

2024 Annual Report

VISION ZERO



Contents

Introduction:.....	2
Emphasis Areas.....	3
Emphasis Area General Progress.....	4
Improvements / Next Steps:.....	6
Crash Data Analysis.....	6
Appendix A – Detailed Emphasis Area Progress on Actions.....	16
Intersection Crashes	16
Strategy 1:.....	16
Strategy 2:.....	17
Strategy 3:.....	19
Nonmotorized Users	21
Strategy 1:.....	21
Strategy 2:.....	23
Strategy 3:.....	24
High-Risk Behavior.....	25
Strategy 1:.....	25
Strategy 2:.....	30
Strategy 3:.....	33

Introduction:

Missoula’s **Community Transportation Safety Plan** (CTSP) outlines strategies for reaching a long-term target of zero transportation-related fatalities. Both the initial 2013 CTSP and the 2019 CTSP set long-term goals of zero deaths on Missoula’s roadways and near-term targets of reducing the 5-year average of fatal and serious injuries by 25%. This “Vision Zero” goal aligns with the City of Missoula’s (the City) **Vision Zero Resolution** established in 2022 and Montana Department of Transportation’s (MDT) commitment to Vision Zero through their Comprehensive Highway Safety Plan (CHSP).¹²



The Transportation Safety Advisory Committee (TSAC) developed the CTSP in cooperation with MDT, and the Missoula Metropolitan Planning Organization (MPO). TSAC is comprised of City, County, State, and non-government representatives with knowledge and interest in safety and who represent the “Four E’s” of transportation safety—education, enforcement, emergency medical response, and engineering.



The CTSP identified three areas to emphasize safety efforts, with three strategies in each emphasis area and a multitude of actions under each strategy. The emphasis areas represent the crash indicators that led to the most and most severe crashes. **Intersection Crashes** were the highest number of crashes with about half of all crashes occurring in or adjacent to intersections. **Nonmotorized Users** – people biking and walking – were not involved in a high number of crashes but were more likely to be seriously injured in crashes. The third emphasis area, **High Risk Behavior** combines three crash factors that carry a high risk for causing a crash and/or a crash to result in severe injury: distracted drivers, intoxicated drivers, and unbelted occupants. A subset of TSAC was organized around each emphasis area, with the smaller groups reporting progress to TSAC at quarterly meetings

During the pandemic, TSAC and the subgroups stopped meeting consistently. TSAC reconvened in 2023 and members agreed to reinstate quarterly meetings to work on action items and stay apprised of the group’s progress. This Progress Report is the first since the 2019 CTSP was adopted, and catalogs

¹ Resolution 8633. 24 October 2022.

² CHSP. MDT. 2020. www.mdt.mt.gov/visionzero/plans/docs/chsp/current-chsp.pdf

efforts made by TSAC members to address the emphasis areas and improve safety in Missoula between 2019 and 2023 (**Appendix A**).

Emphasis Areas

Table 1, below, summarizes the CTSP emphasis areas and their strategies. Following adoption of the plan, the MPO has assisted the City of Missoula with initiation of several new programs and policies to address safety. MPO staff helped draft a Vision Zero resolution, adopted by City Council to demonstrate commitment to the CTSP’s shared goal and process of achieving it. MPO and city staff developed the Neighborhood Traffic Management Program (NTMP) to slow speeds along neighborhood streets and address safety at intersections, following recommendations from the CTSP. MPO, city, and county staff have also collaborated on successful grant applications (DowntownSAM, Mullan BUILD, South Ave. SS4A) to improve safety for all users and provide safer facilities for nonmotorized users. People outside of government agencies continue to implement emphasis area strategies as well. For example, Steve Schmidt, the *Drive Safe Missoula*³ coordinator, works to curb High Risk Behavior through education and outreach. **Appendix A** details progress for each emphasis area’s actions, as reported by the MPO and TSAC members.

Note the “Chairs” in **Table 1** were identified in 2019 and may not reflect the current occupant.

³ <https://www.drivesafemissoula.com/>

Table 1. Emphasis Areas & Strategies.

Emphasis Area 1: Intersection Crashes

Chair: David Gray, Missoula MPO



Strategy 1: Improve safety at intersections with a high rate of crashes and/or severe injuries through appropriate infrastructure improvements based on best practices.

Strategy 2: Conduct education campaigns on safe driving practices with a focus on intersection safety.

Strategy 3: Update, develop, and enforce policies, laws, and guidance regarding intersection safety.

Emphasis Area 2: Non-Motorized Users

Chairs: Ben Weiss, Missoula Bicycle and Pedestrian Coordinator



Strategy 1: Improve non-motorist safety through design best practices and new technologies.

Strategy 2: Provide education opportunities for pedestrians, bicyclists, and motorists about safe and lawful behavior and interactions.

Strategy 3: Support enforcement of pedestrian and bicycle traffic laws and policies.

Emphasis Area 3: High Risk Behavior

Chairs: Buckle Up Montana/DUI Task Force Coordinator; Charmell Owens, City of Missoula



Strategy 1: Conduct outreach to groups with high rates of high risk behaviors on the importance of seatbelt use and the risks of impaired and inattentive driving.

Strategy 2: Strengthen and enforce laws and local ordinances related to high risk behaviors in the Missoula area.

Strategy 3: Pursue engineering solutions to decrease high risk behaviors.

Emphasis Area General Progress

Intersection crash strategies are to 1) improve safety at intersections with a high crash rate or severe injuries through appropriate infrastructure, 2) educate on safe driving practices with an intersection safety focus, and 3) update develop and enforce intersection safety legislation.

The NTMP program has improved safety at many intersections, often through “quick-build” engineering solutions to reduce vehicle speed, open up sight lines, and make pedestrians more visible. Examples of these “quick-build” treatments include calming circles, speed humps, marked crosswalks, pavement markings, stop signs, and bulb-outs. Some of the selected locations were neighborhood-driven. Others were identified by staff using improved crash data. The NTMP program focuses on local, mostly residential streets, which do not typically stand out on crash density and hot spot maps (**Figures 7-10**). However, crash *rates* are calculated by accounting for differences in vehicle volume, and local streets and intersections can often have significantly higher rates than busier streets and intersections. In this way, the NTMP has helped reduce risk at dozens of locations over the last 3 years.

In another effort to improve intersection safety, the City of Missoula updated lighting standards in the Public Works Standards and Specifications Manual to prioritize intersection/crosswalk lighting.

For education efforts, MIM consistently educates the public on safe travelling practices. Though not solely focused on intersection safety, these educational efforts reach many people due to MIM's well-established community visibility.

Progress on the third strategy has been a little challenging, as most of the recommended actions are not within the purview MPO or current TSAC members.

Like the Intersection Crash emphasis area, **Nonmotorized User** strategies include design/engineering improvements, increased education, and targeted enforcement.

Implementation of the Complete Streets Policy has resulted in miles of new bike lanes and many newly marked crosswalks following routine pavement maintenance. Thirteen NTMP projects have made it safer to bike and walk along 25 streets and through over 65 intersections. These projects improve safety on local streets for nonmotorized users by slowing vehicular traffic, reducing cut through traffic, adding pavement markings to alert drivers to the presence of nonmotorized users, and increasing visibility of people crossing at intersections. Major construction projects have added nonmotorized facilities to the Beartracks Bridge, Russell St First Phase, and BUILD Grant collector network. Parks & Recreation continues to preserve and enhance trail facilities, and recent updates to the snow plan prioritize plowing Neighborhood Greenways earlier after a snowfall.

MIM continues to deliver frequent and high-quality education information for all roadway user safety. The City contracts Free Cycles to work with schools on implementing in-school bike and roadway safety curriculum. MIM provides the Missoula Police Department with lights to give out to unlit bike riders.

Other enforcement and compliance efforts are largely complaint based and therefore difficult to apply uniformly across the City. Missoula courts often go lightly on traffic citations, resulting in disinterest in enforcement from PD. Enforcement efforts themselves can also be fraught with equity issues, both for members of groups who have faced discrimination and nonmotorized roadway users.

High Risk Behavior emphasis area strategies include engineering, education, and policy/enforcement solutions. In general, national design guidelines are recommending greater separation of modes within the right-of-way, and many new bicycle and pedestrian facilities are being designed with greater levels of protection from errant drivers. The City has also added a series of rectangular rapid flashing beacons (RRFBs), curb extensions, and higher visibility and more durable pavement markings, all with the intention of increasing driver attention and compliance with traffic laws and patterns. The Montana Department of Transportation has developed improved crash data tools, and city and MPO staff are beginning to use them more to understand where high risk behaviors may be more prevalent and how they might be addressed. Most action items for this emphasis area fall outside of current city and MPO work plans, and the pandemic made coordination with outside agencies challenging.

Steve Schmidt with Drive Safe Missoula (**Appendix A pg. 24**) continues his extensive public outreach and education efforts with young drivers in schools, at other events and community centers, and in driver's education classes (including making the Driver's in Control program available to those who

cannot afford Drier's Ed classes). Other targeted efforts/campaigns include, "Let's Not Wreck the Holidays" and "Impact Teen Drivers."

Improvements / Next Steps:

During the pandemic, TSAC stopped meeting consistently. In 2023, the MPO coordinated a TSAC meeting to regroup, and members agreed to meet quarterly to keep up with each other's progress and to keep working on emphasis area action items. In the coming year, TSAC should identify areas of missing expertise and solicit additional members to join who could fill those gaps, such as representatives from municipal court, the City Attorney's office, and/or other agencies and organizations that work to address the legal/policy aspects of transportation safety. The MPO should strive to produce progress reports annually. Consistent meetings of relevant personnel and regular progress reports will maintain accountability for the MPO and TSAC in their efforts to systematically improve transportation safety in Missoula.

Crash Data Analysis

Along with identifying emphasis areas in need of further action, the CTSP also established performance measures to assess safety improvement efforts. These performance measures are consistent with MDT's Comprehensive Highway Safety Plan (CHSP) performance measures and therefore make it easier for different jurisdictions to collaborate on safety actions and reporting. The performance measures (**Figures 1-6**) include number of fatalities, fatality rate, number of serious injuries, serious injury rate, number of pedestrian fatalities and serious injuries, and number of bicyclist fatalities and serious injuries. MDT combines bicycle and pedestrian fatalities and serious injuries into a "nonmotorized" category due to the low number of bicycle and pedestrian crashes and because bicycle crashes sometimes get reported as pedestrian crashes. For simplicity, unless reporting on differences between fatal crashes and serious injury crashes, this document will combine reference to fatal and serious injury crashes as "severe crashes."

The 2019 CTSP adopted a Vision Zero goal and framework for eliminating transportation-related deaths and serious injuries. The plan also carried forward the 2013 CTSP's near-term target of reducing the 5-year average of severe crashes by 25% by 2023 (**CTSP pg. 9**). This means the 5-year rolling average of severe crashes should have been less than or equal to 67 fatalities and serious injuries by 2023. The 2018-2022 5-year rolling average of severe crashes is 92.6, meaning this goal was not met (**Figure 1**).

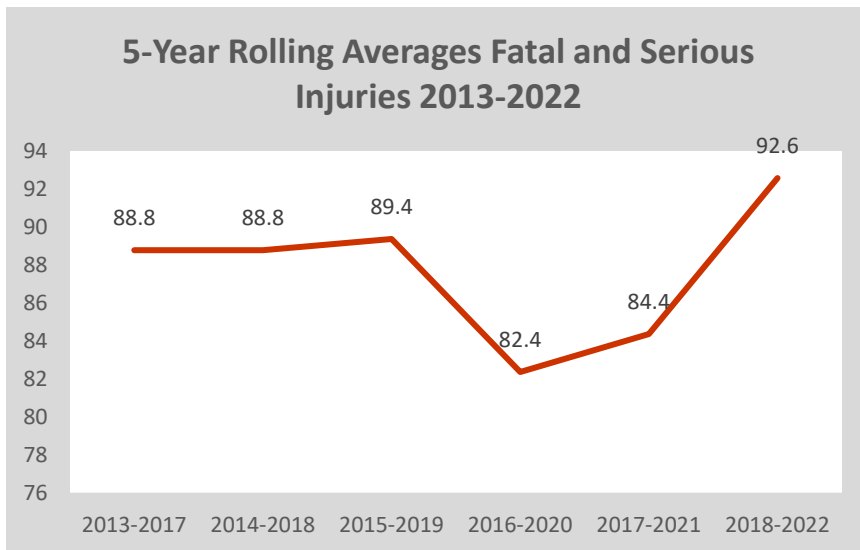


Figure 1. 5-year rolling averages of fatal and serious injuries in the MPA.

The following tables and maps demonstrate current crash trends from the past ten years of processed data (2013-2022). These crash trends, which tend to decrease during the peak pandemic year of 2020 and increase in 2021 and 2022, are consistent with state and national findings. Nationally, from 2018-2022, the number of people killed on roadways in the United States increased by more than 16%.⁴

Figure 2 shows the annual severe crash rate per 100 million VMT. Missoula’s fatal crash rate was 2.14 for 2022, compared to the state’s 2022 rate of 1.2, and the national rate of 1.38.⁴

⁴ Early Estimate of Motor Vehicle Traffic Fatalities For the First Quarter of 2023. NTSA. June 2023. <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813482>

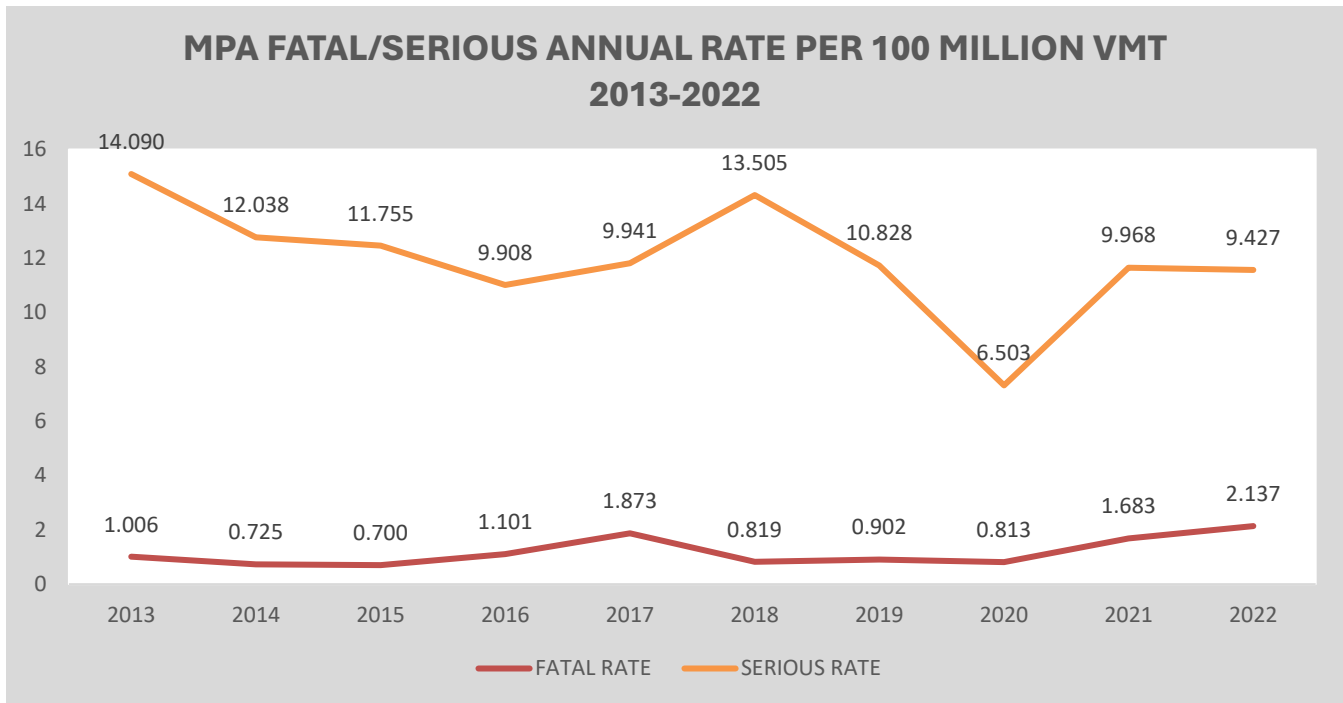


Figure 2. Fatal and serious injury rate per 100 million VMT 2013-2022.

The number of fatal and serious injuries for all modes, pedestrian only, and nonmotorized combined has increased in recent years and 2022 saw the highest number of severe injuries in the 10 years timeframe (**Figures 3,4,5**). Nonmotorized users face disproportionate risk of severe injury from crashes: between 2018-2022, 22% of nonmotorized users involved in crashes sustained severe injuries while only 1.6% of motorists involved in crashes were fatally or seriously injured. Fatalities and serious injuries from bicycle crashes decreased from 2020 to 2022 (**Figure 6**). However, in crash report forms, bicycle users sometimes get incorrectly coded as pedestrians or even drivers; this is why using the total nonmotorized crash numbers and rates are more accurate than separating out bicyclists and pedestrians.

The past five years of intersection and nonmotorized crash density as mapped in **Figures 7 & 9** show that some places have improved as compared to the previous 5 years (2013-2017) in **Figures 8 & 10**, and some areas have had similar intersection and nonmotorized crash densities. With fewer overall crashes, low volume local streets tend to have more fluctuations in crash densities than busier state-owned roads, making it harder to assess trends in a 5-year window.

The mapped crash data and the performance measures do not specifically refer to the high-risk behaviors emphasis area.

Key Takeaways

The CTSP and Vision Zero Resolution set ambitious goals to improve safety on our roadways. Although work has been done to address the action items from the 2019 CTSP, crash rates and numbers, especially for vulnerable road users, are increasing. VMT has increased since covid, as have severe crashes and crash rates for all users, making safety projects which specifically address the most vulnerable users and the most dangerous locations and crash factors paramount. Considering that between 2018-2022, 22% of nonmotorized and 1.6% of motorists users involved in crashes were fatally or severely injured, we are not doing enough to protect the most vulnerable roadway users.

Although Missoula is mirroring national crash trends, our community values roadway safety, as demonstrated in our adopted CTSP, Vision Zero Resolution, NTMP projects, and safety-focused LRTP projects funded by grants. Our community has demonstrated that we are not content with following national trends and must continue to implement plans that value roadway safety for all users and especially vulnerable users. The City is already addressing high crash rate location through large grant-funded projects on South Avenue, Higgins Avenue, and Front and Main Streets. In conjunction with this, neighborhoods are becoming more aware of the lack of safety as a barrier to livability and detriment to community character. This is evidenced by the ongoing Growth Policy listening sessions and resultant Common Good neighborways proposal, emphasis on form and walkability in the code reform process, and the Street Typology planning/updating design guidance to be more outcome/safety oriented.⁵

To address the CTSP's and the Vision Zero Resolution's safety goals, the MPO and City should institute regular TSAC meetings and continue to implement the MPO's safety projects as delineated in the LRTP (the 2020 and the upcoming 2024) and other planning documents, as well as continue to support and emphasize the community's education and involvement in local safety efforts.

⁵ Common Good Neighborways. <https://www.commongoodmissoula.org/gardenwalk>

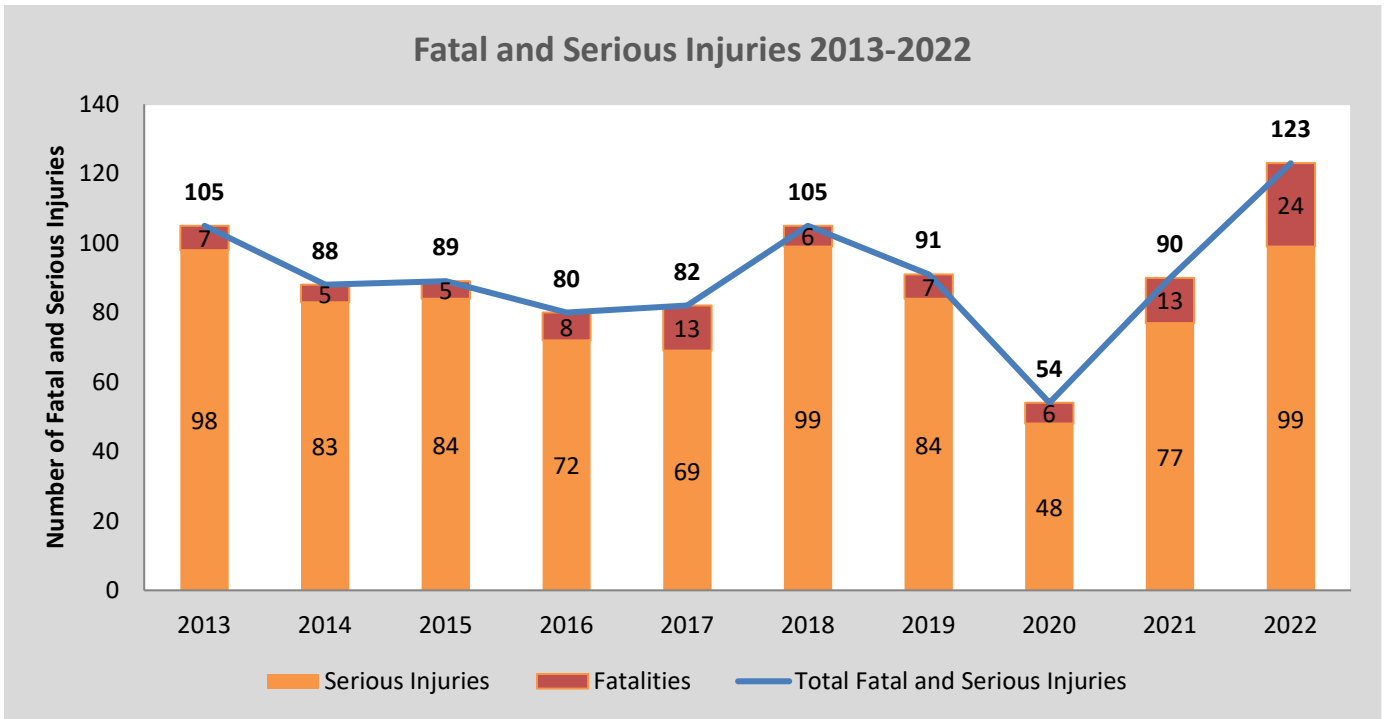


Figure 3. Fatal and serious injuries on Missoula's roadways 2013-2022.

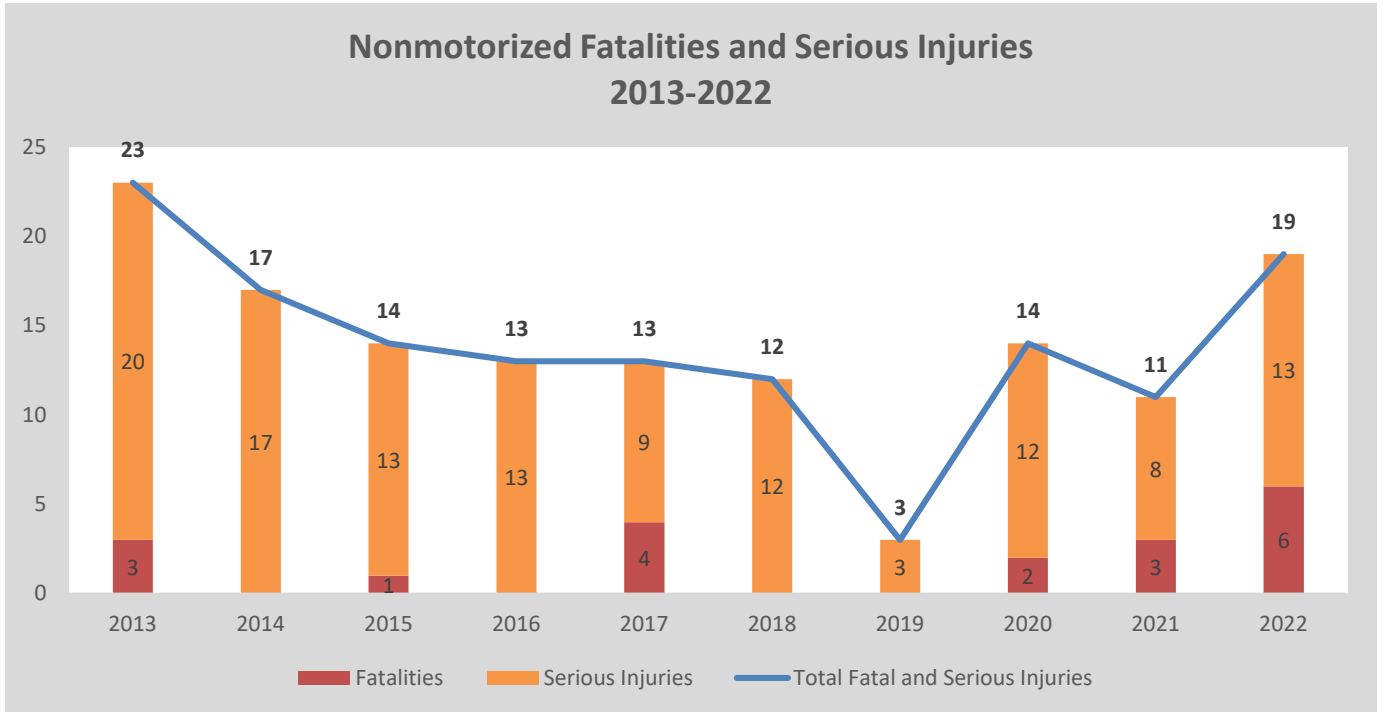


Figure 4. Nonmotorized fatalities and serious injuries (pedestrian and bicycle) in the ten-year timeframe.

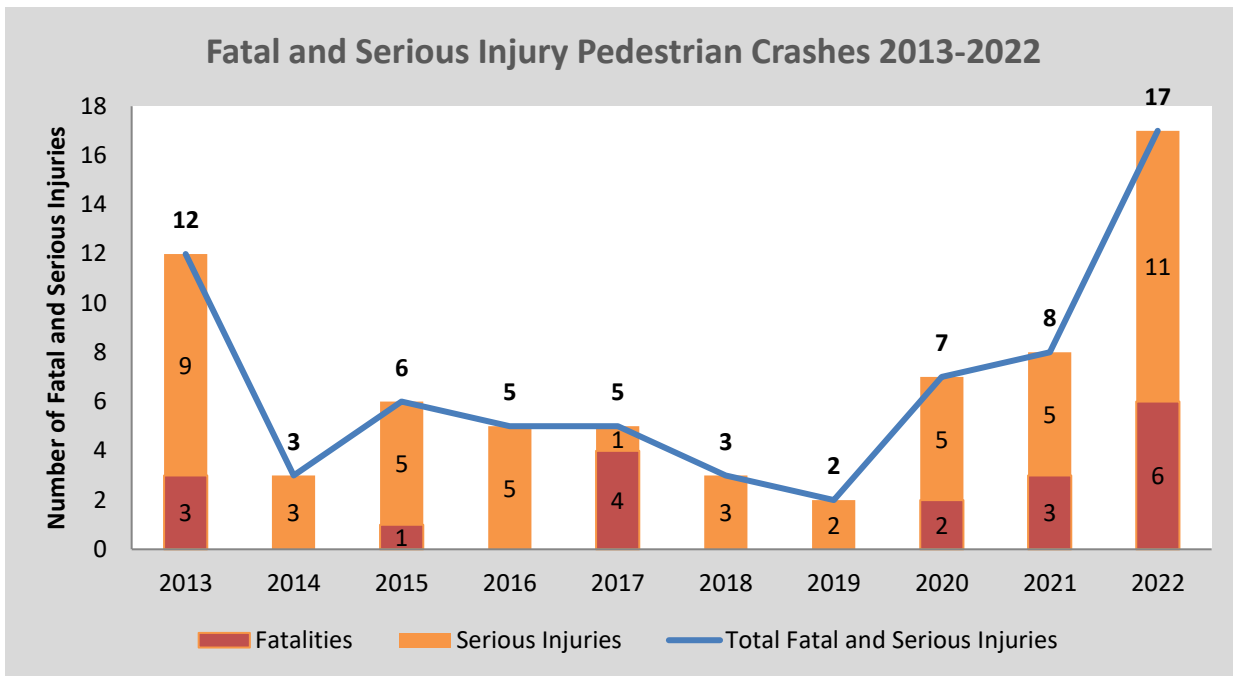


Figure 5. Fatal and serious pedestrian injuries on Missoula's roadways 2013-2022.

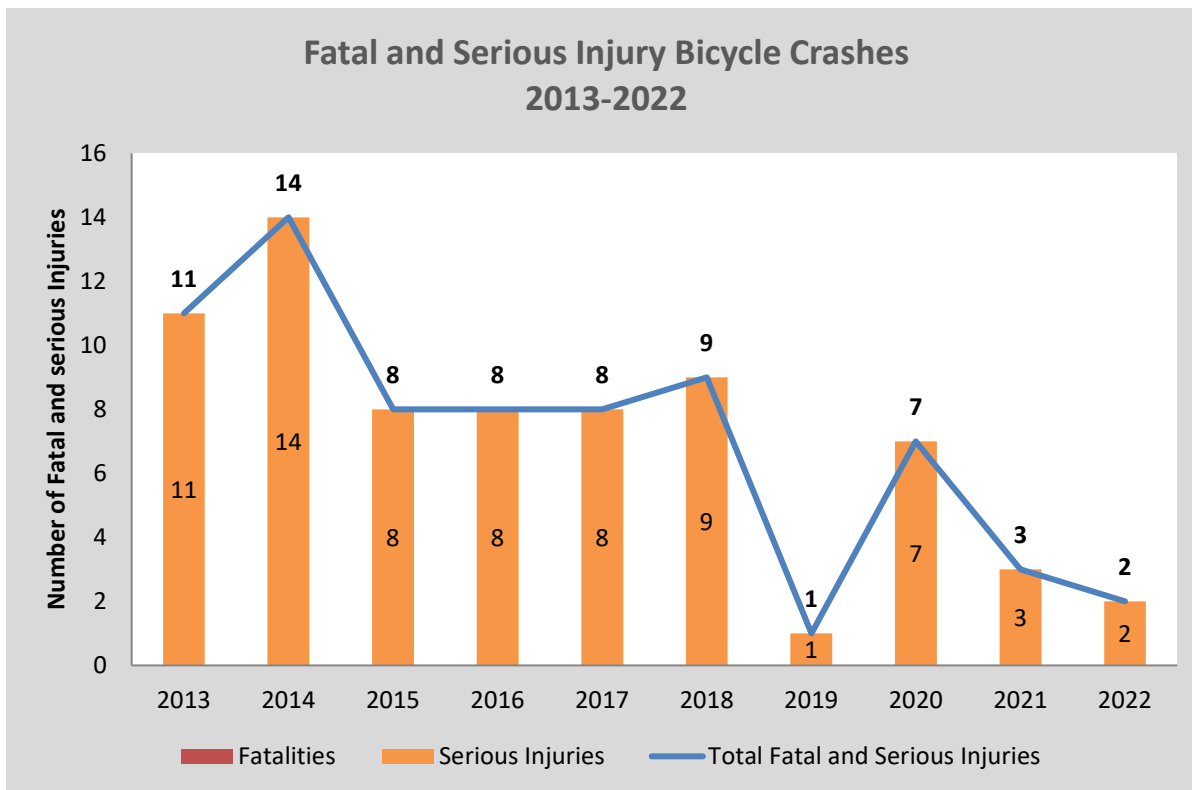


Figure 6. Fatal and serious injury bicycle crashes 2013-2022.

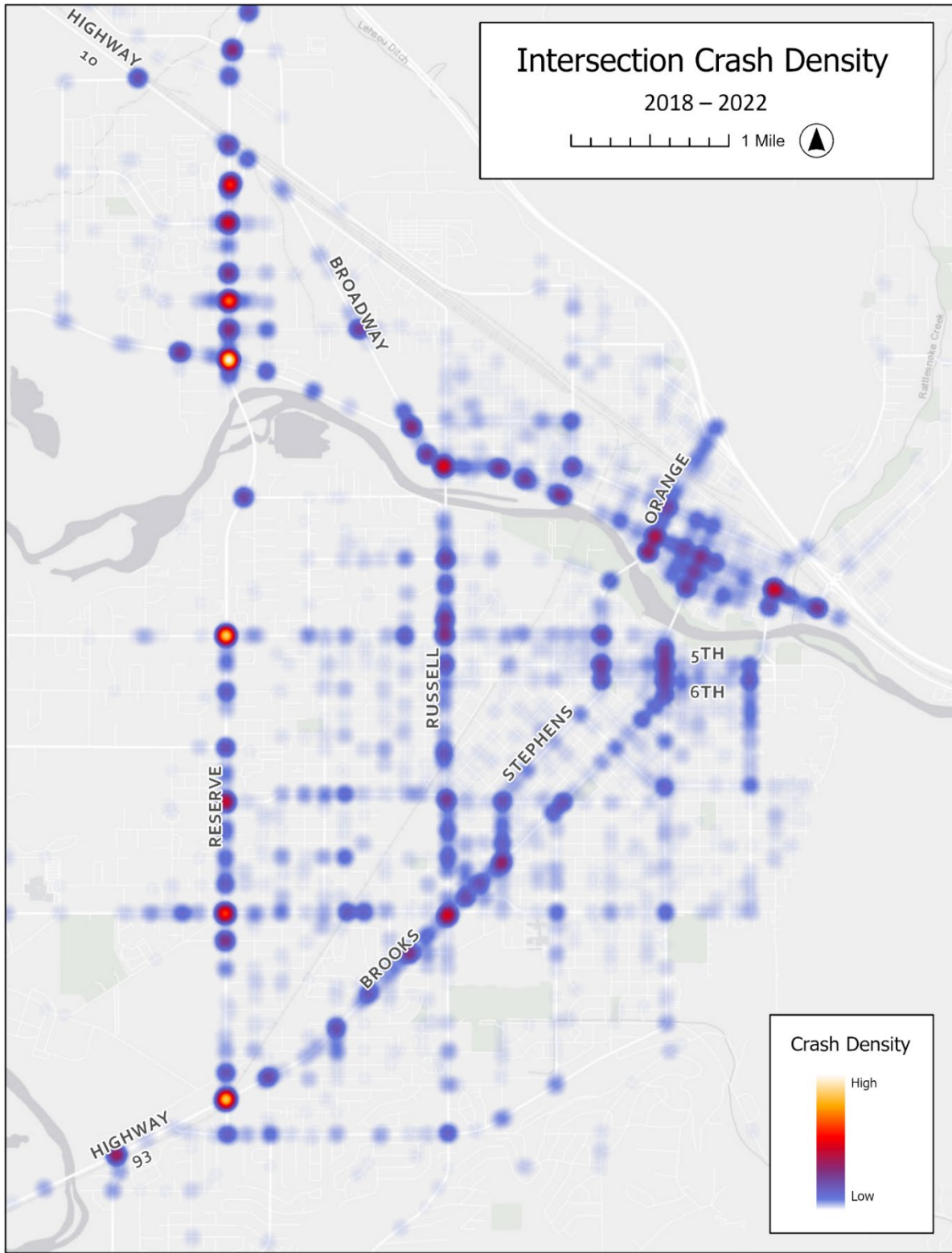


Figure 7. Intersection Crash Density 2018-2022.

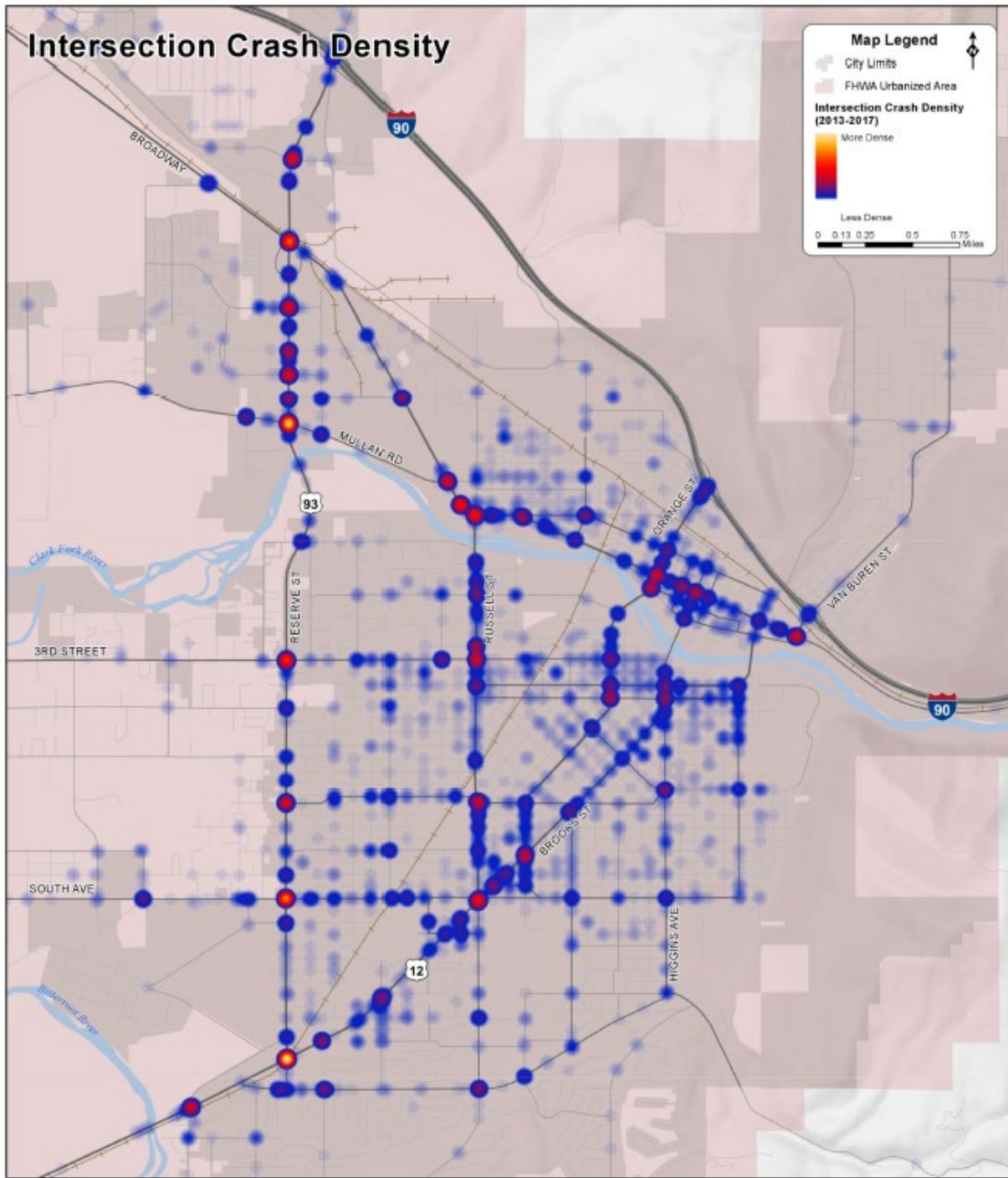


Figure 8. 2013-2017 Intersection Crash Density.

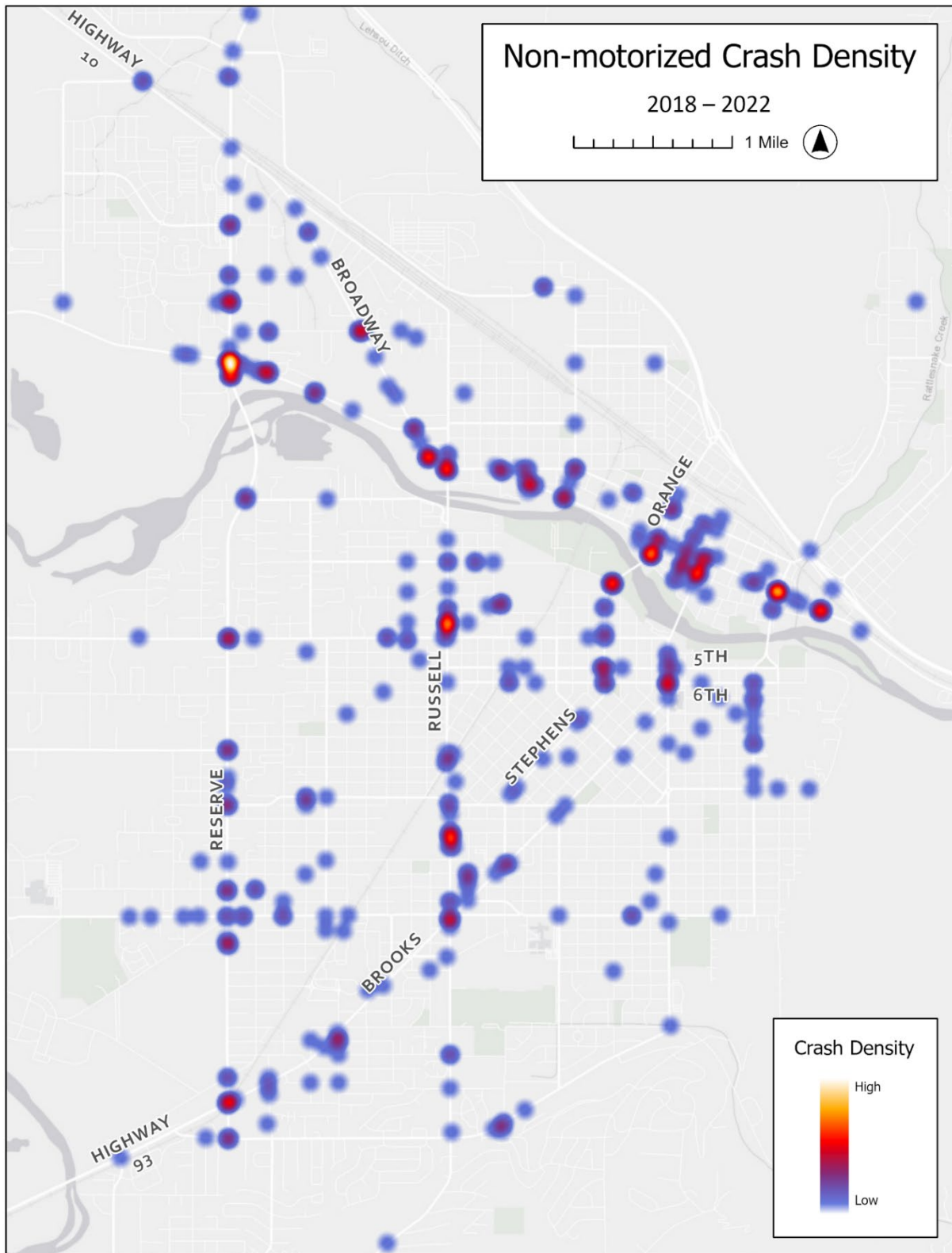


Figure 9. Nonmotorized crash density 2018-2022.

Figure 3.8: Non-Motorized Crash Density

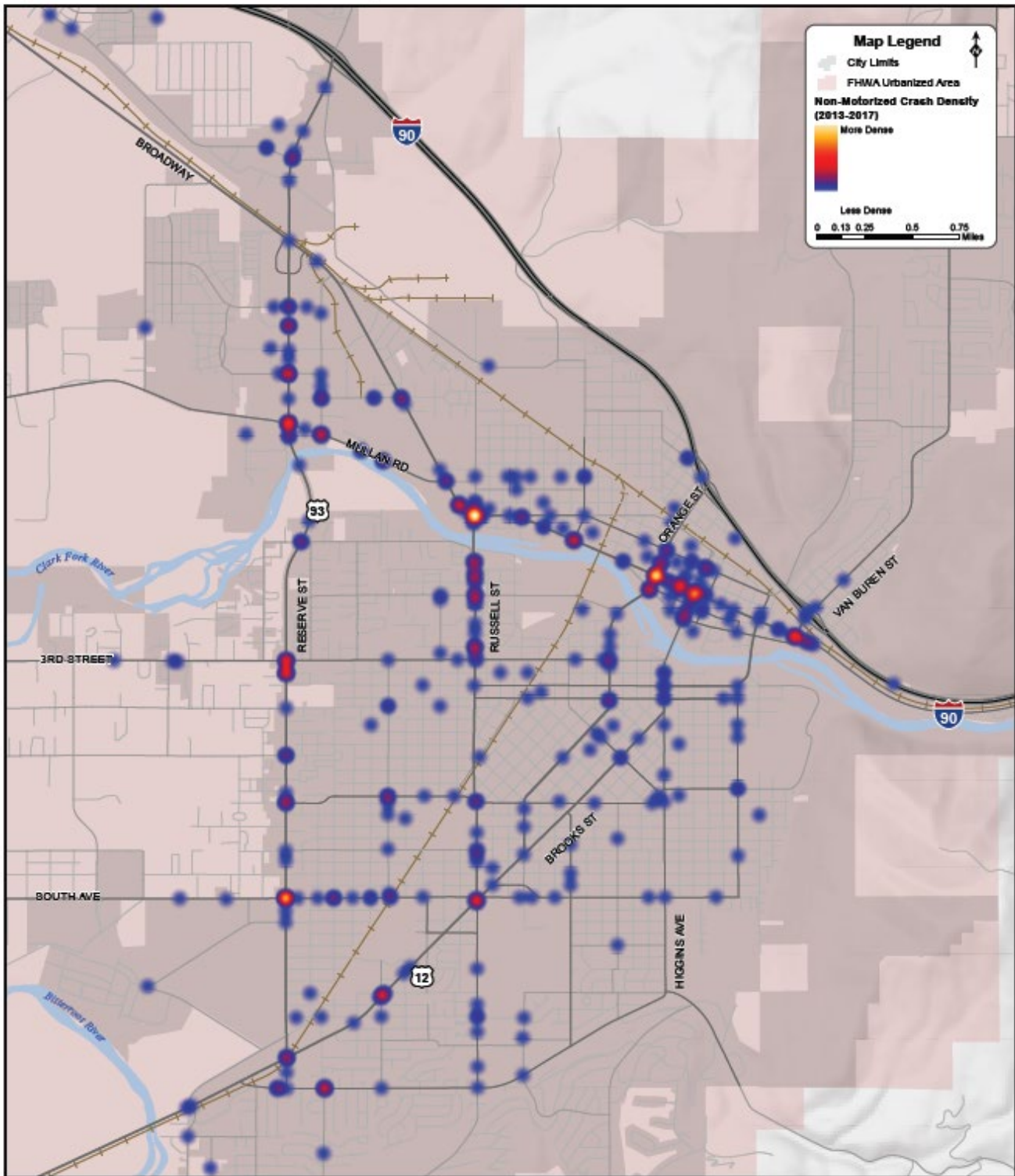


Figure 10. Nonmotorized crash density 2013-2017.

Appendix A – Detailed Emphasis Area Progress on Actions

Intersection Crashes

Strategy 1: Improve safety at intersections with a high rate of crashes / severe injuries through appropriate infrastructure improvements based on best practices.

Purpose: Nearly half of all crashes and all severe crashes in the Missoula area occurred at intersections. Conflict is inherent at intersections because the paths of users (motorists and non-motorists) often cross. There are many engineering solutions that can be implemented to aid in navigation of the intersection so drivers can make safe decisions such as looking for non-motorists, selecting the appropriate lane, and executing controlled turning movements. Infrastructure improvements may include clear signing and pavement markings, appropriate signal timing, intersection lighting, dedicated turn lanes, and protected turning movements.

Progress Summary: Intersection safety has been improved at over 65 local intersections through our NTMP program. These intersections can often have higher crash rates, despite lower crash numbers than busier streets. Higher volume intersections with higher crash numbers typically require more complex solutions and coordination with MDT. The City continues to work with the State on projects.

Actions (2019):	Progress (2024):
Conduct local training on Road Safety Audits (RSA) and develop a program to conduct annual audits.	
Evaluate and implement improvements, where appropriate, at locations where there is a history of wrong-way driving.	MDT installed some additional signage and marking at freeways. 5th/6th buffered bike lane project reduced some wrong way driving at 5th Street (unintended outcome).
Evaluate intersections with safety concerns identified in the Missoula's LRTP.	Limited progress on specific intersections, such as along the Kent/Central Greenway, MDT HSIP pedestrian safety report for Russell Street and adjacent TA projects
Update intersection signing as necessary to include advanced warning, signing to improve visibility, way finding, and advanced street name signs.	Do we talk about school zone crosswalk RRF project w/ City? Not sure if that fits here or elsewhere.
Support the complete construction of curb and sidewalk system, which enables designation of no-parking zones near intersections.	The City's sidewalk projects. Eaton St, Franklin & Tuner/Worden (2024). Traffic Services routinely and systematically updates yellow no-park zones at existing corners.
Pursue traffic calming strategies at intersections where appropriate.	NTMP Projects, Broadway/Toole/California roundabout (funded but not yet underway), curb and sidewalk CIP projects on

	Greenways adding traffic circles/curb-extensions. Engineering speed studies at existing facilities which have legacy posted speeds that are higher than our policies suggest they should be.
Consider use of "No Right on Red" prohibitions at signalized intersections where high volumes of pedestrians and bicyclists are present.	In the beginning stages; consideration of this at Van Buren / Broadway.
Consider leading pedestrian intervals, automatic pedestrian phases, and/or non-motorized radar detection as appropriate.	We have one LPI at Van Buren / Broadway. Most of downtown has automatic pedestrian phases. DowntownSAM project may install more.
Identify intersections with a high frequency of nighttime crashes and poor lighting and evaluate the need for new or upgraded intersection lighting.	S Russell St has been evaluated for intersection lighting through MDT's HSIP Program. Lighting standards have been bolstered to prioritize intersection/crosswalk lighting.
Consider use of dedicated right- and left- turn lanes and/or protected turn phasing at intersections with a history of turn-related crashes.	Have considered Mount / Reserve for this.
Update signal timing as necessary to include properly timed yellow intervals, protected turn phasing, all-red clearance intervals, etc.	The City has added additional green time to South Avenue/Johnson bike only signal.

Intersection Crashes

Strategy 2: Conduct education campaigns on safe driving practices with a focus on intersection safety.

Purpose: Although engineering treatments can help improve safety at intersections, proper driver behavior is an important factor in reducing crashes. Intersection crashes can be caused by a variety of driver behaviors such as disregarding traffic signals and signs, improperly judging gaps when executing turns, traveling at high speeds, and making hurried and unpredictable driving maneuvers around other drivers. Education and outreach activities can help change driver behavior and reduce crashes.

Progress Summary: The MPO continues to monitor education efforts across the community. Somewhat challenging due to the recommended actions not being within the jurisdiction of the City and MPO.

Actions (2019):	Progress (2024):
Develop and distribute public information and education materials on safe driving practices, particularly focusing on intersections, including parking rules near intersections, how to use roundabouts, and yellow change intervals.	MDT has a roundabout video that gets shared on social media. Bike ambassadors worked with low-vision services to develop videos and show at Driver's Ed.
Increase the focus on intersection safety in driver's education; invite law enforcement, emergency medical services (EMS) and bicycle and pedestrian representatives to speak specifically to intersection issues.	
Address intersection safety at college freshman orientation and at other college group activities.	
Implement a teen peer-to-peer program with a focus on intersection safety.	
Pursue adult driving continuing education opportunities and promote existing programs such as the American Association of Retired Persons (AARP) defensive driving course.	
Educate bicycle/pedestrian/motorcycle roadway users on intersection safety, including proper crossing behavior at a pedestrian countdown signal.	The City/MPO gave info to MDA on pedestrian countdown so they could share.
Distribute materials about vehicles, pedestrians, bicycles and motorists sharing the road safely.	MIM made bike videos at Russell, 5th, 6th, Orange/Stephens bike jump-out. MIM continues to share safe passing and other safety training videos.

Intersection Crashes

Strategy 3: Update, develop, and enforce policies, laws, and guidance regarding intersection safety.

Purpose: There are a number of policies, laws, and guidelines in place in the Missoula MPA. These resources cover many topics ranging from design and development of intersections or intersection features to traffic laws. National guidance is constantly changing and it is important to remain up to date with current standards and best practices. It is recommended that the existing policies, laws, and guidance be updated regularly, and new ones be developed as necessary. In order for these policies and laws to be effective, enforcement is needed.

Progress Summary: Safe Speeds white paper, NTMP, adoption of Vision Zero Resolution; working on School Zone Policy and Street Types Plan that will include intersection design guidance.

Actions (2019):	Progress (2024):
Evaluate policy changes for problem intersections where speed is an issue. Identify and implement improvements to reduce intersection approach speeds such as advance warning signs, reduced lane widths, adaptive signal control, or other methods.	Safe Speeds white paper evaluating speed limit reductions and ultimately developing NTMP to reduce approach speeds at intersections. MCPWSSM suggests roundabout control should be considered at all arterial-arterial, arterial-collector, and collector-local intersections. MCPWSSM update incorporating 24-hr capacity analyses in applicable traffic impact studies. The goal here is to move away from solely looking at intersection capacity during the peak hour, as planning/building for peak hour capacity is often financially problematic and comes at the larger cost of sacrificing vulnerable road user safety.
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.	In progress.
Update intersection design guidance periodically to incorporate the latest technologies and treatments and ensure consistency in implementation. Enforce speed limits near intersections where patterns of crashes related to speed violations have been observed. Portable speed trailers may be useful when patrols are not available.	Portable speed trailers deployed most of the year. The City has updated intersection sight triangle guidance to match AASHTO. Implementation has resulted in greater intersection daylighting.

<p>Increase enforcement of, and encourage compliance with, clear-zone policy (tree/shrub trimming, parking, signage, etc.).</p>	<p>Addressed based on complaints through Transportation Safety Team (TST).</p>
<p>Work with law enforcement to increase capacity for officers to make traffic enforcement a priority especially during peak travel hours (AM, noon, PM). Post patrols at intersections known to have problems with red light running, speeding, failure to stop, and failure to yield right of way.</p>	
<p>Provide targeted enforcement to reduce stop sign violations and red-light violations.</p>	

Nonmotorized Users

Strategy 1: Improve non-motorist safety through design best practices and new technologies.

Purpose: Safety for non-motorists can be increased by a variety of infrastructure improvements. Various treatments that slow down motorists and alert them that non-motorists are present may improve safety for non-motorists. Ensuring that non-motorized facilities are well maintained and accessible by all users can also help improve safety. When non-motorists use dedicated facilities, their movements are more predictable and conflicts with motorists can be more easily avoided.

Progress Summary: Implementing the Complete Streets Policy following routine maintenance has resulted in 22.5 lane miles of bike lanes and many marked crosswalks since 2016. Thirteen NTMP projects improved nonmotorized safety along 25 streets and through more than 65 intersections by reducing vehicle speeds and cut through traffic, and enhancing visibility of people biking and walking. Other new nonmotorized facilities include Beartracks Bridge, Russell St First Phase (including the bridge), and BUILD Grant collector network. Parks continues to prioritize preservation of trail facilities and recent updates to the snow plan will see neighborhood greenways plowed earlier after a snowfall.

Actions (2019):	Progress (2024):
Consider the needs of non-motorists in all infrastructure improvements.	Regularly considered with the City's maintenance program. The City adheres to the Complete Streets Policy. (Ben has list of x-walks added and bike lanes)
Implement traffic calming strategies, where appropriate, to slow traffic at problem locations and high non-motorized use areas.	NTMP does this through our neighborhood greenways and other traffic calming projects. Dozens intersections and countless circles. Our curb and sidewalk projects on greenways also do this (e.g., Ivy/Franklin).
Evaluate and consider intersection signal retiming where appropriate to increase non-motorist safety such as all pedestrian phases, lead pedestrian intervals, automatic pedestrian phases, and radar detection.	
Consider use of "No Right on Red" prohibitions at signalized intersections where high volumes of pedestrians and bicyclists are present.	
Evaluate connectivity of non-motorized facilities. Improve connectivity by requiring construction of appropriate infrastructure as part of new development and providing facilities in newly annexed areas.	BUILD grant.
Increase visibility of non-motorists at intersections and along major roadways using the latest design guidance and technologies. Treatments may include intersection/roadway lighting, continuous bike lanes	Russell St: continuous bike lanes through intersections and better lighting. City's new crosswalk standard is high-vis across any collector or arterial. Lighting standards

<p>through intersections, curb bulb outs, use of pedestrian signals, high visibility crosswalks, and flashing lights (RRFB, HAWK, etc.).</p>	<p>prioritize crosswalks and require lighting provide positive contrast for crossing pedestrians. We've worked with (or are currently working with) MDT to implement RRFBs for existing multi-lane crosswalks where beacons are warranted (Broadway/Owen, Front/Madison, Russell/Milwaukee, Russell/Kent).</p>
<p>Prioritize preservation and maintenance of pedestrian and bicycle facilities including snow removal.</p>	<p>Parks has received several TA grants to preserve trail system and plowing prioritization reevaluated in 2023 to consider neighborhood greenways. Continue to review practices to keep bike lanes and curb-ramps clear.</p>
<p>Coordinate with streets and other construction projects for the construction and retrofit of accessible curb ramps and ensure all projects meet accessibility requirements when built.</p>	<p>New projects meet ADA, and the City collaborates with MDT to construct ADA-compliant curb ramps in advance of pavement maintenance.</p>
<p>Consider "road diets" as a way to dedicate more space to non-motorized users and improve safety, as appropriate.</p>	<p>DowntownSAM project.</p>

Nonmotorized Users

Strategy 2: Provide education opportunities for pedestrians, bicyclists, and motorists about safe and lawful behavior and interactions.

Purpose: Failure to yield right of way, inattentiveness, and impairment were all common factors in non-motorized user crashes. Both motorists and non-motorists are responsible for obeying traffic laws. However, pedestrian and bicycle traffic laws are not as widely known. Increasing familiarity with the rights and responsibilities of non-motorists can help improve safety for all users. Educating motorists about pedestrian and bicycle laws can also help improve the predictability of non-motorists. There are many education programs and initiatives aimed at informing and reinforcing the skills needed to safely walk and bike. Implementation of these programs helps ensure safe and lawful interactions between motorists and non-motorists.

Progress Summary: MIM continues to deliver frequent and high-quality education information for all roadway user safety. The City contracts Free Cycles to work with schools on implementing in class bike and roadway safety curriculum.

Actions (2019):	Progress (2024):
Support promotion of children’s non-motorized education and safety training as part of elementary school curriculum or school bus training.	Let’s Move! Missoula (LM!M) Safe Walks to School. The City contracts Free Cycles to coordinate bike safety training as part of school curriculum.
Support existing education opportunities and pursue new opportunities such as cycling skill clinics, bike fairs, bike rodeos, etc.	Schools and among community groups; no central organization.
Include pedestrian and bicycle education in driver’s education curriculum.	???It used to be. No one has checked on it in a while.
Spread awareness of non-motorized user traffic laws.	MIM does this through their newsletter and social media.
Focus safety education on crash contributing factors including non-motorist impairment, visibility at night, and yielding at crossings.	
Improve and increase education and encouragement efforts to increase safety and participation of people walking and biking.	MIM.
Include pedestrian and bicycle safety in other roadway education campaigns.	

Nonmotorized Users

Strategy 3: Support enforcement of pedestrian and bicycle laws and policies.

Purpose: In addition to educating roadway users on pedestrian and bicycle traffic laws, enforcing proper behavior is an important component of improving safety for non-motorists. Enforcing speeds in school zones or areas where high volumes of non-motorists are present or issuing citations for failure to yield at crosswalks can be effective ways to increase safety. Enforcement is not restricted to motorists, however. For example, enforcing the use of bicycle lights at night or issuing citations for failure to obey pedestrian signals are ways to help increase compliance with bicycle and pedestrian laws.

Progress Summary: The City provides Police Department lights to give out to unlit bike riders. Other enforcement and compliance efforts are largely complaint based and therefore difficult to apply uniformly across the City. The Street Types plan will point to updated design guidance and advance streets for people.

Actions (2019):	Progress (2024):
Periodically review and update design guidance and policies for pedestrian and bicycle facilities.	The new Public Works Manual has updated guidance. Internally, the City is using NACTO more.
Increase enforcement of, and encourage compliance with, clear-zone policy (tree/shrub trimming, parking, signage, etc.) to improve sight lines for motorists and non-motorists.	Yes, ad-hoc/complaint based through TST.
Increase enforcement of, and encourage compliance with, sidewalk snow removal law including removal of snow from handicap parking spaces.	Process updated for complaints and fines for not shoveling.
Support increased enforcement of non-motorized user traffic laws to all roadway users to help ensure safe and lawful interactions between motorists and non-motorists.	
Reinforce lawful non-motorized activity and proper use by establishing and enforcing consequences for unlawful behavior and improper use.	

High-Risk Behavior

Strategy 1: Conduct outreach to groups with high rates of high-risk behaviors on the importance of seatbelt use and the risks of impaired and inattentive driving.

Purpose: The choice to drive distracted, drive impaired, or to drive/ride in a vehicle without buckling up can have severe consequences not only for the driver but also for passengers and other roadway users. Despite the choices to not drive distracted or impaired, the choice to use a seat belt or child safety seat is one of the most effective measures that one can take to prevent injury and death in a crash. Discouraging high risk behavior typically involves a combination of education and enforcement strategies. The intent of educational campaigns and programs is to make people aware of the consequences of these choices and to encourage safe behavior.

Progress Summary: Most action items fall outside of current City and MPO work plans. Pandemic made coordination with outside agencies challenging. Next steps are to follow-up with partners on how to engage with partners on these action items.

Actions (2019):	Progress (2024):
Work to expand participation in the Alive @ 25 program, a defensive driving course instructed by Montana Highway Patrol trainers on driver safety for drivers age 15 to 25. Work to incorporate Alive @ 25 program into driver’s education curriculum. Work with insurers to pursue a discount for participants in the course as an incentive.	County / Hwy Patrol.
Use innovative communications methods such as variable message signs to publicize the number of deaths that occur in Montana as a result of high risk behaviors as well as trends (increases/decreases in crashes and injuries). Partner with businesses to have them publicize this data as well	MDT.
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.	From Steve Schmidt: Drive Safe Missoula plans to collaborate with Missoula County schools in the upcoming year for a program named "Be The Change," partnering with Impact Teen Drivers. The initiative will host a local "Teen Summit" to educate teenagers about the Impact Teen Driver system. Following this, participating teens will bring this knowledge back to their schools to implement two distinct programs focused on teen traffic safety. Additionally, Impact

	<p>Teen Drivers holds an annual contest and offers scholarship awards. Impact Teen Driver's will be funneling \$10,000 (from a State Farm Grant) towards this project.</p>
<p>Partner with the media to deliver safe behavior messages, such as on the "What's Up Missoula" and "Missoula Live" TV shows.</p>	
<p>Utilize social media to deliver safe behavior messages. Consider videos that simulate crashes as a result of impairment, inattentive driving, as well as the consequences of improper restraint.</p>	<p>From Steve Schmidt: Check out www.DriveSafeMissoula.com/Blog and the Drive Safe Missoula Facebook Page for more information. My strategy on messaging: I try to utilize a "Positive Framework" based on research conducted by the Center for Health and Safety Culture. (See more CHSC Publications Here) They conducted research on traffic safety messages and found that most traditional traffic safety messages such as, "Drive Sober or Get Pulled Over" and "Click it or Ticket" often cause what is called Psychological Reactance. Meaning, because people don't like to be "Told" what to do, they often do the exact opposite of the messaging for no other reason than they were told to do or not do something specific. Additionally, in the "Prevention World" (i.e., Substance Use Prevention) is leaning more and more towards highlighting the behaviors we want to see (Health Promotion) instead of highlighting the undesirable behaviors and using them as "Scare Tactics." Therefore, I would I would recommend that we avoid things like simulated crashes and consequences and instead promote all the benefits of choosing safe driving behaviors.</p>
<p>Continue and expand safety talks on the importance of safe driving behavior targeting youth, such as in-school presentations, "It's Your Choice" events, and through the annual mock-crash demonstration.</p>	<p>From Steve Schmidt: I currently have an "In-person" presentation for schools called "Young Driver's In Control" It can be given at the class level or in a school assembly. This presentation then leads to an online course of the same name. The online</p>

	<p>course in nearing its final stages of development and should be ready for release by March 2024. Additionally, I'm also an Impact Teen Driver instructor and can bring that program into school with best practice programs for elementary schools to high schools.</p> <p>I would <u>highly</u> discourage "Scare Tactics" such as mock-crash demonstrations at schools. I do have crashed car display called the "Respect the Cage" exhibit that is displayed at the Western Montana Fair every year and I've done my best to utilize it in a manner that avoids the "Scare Tactic" and instead try to present it in an educational and positive format as best I can.</p>
<p>Pursue speaking engagements to reach adult target audiences via Civic organizations, large fleet trainings (business/government), and other employers.</p>	<p>From Steve Schmidt: I've recently spoken to the Missoula Exchange Club.</p>
<p>Develop a peer-to-peer program where youth talk to other youth about the dangers of engaging in high risk behaviors.</p>	<p>From Steve Schmidt: Would happen within the schools. This is the "Be the Change" program we will be implementing in 2024</p>
<p>Continue and enhance community-supported incentives for safe and proper behavior.</p>	
<p>Ensure parents are attending pre-/post- parent meetings, a mandatory part of the driver's education program. Provide OPI's Graduated Drivers Licensing (GDL) handout to parents that includes monetary and license suspension consequences for not following GDL requirements.</p>	<p>From Steve Schmidt: One huge issue with local driver's education programs is the limited number of open spaces available due to an extreme shortage of classes and instructors. Additionally, the cost of driver's ed, put the class financially out of reach for many families. I've been working closely with OPI and was a keynote speaker during the Montana Traffic Educators Association's conference in Billings in April 2023. They are onboard with the development of the Young Driver's In Control program and driver's ed instructors have begun implementing many of the strategies (i.e., avoiding psychological reactance) and promoting</p>

	<p>the desired behaviors. The Young Drivers In Control course will be made available to all driver's ed instructors and may could be used as extra credit and it will be made available to students who are unable to take driver's education. The course will be free.</p>
<p>Promote social norming campaigns and programs like Most of Us, Ride Like a Friend, Choices Matter Missoula, Buckle Up, and Saved by the Belt awards. Encourage area youth to establish local social norming groups in community by expanding positive community norms campaigns to all schools in the Missoula area.</p>	<p>From Steve Schmidt: I'm 100% supportive of this and it's part of my overall work strategy.</p>
<p>Consider implementation and promotion of national education campaigns for inattentive driving such as Red Thumb Reminder; Texting While Driving: It Can Wait; Stop the Texts. Stop the Wrecks; U Drive. U Text. U Pay.; Put It Down; Faces of Distracted Driving; No Phone Zone; On the Road, Off the Phone; Decide to Drive; or Phone in one hand, ticket in the other.</p>	<p>From Steve Schmidt: This is where "Impact Teen Drivers" comes into play. They have been very supportive of the concept to avoid psychological reactance with their messaging and strategies. Their approach is also 100% evidence based, fully researched and constantly evaluated. They have a fun campaign called "Be Thumbbody" that is similar to the "Red Thumb Reminder" campaign.</p>
<p>Consider implementation of and promotion of impaired driving educational campaigns and events such as Plan2Live, Plan Your Ride, and Prime for Life.</p>	<p>From Steve Schmidt: Impaired Driving education or more so sober driving promotion is a key element part of the "Young Drivers in Control" program.</p>
<p>Educate the public on societal, personal, and economic costs of crashes resulting from high-risk behavior (i.e. insurance premiums, health costs, emergency services costs, etc.).</p>	<p>From Steve Schmidt: I try and work this into the Drive Safe Missoula blog and social media.</p>
<p>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</p>	
<p>Continue to provide increased training opportunities for child passenger safety technicians.</p>	<p>From Steve Schmidt: I work with the two lead Child Passenger Safety (CPS) trainers (Tracy Kiesel & Wendy Hansen) on all things CPS. In the near future, myself and Thomas Beers from Missoula Rural fire department will</p>

	become CPS-Proxy Technicians. This means that we will be able to sign-off on car seat checks for other CPS technicians needing to have seats checked by an instructor.
Continue to conduct annual pre- and post- seat belt surveys in coordination with awareness programs to determine impact of high school Buckle Up sign project and seat belt awareness.	From Steve Schmidt: I conduct the Seat Belt Survey checks every year (Missoula is currently at 93% usage rate), however there haven't been any Buckle Up Sign projects within area high schools.
Work with the Veterans of Foreign Wars (VFW) and the America Legion to change the color of the roadside memorial crosses in Montana to red if the crash involved impaired driving.	From Steve Schmidt: I've never even heard of this. Interesting.
Expand awareness and promotion of safe ride options (i.e. Lyft and Uber). Pursue opportunities to partner with bars and ways to provide promotions or discounts on rides. Continue to maintain and promote U-Dash service and event shuttles. Explore other safe ride options that are not university specific and options that service rural residents.	From Steve Schmidt: As part of our December 2023 Impaired Driving Awareness Month Campaign called "Let's Not Wreck the Holidays" we emphasized the importance of planning ahead for a sober ride. The "Home Safe" program where bars would pay for someone's ride home, was dissolved during the pandemic. The program wasn't seeing enough usage to remain active. Their account was donated to the Missoula DUI Task Force which is part of Drive Safe Missoula.
Educate the general public on overserving laws and reporting. Educate and encourage citizens to call 911 to report potential over service or drunk drivers.	From Steve Schmidt: This was also part of our "Let's Not wreck the Holidays" campaign and I spoke directly about this during our "Talk Back" interview on KGVO.
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.	From Steve Schmidt: I also teach the Responsible Alcohol Sales and Service (RASS) classes and have been working closely with the Alcohol Beverage and Control Division on improving and enhancing the statewide training.

High-Risk Behavior

Strategy 2: Strengthen and enforce laws and local ordinances related to high-risk behaviors in the Missoula Area.

Purpose: Many laws in Montana regarding high risk behaviors are less stringent than other states. The safety belt law is a secondary law, consequences for impaired driving are minimal (in comparison), and distracted driving laws do not exist at the state level, although there is a texting and driving prohibition in Missoula. Making regulations and penalties stronger for seatbelt non-use, impaired driving, and inattentive driving may help increase the importance and impact of these behaviors and reduce their occurrence. Additionally, enforcement of the laws and ordinances is a critical component to the public believing there is a consequence for engaging in high risk behaviors. SETT is a team that moves around the state to provide short term, high visibility saturation patrols focused on enforcing impaired driving, inattentive driving, and seatbelt use, among other traffic violations. Locally implemented saturation patrols, checkpoints, and enforcement zones can also be effective at deterring high risk behaviors in the Missoula area.

Progress Summary: Direction needed on how big of a priority this is for the City.

Actions (2019):	Progress (2024):
Work to support legislative efforts to enact more stringent laws and ordinances aimed at high risk behavior such as: a primary safety belt law; increased fines for non-use of a seatbelt; a law that includes failure to wear a belt as a driver’s license point violation; increased fines and penalties for impaired driving (i.e. vehicle confiscation, license plate forfeiture, mandatory ignition interlock devices, etc. for convicted offenders); drugged driving laws; and distracted driving laws including cell phone usage.	From Steve Schmidt: During a recent trip to San Diego for an Impact Teen Driver’s event, I met Tara Gill from Advocated for Highway and Auto Safety and Nicholas Worrell from the National Transportation Safety Board. We spoke about how we could work together to develop a plan for the upcoming legislative session for a primary seat belt law.
Provide information and educate local legislators and elected officials on the seriousness of crashes resulting from high-risk behaviors, the benefits of various treatments and penalties for high risk driving behavior, and the economic impacts of crashes to society.	
Continue to expand opportunities for convicted offenders of impaired driving to get appropriate treatment.	From Steve Schmidt: I’ve been working with Leah Joki, the first Montanan to ever graduate from the Juilliard School of Acting of a rehabilitative therapy theater program. She has worked with pre-

	<p>release inmates, individuals from our DUI Court (ROAD Court), and other individuals within our recovery community. I truly believe this is one of the most important and impactful programs I've ever had the honor of working with. We just completed a show at the beginning of December called Broken Toys (https://www.drivesafemissoula.com/broken-toys) and I helped her secure \$10,000 in funding for a spring program.</p>
Work to enhance the penalties for the local social host law.	
Support requirements to retest drivers for license renewals at regular intervals to stay up to date on current laws and regulations.	
Consider adoption of a county-wide ordinance regarding the use of cell phones while driving.	
Conduct short term, high visibility enforcement for high risk behaviors including checkpoints, saturation patrols, police stings, enforcement zones, or highly publicized periods of enforcement.	<p>From Steve Schmidt: Checkpoints are not allowed by state law. Other saturation patrols are often supported by the Montana Department of Transportation.</p>
Enforce laws that penalize over-service to obviously intoxicated patrons and conduct alcohol vendor compliance checks. Provide information on criminal liability to servers who over serve to obviously intoxicated patrons.	<p>From Steve Schmidt: This is part of the RASS training however due to law enforcement staffing shortages and increased call for service loads, local law enforcement hasn't been able to conduct compliance checks in recent years. This will also be an issue when it comes to any sort of compliance checks related to marijuana dispensaries.</p>
Continue to 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.	
Conduct additional Drug Recognition Expert training for law enforcement officers and provide information to officers on how to recognize drug impaired driving.	
Provide traffic diversion programs for people cited for high risk behavior related traffic violations as opportunities for education.	

<p>Encourage STEP officers to write citations instead of warnings for high risk behavior related traffic violations. Also encourage STEP officers to check for GDL violations during traffic stops.</p>	
---	--

High-Risk Behavior

Strategy 3: Pursue engineering solutions to decrease high risk behaviors.

Purpose: Although education and enforcement strategies are typically used to discourage high risk behavior, there are some engineering solutions that can help improve the safety of users who engage in these behaviors. Rumble strips, for example, can help alert inattentive drivers that veer out of their lane and can prevent run off the road crashes. Traffic calming strategies can help slow down drivers and help reduce the impact of a crash on occupants who are unbelted. High visibility signage to alert drivers of the laws or increased patrols can also help deter drivers from engaging in high-risk behaviors as they will likely expect consequences to result.

Progress Summary: Added rapid flashing beacons (RFBs) and have installed curb extensions, enhanced crossings (S Russell St). The State has improved crash data tools and the City is beginning to use them more. New facilities are being designed with more protected, as recommended in the fourth action item.

Actions (2019):	Progress (2024):
Evaluate and implement, where appropriate, high visibility infrastructure features to reduce high risk behaviors. Potential improvements may include flashing lights at non-motorized crossings, separated non-motorized facilities, rumble strips, curb extensions, median islands, etc.	
Evaluate and implement, where appropriate, high visibility signage in areas known to have problems with high risk behaviors. Potential improvements may include "Use of Hand Held Phones Prohibited While Driving" signage, "Buckle Up" signage, or "Increased DUI Patrols" variable messaging signs during holidays.	
Continue to improve crash data accuracy and usability. Improved crash data can help better identify contributing circumstances in crashes so specific behavioral issues can be addressed.	
Improve and increase protection for non-motorized users (i.e. physical separation) to prevent severe crashes due to driver's engaging in high risk behavior.	