **Intersection Safety Performance Measures**

Performance Measures will need to be documented by the Emphasis Area on a reporting form shown in Appendix E. Recommended Performance Measures for Intersections include:

- Fatalities involving intersections; and
- Incapacitating injuries involving intersections.



## 4.2 OCCUPANT PROTECTION

One of the most effective measures people can take to prevent injury and death in a crash is to be appropriately restrained through the use of seat belts, child safety seats, or booster seats. The National Highway Traffic Safety Administration (NHTSA) estimates that lap/shoulder seat belts, when used correctly, reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent and the risk of moderate-to-critical injury by 50 percent. For light-truck occupants, seat belts reduce the risk of fatal injury by 60 percent and moderate-to-critical injury by 65 percent. Research on the effectiveness of child safety seats has found them to reduce fatal injury by 71 percent for infants (less than 1 year old) and by 54 percent for toddlers (1 to 4 years old) in passenger cars. For infants and toddlers in light trucks the corresponding reductions are 58 percent and 59 percent, respectively. Despite this evidence, however, a large proportion of fatally injured people are not properly restrained. **In 2012, 75 percent of people who died in crashes in Montana were unrestrained.**

Unbelted crashes are crashes where a vehicle occupant was not wearing a seatbelt. Data on persons involved in unbelted crashes may include all vehicle occupants, not only the driver of the vehicle. Severe injury crashes involve a fatality or incapacitating injury.





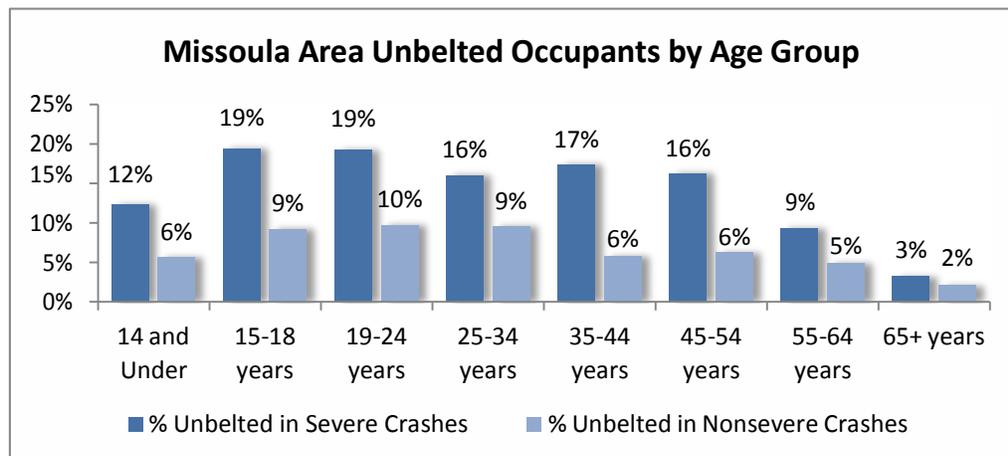
Nineteen percent (19%) of both the 15-18 and 19-24 year old age groups in severe injury crashes were unbelted, as shown in Table 4.4.

**Table 4.4 Missoula Area Belted and Unbelted Injuries by Age, 2007-2011**

Missoula Area Belted and Unbelted Injuries by Age						
Injuries by Age	Belted Severe Injuries	Belted Nonsevere Injuries	Unbelted Severe Injuries	Unbelted Nonsevere Injuries	Severe Injuries Unbelted (%)	Nonsevere Injuries Unbelted (%)
0-14 years	93	320	13	19	12%	6%
15-18 years	121	416	29	42	<b>19%</b>	9%
19-24 years	186	778	44	83	<b>19%</b>	10%
25-34 years	200	715	38	75	16%	9%
35-44 years	143	479	30	29	17%	6%
45-54 years	150	533	29	35	16%	6%
55-64 years	108	413	11	21	9%	5%
65+ years	123	292	4	6	3%	2%
Unknown	4	42	3	4	43%	9%
<b>TOTAL</b>	<b>1,128</b>	<b>3,988</b>	<b>201</b>	<b>314</b>		

Source: MDT Safety Management System.

**Figure 4.3 Missoula Area Unbelted Occupants by Age Group, 2007-2011**

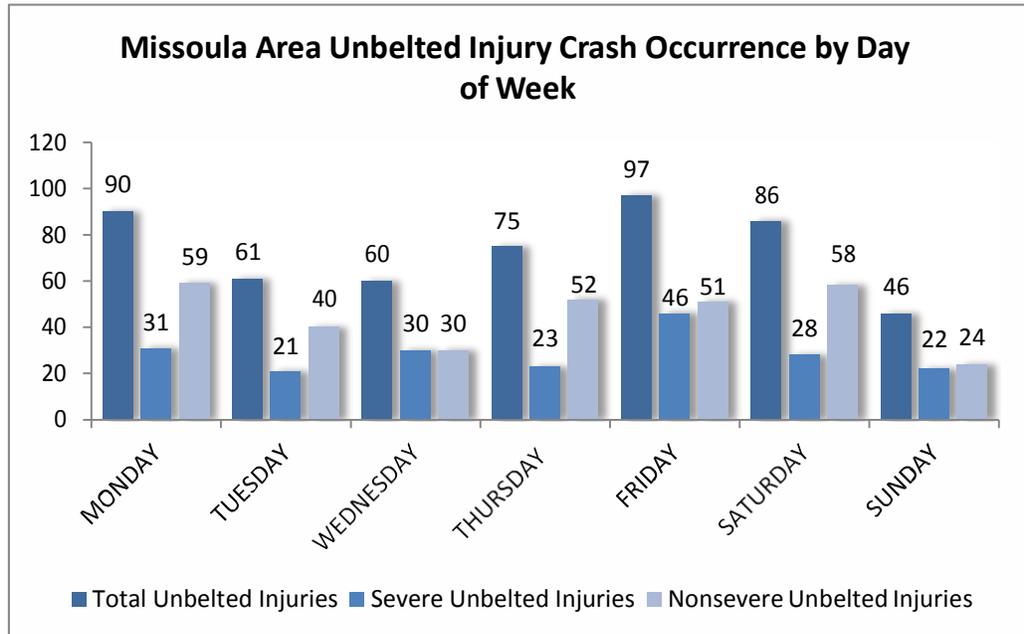


Source: MDT Safety Management System. Note: Includes only data for which safety belt usage was known.



The greatest number of unbelted injuries occurred on Fridays, as shown in Figure 4.4.

**Figure 4.4 Missoula Area Unbelted Injury Crash Occurrence by Day of Week, 2007-2011**

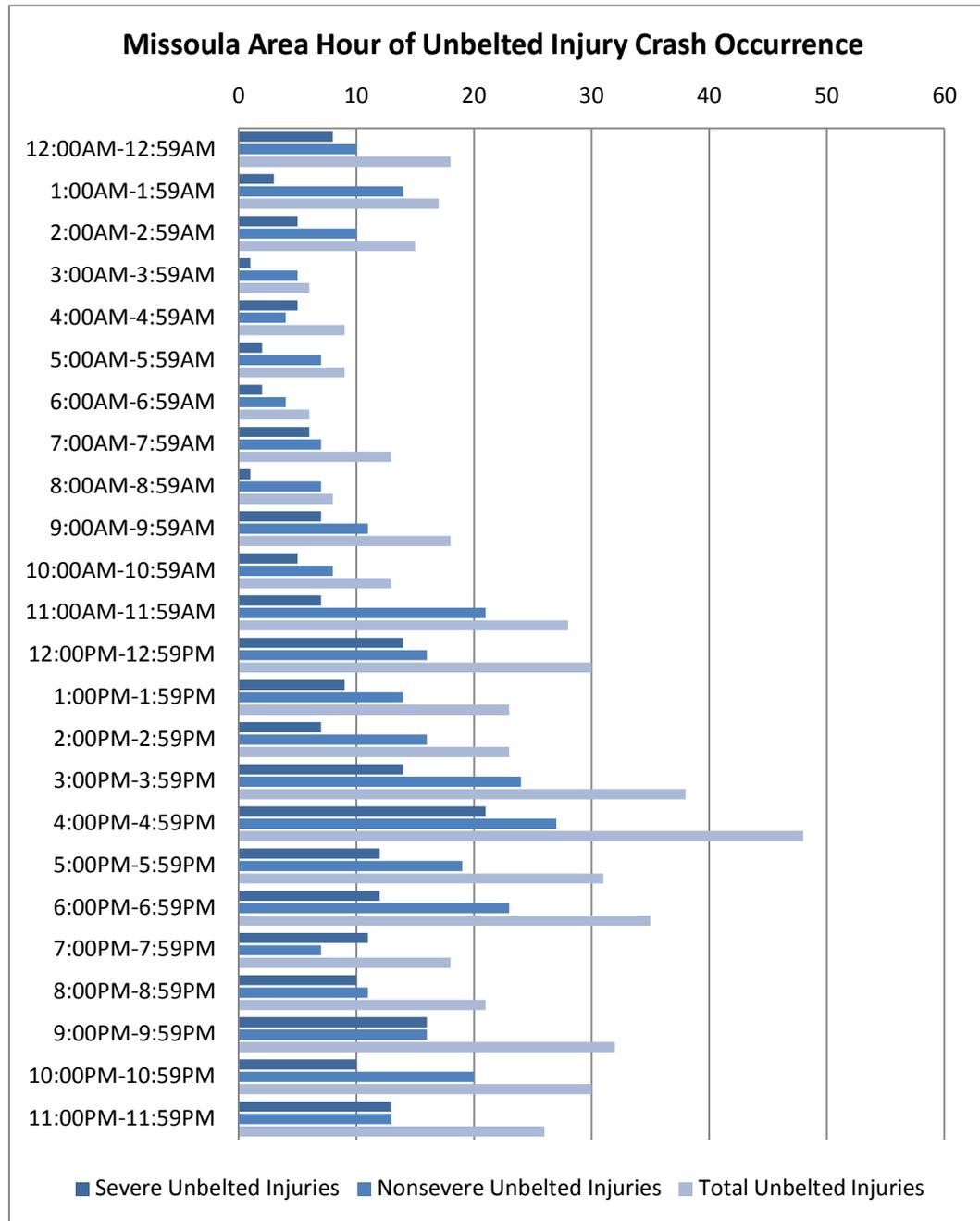


Source: MDT Safety Management System. Note: Includes only data for which safety belt usage was known.



Unbelted injury crashes peak between 3 PM and 7 PM, as shown in Figure 4.5.

**Figure 4.5 Missoula Area Hour of Unbelted Injury Crash Occurrence, 2007-2011**



Source: MDT Safety Management System. Note: Includes only data for which safety belt usage was known.



## Current Safety Belt/Occupant Protection Use Programs and Strategies in the Missoula Area

### *Education*

**Missoula Buckle Up Montana Coordinator** - The Missoula City-County Health Department's Missoula Buckle Up Montana Coordinator, Lonie Hutchison, is a nationally Certified Child Passenger Safety Technician-Instructor and conducts outreach to businesses on seat belt policies. There are currently three child safety seat fitting stations in Missoula that provide safety seat education and assistance with installing safety seats – appointments are required. Contact: Missoula Rural Fire Station (406) 549-6172, Lonie Hutchison (406) 258-3880, or Bonnie Welsh of AAA (406) 829-5512.

**Saved by the Belt Awards** - The Missoula Buckle Up **Montana** Coalition encourages law enforcement officers to nominate crash survivors who were “saved” by their seat belt as recipients of Montana’s Saved by the Belt Awards. Award recipients are presented with a certificate and a free one-year AAA membership. The awards are presented at a high-visibility event such as a trauma conference, a school assembly, city council meeting, or board of health meeting. The Saved by the Belt program is managed by the State Highway Traffic Safety Section. Contact: Pam Buckman, (406) 444-0809.

**Car Seat Trainings** - Annually, a 32-hour National Child Passenger Safety (CPS) Technician Certification Course is conducted in Missoula. Typical CPS technician training participants include law enforcement officers, fire department personnel, Emergency Medical Technicians, nurses, child care providers, injury prevention specialists, etc. Cost for the course is \$75 and registration is available at the National CPS Certification site: <http://cert.safekids.org>.

**Seatbelt Use Policy Promotion** - The Missoula Buckle Up **Montana** Coalition is currently working on an outreach project to encourage local businesses to adopt seat belt use policies. The campaign includes a noon hour presentation by law enforcement officer, free buckle up reminder signs, and participation in a pizza party contest for the business demonstrating the highest seat belt use by employees (usage rate surveys conducted by Coalition members). Contact: Lonie Hutchison, Coordinator, Missoula Buckle Up Montana Coalition, MCCHD, (406) 258-3880.

### *Enforcement*

The fine for non-use of a safety belt is \$20.



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### Potential Stakeholder Groups for the Seat Belt/Occupant Protection Use Emphasis Area

The following are agencies and organizations that can play a role in increasing occupant protection use in the Missoula area:

- Missoula Community Access Television (MCAT);
- Missoula High Schools Administrators/ Driver Education Instructors;
- University of Montana;
- Missoula County [Buckle Up Montana](#) Coalition;
- Montana Highway Patrol;
- Missoula Police Department;
- Missoula County Sheriff's Department;
- Community Medical Center;
- Missoula Fire Department;
- Chamber of Commerce/Businesses;
- Missoula City-County Health Department;
- Insurance agents (AAA, All State, State Farm, etc.);
- AARP;
- Media- *Missoulian*, *Independent*, *Kaiman*, KECL, KTMF, KUFM;
- Montana Department of Transportation (MDT);
- Missoula City Council;
- Board of County Commissioners;
- Becky Sturdevant, Mothers Against Drunk Driving;
- Residents of Missoula area;
- Safety Committee;
- Civic Groups Volunteers;
- Missoula County Rural Fire District;
- Parents; and
- Peers.



## Occupant Protection Performance Measures

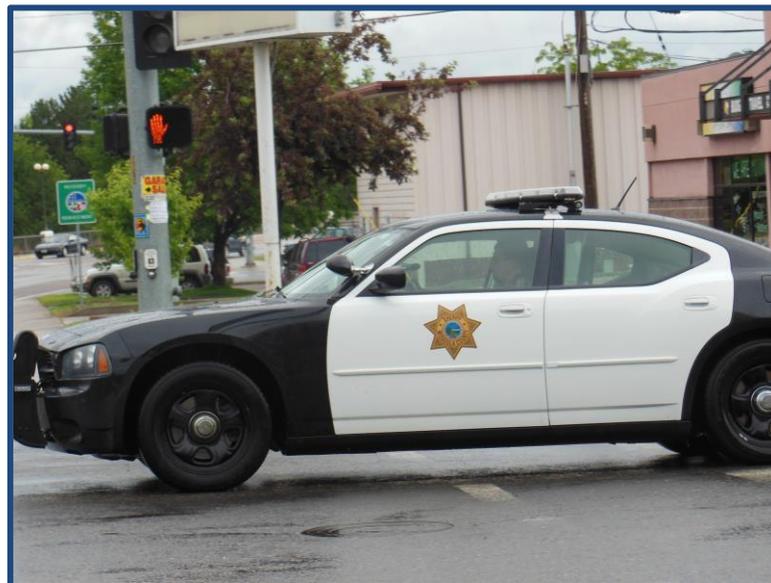
Key performance measures to track progress in this Emphasis Area over time include:

- Number of unbelted fatal injuries in the Missoula area;
- Number of unbelted incapacitating injuries in the Missoula area;

## 4.3 IMPAIRED DRIVING

Fatalities in crashes involving an alcohol-impaired driver represent almost one-third (31%) of the total motor vehicle fatalities in the United States. Montana has one of the highest alcohol related fatality rates in the nation per vehicle mile traveled. Choosing to drive after drinking alcohol or taking drugs is a risky decision that impacts the driver, passengers and others on the road. Many impaired driving crashes are very severe, as often impaired drivers also fail to use seat belts and engage in speeding.

From 2007 to 2011, there were 359 injury crashes in the Missoula urban area involving an impaired driver. Of those, 114 crashes involved a fatality or incapacitating injury and 245 involved a nonsevere injury.





# Community Transportation Safety Plan



As shown in Table 4.5, the largest proportion of all injury crashes (36%) and severe injury crashes (31%) involving impaired drivers occurred on local streets. The second largest concentration of injury crashes (29%) occurred on state urban roads.

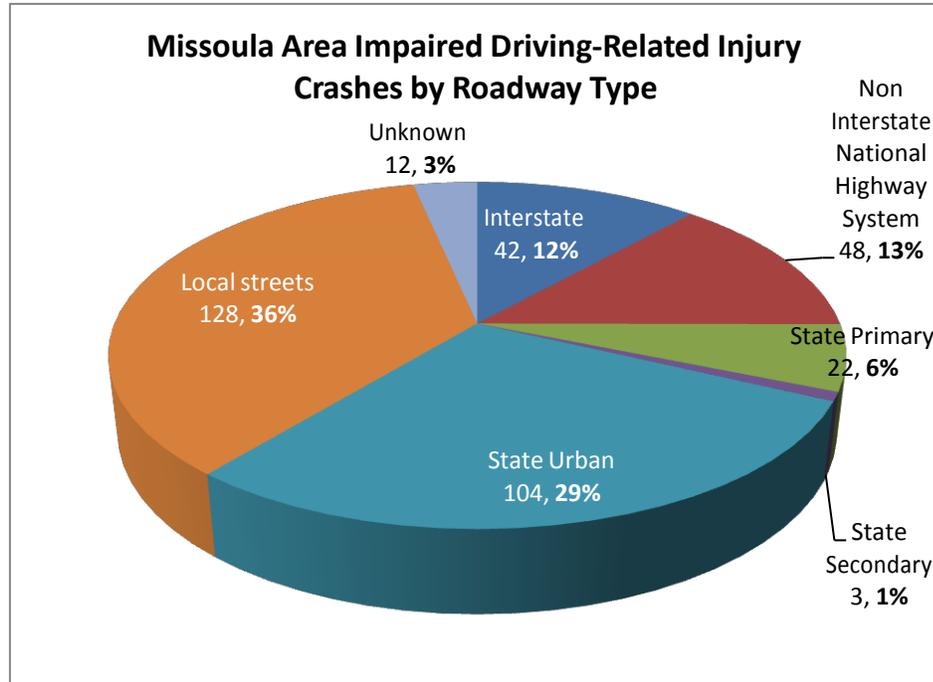
**Table 4.5 Missoula Area Impaired Driving-Related Injury Crashes by Roadway Type, 2007-2011**

Missoula Area Impaired Driving-Related Injury Crashes by Roadway Type						
Crashes by Roadway Type	Severe Injury Crashes	Severe Injury Crashes (%)	Nonsevere Injury Crashes	Nonsevere Injury Crashes (%)	Total Injury Crashes	Total Injury Crashes (%)
Interstate	19	17%	23	9%	42	12%
Non Interstate National Highway System	18	16%	30	12%	48	13%
State Primary	7	6%	15	6%	22	6%
State Secondary	2	2%	1	–	3	1%
State Urban	31	27%	73	30%	104	<b>29%</b>
Local streets	35	<b>31%</b>	93	28%	128	<b>36%</b>
Unknown	2	2%	10	4%	12	3%
<b>TOTAL</b>	<b>114</b>		<b>245</b>		<b>359</b>	

Source: MDT Safety Management System. Note: Examples of Non Interstate National Highway System roads include Reserve Street and MT-200. Examples of State Primary roads include Brooks Street. State Secondary roads include Highway 210. Examples of State Urban roads include Mullan Road and Russell Street. Examples of Local streets include Pine Street.



**Figure 4.6 Missoula Area Impaired Driving-Related Injury Crashes by Roadway Type, 2007-2011**



Source: MDT Safety Management System. Note: Examples of Non Interstate National Highway System roads include Reserve Street and MT-200. Examples of State Primary roads include Brooks Street. State Examples of Secondary roads include Highway 210. State Urban roads include Mullan Road and Russell Street. Examples of Local streets include Pine Street.

Seventy nine percent (79%) of all drivers involved in impaired severe injury crashes were male, as shown in Table 4.6.

**Table 4.6 Missoula Area Impaired Drivers by Gender, 2007-2011**

Missoula Area Impaired Drivers by Gender						
Drivers by Gender	Severe Crashes	Severe (%)	Nonsevere Crashes	Nonsevere (%)	Total	Total (%)
Male	92	<b>79%</b>	173	68%	265	71%
Female	25	21%	82	32%	107	29%
<b>TOTAL</b>	<b>117</b>		<b>255</b>		<b>372</b>	

Source: MDT Safety Management System.



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Sixty six percent (66%) of impaired drivers involved in injury crashes were between the ages of 21 and 44. More than a quarter (27%) of total injury crashes involved impaired drivers age 25-34, as shown in Table 4.7 and Figure 4.7.

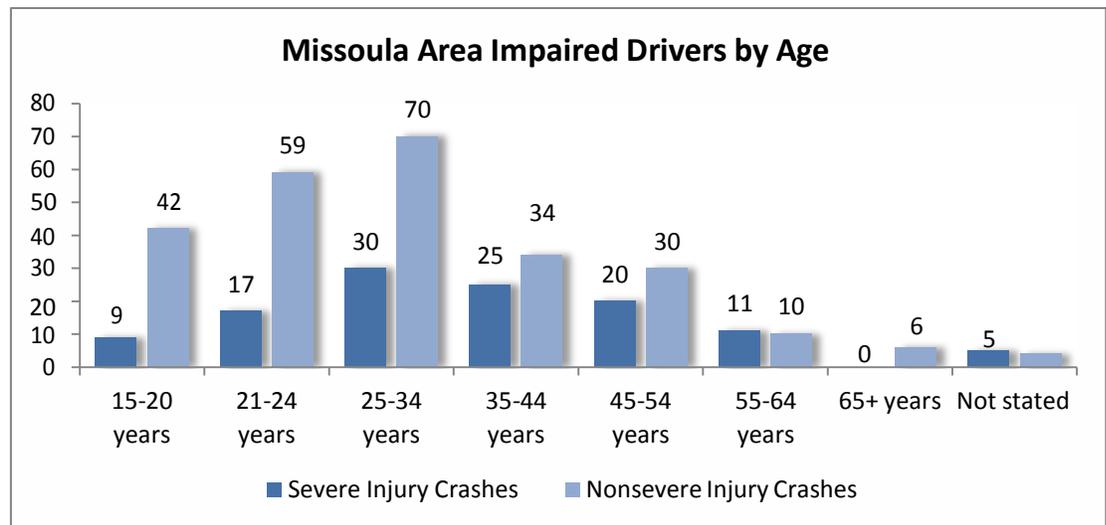
**Table 4.7 Missoula Area Impaired Drivers by Age, 2007-2011**

Missoula Area Impaired Drivers by Age						
Drivers by Age	Severe Injury Crashes	Severe Injury Crashes (%)	Nonsevere Injury Crashes	Nonsevere Injury Crashes (%)	Total Injury Crashes	Total Injury Crashes (%)
15-20 years	9	8%	42	16%	51	14%
21-24 years	17	15%	59	23%	76	<b>20%</b>
25-34 years	30	26%	70	27%	100	<b>27%</b>
35-44 years	25	21%	34	13%	59	<b>16%</b>
45-54 years	20	17%	30	12%	50	13%
55-64 years	11	9%	10	4%	21	6%
65+ years	–	–	6	2%	6	2%
Not stated	5	4%	4	2%	9	2%
<b>TOTAL</b>	<b>117</b>		<b>255</b>		<b>372</b>	

Source: MDT Safety Management System.



Figure 4.7 Missoula Area Impaired Drivers by Age, 2007-2011



Source: MDT Safety Management System.

## Current Impaired Driving Programs and Strategies in the Missoula Area

### *Alternative Transportation*

**Home Safe Missoula** is a longstanding nonprofit safe ride service that provides service 24/7 via Yellow Cab to licensed establishments that subscribe to the service. Contact: Chris Thomas at ZIP Beverage 728-9543 Ext. 102.

**Ucallus** is a nonprofit safe ride program that operates using donations from the bar patrons they transport. Patrons seeking a Ucallus ride should call 880-1673. Contact: Kevin Sandberg at 830-7366 or [www.ucallus.org](http://www.ucallus.org).

**Designated Drivers** - The Missoula County DUI Task Force sponsors a Designated Driver Program whereby Designated Drivers (DD) have an opportunity to win one of two \$100 gas card donated monthly by from Noon's in a drawing. The DUI Task Force purchases an additional 24 Noon's gift cards for \$50 each as an incentive for the servers who promote the DD program by ensuring that the DD receives a wristband on which his/her name and phone number is printed, and that the wristband is collected for the monthly drawing. Currently 34 licensed establishments participate in the program. The DUI Task Force pays for a student intern to coordinate the DD program through the Curry Health Center. The DD Program is promoted via Facebook, posters, radio and TV messages.

**U-Dash Transit** is late night fixed-route transit from downtown to campus/student housing, funded by student fees. Monday through Thursday,



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the service operates with 30 minute frequencies. On weekends, service runs with 15 minute frequencies. Monday through Wednesday the service operates from 7pm until midnight, and Thursday through Saturday, until 2:30 a.m.

General **Mountain Line transit** service ends at 7:30 pm. Mountain Line's long-term plan is for more frequent and later transit service on high traffic corridors.

**Rickshaws** operate during warmer months serving the bar/special events crowd and are paid by donation.

**Tipsy Tow** is a program during New Years to transport impaired drivers home and tow their vehicle as well.

### *Education*

**Responsible Sales and Service Training/ Montana Tavern Association** – As of February 2012, State law requires training of anyone who serves or sells alcoholic beverages, including the immediate supervisor and licensee. People who serve alcohol as a profession can be a positive force in reducing alcohol-related deaths and injuries. Responsible alcohol sales and service training educates retailers on how to sell and serve alcohol safely. The training promotes four key principles to help businesses operate within the constraints of the law and reduce their liabilities: eliminate selling to underage persons, eliminate secondary selling, eliminate selling to intoxicated customers, and to refuse altered or false identification. The Department of Revenue's approved trainer list for Responsible Sales and Server Training program can be found here: <http://alcoholservertraining.mt.gov/preapproved-training.mcp>

**Missoula Underage Substance Abuse Prevention** conducts education on safe practices. The program also produces a Parent Guide on drunk driving and seatbelt use, which is distributed via parent meetings, community leaders, and schools.

All high school juniors in Missoula County attend the **It's Your Choice Annual Mock DUI** crash event.

### *Enforcement*

**Missoula City-County Special Traffic Enforcement Program (STEP)/ Missoula County DUI Task Force** provides annual \$5,000 contracts to the Missoula County Sheriff's Department, Missoula Police Department, and the Montana Highway Patrol to support roving DUI patrols, bar checks, keg party patrols, alcohol compliance checks, and to purchase equipment related to DUI enforcement (radar units, portable breath test units, etc.). The DUI Task Force also provides an annual contract to the Missoula County Sheriff's Department for \$2,500 to support the cost of DUI processing items such as Intoxilyzer solution, mouthpieces, etc. Additionally, the DUI Task Force provides an annual \$5,000 contract for the Department of Corrections – Probation & Parole to conduct home visits and bar checks to make certain that DUI felons are not



## Community Transportation Safety Plan



consuming alcohol. Contact: Lonie Hutchison, MCCHD Coordinator for the Missoula County DUI Task Force: (406) 258-3880.

**Drug Recognition Expert (DRE)**-trained officers conduct enforcement in the Missoula area.

### *Other*

**First Night Missoula** is a New Year's Eve alcohol-free community celebration featuring 25 venues and 90+ events for all ages, including live music, theater, dance, and comedy.

The region has adopted a **"Focus Inward" growth scenario**, which over the long-term will reduce the long-distance driving required to entertainment venues, as more development will occur in more populated areas.

**Curry Health Center** - UM conducts the National Collegiate Survey annually which evaluates DUI trends among college students.

### **Potential Stakeholder Groups for the Impaired Driving Emphasis Area**

- Missoula Police Department;
- Missoula County Sheriff's Department;
- Montana Highway Patrol;
- Civic Groups (Rotary, Kiwanis, American Legion);
- Missoula County Tavern Owners Association;
- Missoula County DUI Task Force;
- Television & radio stations;
- University of Montana;
- Chamber of Commerce/Businesses;
- City of Missoula;
- Missoula City-County Health Department;
- Missoula City Council;
- Board of County Commissioners;
- Becky Sturdevant, MADD;
- Community Medical Center;
- [Missoula Underage Substance Abuse Program](#);
- AAA;



# Community Transportation Safety Plan

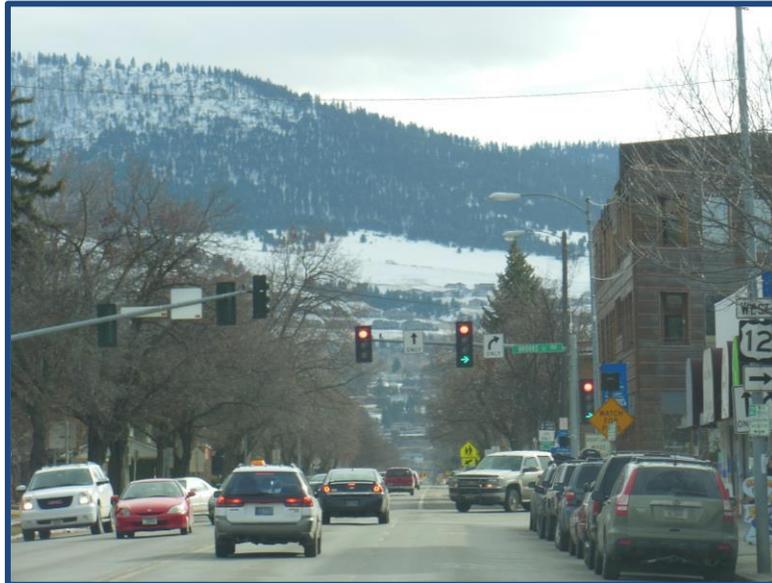


- HUB International Insurance (liquor liability insurers);
- Community Medical Center;
- Missoula Indian Center;
- Faith Based Community;
- Missoula Emergency Services;
- Summit & ZIP Beverage;
- City Attorney;
- County Attorney;
- Probation & Parole;
- Missoula Fire Department; and
- Missoula County Rural Fire District.

## Impaired Driving Performance Measures

Key Recommended Performance Measures are:

- Number of fatalities involved in impaired driving crashes; and
- Number of severe injuries involved in impaired driving crashes.







## 5.0 Safety Strategies

### 5.1 STRATEGY DEFINITIONS

For each of the three Emphasis Areas defined in the plan, safety strategies and action steps were identified, as well as implementation stakeholders and partners, and resources and funding needs. Each of these elements is further defined below.

**Strategy** – A strategy is an approach to improving safety in the community that addresses a defined transportation crash type (i.e. impaired driving, unbelted, or intersection related). Implementation of the strategy will involve a series of more specific action steps. Strategies should be designed with crash data in mind so they are targeting the most significant crash factors within that Emphasis Area (e.g. the demographic groups with highest crash involvement, or times of day with highest numbers of crashes). Strategies may be phased in over the five-year span of the plan and can be prioritized based on the Emphasis Area team’s interest and resources.

**Purpose** – This information provides context as to why the strategy is needed in the community, including current conditions such as crash history, policies, or community experience. The purpose also provides insight into how the strategy will improve safety in the community.

**Activities/Action Steps** – These are specific steps for implementing the strategy over time with the objective of reducing fatal and injury crashes.

**Implementation Stakeholders/Partners** – These are agencies or groups with jurisdiction, authority or special expertise necessary to accomplish the actions steps. These agencies/groups may take a lead or supporting role in implementing the defined action steps. These are initial lists but may need to be expanded as the Emphasis Area group begins implementation.

**Resources/Funding Needs** – This information defines resources needed to implement action steps for this strategy including funding and staff time. Many action steps involve improving processes or refocusing existing resources and will not require new funding sources. Resources to support implementation are defined including national programs providing technical support and resource materials for customization to the community. The community may be able to maximize resources by using or adapting existing materials and increasing collaboration among existing organizations.



# Community Transportation Safety Plan



## Intersection Crashes

Emphasis Area: Intersection Crashes

Emphasis Area Chairs: Rick Larson – Missoula Public Works -Traffic Services, Kevin Slovarp – Missoula City Engineer, Mark O’Brien - Vocational Rehabilitation, Department of Public Health and Human Services

### New Strategies

Strategy 1	Purpose	
<p>Improve safety at intersections with an above average number of crashes, fatalities, and serious injuries through appropriate infrastructure improvements (signing, pavement markings, roadway, lighting, etc.) based on best practices.</p>	<p>Intersections commonly are locations with a large number of crashes as these are the places where roadway users traveling in different directions have the most potential for conflict. The Missoula Long-Range Transportation Plan (LRTP) identified intersections with higher crash rates that may warrant further study or safety improvements. Infrastructure improvement approaches can improve clarity for drivers navigating an intersection so they can make safe decisions such as selecting the proper lane, avoiding non-motorized roadway users, and obeying traffic signals. The NCHRP <i>Guide for Reducing Collisions at Signalized Intersections</i> (p. V-70) indicates reducing approach speeds is cost-effective approach to improving driver compliance with traffic laws.</p>	
	Implementation Stakeholders/Partners	Resources/Funding Needs
	<ul style="list-style-type: none"> <li>• <a href="#">Community Forum</a></li> <li>• City of Missoula Department of Public Works</li> <li>• Missoula County Department of Public Works</li> <li>• Missoula City Council</li> <li>• Missoula Board of County Commissioners</li> <li>• Transportation Technical Advisory Committee (TTAC)</li> <li>• Transportation Policy Coordinating Committee (TPCC)</li> <li>• Montana Department of Transportation (MDT)</li> <li>• Others (RSAs involve a multidisciplinary team)</li> <li>• City of Missoula Development Services</li> <li>• Vehicle license renewal</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">National Association of City Transportation Officials (NACTO) Urban Bikeway Design Guide</a></li> <li>• <a href="#">Manual Of Uniform Traffic Control Devices (MUTCD)</a> <a href="http://mutcd.fhwa.dot.gov/">http://mutcd.fhwa.dot.gov/</a></li> <li>• <a href="#">Crash Modification Factors Clearinghouse</a></li> <li>• City of Missoula Department of Public Works</li> <li>• Missoula County Department of Public Works</li> <li>• <a href="#">NCHRP Report 500 Series A Guide Reducing Speeding-Related Crashes</a></li> <li>• MDT</li> <li>• <a href="#">FHWA website on speed reduction countermeasures on high-speed approaches to intersections</a></li> <li>• Roadway maintenance and operations funds</li> <li>• Highway Safety Improvement Program</li> </ul>



# Community Transportation Safety Plan



Strategy 1 (continued)	Activities/Action Steps
<p>Improve safety at intersections with an above average number of crashes, fatalities, and serious injuries through appropriate infrastructure improvements (signing, pavement markings, roadway, lighting, etc.) based on best practices.</p>	<ol style="list-style-type: none"><li>1. Improve Crash data accuracy and usability.</li><li>2. Conduct local training on Road Safety Audits; Develop a Road Safety Audit program to conduct annual audits.</li><li>3. Increase enforcement of, and encourage compliance with, clear-zone policy (tree/shrub trimming, parking, etc.).</li><li>4. Evaluate, and where appropriate, implement improvements at locations where there is a history of wrong-way driving.</li><li>5. Further evaluate intersections with safety concerns in Missoula's Long Range Transportation Plan and evaluate the need for safety improvements such as protected left turn signals or lanes.</li><li>6. Evaluate current practices for intersection signing, update as necessary to include advanced warning, signing to improve visibility, way finding, and advanced street name signs.</li><li>7. Evaluate policy changes for problem intersections where speed is an issue; define and implement improvements to reduce intersection approach speeds such as advance warning signs, reduced lane widths adaptive signal control or other methods.</li><li>8. Pursue a local policy for the consideration of roundabouts at local intersections where appropriate based on review of respective jurisdictional authority. Policy must include consideration of the needs of all modes and users.</li><li>9. Pursue traffic calming strategies at intersections where appropriate.</li><li>10. Support the complete construction of curb and sidewalk system, which enables designation of no-parking zones near intersections.</li></ol>



# Community Transportation Safety Plan



## Emphasis Area: Intersection Crashes

Emphasis Area Chairs: Rick Larson – Missoula Public Works -Traffic Services, Kevin Slovarp – Missoula City Engineer, Mark O’Brien – Vocational Rehabilitation, Department of Public Health and Human Services

### New Strategies

<p><b>Strategy 2</b></p> <p>Conduct education campaign on safe driving practices with a focus on intersection safety.</p>	<p><b>Purpose</b></p> <p>Intersections commonly are locations with a large number of crashes as these are the places where roadway users (vehicles, bicycles and pedestrians) traveling in different directions have the most potential for conflict. Navigating an intersection requires making many decisions quickly, including selection of through-traffic or turning lane, obeying traffic signals and signs, assessment of gaps in traffic and yielding to crossing pedestrians. Certain driving populations may have higher crash involvement at intersections, such as inexperienced young drivers and older drivers who may have decreased reaction time and reduced mobility. Providing information and education on how to better navigate intersections and information on training opportunities to improve driving skills, particularly at intersections, may help to improve the driving competency of transportation system users.</p>	
	<p><b>Implementation Stakeholders/Partners</b></p> <ul style="list-style-type: none"> <li>• Montana Department of Health &amp; Human Services (Vocational Rehabilitation)</li> <li>• Insurance Agencies</li> <li>• University of Montana</li> <li>• Montana Highway Patrol</li> <li>• Missoula Police Department</li> <li>• Missoula County Sheriff’s Department</li> <li>• Missoula County Public School &amp; Driver Education Instructors</li> <li>• Chamber of Commerce/Businesses</li> <li>• Missoula Underage Substance Abuse Prevention Program</li> <li>• AARP</li> <li>• Senior Living Communities/Senior Centers</li> <li>• Emergency Medical Services</li> <li>• Vehicle license renewal</li> </ul>	<p><b>Resources/Funding Needs</b></p> <ul style="list-style-type: none"> <li>• Law enforcement</li> <li>• Vocational Rehabilitation</li> <li>• University of Montana-Journalism, Health, and Athletics Departments, staff students, and campus police</li> <li>• Missoula County Public Schools-Driver’s Education Instructors</li> <li>• Montana Underage Substance Abuse Prevention Program</li> <li>• AARP</li> <li>• AAA, Allstate, State Farm, others</li> <li>• Alive @25</li> <li>• Presentations, PSA, media articles</li> <li>• Businesses</li> <li>• <a href="#">Share the Road brochure</a> developed by MDT</li> <li>• Resources for video PSA development</li> <li>• Missoula Bike/Ped Program Manager</li> <li>• <a href="#">Bike Walk Alliance for Missoula</a></li> <li>• <a href="#">FHWA Safety website on pedestrians and bicyclists</a></li> </ul>



## Community Transportation Safety Plan



Strategy 2 (continued)	Activities/Action Steps
Conduct education campaign on safe driving practices with a focus on intersection safety.	<ol style="list-style-type: none"><li data-bbox="520 354 1822 418">1. Develop and distribute public information and education materials on safe driving practices, particularly focusing on intersections, including parking rules near intersections.</li><li data-bbox="520 435 1850 500">2. Increase the focus on intersection safety in driver's education; invite law enforcement, EMS and bicycle and pedestrian representatives to speak specifically to intersection issues.</li><li data-bbox="520 516 1612 548">3. Address intersection safety at college freshman orientation and at other college group activities.</li><li data-bbox="520 565 1388 597">4. Implement a teen peer-to-peer program with a focus on intersection safety.</li><li data-bbox="520 613 1381 646">5. Promote safe driving education such as the AARP defensive driving course.</li><li data-bbox="520 662 1829 727">6. Educate bicycle/pedestrian/motorcycle roadway users on intersection safety, including proper crossing behavior at a pedestrian countdown signal.</li><li data-bbox="520 743 1598 776">7. Distribute materials about vehicles, pedestrians, bicycles and motorists sharing the road safely.</li><li data-bbox="520 792 1514 824">8. Increase enforcement of unsafe behavior between motorists and vulnerable road users.</li></ol>



# Community Transportation Safety Plan



## Emphasis Area: Intersection Crashes

Emphasis Area Chairs: Rick Larson – Missoula Public Works -Traffic Services, Kevin Slovarp – Missoula City Engineer, Mark O’Brien – Vocational Rehabilitation, Department of Public Health and Human Services  
New Strategies

<p><b>Strategy 3</b></p> <p>Improve pedestrian crossings and increase pavement markings for pedestrians at high-volume roadway intersections as warranted.</p>	<p><b>Purpose</b></p> <p>Intersections are natural points of potential conflict as all modes of traffic traveling in multiple directions converge here. Geometric or physical improvements such as traffic calming that reduces vehicle speeds or traffic volume can increase safety at intersections. There are also many low-cost improvements such as signing, enhanced striping, enhanced crosswalks, or signal optimization that can provide safety benefits. According to the NCHRP Report 500 <i>Guide for Reducing Collisions at Signalized Intersections</i>, some signalized intersections may have such a significant crash problem that the only alternative is to change the nature of the intersection itself, for example from a signal to a roundabout.</p>	
	<p><b>Implementation Stakeholders/Partners</b></p> <ul style="list-style-type: none"> <li>• City of Missoula Public Works</li> <li>• Missoula County Public Works</li> <li>• Transportation Policy Coordinating Committee (TPCC)</li> <li>• Montana Department of Transportation (MDT)</li> <li>• City of Missoula Parking Commission</li> <li>• Multidisciplinary Road Safety Audit teams (to be developed)</li> <li>• City of Missoula Development Services</li> <li>• <a href="#">Missoula Bike/Ped Program Manager</a></li> </ul>	<p><b>Resources/Funding Needs</b></p> <ul style="list-style-type: none"> <li>• City of Missoula Public Works</li> <li>• Missoula County Public Works</li> <li>• TPCC</li> <li>• <a href="#">Crash Modification Factors Clearinghouse</a></li> <li>• <a href="#">Highway Safety Manual</a></li> <li>• <a href="#">FHWA Safety Website on Intersections</a></li> <li>• NCHRP 500 Series Volume 12: Guide for Reduction Collisions at Signalized Intersections</li> <li>• <a href="#">FHWA Safety website on Roundabouts</a></li> <li>• <a href="#">FHWA Road Safety Audit Website</a></li> <li>• <a href="#">Missoula LRTP</a></li> <li>• </li> </ul>
	<p><b>Activities/Action Steps</b></p> <ol style="list-style-type: none"> <li>1. Pursue a local policy for the consideration of roundabouts at local intersections. Policy must include consideration of the needs of all modes and users.</li> <li>2. Consider, and where appropriate, implement traffic calming strategies at problem intersections.</li> <li>3. Conduct local training on Road Safety Audits; Develop a Road Safety Audit program to conduct annual audits.</li> <li>4. Evaluate and consider signal retiming where appropriate to increase pedestrian safety such as all –pedestrian phase or lead pedestrian interval that gives pedestrians a few seconds advance time to begin crossing, and increases visibility before vehicles turn.</li> </ol>	



# Community Transportation Safety Plan



## Safety Belt/Occupant Protection Use

Emphasis Area: Safety Belt/Occupant Protection Use

Emphasis Area Chair: Charmell Owens, Ravalli County Buckle Up Montana and Captain Jim Kitchin, Montana Highway Patrol

### New Strategies

Strategy 1	Purpose	
<p>Conduct outreach to educate groups with high rates of non-use of safety belts on the importance of safety belt use.</p>	<p>Wearing a safety belt is the easiest action a person can take to reduce the potential for a severe injury should a crash occur. However, on a state level more than 20 percent of drivers do not wear safety belts. Continued work is needed to change the culture so wearing a safety belt is expected and non-use is not tolerated. Some age groups in particular, have low seatbelt use rates and should be targeted with education.</p>	
	Implementation Stakeholders/Partners	Resources/Funding Needs
	<ul style="list-style-type: none"> <li>• Missoula Community Access Television (MCAT)</li> <li>• Missoula High Schools Administrators/ Driver Education Instructors</li> <li>• University of Montana</li> <li>• Missoula County <a href="#">Buckle Up Montana</a> Coalition</li> <li>• Montana Highway Patrol</li> <li>• Missoula Police Department</li> <li>• Missoula County Fire District</li> <li>• Missoula County Sheriff's Department</li> <li>• Community Medical Center</li> <li>• Missoula Fire Department</li> <li>• Chamber of Commerce/Businesses</li> <li>• Missoula City/County Health Department</li> <li>• Civic Organizations</li> <li>• Insurance agents (Allstate, State Farm, etc.)</li> <li>• AARP</li> <li>• Media- <i>Missoulian</i>, <i>Independent</i>, <i>Kaiman</i>, KECI, KTMF, KUFM-Missoulian,</li> <li>• Montana Department of Transportation (MDT)</li> </ul>	<ul style="list-style-type: none"> <li>• High Schools</li> <li>• University of Montana-Journalism, Health, and Athletic Departments</li> <li>• Law enforcement</li> <li>• MCAT Public Television</li> <li>• Missoula County <a href="#">Buckle Up Montana</a> Coalition</li> <li>• MCAT public television</li> <li>• <a href="#">Montana Office of Public Instruction- Traffic Education</a></li> <li>• Law Enforcement</li> <li>• Alive @25</li> <li>• Resources to produce educational materials</li> <li>• National Highway Traffic Safety Administration (NHTSA) Seat Belt campaigns, <a href="http://www.nhtsa.gov/PEAK">http://www.nhtsa.gov/PEAK</a></li> <li>• <a href="#">Montana State Highway Traffic Safety Section</a></li> <li>• <a href="#">National Highway Traffic Safety Administration Resources</a></li> <li>• <a href="#">Montana Highway Safety Office Grant application</a></li> <li>• <a href="#">National Organization for Youth Safety</a></li> <li>• Civic organizations/members (Rotary, Kiwanis, American Legion, etc.)</li> </ul>



# Community Transportation Safety Plan



Strategy 1 (continued)	Activities/Action Steps
<p>Conduct outreach to educate groups with high rates of non-use of safety belts on the importance of safety belt use.</p>	<ol style="list-style-type: none"> <li>1. Work to expand participation in the Alive @ 25 program, a defensive driving course instructed by Montana Highway Patrol (MHP) trainers on driver safety for drivers age 15 to 25. Currently most participants have received a traffic violation and are required by the court to attend but non-violators can attend the course. Work with insurers to pursue a discount for participants in the course as an incentive.</li> <li>2. Use innovative communications methods such as variable message signs to publicize the number of unbelted deaths that occur in Montana. Partner with businesses to have them publicize this data on their signs.</li> <li>3. Develop a local public service announcement (PSA) contest among the three high schools in Missoula/and or at the University of Montana; recommend the PSAs include messages from victims with a "tough love" approach.</li> <li>4. Partner with the media to deliver the safety belt message, such as on the "What's Up Missoula" and "Missoula Live" TV shows.</li> <li>5. Continue and expand safety talks on the importance of safety belts targeting youth, such as in- school presentations and through the annual mock-crash demonstration.</li> <li>6. Determine effectiveness of youth education programs such as "It's Your Choice" and mock crashes and provide recommendations to schools on which programs to use at assemblies and other special events.</li> <li>7. Pursue speaking engagements to reach adult target audience (males) via Civic organization and employers.</li> <li>8. Develop a peer-to-peer program where youth talk to other youth about the importance of safety belts; see Bozeman CTSP for information.</li> <li>9. Continue to promote awareness of the "Saved by the Belt" program and pursue ideas for a more youth-oriented award.</li> <li>10. Continue and enhance community-supported incentives for seat belt and occupant use, (.e.g. coupons for ice cream)</li> <li>11. Conduct annual pre- and post- seat belt surveys in coordination with school staff and education and awareness programs to determine impact of high school Buckle Up sign project and seat belt awareness.</li> <li>12. Continue and increase installation of Buckle-Up signs at business parking lot exits and work with employers to pursue establishing policies requiring seatbelt use by employees</li> <li>13. Work with insurance companies to provide a discount or other incentive for novice drivers who take driver's education.</li> <li>14. Request school administrators to add OPI's Traffic Education links <a href="http://opi.mt.gov/Programs/DriverEd/Index.html">http://opi.mt.gov/Programs/DriverEd/Index.html</a> to school's web site.</li> <li>15. Explore opportunities to offer driver training on-line, i.e. Allstate's Teen Safe Driving Program, <a href="http://www.allstatefoundation.org/teen-driving">http://www.allstatefoundation.org/teen-driving</a></li> <li>16. Ensure parents are attending pre- and post- parent meetings, which is a mandatory part of the driver's education program. Provide OPI's GDL handout to parents that includes monetary and license suspension consequences for not following GDL requirements, i.e. everyone in the vehicle must wear a seatbelt during the Permit Stage. <a href="http://opi.mt.gov/Programs/DriverEd/GDL.html">http://opi.mt.gov/Programs/DriverEd/GDL.html</a></li> <li>17. Promote social norming campaigns like Most Of Us, Ride Like a Friend <a href="http://www.ridelikeafriend.org/">http://www.ridelikeafriend.org/</a>, and National Organizations for Youth Safety projects campaign through partner network. Encourage area youth to establish local social norming groups in community by expanding the "Most of Us" positive community norms campaign to all schools in the Missoula area.</li> </ol>



# Community Transportation Safety Plan



Emphasis Area: Safety Belt/Occupant Protection Use		
Emphasis Area Chair: Charmell Owens, Ravalli County Buckle Up Montana and Captain Jim Kitchin, Montana Highway Patrol		
New Strategies		
Strategy 2	Purpose	
Support enactment of stronger occupant protection laws at the state level and pursue a local primary safety belt ordinance	<p>Because Montana does not have a primary safety belt law, law enforcement personnel can issue a safety belt citation only when they have stopped a driver for another violation. Therefore, it is much more difficult to enforce safety belt non-use as drivers may not feel they are likely to receive a citation. Local jurisdictions have the ability to pass an ordinance requiring safety belt use at the local level, which will be a primary offense (as was done with use of hand-held cell phones). Additionally, making sanctions stronger for non-use of a seat belt will increase the importance and impact</p>	
	Implementation Stakeholders/Partners	Resources/Funding Needs
	<ul style="list-style-type: none"> <li>• Missoula City Council</li> <li>• Becky Sturtevant, MADD</li> <li>• Residents of Missoula area</li> <li>• Missoula County <a href="#">Buckle Up Montana</a> Coalition</li> <li>• Montana Highway Patrol</li> <li>• Missoula Police Department</li> <li>• Missoula County Sheriff's Department</li> </ul>	<ul style="list-style-type: none"> <li>• City of Missoula</li> <li>• Missoula County <a href="#">Buckle Up Montana</a> Coalition</li> <li>• MDT - <a href="#">Montana State Highway Traffic Safety Section</a></li> <li>• <a href="#">National Highway Traffic Safety Administration Resources</a></li> <li>• Montana Elected Officials</li> <li>• Law Enforcement</li> <li>• Example ordinances, e.g. Seattle and Kansas City</li> </ul>
	Activities/Action Steps	
	<ol style="list-style-type: none"> <li>1. Support current seat belt coalition, educate legislators, and work to support the legislative effort at the state level to enact a primary safety belt law, increase the fine for nonuse to higher than \$20, and law that includes failure to wear a belt as a driver's license point violation. Take a phased approach and pursue one element in each legislative session, not all at once. Use actual video of traffic stops to educate officials on challenges of enforcing safety belt use.</li> <li>2. Promote and encourage stronger support of seatbelt laws at a local level. Pursue implementation of a primary seat belt ordinance in Missoula.</li> <li>3. Develop draft ordinance</li> </ol>	



# Community Transportation Safety Plan



## Emphasis Area: Safety Belt/Occupant Protection Use

Emphasis Area Chair: Charmell Owens, Ravalli County Buckle Up Montana and Captain Jim Kitchin, Montana Highway Patrol

### New Strategies

Strategy 3	Purpose	
<p>Increase the number of child passenger safety technicians so the number of inspections can be increased.</p>	<p>The purpose of child safety/booster seats is to reduce the number of child passengers killed or injured in motor vehicle crashes. Many parents do not install safety seats properly. Therefore, it is important that they have the installation of child restraints checked by a certified Child Passenger Safety Technician. To ensure sufficient technicians are trained in the Missoula area, an increased number of training opportunities in the area is needed.</p>	
	Implementation Stakeholders/Partners	Resources/Funding Needs
	<ul style="list-style-type: none"> <li>• Missoula County <a href="#">Buckle Up Montana</a> Coalition</li> <li>• Chamber of Commerce/Businesses</li> <li>• Safety Committee</li> <li>• Civic Groups Volunteers</li> <li>• Community Medical Center</li> <li>• City-County Health Department</li> <li>• Montana Highway Patrol</li> <li>• Missoula Police Department</li> <li>• Missoula Fire Department</li> <li>• Missoula County Rural Fire District</li> <li>• Missoula County Sheriff's Department</li> <li>• Montana Department of Transportation</li> </ul>	<ul style="list-style-type: none"> <li>• MDT - <a href="#">Montana State Highway Traffic Safety Section</a></li> <li>• Civic Group organizations/members (Rotary, Kiwanis, American Legion, etc.)</li> <li>• Missoula City County Health Department</li> <li>• St. Patrick Hospital</li> <li>• Volunteers</li> <li>• Law enforcement</li> <li>• Other</li> <li>• Training materials</li> </ul>
Activities/Action Steps		
<ol style="list-style-type: none"> <li>1. Provide increased training opportunities for child passenger safety technicians, such as breaking up the training into several shorter sessions, which is easier for people to fit into their schedules.</li> <li>2. Research potential for a stipend for Child Passenger Seat (CPS) technicians to cover cost of certification class, and participation in car seat check events.</li> </ol>		



# Community Transportation Safety Plan



## Emphasis Area: Safety Belt/Occupant Protection Use

Emphasis Area Chair: Charmell Owens, Ravalli County Buckle Up Montana and Captain Jim Kitchin, Montana Highway Patrol

### New Strategies

<b>Strategy 4</b>	<b>Purpose</b>							
Promote awareness and increase enforcement of the current safety belt law.	While the current safety belt law is a secondary law, when targeted enforcement is performed officers focus on non use of seat belts. Enforcement is critical to the public believing there is a consequence for not buckling up. Research indicates high-visibility, short-duration belt law enforcement programs, or STEPs (Selective Traffic Enforcement Programs) are effective in changing traffic safety behavior. The Centers for Disease Control's (CDC) systematic review of 15 high-quality studies found that short-term, high-visibility enforcement programs increased belt use by about 16 percentage points, with greater gains when pre-program belt use was lower.							
	<table border="1"> <thead> <tr> <th data-bbox="472 657 682 706">Implementation</th> <th data-bbox="682 657 1060 706">Stakeholders/Partners</th> </tr> </thead> <tbody> <tr> <td data-bbox="472 706 682 1015"></td> <td data-bbox="682 706 1060 1015"> <ul style="list-style-type: none"> <li>• Parents</li> <li>• Peers</li> <li>• High School Administrators</li> <li>• Driver's Education teachers</li> <li>• Montana Highway Patrol</li> <li>• Missoula Police Department</li> <li>• Missoula County Sheriff's Department</li> </ul> </td> </tr> </tbody> </table>	Implementation	Stakeholders/Partners		<ul style="list-style-type: none"> <li>• Parents</li> <li>• Peers</li> <li>• High School Administrators</li> <li>• Driver's Education teachers</li> <li>• Montana Highway Patrol</li> <li>• Missoula Police Department</li> <li>• Missoula County Sheriff's Department</li> </ul>	<table border="1"> <thead> <tr> <th data-bbox="1060 657 1902 706">Resources/Funding Needs</th> </tr> </thead> <tbody> <tr> <td data-bbox="1060 706 1902 1015"> <ul style="list-style-type: none"> <li>• Law enforcement</li> <li>• MDT – <a href="#">Montana State Highway Traffic Safety Section Grant application</a></li> <li>• <a href="#">High School Driver Education Instructors</a></li> </ul> </td> </tr> </tbody> </table>	Resources/Funding Needs	<ul style="list-style-type: none"> <li>• Law enforcement</li> <li>• MDT – <a href="#">Montana State Highway Traffic Safety Section Grant application</a></li> <li>• <a href="#">High School Driver Education Instructors</a></li> </ul>
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	<ul style="list-style-type: none"> <li>• Parents</li> <li>• Peers</li> <li>• High School Administrators</li> <li>• Driver's Education teachers</li> <li>• Montana Highway Patrol</li> <li>• Missoula Police Department</li> <li>• Missoula County Sheriff's Department</li> </ul>							
Resources/Funding Needs								
<ul style="list-style-type: none"> <li>• Law enforcement</li> <li>• MDT – <a href="#">Montana State Highway Traffic Safety Section Grant application</a></li> <li>• <a href="#">High School Driver Education Instructors</a></li> </ul>								
	<table border="1"> <thead> <tr> <th data-bbox="472 1015 1902 1063">Activities/Action Steps</th> </tr> </thead> <tbody> <tr> <td data-bbox="472 1063 1902 1180"> <ol style="list-style-type: none"> <li>1. Encourage STEP officers to write citations instead of warnings for seat belt violations.</li> <li>2. Encourage STEP officers to check for GDL violations during traffic stops.</li> </ol> </td> </tr> </tbody> </table>		Activities/Action Steps	<ol style="list-style-type: none"> <li>1. Encourage STEP officers to write citations instead of warnings for seat belt violations.</li> <li>2. Encourage STEP officers to check for GDL violations during traffic stops.</li> </ol>				
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# Community Transportation Safety Plan



## Impaired Driving

Emphasis Area: Impaired Driving Crashes

Emphasis Area Chairs: Lonie Hutchison, DUI Task Force Coordinator and Sergeant Greg Amundsen, Missoula Police Department

### New Strategies

Strategy 1	Purpose	
Conduct outreach to change the culture in Montana to one that does not accept impaired driving as acceptable behavior.	Impaired driving is a significant problem in Montana, contributing to injury crashes in the Missoula area and statewide. In part, this is due to a culture that tolerates impaired driving. To make progress in reducing impaired driving, the members of the Missoula Area community must commit to support each other in making the decision not to drive while impaired. Over time residents will grow to find impaired driving socially unacceptable, similar to how views have evolved towards smoking. One of the ways to change culture is through a mass media campaign consisting of intensive communications and outreach activities regarding impaired driving. Support of alternative ride options can also reduce impaired driving.	
	Implementation Stakeholders/Partners	Resources/Funding Needs
	<ul style="list-style-type: none"> <li>• Missoula Police Department, Missoula County Sheriff's Department, and Montana Highway Patrol</li> <li>• Civic Groups (Rotary, Kiwanis, American Legion)</li> <li>• Missoula County Tavern Owners Association</li> <li>• Missoula County DUI Task Force</li> <li>• Television &amp; radio stations</li> <li>• University of Montana</li> <li>• Chamber of Commerce/Businesses</li> <li>• City of Missoula</li> <li>• Missoula County Health Department</li> <li>• Missoula City Council</li> <li>• Board of County Commissioners</li> <li>• Community Medical Center</li> <li>• <a href="#">Missoula Underage Substance Abuse Program</a></li> <li>• AAA</li> <li>• HUB International Insurance (liquor liability insurers)</li> <li>• Community Medical Center</li> <li>• Missoula Indian Center</li> <li>• Faith Based Community</li> <li>• Missoula Emergency Services</li> <li>• Summit and ZIP Beverage</li> <li>• City and County Attorneys</li> <li>• Probation &amp; Parole</li> <li>• City &amp; Rural Fire Departments</li> </ul>	<ul style="list-style-type: none"> <li>• MDT-<a href="#">Montana State Highway Traffic Safety Section</a> Impaired Driving Information</li> <li>• <a href="#">Traffic Safety Marketing Materials</a></li> <li>• <a href="#">National Highway Traffic Safety Administration (NHTSA) Impaired Driving Prevention Resources</a></li> <li>• NHTSA Community-Based Impaired Driving Programs</li> <li>• <a href="#">Social Norms Strategy to Reduce Impaired Driving among 21-34 Year-Olds</a> – Montana MOST of Us Don't Drink and Drive Campaign, <a href="http://www.mostofus.org/">http://www.mostofus.org/</a></li> <li>• <a href="#">Missoula County DUI Task Force</a></li> <li>• <a href="#">Montana DUI Penalties</a> Information</li> <li>• Social media outlets</li> <li>• Business periodicals &amp; newsletters</li> <li>• <a href="#">Missoula Underage Substance Abuse Program</a></li> <li>• <a href="#">Campaign funding</a></li> <li>• University of Montana- Journalism, Health, and Athletics Departments</li> <li>• Print and broadcast media</li> <li>• <a href="#">Billboards and posters</a></li> </ul>



# Community Transportation Safety Plan



## Emphasis Area: Impaired Driving Crashes

Emphasis Area Chairs: Lonie Hutchison, DUI Task Force Coordinator and Sergeant Greg Amundsen, Missoula Police Department

### New Strategies

Strategy 1 (continued)	Activities/Action Steps
Conduct outreach to change the culture in Montana to one that does not accept impaired driving as acceptable behavior.	<ol style="list-style-type: none"> <li>1. Continue and expand impaired driving awareness campaign that uses all media including social media to ensure awareness of new laws, alcohol effects, social host responsibilities, designated driver program, and efforts to have the public report impaired drivers to authorities.</li> <li>2. Provide information on criminal liability to servers who over serve to obviously intoxicated patrons. Expand information to include potential liability to city and event organizers that sell/provide alcohol at public events.</li> <li>3. Expand awareness of safe ride options (i.e. Home Safe Missoula and Ucallus) and examine dedicated funding opportunities for these types of programs.</li> <li>4. Explore ways to prevent convicted offenders from driving including vehicle confiscation, license plate forfeiture, and mandatory ignition interlock devices for first time offenders, etc.</li> <li>5. Work with the VFW and the America Legion to change the color of the roadside memorial crosses in Montana to red if the crash involved impaired driving.</li> <li>6. Promote social norming campaigns like Most Of Us, Ride Like a Friend <a href="http://www.ridelikeyfriend.org/">http://www.ridelikeyfriend.org/</a>, and National Organizations for Youth Safety projects campaign through partner network. Encourage area youth to establish local social norming groups in community by expanding the "Most of Us" positive community norms campaign to all schools in the Missoula area.</li> </ol>



# Community Transportation Safety Plan



## Emphasis Area: Impaired Driving Crashes

Emphasis Area Chairs: Lonie Hutchison, DUI Task Force Coordinator and Sergeant. Greg Amundsen, Missoula Police Department

### New Strategies

Strategy 2	Purpose	
Strengthen impaired driving laws and local ordinances.	Impaired driving is a significant problem in Montana, contributing to injury crashes in the Missoula area and statewide. One component that will contribute to culture change is strong laws on impaired driving. Montana’s impaired driving laws, while effective in some cases, could be strengthened and penalties could be increased. Additionally, it is recognized that many DUI offenders have alcohol dependency problems and treatment opportunities should be increased.	
	Implementation Stakeholders/Partners	Resources/Funding Needs
	<ul style="list-style-type: none"> <li>• Missoula Police Department</li> <li>• Missoula County Sheriff’s Office</li> <li>• Montana Highway Patrol</li> <li>• Missoula County Tavern Owners Association</li> <li>• Missoula County DUI Task Force</li> <li>• Media- Newspaper &amp; Television</li> <li>• Missoula City Council</li> <li>• Board of County Commissioners</li> <li>• Missoula Underage Substance Abuse Program</li> <li>• AAA</li> <li>• HUB International Insurance (liquor liability insurers)</li> <li>• Community Medical Center</li> <li>• Missoula Indian Center</li> <li>• Faith Based Community</li> <li>• Missoula Emergency Services</li> <li>• Summit and ZIP Beverage</li> <li>• City Attorney</li> <li>• County Attorney</li> <li>• Probation &amp; Parole</li> <li>• Missoula City Fire Department</li> <li>• Missoula County Rural Fire District</li> </ul>	<ul style="list-style-type: none"> <li>• MDT-<a href="#">Montana State Highway Traffic Safety Section</a> Impaired Driving Information</li> <li>• <a href="#">National Highway Traffic Safety Administration (NHTSA) Impaired Driving Prevention Resources</a></li> <li>• <a href="#">Missoula County DUI Task Force</a></li> <li>• <a href="#">Law Enforcement</a></li> <li>• St. Patrick Hospital</li> <li>• Elected officials</li> <li>• <a href="#">Montana Assessment Course and Treatment Program</a></li> <li>• <a href="#">Missoula Social Host Ordinance Fact Sheet</a></li> <li>• <a href="#">Missoula Underage Substance Abuse Program</a></li> <li>• Print and broadcast media</li> <li>• Enforcement staff &amp; funding</li> <li>• University of Montana</li> </ul>



## Community Transportation Safety Plan



Strategy 2 (continued)	Activities/Action Steps
Strengthen impaired driving laws and local ordinances.	<ol style="list-style-type: none"><li data-bbox="485 319 1879 380">1. Provide information to local legislators on the benefits of alcohol and drug treatment and provide information on mandatory assessment for all offenders.</li><li data-bbox="485 396 1814 427">2. Provide information and educate local elected officials on the need to increase fines and penalties for impaired driving.</li><li data-bbox="485 443 1167 474">3. Work to enhance the penalties for the local social host law.</li><li data-bbox="485 490 1350 521">4. Expand opportunities for convicted offenders to get appropriate treatment.</li></ol>



# Community Transportation Safety Plan



## Emphasis Area: Impaired Driving Crashes

Emphasis Area Chairs: Lonie Hutchison, DUI Task Force Coordinator and Sergeant. Greg Amundsen, Missoula Police Department

### New Strategies

Strategy 3	Purpose		
<p>Increase and promote enforcement of impaired driving laws in the Missoula area.</p>	<p>Enforcement is a key component of deterring impaired driving. Law enforcement can obtain specialized training to strengthen their skills at recognizing drug-impaired driving, which is an increasing problem. Targeted enforcement to reduce overconsumption of alcohol will help reduce alcohol-impaired driving.</p>		
	Implementation	Stakeholders/Partners	Resources/Funding Needs
		<ul style="list-style-type: none"> <li>• Missoula Police Department</li> <li>• Missoula County Sheriff's Department</li> <li>• Montana Highway Patrol</li> <li>• Missoula City Council</li> <li>• Board of County Commissioners</li> <li>• Missoula County Tavern Owners Association</li> <li>• Missoula County DUI Task Force</li> <li>• University of Montana</li> <li>• Missoula Underage Substance Abuse Program</li> <li>• Chamber of Commerce /Businesses</li> <li>• AAA</li> <li>• HUB International Insurance (liquor liability insurers)</li> <li>• Community Medical Center</li> <li>• Missoula Indian Center</li> <li>• Faith Based Community</li> <li>• Missoula Emergency Services</li> <li>• Summit and ZIP Beverage</li> <li>• City Attorney</li> <li>• County Attorney</li> <li>• Probation and Parole</li> <li>• City Fire Department</li> <li>• Missoula County Rural Fire District</li> </ul>	<ul style="list-style-type: none"> <li>• Missoula Police Department</li> <li>• Missoula County Sheriff</li> <li>• Missoula County Tavern Owners Association</li> <li>• <a href="#">Missoula County DUI Task Force</a></li> <li>• <a href="#">University of Montana Campus Police</a></li> <li>• St. Patrick Hospital</li> <li>• Elected officials</li> <li>• <a href="#">Montana Assessment Course and Treatment Program</a></li> <li>• <a href="#">Missoula Social Host Ordinance Fact Sheet</a></li> <li>• <a href="#">Missoula Underage Substance Abuse Program</a></li> <li>• <a href="#">Selective Traffic Enforcement Program</a></li> <li>• <a href="#">Law Enforcement Training Programs</a> related to Impaired Driving</li> <li>• Print and broadcast media</li> </ul>



## Community Transportation Safety Plan



Strategy 3 (continued)	Activities/Action Steps
Increase and promote enforcement of impaired driving laws in the Missoula area.	<ol style="list-style-type: none"><li data-bbox="489 321 1318 342">1. Enforce laws that penalize over-service to obviously intoxicated patrons.</li><li data-bbox="489 363 1598 384">2. Provide information on criminal liability to servers who over serve to obviously intoxicated patrons.</li><li data-bbox="489 406 1822 469">3. Collect information from the police report form on the establishment where the last drink was served to the intoxicated driver and provide that information to the Department of Revenue for follow up.</li><li data-bbox="489 490 1866 553">4. Conduct additional Drug Recognition Expert (DRE) training for law enforcement officers and provide information to officers on how to recognize drug impaired driving.</li><li data-bbox="489 574 1839 670">5. Explore ways to prevent convicted offenders from driving including vehicle confiscation, license plate forfeiture, and mandatory ignition interlock devices for first time offenders, etc. This will involve advocacy for legislative changes at the state level.</li></ol>





## 6.1 Implementation

Completion of the Missoula Area Community Transportation Safety Plan is just the first step toward improving the safety of community residents on Missoula area roadways. For any change to substantively occur, the plan must be *implemented*. The momentum achieved by the TSAC and at the Safety Summit must be maintained to bring safety strategies to fruition.

A committed group of safety partners and stakeholders – the Transportation Safety Advisory Committee (TSAC) – has been established. Development of this safety planning process was accomplished by these safety partners who make up this group. All TSAC members involved have provided their knowledge, expertise, and best ideas and commitment to this safety plan. Throughout plan implementation, TSAC members will need to continue to provide overarching guidance, and be involved in implementation of individual strategies.

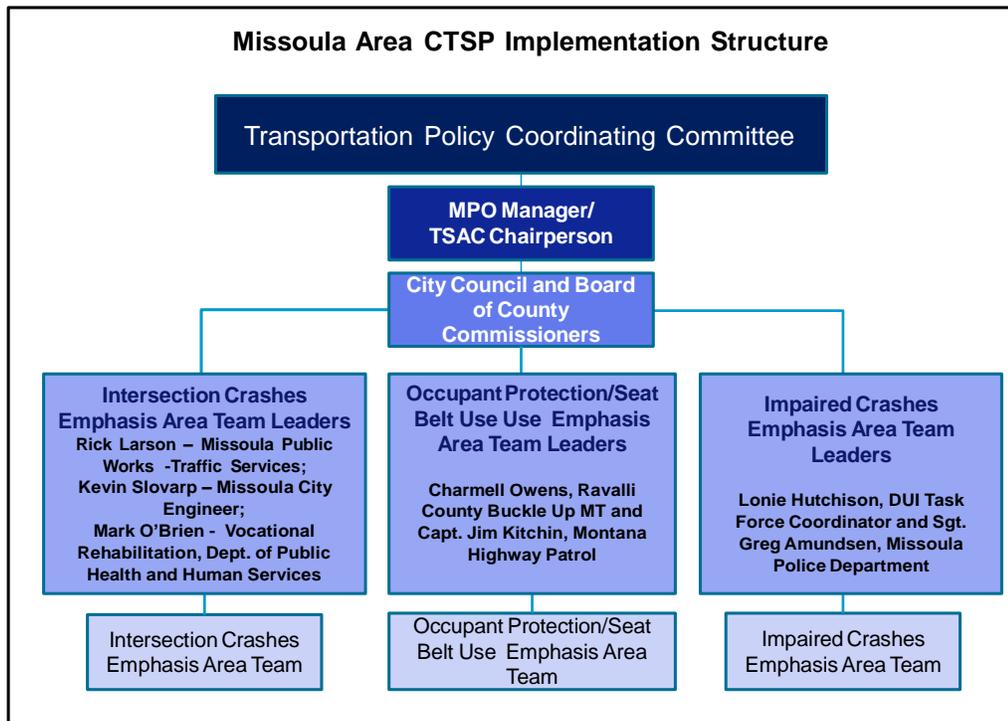
The TSAC will provide oversight of the safety effort and report progress to the Transportation Policy Coordinating Committee. Each Emphasis Area will report progress to the TSAC quarterly. Implementation of each strategy listed above must be tracked and the performance measures monitored to ensure progress is being made. The TSAC will report results to MDT annually.

Key implementation steps to be undertaken by each Emphasis Area team include the following activities:

1. Chairs identify the appropriate partners to serve on their respective Emphasis Area teams and coordinate regular team meetings;
2. Teams develop safety targets for each Emphasis area, e.g. number of fatal and incapacitating injuries resulting from an intersection crash, lack of seatbelt use or impaired driving;
3. Emphasis Area teams identify a strategy leader to carry out specific Emphasis Area strategies and associated action steps and activities;
4. Emphasis Area teams conduct regular (e.g. monthly) meetings to coordinate strategy implementation and report progress;
5. Emphasis Area teams report to the MPO Manager/TSAC Chair, on a regular basis (e.g. quarterly); and
6. Emphasis Area teams should develop new strategies for each Emphasis Area as strategies are put into place.



Figure 6.1 shows the TSAC organizational structure for implementation.



## 6.1 TRANSPORTATION SAFETY ADVISORY COMMITTEE ROLE

1

The purpose of the Transportation Policy Coordinating Committee (TPCC) is to develop and keep current transportation planning as an integral part of comprehensive regional planning for the Missoula area. The Metropolitan Planning Organization (MPO) Manager is the Missoula Area Transportation Safety Advisory Committee chair who will ensure implementation of the CTSP and is tasked with reporting on implementation and progress updates to the TPCC and MDT CTSP Coordinator. The TSAC will establish three Emphasis Area teams to work on carrying out strategies.

Every three months, the Emphasis Area team leaders will present a status update of plan implementation to the MPO Manager/TSAC Chair so that a progress update can be provided to the TPCC. Reporting should include details on which strategies and activities are underway, what activities have been accomplished, safety performance measures and discussion of any challenges that may require additional community support.



## 6.2 PROGRESS REPORTING

Regular progress tracking and reporting is essential to the CTSP's success. Monitoring progress allows the MPO Manager, the TSAC, the TPCC and MDT to assess and modify strategies as necessary to accomplish the Missoula area's Community Transportation Safety Plan goal. The MPO can request a crash data summary annually from MDT to assess progress being made. Tracking and reporting progress of Emphasis Area strategies and performance measures to MDT must be completed by the point of contact by December 31<sup>st</sup> of each year. Performance measures the TPCC and TSAC Emphasis Area teams should track annually are:

- Five-year rolling average of fatalities and injuries toward reaching the goal of reducing fatalities and severe injuries by 25 percent by 2018, to less than or equal to 113 fatalities and incapacitating injuries.

Total fatalities and incapacitating injuries involving:

- Intersection crashes;
- Lack of proper occupant protection; and
- Impaired driving.

The MPO Manager/TSAC Chair, TSAC, and the TPCC will update the Missoula Area Community Transportation Safety Plan as warranted to improve safety and reduce the number and severity of crashes in the Missoula area. A suggested reporting template is included in this plan as Appendix E.





# Appendix A

## TSAC Membership

Vacant, Transportation Planning Manager, City of Missoula Development Services

Dave Prescott, AICP, City of Missoula Development Services

Dave Gray, City of Missoula Development Services

Erik Dickson, Missoula County

Dan Fraser, Missoula Fire Department

Bob Giordano, Missoula Institute for Sustainable Transportation

Wayne Gravatt, City of Missoula Traffic Services

Lonie Hutchison, Missoula County DUI Task Force, Buckle Up Montana Coalition

Bill Colwell, Missoula Rural Fire Department

Captain Jim Kitchin, Montana Highway Patrol

Rick Larson, Missoula City Public Works – Traffic Services

Chris Lounsbury, Missoula Office of Emergency Management

Adriane Beck, Missoula County Office of Emergency Management

Burley McWilliams, Missoula County Public Schools

Ben Nunnallee, MDT- Project Engineer, Missoula District

Mark O'Brien, Vocational Rehabilitation, Department of Public Health and Human Services

Charmell Owens, Ravalli County Buckle Up Montana

Sergeant. Greg Amundsen, Missoula Police Department

Michelle Schaefer, St. Patrick Hospital

Kevin Slovarp, Missoula City Public Works – City Engineer

Michael Tree, Mountain Line General Manager

Brandee Tyree, Missoula Underage Substance Abuse Prevention

Bob Wachtel, City of Missoula Bicycle and Pedestrian Advisory Board

Don Whalen, Missoula Emergency Medical Services

Pam Langve-Davis, CTSP Coordinator, Montana Department of Transportation Planning Division

Carol Strizich, Statewide and Urban Planning Supervisor, Montana Department of Transportation Planning Division



# Community Transportation Safety Plan



Charity Watt, Transportation Planner, Montana Department of Transportation  
Planning Division



# Appendix B

## Safety Summit Participants

Jason Wiener, Missoula City Council  
Laval Means, City of Missoula Development Services  
Dave Prescott, AICP, City of Missoula Development Services  
Sgt. Greg Amundsen, Missoula Police Department  
Alex Stokman, Transportation Technical Advisory Committee  
Mike Haynes, Transportation Technical Advisory Committee  
Hugh Jesse, Transportation Technical Advisory Committee  
Faith Cronin, KECI NBC Montana  
Captain Jim Kitchin, Montana Highway Patrol  
Philip Christerson, Missoula Community Access Television (MCAT)  
Lonie Hutchison, Missoula County DUI Task Force, Buckle Up Montana Coalition  
Rod Gabriel, Hub International Insurance  
Bob Giordano, Missoula Institute for Sustainable Transportation  
Linda Green, Curry Health Center, University of Montana  
Doug Grimm, Upper Rattlesnake Neighborhood Council  
Ross Best  
Cindy Hotchkiss, Missoula City-County Health Department  
Captain Jim Kitchin, Montana Highway Patrol  
Mariah Crossland, Transition Missoula  
Mike Jarnevic, Bike Walk Alliance for Missoula (BWAM)  
Rick Larson, Missoula City Public Works - Traffic Services  
Mike Kincaid, Driver's Ed Teacher  
Adriane Beck, Missoula County Office of Emergency Management  
Coreen Faulkner  
Christy Dodson, Resident  
Mark O'Brien, Vocational Rehabilitation, Montana Department of Public



## Community Transportation Safety Plan



Health & Human Services

Ethel MacDonald, Bike Walk Alliance for Missoula (BWAM)

Anita McNamara, Citizen

Burley McWilliams, Missoula County Public Schools

Donovan Lang, Taxpayer

Ben Weiss, City of Missoula Bicycle/Pedestrian Office

Christy Odum, Writer

Charmell Owens, Ravalli County Buckle Up Montana

Emily Plant, Cornerstone HOA, Upper Rattlesnake Neighborhood Council

Nancy Wilson, Montana State House of Representatives

Christine Prescott

Rich Salois, Montana Highway Patrol

Tina Schmaus, Montana Motorcycle Rider Safety Program

Sam Sill, Missoula Area Chamber of Commerce

Kevin Slovarp, Missoula City Public Works - City Engineer

Sara Snow, Bike Walk Alliance for Missoula (BWAM)

Melissa Steinike, River Road Neighborhood

Rick Stevens, Missoula Council Member

Jean Belangie-Nye, Missoula Lolo Trail Alliance/BWAM

Quinn Belangie-Nye

Brandee Tyree, Missoula Underage Substance Abuse Program, Missoula Forum for Children and Youth

Bob Wachtel, City of Missoula Bicycle & Pedestrian Advisory Board

Kent Watson, Bike Walk Alliance for Missoula (BWAM)

R.D. Wolf, Retired

Pam Langve-Davis, CTSP Coordinator, Montana Department of Transportation Planning Division

Carol Strizich, Statewide and Urban Planning Supervisor, Montana Department of Transportation Planning Division

Audrey Wennink, Cambridge Systematics

Pam Beer, Cambridge Systematics



# Appendix C

## Safety Resources

Montana Department of Transportation Crash Data Summaries

<http://www.mdt.mt.gov/publications/datastats/crashdata.shtml>

### Intersections

NCHRP Report 500: Guidance for Implementation of the AASHTO Strategic Highway Safety Plan Transportation Research

<http://www.trb.org/Main/Blurbs/152868.aspx>

Highway Safety Manual

<http://www.highwaysafetymanual.org/Pages/default.aspx>

Pedestrian and Bicycle Information Center

<http://www.pedbikeinfo.org/>

MDT Bicycle and Pedestrian Coordinator

<http://www.mdt.mt.gov/travinfo/bikeped/>

FHWA Bicycle and Pedestrian Safety

[http://safety.fhwa.dot.gov/ped\\_bike/](http://safety.fhwa.dot.gov/ped_bike/)

Bike Walk Montana

<http://www.bikewalkmontana.org/>

Crash Modification Factors Clearinghouse

<http://www.cmfclearinghouse.com>

### Occupant Protection

Buckle Up Montana - <http://buckleup.mt.gov/>

MDT State Highway Traffic Safety Section Occupant Protection

<http://www.mdt.mt.gov/safety/occupant.shtml>

Countermeasures That Work: A Highway Countermeasure Guide for State Highway Safety Offices

<http://www.ghsa.org/html/publications/countermeasures.html>



# Community Transportation Safety Plan



**NCHRP 500 Series Volume 11: A Guide for Increasing Seat Belt Use**

**National Highway Traffic Safety Administration Occupant Protection**

<http://www.nhtsa.gov/Driving+Safety/Occupant+Protection>

**NCHRP Report 500: Guidance for Implementation of the AASHTO Strategic Highway Safety Plan Transportation Research**

<http://www.trb.org/Main/Blurbs/152868.aspx>

**Countermeasures That Work: A Highway Countermeasure Guide for State Highway Safety Offices**

<http://www.ghsa.org/html/publications/countermeasures.html>

## **Impaired Driving Crashes**

**Montana State Highway Traffic Safety Section Impaired Driving**

<http://www.mdt.mt.gov/safety/impaired.shtml>

**Assessment, Course, and Treatment (A.C.T. Program)**

<http://www.mdt.mt.gov/safety/act.shtml>

**DUI Courts**

<http://www.mdt.mt.gov/safety/impaired.shtml>

**DUI Task Forces**

[http://www.mdt.mt.gov/safety/dui\\_taskforces.shtml](http://www.mdt.mt.gov/safety/dui_taskforces.shtml)

**Montana's Traffic Safety Resource Prosecutor (TSRP)**

<http://www.mdt.mt.gov/tsrp/>

**Traffic Enforcement**

<http://www.mdt.mt.gov/safety/traffic-enforcement.shtml>

**Safe On All Roads (SOAR)**

<http://www.mdt.mt.gov/safety/soar.shtml>

**Screening, Brief Intervention and Refer to Treatment (SBIRT)**

<http://www.dphhs.mt.gov/ems/prevention/sbirt.shtml>

**Countermeasures that Work**

<http://www.ghsa.org/html/publications/countermeasures.html>



## Community Transportation Safety Plan



### Other Resources

MDT -Comprehensive Highway Safety Plan <http://www.mdt.mt.gov/safety/plans-programs/chsp.shtml>

MDT Highway Safety Grants & Funding; <http://www.mdt.mt.gov/safety/grants.shtml>

Insurance Institute for Highway Safety - research, laws, vehicle safety ratings  
<http://www.iihs.org/>

MDT State Highway Traffic Safety Section Young Drivers -  
[http://www.mdt.mt.gov/safety/young\\_drivers.shtml](http://www.mdt.mt.gov/safety/young_drivers.shtml)

Network of Employers for Traffic Safety - <http://trafficsafety.org/>

Governors Highway Safety Association - <http://www.ghsa.org/>

Teen Drivers - <http://www.nhtsa.gov/Teen-Drivers>

SADD (Students Against Destructive Decisions) - underage drinking, other drug use, impaired driving and other destructive decisions  
<http://www.sadd.org/>

NOYS (National Organizations for Youth Safety) - underage drinking, distracted driving, seatbelts  
<http://www.noys.org/>

NOYS Youth Traffic Safety Toolkit:  
[http://www.noys.org/global\\_youth\\_traffic\\_safety\\_month.aspx](http://www.noys.org/global_youth_traffic_safety_month.aspx)

Family Guide to Teen Driver Safety:  
[http://www.mdt.mt.gov/safety/docs/family\\_guide\\_teen.pdf](http://www.mdt.mt.gov/safety/docs/family_guide_teen.pdf)

National Safety Council Teen Driver Safety Information  
[http://www.nsc.org/safety\\_road/teendriving/pages/teen\\_driving.aspx](http://www.nsc.org/safety_road/teendriving/pages/teen_driving.aspx)

Teen Driver Safety Poster  
[http://www.nsc.org/safety\\_road/TeenDriving/Documents/83679A\\_TeenDriver-Safety-Poster\\_Eng\\_NoLogo.pdf](http://www.nsc.org/safety_road/TeenDriving/Documents/83679A_TeenDriver-Safety-Poster_Eng_NoLogo.pdf)

Teens and Work Zones: <http://www.workzonedriver.org/Teens/index.htm>

Allstate Keep the Drive campaign: <http://www.allstatefoundation.org/keep-the-drive?CID=OTC-DNSR-BO-110601&att=keepthedrive.com>

Stop The Texts - Stop the Wrecks <http://www.stoptextsstopwrecks.org/#home>

Teen Driving Web Site: <http://www.teendriving.com/>



## Community Transportation Safety Plan



### **Alive@25 Program**

[http://www.nsc.org/products\\_training/Products/MotorVehicleSafety/Pages/Aliveat25ParentProgram.aspx](http://www.nsc.org/products_training/Products/MotorVehicleSafety/Pages/Aliveat25ParentProgram.aspx)

### **Department of Justice Driver Licensing Information**

<https://doj.mt.gov/driving/driver-licensing/>

**Network of Employers for Traffic Safety (NETS)** – distracted driving, impaired driving, employer information <http://trafficsafety.org/>

**National Safety Council-** Distracted Driving, Driver Safety, Teen Driving (Alive @ 25)

[http://www.nsc.org/safety\\_road/Pages/safety\\_on\\_the\\_road.aspx](http://www.nsc.org/safety_road/Pages/safety_on_the_road.aspx)

**U.S. DOT Distracted Driving Web Site** – <http://www.distraction.gov/>

**Texting & Driving Utah video** – <http://ut.zerofatalities.com/texting.php>

**Hands Free Info** – <http://handsfreeinfo.com/>

**State Farm – Teen Driving Site;** tips, facts, discount funding,

<http://www.betterteendriving.com/>

**MDT- State Highway Traffic Safety Office, Distracted Driving**

[http://www.mdt.mt.gov/safety/distracted\\_driving.shtml](http://www.mdt.mt.gov/safety/distracted_driving.shtml)

**AT&T Distracted Driving Prevention Webpage** – pledge, download AT&T Drive Mode

App <http://www.att.com/gen/press-room?pid=2964>

**Verizon Distracted Driving Prevention**

App [http://www.getizup.com/index.php/what\\_is\\_izup/overview?PHPSESSID=](http://www.getizup.com/index.php/what_is_izup/overview?PHPSESSID=)

**Insurance Institute for Highway Safety** – Q&A on Cell phones and driving

[http://www.iihs.org/research/topics/cell\\_phones.html](http://www.iihs.org/research/topics/cell_phones.html)

**Countermeasures That Work: A Highway Countermeasure Guide for State Highway Safety Offices**

<http://www.ghsa.org/html/publications/countermeasures.html>

**AARP Driver Safety Program** – [http://www.aarp.org/home-garden/transportation/driver\\_safety/](http://www.aarp.org/home-garden/transportation/driver_safety/)

**The Century Council's I Know Everything**

Program <http://iknoweverything.centurycouncil.org/node/2>



# Appendix D

## Glossary

### Data Sources

All the crash data contained in this report, except the Native American fatality data, was gathered from reports run in the winter of 2012/2013 from the Montana Department of Transportation, Safety Management System. The Native American fatality data is from the Fatality Analysis Reporting System.

### Injury Severity

**Fatal Injury:** Any injury that results in death.

**Incapacitating Injury:** Any injury, other than a fatal injury, which prevents the injured person from walking, driving or normally continuing the activities the person was capable of performing before the injury occurred.

### Crash Severity

**Fatal Crash:** Any injury crash that results in one or more fatal injuries.

**Incapacitating Injury Crash:** Any injury crash, other than a fatal crash, that results in one or more incapacitating injuries.

**Property Damage Only Crash:** Any non-injury crash in which damage to the property of a person exceeds \$1,000.

### Crash-Related Emphasis Areas

#### Run-Off-The-Road

Any crash where the first harmful event was overturn, immersion, other non-collision, collisions with motor vehicle on another roadway or collision with any fixed object. There is no specific code for road departure in the Montana crash report, so this provides a way to estimate the number of run-off-the-road crashes where a vehicle.



# Community Transportation Safety Plan



## Alcohol/Drug Related

Any crash where at least one driver involved in the crash is determined to have had a BAC of 0.01g/dL or higher OR if police indicate on the crash report that there is evidence of alcohol and/or drugs present. This does not necessarily mean that the driver was tested for alcohol and/or drugs.

## Young Drivers

Any crash involving at least one driver from 16 to 24 years-old. This does not imply the young driver is at fault in the crash.

## Older Drivers

Any crash involving at least one driver over the age of 64 years. This does not imply the older driver is at fault in the crash.

## Trucks

Any crash involving at least one vehicle with a truck body-type and over 10,000 pounds gross vehicle weight rating, including single unit trucks and truck tractors. This is not limited to commercial vehicles. This does not imply the driver of the truck is at fault in the crash.

## Motorcycles

Any crash involving at least one motorcycle. This does not imply the motorcyclist was injured, nor does it imply the motorcyclist was at fault. The definition of a motorcycle includes motor-scooters, mini-bikes and mopeds; it excludes all-terrain vehicles (ATVs) and snowmobiles.

## Intersection/Intersection-Related

Any crash where the first harmful event occurs within the limits of an intersection OR where the first harmful event occurs on an approach to or exit from an intersection and results from movement through the intersection.

## Pedestrians

Any crash involving at least one pedestrian. This does not imply the pedestrian was at fault in the crash.

## Bicycle

Any crash involving at least one bicycle. This does not imply the bicyclist was at fault in the crash.



## Community Transportation Safety Plan



### **Asleep/Fainted/etc.**

Any crash with at least one driver-related contributing circumstance being fell asleep, fainted, etc.

### **Speed-Related**

Any crash with at least one driver-related contributing circumstance being exceeded stated speed limit or too fast for conditions.

### **Wild Animals**

Any crash where the first harmful event was wild animal. Crashes involving domestic animals are excluded.

### **Inattentive Driving**

Any crash with at least one driver-related contributing circumstance being inattentive driving or cell phone use.

### **Train**

Any crash where the first or most harmful event was railway train.





## Appendix E

# CTSP Annual Reporting Template

### Summary

Please briefly characterize the activities undertaken to implement the CTSP strategies during the past twelve months and note any challenges faced. Please note the five year average of fatal and severe injuries in the Missoula area during the most recent reporting year for which crash data are available, the change since the previous reporting year and the progress toward reaching your goal.

In the template below, please list accomplishments for each strategy addressed during the past 12 months. (For example: type of materials developed, number of materials distributed and to whom, number of media stories about issue, number of low cost improvements identified/implemented, etc.). Please also list the dates of meetings held.



# Community Transportation Safety Plan



**Emphasis Area: Intersection Crashes**  
**Emphasis Area Chairs:** Rick Larson – Missoula Public Works -Traffic Services, Kevin Slovarp – Missoula City Engineer, Mark O’Brien - Vocational Rehabilitation, Department of Public Health and Human Services  
**Annual Reporting Template**

Emphasis Area Meeting Schedule		Performance Measures
<b>Meeting 1:</b>	<b>Meeting 2:</b>	# of fatalities involving intersection crashes _____  # of incapacitating injuries involving intersection crashes _____
<b>Meeting 3:</b>	<b>Meeting 4:</b>	
<b>Meeting 5:</b>	<b>Meeting 6:</b>	
<b>Meeting 7:</b>	<b>Meeting 8:</b>	
Strategies	Action Steps	Implementation Status
<b>Strategy 1:</b> Improve safety at intersections with an above average number of crashes, fatalities, and serious injuries through appropriate infrastructure improvements (signing, pavement markings, roadway, lighting, etc.) based on best practices.	1. Improve Crash data accuracy and usability.	
	2. Conduct local training on Road Safety Audits; Develop a Road Safety Audit program to conduct annual audits. ents such as protected left turn signals or lanes.	
	3. Increase enforcement of, and increase compliance with, clear-zone policy (tree/shrub trimming, parking, etc.).	
	4. Evaluate, and where appropriate, implement improvements at locations where there is a history of wrong-way driving.	
	5. Further evaluate intersections with safety concerns in Missoula’s Long Range Transportation Plan, and evaluate the need for safety improvements such as protected left turn lanes and signals.	
	6. Evaluate current practices for intersection signing, update as necessary to include advanced warning, signing to improve visibility, way finding, and advanced street name signs.	



# Community Transportation Safety Plan



Emphasis Area: Intersection Crashes  
 Emphasis Area Chairs: Rick Larson – Missoula Public Works -Traffic Services, Kevin Slovarp – Missoula City Engineer, Mark O’Brien - Vocational Rehabilitation, Department of Public Health and Human Services  
 Annual Reporting Template

Strategies	Action Steps	Implementation Status
<p><b>Strategy 1 (continued):</b>            Improve safety at intersections with an above average number of crashes, fatalities, and serious injuries through appropriate infrastructure improvements (signing, pavement markings, roadway, lighting, etc.) based on best practices.</p>	<p>7. Evaluate policy changes for problem intersections where speed is an issue; define and implement improvements to reduce intersection approach speeds such as advance warning signs, reduced lane widths adaptive signal control, or other methods.</p>	
	<p>8. Pursue a local policy for the consideration of roundabouts at local intersections where appropriate based on review of respective jurisdictional authority. Policy must include consideration of the needs of all modes and users.</p>	
	<p>9. Pursue traffic calming strategies at intersections where appropriate.</p>	
	<p>10. Support the complete construction of curb and sidewalk system, which enables designation of no-parking zones near intersections.</p>	



# Community Transportation Safety Plan



**Emphasis Area: Intersection Crashes**  
**Emphasis Area Chairs:** Rick Larson – Missoula Public Works -Traffic Services, Kevin Slovarp – Missoula City Engineer, Mark O'Brien - Vocational Rehabilitation, Department of Public Health and Human Services  
**Annual Reporting Template**

Strategies	Action Steps	Implementation Status
<b>Strategy 2:</b> Conduct education campaign on safe driving practices with a focus on intersection safety.	1. Develop and distribute public information and education materials on safe driving practices, particularly focusing on intersections, including parking rules near intersections.	
	2. Increase the focus on intersection safety in driver's education; invite law enforcement, EMS and bicycle and pedestrian representatives to speak specifically to intersection issues.	
	3. Address intersection safety at college freshman orientation and at other college group activities.	
	4. Implement a teen peer-to-peer program with a focus on intersection safety.	



# Community Transportation Safety Plan



Emphasis Area: Intersection Crashes  
 Emphasis Area Chairs: Rick Larson – Missoula Public Works -Traffic Services, Kevin Slovarp – Missoula City Engineer, Mark O'Brien - Vocational Rehabilitation, Department of Public Health and Human Services  
 Annual Reporting Template

Strategies	Action Steps	Implementation Status
<b>Strategy 2:</b> Conduct education campaign on safe driving practices with a focus on intersection safety.  <i>(continued)</i>	5. Promote safe driving education such as the AARP defensive driving course.	
	6. Educate bicycle/pedestrian/motorcycle roadway users on intersection safety, including proper crossing behavior at a pedestrian countdown signal.	
	7. Distribute materials about vehicles, pedestrians, bicycles and motorists sharing the road safely.	
	8. Increase enforcement of unsafe behavior between motorists and vulnerable road users.	



# Community Transportation Safety Plan



**Emphasis Area: Intersection Crashes**  
**Emphasis Area Chairs:** Rick Larson – Missoula Public Works -Traffic Services, Kevin Slovarp – Missoula City Engineer, Mark O'Brien - Vocational Rehabilitation, Department of Public Health and Human Services  
**Annual Reporting Template**

Strategies	Action Steps	Implementation Status
<b>Strategy 3:</b> Improve pedestrian crossings and increase pavement markings for pedestrians at high-volume roadway intersections as warranted.	1. Pursue a local policy for the consideration of roundabouts at intersections on local roadways. Policy must include consideration of the needs of all modes and users.	
	2. Consider, and where appropriate, implement traffic calming strategies at problem intersections.	
	3. Conduct local training on Road Safety Audits; Develop a Road Safety Audit program to conduct annual audits.	
	4. Evaluate and consider signal retiming where appropriate to increase pedestrian safety such as all –pedestrian phase or lead pedestrian interval that gives pedestrians a few seconds advance time to begin crossing, and increases their visibility before vehicles can turn.	



# Community Transportation Safety Plan



**Emphasis Area: Safety Belt/Occupant Protection Use**  
**Emphasis Area Chair: Charmell Owens, Ravalli County Buckle Up MT and Capt. Jim Kitchin, Montana Highway Patrol**  
**Annual Reporting Template**

Meeting Schedule		Performance Measures
<b>Meeting 1:</b> <b>Meeting 3:</b> <b>Meeting 5:</b> <b>Meeting 7:</b>	<b>Meeting 2:</b> <b>Meeting 4:</b> <b>Meeting 6:</b> <b>Meeting 8:</b>	# of fatalities involving lack of occupant protection _____ # of incapacitating injuries involving lack of occupant protection _____
Strategies	Action Steps	Implementation Status
<b>Strategy 1:</b> Conduct outreach to educate groups with high rates of non-use of safety belts on the importance of safety belt use.	1. Work to expand participation in the Alive @ 25 program, a defensive driving course instructed by Montana Highway Patrol (MHP) trainers on driver safety for drivers age 15 to 25. Currently most participants have received a traffic violation and are required by the court to attend but non-violators can attend the course. Work with insurers to pursue a discount for participants in the course as an incentive.	
	2. Use innovative communications methods such as variable message signs to publicize the number of unbelted deaths that occur in Montana. Partner with businesses to have them publicize this data on their signs.	
	3. Develop a local public service announcement (PSA) contest among the three high schools in Missoula/and or at the University of Montana; recommend the PSAs include messages from victims with a "tough love" approach.	
	4. Partner with the media to deliver the safety belt message, such as on the "What's Up Missoula" and "Missoula Live" TV shows.	
	5. Continue and expand safety talks on the importance of safety belts targeting youth, such as in- school presentations and through the annual mock-crash demonstration.	



# Community Transportation Safety Plan



Strategies	Action Steps	Implementation Status
<p><b>Strategy 1 (continued):</b> Conduct outreach to educate groups with high rates of non-use of safety belts on the importance of safety belt use.</p>	<p>6. Determine effectiveness of youth education programs such as "It's Your Choice" and mock crashes and provide recommendations to schools on which programs to use at assemblies and other special events.</p>	
	<p>7. Pursue speaking engagements to reach adult target audience (males) via Civic organization and business group meetings.</p>	
	<p>8. Develop a peer-to-peer program where youth talk to other youth about the importance of safety belts; see Bozeman CTSP for information.</p>	
	<p>9. Continue to promote awareness of the "Saved by the Belt" program and pursue ideas for a more youth-oriented award.</p>	
	<p>10. Continue to enhance and promote community supported incentives for seat belt and occupant use, (.e.g. coupons for ice cream cones).</p>	
	<p>11. Conduct annual pre- and post- seat belt surveys in coordination with school staff and education and awareness programs to determine impact of high school Buckle Up sign project and seat belt awareness.</p>	
	<p>12. Continue and expand installation of Buckle-Up signs at business parking lot exits and work with employers to pursue establishing policies requiring seatbelt use by employees.</p>	



# Community Transportation Safety Plan



**Emphasis Area: Safety Belt/Occupant Protection Use**  
**Emphasis Area Chair: Charmell Owens, Ravalli County Buckle Up MT and Capt. Jim Kitchin, Montana Highway Patrol**  
**Annual Reporting Template**

Strategies	Action Steps	Implementation Status
<b>Strategy 1 (continued):</b> Conduct outreach to educate groups with high rates of non-use of safety belts on the importance of safety belt use.	13. Work with insurance companies to provide a discount or other incentive for novice drivers who take driver's education.	
	14. Request school administrators to add OPI's Traffic Education links <a href="http://opi.mt.gov/Programs/DriverEd/Index.html">http://opi.mt.gov/Programs/DriverEd/Index.html</a> to school's web site.	
	15. Explore opportunities to offer driver training on-line, i.e. Allstate's Teen Safe Driving Program, <a href="http://www.allstatefoundation.org/teen-driving">http://www.allstatefoundation.org/teen-driving</a> .	
	16. Ensure parents are attending pre- and post- parent meetings, which is a mandatory part of the driver's education program. Provide OPIs GDL handout to parents that includes monetary and license suspension consequences for not following GDL requirements, i.e. everyone in the vehicle must wear a seatbelt during the Permit Stage. <a href="http://opi.mt.gov/Programs/DriverEd/GDL.html">http://opi.mt.gov/Programs/DriverEd/GDL.html</a> .	
	17. Continue and expand social norming campaigns like Most Of Us, Ride Like a Friend <a href="http://www.ridelikeafriend.org/">http://www.ridelikeafriend.org/</a> , and National Organizations for Youth Safety projects campaign through partner network. Encourage area youth to establish local social norming groups in community by expanding the "Most of Us" positive community norms campaign to all schools in the Missoula area.	



# Community Transportation Safety Plan



**Emphasis Area: Safety Belt/Occupant Protection Use**  
**Emphasis Area Chair: Charmell Owens, Ravalli County Buckle Up MT and Capt. Jim Kitchin, Montana Highway Patrol**  
**Annual Reporting Template**

Strategies	Action Steps	Implementation Status
<b>Strategy 2:</b> Support enactment of stronger occupant protection laws at the state level and pursue a local primary safety belt ordinance.	1. Support current seat belt coalition, and educate legislators, and work to support the legislative effort at the state level to enact a primary safety belt law, increase the fine for nonuse to higher than \$20, and law that includes failure to wear a belt as a driver's license point violation. Take a phased approach and pursue one element in each legislative session, not all at once. Use actual video of traffic stops to educate officials on challenges of enforcing safety belt use.	
	2. Promote and encourage stronger support of seatbelt laws at a local level. Pursue implementation of a primary seat belt ordinance in Missoula.	
	3. Develop draft ordinance.	



# Community Transportation Safety Plan



**Emphasis Area: Safety Belt/Occupant Protection Use**  
**Emphasis Area Chair: Charmell Owens, Ravalli County Buckle Up MT and Capt. Jim Kitchin, Montana Highway Patrol**  
**Annual Reporting Template**

Strategies	Action Steps	Implementation Status
<b>Strategy 3:</b> Increase the number of child passenger safety technicians so the number of inspections can be increased.	1. Provide increased training opportunities for child passenger safety technicians, such as breaking up the training into several shorter sessions, which is easier for people to fit into their schedules.	
	2. Research potential for a stipend for Child Passenger Seat (CPS) technicians to cover cost of certification class, and participation in car seat check events.	



# Community Transportation Safety Plan



## Emphasis Area: Safety Belt/Occupant Protection Use Emphasis Area Chair: Charmell Owens, Ravalli County Buckle Up MT and Capt. Jim Kitchin, Montana Highway Patrol Annual Reporting Template

Strategies	Action Steps	Implementation Status
<b>Strategy 4:</b> Promote awareness and increase enforcement of the current safety belt law.	1. Encourage STEP officers to write citations instead of warnings for seat belt violations.	
	2. Encourage STEP officers to check for GDL violations during traffic stops.	



# Community Transportation Safety Plan



**Emphasis Area: Impaired Driving Crashes**  
**Emphasis Area Chairs: Lonie Hutchison, DUI Task Force Coordinator and Sgt. Greg Amundsen, Missoula Police Department**  
**Annual Reporting Template**

Emphasis Area Meeting Schedule		Performance Measures
<b>Meeting 1:</b>	<b>Meeting 2:</b>	# of fatalities involving impaired driving _____  # of incapacitating injuries involving impaired driving _____
<b>Meeting 3:</b>	<b>Meeting 4:</b>	
<b>Meeting 5:</b>	<b>Meeting 6:</b>	
<b>Meeting 7:</b>	<b>Meeting 8:</b>	
Strategies	Action Steps	Implementation Status
<b>Strategy 1:</b> Conduct outreach to change the culture in Montana to one that does not accept impaired driving as acceptable behavior.	1. Conduct and expand impaired driving awareness campaign that uses all media including social media to ensure awareness of new laws, alcohol effects, social host responsibilities, designated driver program, and efforts to have the public report impaired drivers to authorities.	
	2. Provide information on criminal liability to servers who over serve to obviously intoxicated patrons. Expand information to include potential liability to city and event organizers that sell/provide alcohol at public events.	
	3. Expand awareness of safe ride options (i.e. Home Safe Missoula and Ucallus) and examine dedicated funding opportunities for these types of programs.	



# Community Transportation Safety Plan



Strategies	Action Steps	Implementation Status
<p><b>Strategy 1 (continued):</b> Conduct outreach to change the culture in Montana to one that does not accept impaired driving as acceptable behavior.</p>	<p>4. Explore ways to prevent convicted offenders from driving including vehicle confiscation, license plate forfeiture, and mandatory ignition interlock devices for first time offenders, etc.</p>	
	<p>5. Work with the VFW and the America Legion to change the color of the roadside memorial crosses in Montana to red if the crash involved impaired driving.</p>	
	<p>6. Promote social norming campaigns like Most Of Us, Ride Like a Friend <a href="http://www.ridelikeyfriend.org/">http://www.ridelikeyfriend.org/</a>, and National Organizations for Youth Safety projects campaign through partner network. Encourage area youth to establish local social norming groups in community by expanding the "Most of Us" positive community norms campaign to all schools in the Missoula area.</p>	



# Community Transportation Safety Plan



**Emphasis Area: Impaired Driving Crashes**  
**Emphasis Area Chairs: Lonie Hutchison, DUI Task Force Coordinator and Sgt. Greg Amundsen, Missoula Police Department**  
**Annual Reporting Template**

Strategies	Action Steps	Implementation Status
<b>Strategy 2:</b> Strengthen impaired driving laws and local ordinances.	1. Provide information to local legislators on the benefits of alcohol and drug treatment and provide information on mandatory assessment for all offenders.	
	2. Provide information and educate local elected officials on the need to increase fines and penalties for impaired driving.	
	3. Work to enhance the penalties for the local social host law.	
	4. Expand opportunities for convicted offenders to get appropriate treatment	



# Community Transportation Safety Plan



**Emphasis Area: Impaired Driving Crashes**  
**Emphasis Area Chairs: Lonie Hutchison, DUI Task Force Coordinator and Sgt. Greg Amundsen, Missoula Police Department**  
**Annual Reporting Template**

Strategies	Action Steps	Implementation Status
<b>Strategy 3:</b> Increase and promote enforcement of impaired driving laws in the Missoula area.	1. Enforce laws that penalize over-service to obviously intoxicated patrons.	
	2. Provide information on criminal liability to servers who over serve to obviously intoxicated patrons.	
	3. Collect information from the police report form on the establishment where the last drink was served to the intoxicated driver and provide that information to the Department of Revenue for follow up.	
	4. Conduct additional Drug Recognition Expert (DRE) training for law enforcement officers and provide information to officers on how to recognize drug impaired driving.	
	5. Explore ways to prevent convicted offenders from driving including vehicle confiscation, license plate forfeiture, and mandatory ignition interlock devices for first time offenders, etc. This will involve advocacy for legislative changes at the state level.	



## Appendix F

### Letter of Request and Letters of Support



# Community Transportation Safety Plan



MISSOULA METROPOLITAN PLANNING ORGANIZATION  
435 Ryman  
MISSOULA, MT 59802-4292  
[www.co.missoula.mt.us/transportation](http://www.co.missoula.mt.us/transportation)  
PHONE: (406) 258-4657 / FAX: (406) 258-3988



August 6, 2012

Pam Langve-Davis,  
Statewide & Urban Planning,  
Montana Department of Transportation  
P.O. Box 201001  
Helena, MT 59620

RE: Community Transportation Safety Planning and Development Assistance

Dear Ms. Langve-Davis:

In response to Lynn Zanto's letter of July 12, 2012, the Missoula Metropolitan Planning Organization (MPO) is formally requesting technical and financial assistance from MDT to develop a Community Transportation Safety Plan (CTSP). This letter: (1) describes transportation safety issues in Missoula that a CTSP could help to alleviate; (2) describes ways that the community will benefit from the development and implementation of a CTSP; and (3) identifies a local plan sponsor.

**Safety Issues in the Missoula Community** include but are not limited to:

- Crash data for Montana and the City of Missoula highlight several transportation safety issues in the community, many of which fall directly within specific emphasis areas (EAs) in the *Montana Comprehensive Highway Safety Plan (CHSP)*. The FFY 2011 *Montana Traffic Safety Problem Identification* report states that Missoula ranked first in the number of severe crashes (EA: Urban Crashes), second in both alcohol-related crashes (EA: Drugs & Alcohol) and crashes involving bicycles or motorcycles (EA: Motorcycle Crashes) and third in fatal crashes.
- The 2010 *Montana Comprehensive Highway Safety Plan* lists Interstate 90, Highway 93 (including Missoula's Reserve and Brooks Streets) and Highway 12 as High Crash Severity Corridors and High Crash Enforcement Corridors.
- In spring of 2012, MDT and the City of Missoula conducted a joint safety audit of Brooks Street between Dorr Lane and the Buckhouse Bridge in the wake of recent fatalities.

**Ways That Development of a CTSP Would Benefit the Community** include but are not limited to:

- The CTSP would complement the 2012 *Missoula Long Range Transportation Plan (LRTP) Update's* recommended investment of \$6 million in safety improvements in the metropolitan region.



# Community Transportation Safety Plan



Page 2  
Pam Langve-Davis  
August 6, 2012

- The 2011 *Missoula Active Transportation Plan* (MATP) includes an intersection safety audit as a recommended program. The goals and policies of the CTSP would provide impetus for expedited Implementation of safety audit.
- The CTSP will provide a coordinated set of strategies that work for and are consistent with the goals, objectives and policies of all safety partners in the community.
- The CTSP will clarify the working relationships between the safety partners in the community. In this way the CTSP will ensure coordination and consistency among the various community safety initiatives.

### Local Plan Sponsor

The Missoula Metropolitan Planning Organization (MPO) will serve as the Local Plan Sponsor. The MPO will be the point of contact for the planning process and will be responsible for coordinating the development and implementation of the CTSP. MPO staff will track and report progress on plan implementation annually to MDT.

Agency partners representing the four E's have contributed letters of support for this application and look forward to participating in a community safety planning process with MDT and the MPO.

Thank you for the opportunity to develop a Community Transportation Safety Plan with MDT's technical assistance and financial support. We look forward to working with MDT to develop strategies that will enhance Missoula's ongoing efforts to reduce the number of severe and fatal crashes. If you have any questions or need additional information, please contact Dave Prescott at (406) 258-4676 or [dprescott@co.missoula.mt.us](mailto:dprescott@co.missoula.mt.us).

Sincerely,

\_\_\_\_\_  
John Engen, Mayor,  
City of Missoula

\_\_\_\_\_  
Andy Sponseller, Chair  
Transportation Policy Coordinating  
Committee

\_\_\_\_\_  
Bill Carey, Chair,  
Board of County Commissioners  
Missoula County

\_\_\_\_\_  
Ann Cundy  
Senior Transportation Planner,  
Missoula Metropolitan Planning  
Organization



# Community Transportation Safety Plan



## DEPARTMENT OF PUBLIC WORKS

435 RYMAN • MISSOULA, MT 59802 - 4297 • (406) 552-6345 • FAX: (406) 327-2125

BICYCLE / PEDESTRIAN  
BUILDING INSPECTION

ENGINEERING  
STREET WORKS

TRAFFIC SERVICES  
VEHICLE MAINTENANCE

WASTEWATER TREATMENT

2012-0255

August 6, 2012

Pat Langve-Davis,  
Statewide & Urban Planning,  
Montana Department of Transportation  
P.O. Box 20100  
Helena, MT 59620

Re: Community Transportation Safety Planning

Dear Ms. Langve-Davis:

The Public Works Department is a community safety partner with the City of Missoula interested in the development and implementation of a Community Transportation Safety Plan. This planning effort and coordination is important to us and will benefit our community by bringing together local interests with a common cause of improved safety.

Communication between local agencies and crew management operations regarding safety topics will be one of our primary goals. We look forward to participating in collaborative efforts with the City of Missoula to develop and implement the Community Transportation Safety Plan.

As a partner, the Public Works Department will assist in plan development and implementation activities, such as by participating and implementing the locally developed safety plan.

We believe that this innovative opportunity will benefit the City Public Works Department management and staff to help create a safer work environment.

Sincerely,

R. Steven King, P.E.  
Public Works Director

RSK/p

ANTI-DISCRIMINATION EMPLOYMENT OPPORTUNITY AFFIRMATIVE ACTION EMPLOYER M/F/V/H



# Community Transportation Safety Plan



## MISSOULA COUNTY DUI TASK FORCE

**Lead Agency:** Missoula City/County Health Department  
301 West Alder Street  
Missoula, MT 59802-4128  
Phone: (406) 258-3680  
Fax: (406) 258-3992

August 2, 2012

Pam Langve-Davis  
Statewide & Urban Planning  
Montana Department of Transportation  
PO Box 201001  
Helena MT 59620

To whom it may concern:

The City of Missoula provides the kind of foundation upon which fully collaborative programs that could become the state of the future might be built. Over the past 25 years, I personally have witnessed the City of Missoula's amazing level of commitment to the prevention of traffic-related deaths and injuries through their participation, collaboration and support of several traffic safety focused coalitions: Missoula Traffic Safety Task Force, Missoula Safe Kids/Safe Communities Coalition and Missoula County DUI Task Force. The following are specific examples of successful collaborative efforts resulting from working within those coalitions:

**Missoula City Council** passing local ordinances to prohibit:

- Persons under the age of 18 from riding in the bed of a pickup
- Texting and driving
- Suspected DUI drivers refusing to provide a BAC sample
- Providing alcohol to persons under the age of 21 at house parties (social host)

**Missoula City Police Department** actively participating in:

- Roving DUI patrols, kegger patrols, party patrols and bar checks
- Cops in Shops
- Responsible Alcohol Sales & Service training
- Alcohol Compliance Checks
- Child Passenger Safety Seat Fitting Stations
- Enforcement of Montana's seat belt and child passenger safety laws

**Missoula Engineering Department** actively participating in the Missoula Traffic Safety Task Force by:

- City Street Supervisor serving as Chairman of the Missoula Traffic Safety Task Force Engineering Committee for several years



# Community Transportation Safety Plan



SHERIFF'S DEPARTMENT  
200 W. BROADWAY ST.  
MISSOULA MT 59802-4292



2 August 2012

To: Montana Department of Transportation

The Missoula County Sheriff's Office is a community safety partner with both the City and County of Missoula interested in the development and implementation of a Community Transportation Safety Plan. This planning effort and coordination is important to us and will benefit our community. A Transportation safety Plan implemented here in Missoula will help us reduce traffic crashes and fatalities in our area. We look forward to utilizing the knowledge we will gain from this plan and foresee a drop in property and human losses coming from this coordinated effort.

The Missoula County Sheriff's Office will assist in plan development and implementation by assigning a senior patrol deputy to review, critique, and aid the team with practical knowledge. We believe that this innovative opportunity will improve community safety by reducing accidents through intelligent design and planning.

Undersheriff Michael R Dominick  
Missoula County Sheriff's Office

PHONE: (406) 258-4810 or 721-5700 or (AFTER HOURS) 829-4000 FAX: (406) 721-8575 or (24 HR. @ JAIL) 829-4000



# Community Transportation Safety Plan



Office of Emergency Management  
200 W. BROADWAY  
MISSOULA, MONTANA 59802  
PHONE: (406) 258-4469  
FAX: (406) 258-3989

August 2, 2012

Montana Department of Transportation  
Attn: Pam Langve-Davis, Statewide & Urban Planning  
P.O. Box 201001  
Helena, MT 59620

Re: Missoula Community Transportation Safety Plan

Dear Ms. Langve-Davis:

The Missoula County 9-1-1 Center is a community safety partner in the City and County of Missoula interested in the development and implementation of a Community Transportation Safety Plan. This planning effort and coordination is important to us and will benefit our community by reducing crashes. This may result in faster response to the emergencies that do occur.

Simultaneous emergencies and large-scale crashes can tax the entire emergency response community and may reduce or delay citizen access to emergency resources. Many calls typically come in into the 9-1-1 Center when an accident occurs, putting stress on the system and potentially reducing situational awareness, a vital component in emergency response and public safety. Reducing crashes will mitigate this. OEM looks forward to actively participating in collaborative efforts with the Missoula Office of Planning and Grants to develop and implement to Community Transportation Safety Plan.

As a partner, OEM will assist in plan development and implementation activities, such as getting feedback from other emergency response agencies and participating in planning meetings.

We believe that this innovative opportunity will provide Missoula County residents and visitors a higher degree of access to emergency services while reducing property damage, injuries and fatalities.

Sincerely,

Chris Lounsbury  
Emergency Manager



## Community Transportation Safety Plan



8-6-2012

Pam Langve-Davis,  
Statewide & Urban Planning  
Montana Department of Transportation  
P.O. Box 201001  
Helena, MT 59620

Dear Ms. Langve-Davis:

The Missoula Police Department is a community safety partner with other departments of the City of Missoula interested in the development and implementation of a Community Transportation Safety Plan. This planning effort and coordination is important to us and will benefit our community. This transportation safety plan has the potential to make our roads safer for all modes of travel from motorized vehicles to pedestrians.

The Police Department can engage in enforcement activity, but alone we cannot achieve the desired goal of making our streets safer. Education and road design are an important aspect of this endeavor and working cooperatively we will have a better chance of achieving this goal. The police Department is currently implementing a DDACT's program to help address both crime and traffic safety in a data driven manner. A comprehensive safety plan, including the tracking of a relationship between vehicle crashes and crime locations will address all aspects of safety for the citizens of Missoula through a broad based approach. We look forward to participating in collaborative efforts with other City of Missoula Departments to develop and implement the Community Transportation Safety Plan.

As a partner, the Missoula Police Department will assist in plan development and implementation activities, such as deploying manpower and traffic officers in the manner identified by the DDACT's program as well as the safety plan.

We believe that this innovative opportunity will make our roads safer for all modes of travel from pedestrians to motorized modes of travel.

Sincerely,



Greg Amundsen

Traffic Sergeant Missoula Police Department

**From:** "Wilson, Nancy" <nancy.wilson@mso.umt.edu>  
**To:** "Ann Cundy" <acundy@co.missoula.mt.us>  
**Date:** 8/6/2012 12:43 PM  
**Subject:** ASUM Transportation letter of support

August 6, 2012

Community Transportation Safety Planning

To whom it may concern:

ASUM Transportation is very interested in the development and implementation of a Community Transportation Safety Plan. This planning effort is critical to all. Students have stepped up to the plate by running a late night transit system but are unable to serve the full community. At this point we serve the downtown, campus and south campus areas. This is a very popular system which gave 37,256 rider in 8 months.

Students (and the rest of the community) would like to encourage some sort of funding and planning that would allow the rest of the community to also have a late night alternative to drinking and driving. It is important to have a good education program for people to plan to not drink and drive, but many times those plans fall through (i.e. your designated driver starts drinking, you get separated from your friends, etc.) Safety is not only to reduce accidents but also to reduce other bad outcomes of taking a ride with someone that is not a professional.

As a partner, ASUM Transportation will assist in plan development and implementation activities by having a dedicated student participate in meetings and the ASUM Transportation Board will consider some matching funds for grants to improve safety, if that is a possibility.

We feel this planning process will be beneficial and want to commit to the process. We hope you will consider Missoula as you start your program.

Sincerely,

Nancy Wilson, Director  
ASUM Transportation

Nancy Wilson, Director  
Associated Students of The University of Montana  
Office of Transportation  
University Center, Suite 114  
Missoula, MT 59812  
406 243 4599  
Fax 406 243 5430

From: Ann Cundy [mailto:acundy@co.missoula.mt.us]  
Sent: Monday, August 06, 2012 12:16 PM  
To: Wilson, Nancy  
Subject: Sample Letter of Support

Ann W. Cundy, AICP  
Senior Transportation Planner  
Missoula Office of Planning and Grants  
435 Ryman  
Missoula, MT 59802-4203  
Phone: 406.258.4931  
Fax: 406.258.3388  
Email: acundy@co.missoula.mt.us<mailto:acundy@co.missoula.mt.us>  
Website: <http://www.co.missoula.mt.us/Transportation/>



# Community Transportation Safety Plan



## DEPARTMENT OF PUBLIC WORKS

435 RYMAN • MISSOULA, MT 59802 - 4297 • (406) 552-6345 • FAX: (406) 327-2125

BICYCLE / PEDESTRIAN  
BUILDING INSPECTION

ENGINEERING  
ENVIRONMENTAL

TRAFFIC SIGNALS  
VEHICLE MAINTENANCE

WASTEWATER TREATMENT

2012-0256

August 6, 2012

Pam Langye-Davis,  
Statewide & Urban Planning  
Montana Department of Transportation  
P.O. Box 201001  
Helena, MT 59620

Dear Ms. Langye-Davis:

The Bicycle/Pedestrian Office is a community safety partner of the City of Missoula interested in the development and implementation of a Community Transportation Safety Plan. This planning effort and coordination is important to us and will benefit our community by helping focus safety campaigns for all roadway users.

A comprehensive transportation safety plan will help coordinate the efforts already undertaken by various agencies and institutions. As an office that helps manage conflict between motorists, cyclists, and pedestrians, we look forward to participating in collaborative efforts with the Missoula MPO, City of Missoula Engineering, and other service providers to develop and implement the Community Transportation Safety Plan.

As a partner, the Bicycle/Pedestrian Office will assist in plan development and implementation activities, through forums such as the Bicycle Ambassador Program, social and traditional media outlets, and frequent interaction with biking and walking groups.

We believe that this innovative opportunity will help address the safety concerns of cyclists and pedestrians in their interactions with motorists and with each other. It is our goal to reduce serious and fatal crashes for all roadway users in Missoula and a Community Transportation Safety Plan will help us achieve it.

Sincerely,

Ben Weiss  
Bike/Ped Program Manager  
(406) 552-6352

BWjp

AN EQUAL EMPLOYMENT OPPORTUNITY AFFIRMATIVE ACTION EMPLOYER M/F/V/H

# Appendix G

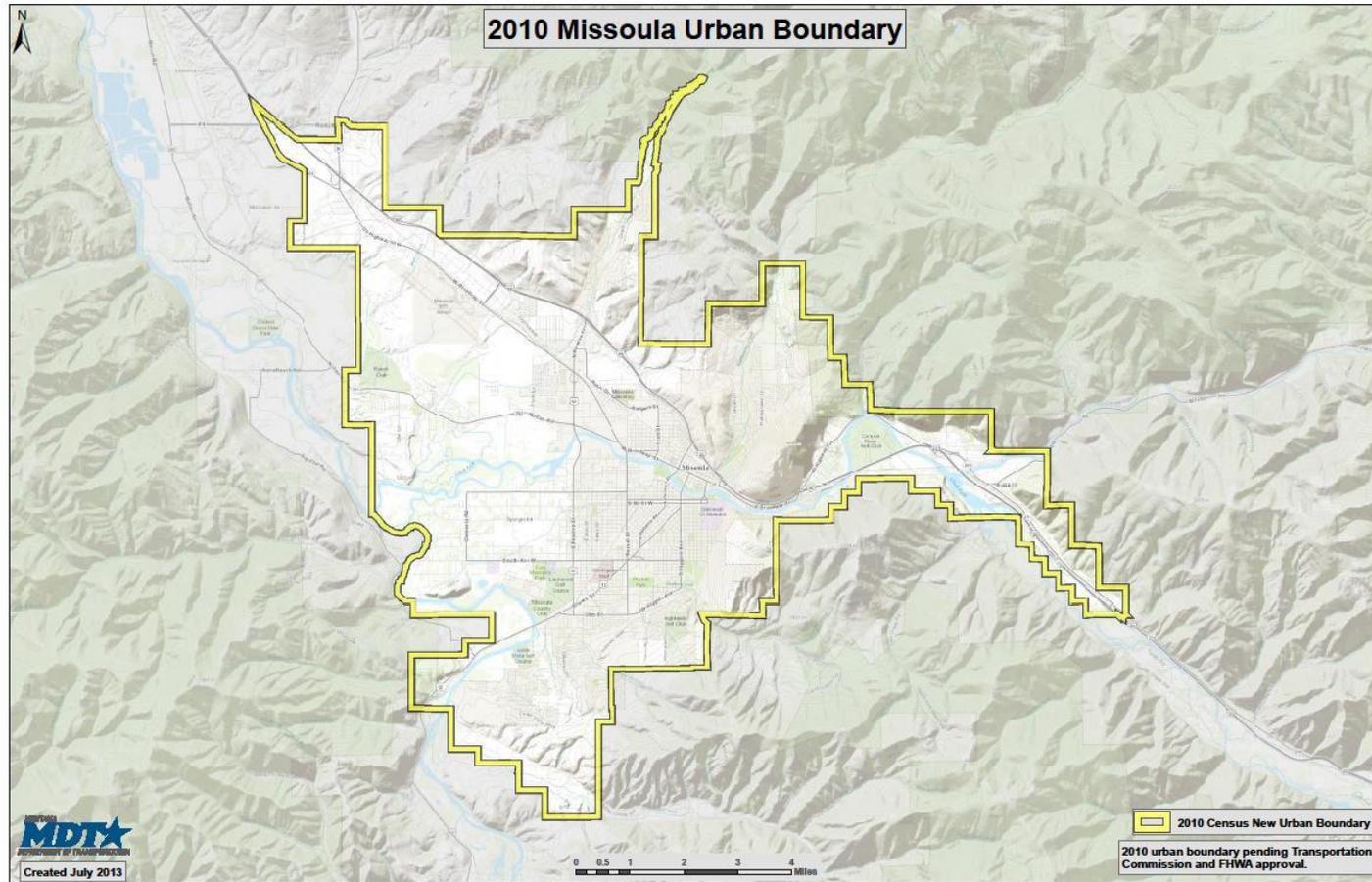
## Missoula Urban Boundary Based on 2010 Census



# Community Transportation Safety Plan



Figure G.1 Missoula Urban Boundary Based on 2010 Census



Source: Montana Department of Transportation.

