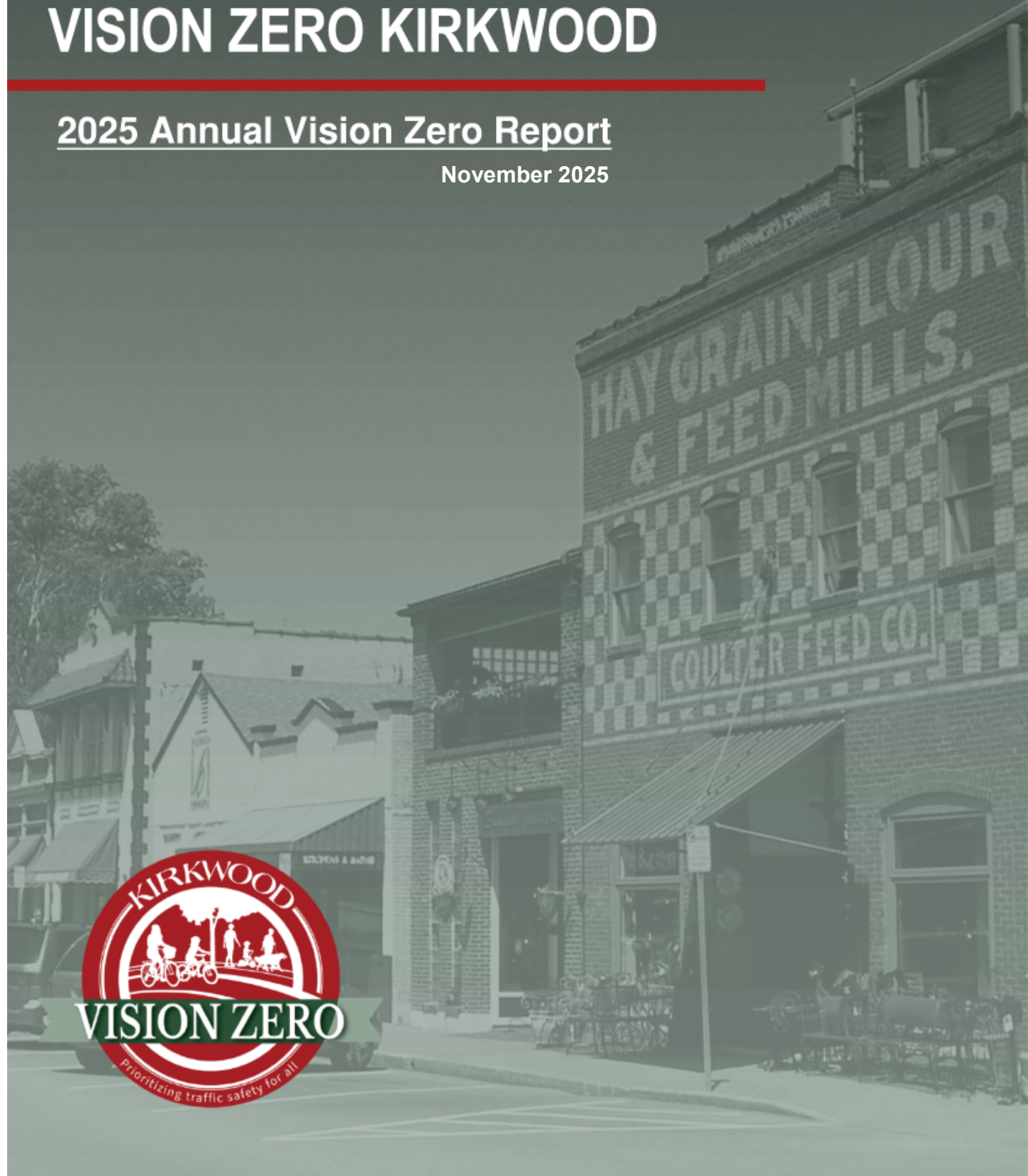


VISION ZERO KIRKWOOD

2025 Annual Vision Zero Report

November 2025



2025 ANNUAL VISION ZERO REPORT

The City of Kirkwood adopted its Vision Zero Action Plan in March of 2022 with an ultimate goal of reaching zero traffic-related deaths and serious injuries by the year 2042. The plan included various implementation steps along with multiple strategies to help achieve this goal. Two of the implementation steps in the plan are: 1) establish one or more multi-disciplinary action teams, and 2) complete an annual Vision Zero report. In 2024, the City formed an implementation committee that includes representatives from the City's police department, parks & recreation department, public services department, planning & development services department, and engineering division. This report is the first annual report that has been compiled based upon information gathered by the implementation committee.

2025 CRASH DATA SUMMARY

The City has developed a [Kirkwood Vision Zero Dashboard](#) that provides an interactive platform through which individuals can find information related to crash data and infrastructure improvements. The Vision Zero Dashboard was developed utilizing the annual crash data provided by MoDOT for purposes of providing consistent data on an annual basis. In addition to tracking this data, the Vision Zero Implementation Committee determined that it would be helpful to track local crash data generated by the Kirkwood Police Department on a quarterly basis. The Implementation Committee discusses this data at their quarterly meetings for the purpose of identifying common contributing circumstances and recurring locations. This quarterly review is conducted in an effort to identify whether or not there are immediate locations or circumstances that should be analyzed for short-term improvements (e.g. improved lighting, signage/signal revisions, etc.). Because the goal is to eliminate all fatalities and serious injuries on the roadways, the reports focus on crashes that involve fatalities and serious injuries (KSI) only. Due to the lack of local control over circumstances on the interstates and private property, the data excludes crashes on interstates and private property within Kirkwood boundaries, which is consistent with the initial crash data analysis in the Vision Zero Action Plan.

A summary of the crash data trends from 2019 through 2025 (year-to-date) is included in the following table. Additional information related to these crashes can be found in Exhibit A. As seen in this summary data, the annual rate of KSI crashes decreased between 2020 and 2021 and remained steady through 2024. While the timing of this report does not include November

and December data for 2025, there is currently a significant decrease from 7 KSI crashed in 2024 to 2 KSI crashes in 2025 through the end of October.

Fatality and Serious Injury Crash History

	2019*	2020*	2021*	2022*	2023*	2024**	2025 (YTD)**
Fatalities (K)	0	1	2	0	0	1	0
Serious Injuries (SI)	11	9	3	6	6	6	2
TOTAL KSI	11	10	5	6	6	7	2

*2019 – 2023 Data Source: Missouri Statewide Traffic Accident Records System (STARS)

** 2024 & 2025 Data Source: Kirkwood Police Department

SAFETY-RELATED CAPITAL PROJECT SUMMARY

The initial Vision Zero Action Plan includes three specific strategies that are categorized as “Design” strategies that focus on capital improvements for pedestrian safety, speed management, and access management. In an effort to report progress made toward these strategies, the Implementation Committee decided that it would be helpful to provide a listing of safety-related capital projects along with the various FHWA proven safety countermeasures that are included in the various projects. These countermeasures have been grouped into those that most impact categories of speed management, pedestrian/bicycle safety, and intersection improvements. Countermeasures that address multiple of these categories are indicated as “Crosscutting” measures. The Implementation committee views this as one way to provide accountability for including proven safety countermeasures into the City’s capital improvement projects whenever possible. A copy of the current capital project summary is provided in Exhibit B.

ACTION PLAN STRATEGY RECOMMENDATION PROGRESS

The initial Vision Zero Action Plan includes three specific strategy categories: Policy, Design, and Programs. These three categories each have three specific strategies within them. As part of the annual report, progress on all nine strategies will be provided to monitor progress and to identify areas that may need more attention. The following is an update on each of the nine strategies.

POLICY STRATEGY #1 - Establish a Vision Zero Committee to ensure Vision Zero Action Plan + Complete Streets policy implementation

Status: The City has established a multi-disciplinary staff committee including the Public Services Director, Planning & Development Services Director, Parks Director, City Engineer, and Police Department Community Services Officer. This committee held its first quarterly meeting in July of 2024. The group discusses updated crash data, safety-related capital projects, and other related vision zero efforts at each meeting. This annual report is the result of the first year's meetings and the group plans to produce these reports annually.

POLICY STRATEGY #2 - Foster Collaboration between the City, MoDOT, & STL County on crash data to enhance data collection, and on roadway projects to maximize efficiencies & enhance multimodal safety

Status: The City is using state-level crash data through the Statewide Traffic Accident Record System (STARS) in the Vision Zero Dashboard to track annual data. The Vision Zero Implementation Committee is also reviewing local data from the Kirkwood Police Department on a quarterly basis for crashes that involve fatalities or serious injuries.

In recent years, the City has collaborated with MoDOT on the Route 100 project using local funds to help increase the amount of safety-related improvements in the project. The City has also worked with St. Louis County to provide input for the design of the Big Bend resurfacing project along with local funds to help provide higher quality treatments for the proposed signal upgrades. The City will continue to identify opportunities for future collaboration.

POLICY STRATEGY #3 - Establish a policy for safer target speeds on arterials maintained by Kirkwood and advocate for the use of this same policy on County and State roads

Status: The City conducted a city-wide speed study in 2024 through the Safe Streets and Roads for All (SS4A) grant program. Part of this analysis was to provide recommendations on policies for setting speed limits that are updated and focused on safety. The study provided multiple options for the City to consider. These options include: 1) City Limits –

Setting Safe Speed Limits on Urban Streets (by NACTO); 2) NCHRP Research Report 966 – Posted Speed Limit Setting Procedure Tool; and 3) USLIMITS2 – A Tool to Aid Practitioners in Determining Appropriate Speed Limit Recommendations. Each of these tools take a more systems-style approach to setting speed limits with consideration given to more factors than just the traditional 85th percentile observed speed. The City will need to review each of these options and determine which, if any, is the best fit for Kirkwood.

DESIGN STRATEGY #1 - Enhance bike and pedestrian safety, mobility & accessibility by filling facility gaps, creating safer crossings, and reconfiguring intersection operations & design

Status: The City is installing new sidewalks and bicycle facilities in many locations throughout the City. The projects provided in Exhibit B of this report provide a list of the most recent projects. These projects also include improvements for safer crossings and intersection improvements as noted in the spreadsheet regarding the FHWA proven safety countermeasures included in each project. The City has also applied for a Safe Streets and Roads for All implementation grant that includes filling sidewalk gaps on Peeke Avenue and Romine Avenue. The City will continue to pursue these types of improvements whenever it is deemed appropriate and possible.

DESIGN STRATEGY #2 - Implement speed management designs to reduce vehicle speeds, including road diets & traffic calming, on City streets and advocate for improvements on County/MoDOT streets

Status: The City is installing various traffic calming measures in many locations throughout the City. The projects provided in Exhibit B of this report provide a list of the most recent projects. The City has also applied for a Safe Streets and Roads for All implementation grant that includes traffic calming in nine different corridors: North Kirkwood Road, Washington Avenue, Rose Hill Avenue, Couch Avenue, Dougherty Ferry Avenue, Milwaukee Avenue, Essex Avenue, Orleans Avenue, and Ann Avenue. The City will continue to pursue these types of improvements whenever it is deemed appropriate and possible.

DESIGN STRATEGY #3 - Implement access management designs to reduce road user conflicts on City streets and advocate for improvements on County/MoDOT streets

Status: The City reviews access management improvements with proposed capital projects and private development proposals. The North Kirkwood Road project involved the elimination of a redundant access point between Global Foods and Walgreens that creates many unnecessary conflict points. The City will continue to review potential access management improvements for all roadway projects while still providing the necessary access to individual properties.

PROGRAMS STRATEGY #1 - Partner with law enforcement to develop enforcement strategies on the High Injury Network

Status: This strategy recommendation has not yet been discussed.

PROGRAMS STRATEGY #2 - Create targeted Safety Awareness Campaigns for motorized and non-motorized users

Status: During the Vision Zero process, the City created a Kirkwood Vision Zero branding which the City continues to use on traffic-safety related efforts like the Southeast Kirkwood Connectivity Plan and the Safe Routes to School Plan. The City has also begun installing speed limit signs that include “Vision Zero” on the sign for corridors that have received traffic calming measures. This signage is an effort to create more awareness of the City’s efforts and to encourage them to inquire about Vision Zero in Kirkwood. While these incremental awareness efforts have been implemented, a full, targeted awareness campaign has not yet been discussed.

PROGRAMS STRATEGY #3 - Establish a programs & implementation-focused Safe Routes to School (SRTS) program

Status: At the end of September, the City finalized its Safe Routes to School Plan that was funded through the Safe Streets and Roads for All grant program. The information is now being presented to interested parties and it includes many specific recommendations for programs and infrastructure improvements. The City will continue to work with the

Kirkwood School District and private schools within the City to implement the recommendations of the study.

CONCLUSION

Kirkwood's ultimate goal of reaching zero traffic-related deaths and serious injuries by the year 2042 is the focus of this effort. The Implementation Committee acknowledges that there are likely to be peaks and valleys in fatalities and serious injuries throughout this process, but believes that the above information indicates clear progress in the first three years after adoption of the City's Vision Zero Action Plan. There have been zero fatalities in 4 of the past 7 years and the number of serious injuries have declined since this process began. The current 2025 data includes zero fatalities and only 2 serious injuries. It is too early to determine if the lower numbers for 2025 will be sustained, but the data is encouraging. We are optimistic that the continued efforts for raising awareness of the importance of traffic safety coupled with the continued investment in safer infrastructure will keep Kirkwood on a trajectory to meet the Vision Zero goal.

Exhibit A –
2024 and 2025 (year-to-date) Fatality and Serious Injury Crash Data

Date	Report #	Location	Time	Weather	Roadway Conditions	Injuries	Fatality	Transport	Pedestrian	Cyclist	Probable Contributing Circumstances
1/1/2024	24-7	S. Kirkwood and Kirkwood Commons	2000	Clear	Dry	2	NO	YES	YES	NO	Inattention on pedestrian / Poor Lighting
3/1/2024	24-334	West Adams and Ballas	1905	Clear	Dry	2	NO	YES	NO	NO	Vehicle off roadway, driver could not explain why
4/21/2024	24-658	S. Kirkwood and Martin Luther	1236	Clear	Dry	2	NO	YES	NO	NO	speed, inattention, other
5/4/2024	24-748	Big Bend and Geyer	2049	Cloudy	Wet	1	YES	NO	NO	NO	Driver arrested and charged with 2nd degree murder, DWI resulting in death, and resisting arrest
5/17/2024	24-821	Big Bend and Geyer	1619	Cloudy	Dry	2	NO	YES	NO	NO	Failure to yield, inattention
6/20/2024	24-1060	Leffingwell and Elliott	1835	Clear	Dry	2	NO	YES	NO	YES	Failure to yield / vision obscured by sun
10/18/2024	24-1864	S. Kirkwood and Rosehill	1431	Clear	Dry	2	NO	YES	YES	NO	13-year old pedestrian violated cross walk signal
1/26/2025	25-127	Geyer and Big Bend	1836	Clear	Dry	2	NO	YES	NO	NO	Inattention
3/4/2025	25-342	Geyer and MO-100	1848	Rain	Wet	2	NO	YES	YES	NO	Driver failed to yield

Exhibit B –

October 2025 Capital Improvement Project Safety Countermeasure Tracking Sheet

PRINTED ON: Monday, October 23, 2025				SPEED MANAGEMENT				PEDESTRIAN / BICYCLIST							INTERSECTIONS					CROSSCUTTING							
ROAD	FROM	TO	STATUS	Appropriate Speed Limits for All Road Users	Speed Safety Cameras	Speed Humps	Variable Speed Limits	Bicycle Lanes (Shared or Separated)	Crosswalk/Visibility Enhancements (Raised Crosswalk)	Leading Pedestrian Interval	Medians and Pedestrian Refuge Islands in Urban and Suburban Areas	Pedestrian Hybrid Beacons (PHB)	Rectangular Rapid Flashing Beacons (RRFB)	Road Diets (Roadway Reconfiguration)	Walkways	Backplates with Retroreflective Borders	Corridor Access Management	Dedicated Left and Right Turn Lanes (LRTL) at Intersections	Reduced Left-Turn Conflict Intersections	Roundabouts	Systemic Application of Multiple Low-Cost Countermeasures at Stop-Controlled Intersections	Yellow Change Intervals	Lighting	Local Road Safety Plans	Pavement Friction Management	Road Safety Audit	
North Kirkwood Road	110 FEET SOUTH OF SWAN	ADAMS AVE	OUT FOR CONSTRUCTION BID																								
South Kirkwood Road	MADISON AVE	BNSF RR	UNDER DESIGN/ ROW ACQUISITION																								
Lindeman Road	DOUGHERTY FERRY RD	CITY LIMITS	UNDER CONSTRUCTION																								
East Essex Ave Reconstruction	DICKSON	CITY LIMITS	COMPLETED																								
West Essex Reconstruction Project	GEYER ROAD	NORTH KIRKWOOD ROAD	UNDER CONSTRUCTION																								
South Clay Avenue	ADAMS AVE	WOODBINE AVE	UNDER DESIGN/ ROW ACQUISITION																								
Geyer Road Resurfacing Phase 1	MANCHESTER ROAD	ADAMS AVENUE	COMPLETED																								
Geyer Road Resurfacing Phase 2	ADAMS AVENUE	BIG BEND BLVD	COMPLETED																								
Grants Trail Extension, Phase 1	ARGONNE/TAYLOR	LEFFINGWELL	UNDER DESIGN																								
Grants Trail Extension, Phase 2	LEFFINGWELL AVENUE NORTH OF CLINTON PLAZA	LEFFINGWELL AVENUE AND HOLMES AVENUE	UNDER DESIGN																								
Manchester Road- Phase 1	LINDBERGH	BIG BEND BLVD	COMPLETED																								
Manchester Road Phase 2	I-270	LINDBERGH	COMPLETED																								
Longview BLVD & Essex Ave	TAYLOR AVE	WOODLAWN AVE	COMPLETED																								
Taylor and Monroe Raised Intersection			COMPLETED																								
Jefferson Avenue	140 EAST JEFFERSON (KIRKWOOD PUBLIC LIBRARY); 124 WEST JEFFERSON (MIKE DUFFY'S PUB & GRILL); AND 215 WEST JEFFERSON (SAINT PETER PARRISH CENTER AND GYMNASIUM)		COMPLETED																								