



## State of Missouri

# 2019 Governor's Award for Quality and Productivity

## GUIDELINES

### PURPOSE

The Governor's Award for Quality and Productivity (GAQP) recognizes teams that champion customer service excellence, efficiency/process improvement, and innovation, in Missouri state government. All projects must meet requirements of effectiveness, responsiveness, and efficiency of such magnitude that would make the project a model of excellence in state government nationally.

### ELIGIBILITY

Any team of individuals employed by the State of Missouri who worked together to implement a project within their own agency, or who have worked with another section, division, department, agency, organization or business to implement a project which exemplifies the purpose of the GAQP, may submit a nomination. The combined number of individuals representing any team should consist of **2 to 20 team members (maximum)** – the majority of whom are state employees.

Teams must provide documentation which includes, but is not limited to, background information, measures, and other supporting material that demonstrates the impact of the project. Projects are encouraged to demonstrate the potential for replication in other jurisdictions or settings.

*Once a nomination has been approved by the department/agency and submitted for consideration for the GAQP, additional team members may not be added.*

All projects must have been in existence long enough to have a **measurable** impact.

### EXECUTIVE SUMMARY

Describe (in 500 words or less) the initial challenge, research, problem-solving measure, documentation, results, etc. Executive summary page must be typed in 12 point, Times New Roman font, and left justified. **Attach the executive summary to the front of the nomination.** [A blank Executive Summary document is available at the end of this document.]

### NOMINATION PROCESS

A team of managers, directors, and/or state executives reviews nominations and selects the winners of this award which recognizes successful teams in Missouri state government.

1. Secure nomination packet from your agency/department GAQP coordinator or on the GAQP web page at <http://www.training.oa.mo.gov/erp/index.htm>.
2. Complete the nomination form (providing ALL information requested)
3. Forward completed nomination form to the agency/department GAQP coordinator.
4. Agency/department GAQP coordinator reviews nomination form and ensures that all information and documentation is complete and accurate.

5. Agency/department coordinator secures agency/department director endorsement signature and forwards completed nomination packet to GAQP state program coordinator.
6. **Do not submit hard copies of information, documentation, videos, etc.**

## **CATEGORIES**

### **Customer Service**

The winning team(s) will identify and develop measures to improve customer service in Missouri state government. The winning project(s) will establish how its development and implementation provided the agency a means to more effectively satisfy customer, stakeholder, and public expectations. This will include, but is not limited to, communication, information, responsiveness, resolution of problem(s), and on-time, reliable, consistent customer service delivery.

### **Efficiency / Process Improvement**

The winning team(s) will develop an effective and creative approach in using state resources to implement a new process or deliver a product or service. Implementation of the winning project(s) must have improved the overall quality of products and services, significantly enhanced operational efficiency, simplified work processes, generated increased revenues, or reduced spending.

### **Innovation**

The winning team(s) will develop and implement a new process/product/service or a better application to an existing process/product/service to create an "added value" to state government. The winning project(s) will deliver benefits to the citizens of Missouri through advances in vital services such as healthcare, education, communications, transportation, etc.

### **Pinnacle Award**

The winning team will be chosen from nominated teams if, in the opinion of the Selection Committee, the nomination clearly encompasses multiple award categories in a manner that exemplifies the spirit of the Governor's Award, or exceeds all other nominations. This award is not open for nomination and may only be used by the GAQP Selection Committee.

Examples of previous winning nominations for the above categories are available by visiting the following link: <http://www.training.oa.mo.gov/erp/winnom.html>.

### **Agency/Department Coordinator Forwards Complete Packet to:**

Governor's Award for Quality and Productivity  
Office of Administration – Division of Personnel  
Attn: John Beakley  
Center for Management and Professional Development  
Truman State Office Building, Room 430  
301 East High Street  
Jefferson City, MO 65101

[John.Beakley@oa.mo.gov](mailto:John.Beakley@oa.mo.gov)  
573-526-4554

<http://www.training.oa.mo.gov/recognition.htm>





# State of Missouri 2019 Governor's Award for Quality and Productivity Executive Summary

**Project or Team Name:** Buckle Up Phone Down

**Nominator:** Nicole Hood

**Nominating Department:** (Nominations must include names of all agencies/departments/organizations/businesses, etc.)

Missouri Department of Transportation – Transportation Planning Division and Communications Division

**Category:** Innovation

**Executive Summary:** (Executive Summary page must be 500 words or less, 12 point, Times New Roman font, and left justified. Attach the Executive Summary to the front of the nomination.)

Injuries and deaths on Missouri's roadways continue to be a problem, from both lack of seat belt usage and distracted driving from cellphone use. The state of Missouri has no primary seat belt law and restricts cellphone use only for individuals 21 years and younger. Something other than a passive, run-of-the-mill campaign was needed to change driving habits for the better. Buckle Up Phone Down (BUPD) is not just a safety challenge or a message, it is a movement.

Buckle Up Phone Down is unique because it requires active participation by its target audience: all Missouri drivers. Rather than presenting a safety campaign where the message is communicated to individuals, BUPD presents itself as a challenge. When a person accepts the Buckle Up Phone Down challenge, they pledge to buckle their seat belt and put their cellphone down while driving; every trip, every time. Individuals are encouraged to submit a photo of themselves giving the "thumbs up/thumbs down" hand gestures associated with the challenge. The photos are then uploaded to the "Wall of Fame" on the BUPD website, a collage of photos of support with over 200 individual submissions. This active participation creates a sense of community and buy-in from those who accept the challenge to be safe.

The way the Buckle Up Phone Down challenge has involved the business community is also exceptional. Businesses, schools and organizations can accept the BUPD challenge, requiring all employees to buckle their seat belts and put their cellphones down while driving in company vehicles. Once they accept the challenge, a logo can be uploaded and featured on the BUPD website. Those that require all employees to buckle up and ban phone use, even hands-free, while driving, are given "Gold Standard" status and their logos are featured prominently on the website's homepage. To date, 458 businesses have accepted the Buckle Up Phone Down challenge.

Team members of the Missouri Department of Transportation continue to promote the Buckle Up Phone Down message into the community. To further the reach of the movement, the team has staffed local sporting events across the state, gathered pledges and handed out materials to inform Missourians on the importance of safe driving. Missouri Governor Mike Parson declared October 19 as Buckle Up Phone Down Day. Each year, on October 19, Buckle Up Phone Down Day is celebrated by having press events and public outreach activities throughout the state. This year, a team marched in the Fourth of July parade in downtown Jefferson City alongside a classic car adorned with Buckle Up Phone Down signage. Team members also continue to speak at conferences and have been featured guests on local shows such as *Radio Friends with Paul Pepper*, a radio show that is broadcast on KBIA 91.3 FM in Columbia.

Citizens of Missouri have a reason to be proud of the Buckle Up Phone Down movement, with 8,095

individuals having accepted the challenge. Seat belt usage in Missouri is at a high, with 87 percent of individuals buckling up.



## State of Missouri 2019 Governor's Award for Quality and Productivity Nomination Checklist

The Nomination Checklist is for your assistance to ensure that you have completed all parts of the nomination package. **Do not include this checklist with nomination packet.**

- Verify all team members have been included on the nomination form [maximum of 20 team members, the majority of whom are state employees]. **Once the nomination has been submitted additional team members may not be added.**
- Check to make sure all names are spelled correctly and listed alphabetically by **last name**. (Verify spelling of all team members names.)
- Include the job titles and agency/organization of all team members.
- Complete the **Executive Summary** and attach to the **front** of the nomination form. It should include why this project is exceptional, why the citizens of Missouri should be proud of this team, and why the accomplishments are beyond regular responsibilities.
- Forms can be downloaded on the GAQP web page at <http://www.training.oa.mo.gov/erp/index.htm>. Enter responses to all questions (reference each section and number clearly) on an original or copy of the nomination form.
- Confirm point of contact and telephone number.
- Review nomination to ensure:
  - acronyms and technical terms are clearly identified and understandable to the average reader;
  - supporting documentation is provided; and
  - measurement for the project has been included in the nomination.
- Forward completed nomination packet to agency coordinator for verification.

For more information visit the website listed below or contact:

*GAQP State Program Coordinator*  
*John Beakley*  
*573-526-4554*  
[John.Beakley@oa.mo.gov](mailto:John.Beakley@oa.mo.gov)

<http://www.training.oa.mo.gov/recognition.htm>





## State of Missouri – 2019 Governor’s Award for Quality and Productivity

### NOMINATION FORM

#### I. GENERAL INFORMATION

**Department:** Missouri Department of Transportation (MoDOT)

**1. Project or team name:** Buckle Up Phone Down

**2. List the name of all team members, job titles, state agency department, and/or other organizations including public, private sector or business:** *(Please list alphabetically by last name – 2 to 20 team members maximum.)*

1. Belt, Bethany – Communications Specialist – Communications Division - MoDOT
2. Burns, Kellen – Senior Communications Specialist – Communications Division - MoDOT
3. Bushko, Steve – Senior Communications Specialist – Communications Division – MoDOT
4. Brune, Taylor – Communications Specialist – Communications Division – MoDOT
5. Haslag, Dawn – System Management Specialist – Highway Safety and Traffic Division – MoDOT
6. Hassinger, Ed – Deputy Director and Chief Engineer – Missouri Department of Transportation
7. Hiebert, Matt – Assistant Director of Communications – Communications Division - MoDOT
8. Hood, Nicole – State Highway Safety and Traffic Engineer – Highway Safety and Traffic Division - MoDOT
9. Jackson, Kelly – Senior Communications Specialist – Communications Division – MoDOT
10. Jones, Scott - Highway Safety Program Administrator – Highway Safety and Traffic Division - MoDOT
11. Kelly, Chris – Communications Manager – Communications Division – MoDOT
12. Morrison, Cathy – Intermediate Communications Specialist – Communications Division – MoDOT
13. Nelson, Jon – Assistant to the State Highway Safety and Traffic Engineer – Highway Safety and Traffic Division – MoDOT
14. Ochoa, Gregg – Senior Communications Specialist – Communications Division – MoDOT
15. Oxenhandler, Sally – Communications Director – Communications Division – MoDOT
16. Schwartz, Martin – Communications Manager – Communications Division – MoDOT
17. Seabaugh, Laura – Senior Communications Specialist – Communications Division – MoDOT
18. Wright, Justin – Executive Assistant – Communications Division – MoDOT

**3. Nomination Category:** *(Check only one.)*

☒ INNOVATION

☐ CUSTOMER SERVICE

☐ EFFICIENCY / PROCESS IMPROVEMENT

**4. Explain why you selected this category:**

The Buckle Up Phone Down (BUPD) challenge is a unique and multifaceted approach to safety. This is not just another engagement with outward facing communication, the BUPD challenge brings Missouri drivers and businesses into the conversation. By creating a relationship with individuals and businesses, a movement is created which results in safer driving behaviors with more people buckling their seatbelts and putting their phones down every time they drive.

What makes BUPD innovative is the challenge aspect. Drivers and businesses can take the Buckle Up Phone Down challenge by going to the website, [www.modot.org/BuckleUpPhoneDown](http://www.modot.org/BuckleUpPhoneDown), and pledging to always buckle up and put the phone down while driving. Individuals are encouraged to take a photo giving the thumbs up/thumbs down hand gestures associated with the challenge to show their support. These photos are posted to a page on the website called the “Wall of Fame,” which features a collage of photos of those who have accepted the challenge. Businesses can also accept the BUPD challenge and upload a logo to be featured on the website. Businesses that require seatbelt use in all company vehicles and also ban all talking, texting and phone use while driving, are given a “Gold Standard” status. All “Gold Standard” businesses are featured prominently on the homepage of the website. A “Partners” page on the site features all the businesses who have accepted the

challenge. The site also features a video gallery--

<http://www2.modot.org/BuckleUpPhoneDown/WallofFame.html>-- with public service announcements, testimonials and student-made videos all supporting the BUPD challenge. The challenge is promoted in a number of ways including frequent social media (Twitter, Facebook and Instagram) posts, cards, infographics, videos, window clings and staffed events.

The Buckle Up Phone Down challenge also has aspects of both "Customer Service" and "Efficiency/Process Improvement." Safe driving habits create safer roads, which are always in the best interest of the Missouri Department of Transportation's customers: the traveling public. Safer roads and highways lead to greater efficiency throughout the organization. With fewer crashes and fatalities, more time, resources and focus can be put towards maintaining the infrastructure.

Ultimately, by taking this unique and interactive, challenge-based approach to safety and creating a dialogue with travelers and businesses, the Buckle Up Phone Down challenge fits best in the "Innovation" category. It delivers safer roads and highways to the citizens of Missouri by changing driving habits for the better.

## II. BACKGROUND

### 1. When did the team begin its work?

October 1, 2016

### 2. What date did the team initiate the implementation phase of the project?

January 30, 2017

### 3. Is the project:

☐ Time Limited

☐ Completed

☒ Ongoing

## III. PROJECT DESCRIPTION

### 1. Why was the project necessary?

Missouri fatalities have been on the rise since 2014. Challenged by MoDOT's Executive Team, the safety division was tasked to decrease the number of deaths on the state's roadways. Organizers felt that not only would Buckle Up Phone Down encourage safer actions, but it would also recruit those participants to help spread the message and encourage others to take a role in their own safety and, ultimately, the safety of others.

In 2017, 64 percent of Missouri's traffic crash fatalities involved an unbelted driver or passenger. Missouri does not have a primary seat belt law. Law enforcement can only ticket motorists if stopped for another infraction. The maximum seat belt fine is \$10.

Missouri is also only one of two states without an all driver texting ban. The current texting law prohibits drivers 21 years of age or younger from texting while driving. And yet, drivers 22 and older account for approximately 70 percent of all traffic crashes in which the driver was using a cellphone at the time of the incident. Cellphone-related crashes in Missouri have increased by 35 percent since 2014, with nearly 2,600 crashes in 2017. Drivers are 23 times more likely to be in a crash when they are texting and driving.

It was clear that something needed to be done to draw attention to and combat these problems. Buckle Up Phone Down addresses both problems with one program.

### 2. What were the primary goals of the project? (150 words or less.)

At the forefront, the ultimate goal was to reduce roadway fatalities by creating a change in driver and passenger behavior. The BUPD challenge was initially offered as a call to action program in which individuals and groups challenge others to participate, both for fun and to advance the safety message. Individual and group photos where participants gesture with one thumb up and one thumb down are posted to the Wall of Fame on



social media sites. Area high school and college teams made videos where they challenged their athletic rivals by name to take the challenge:

Sikeston: <https://www.youtube.com/watch?v=fQjpM2lvSW4>

Jefferson City Jays: <https://www.youtube.com/watch?v=bp1lAVrLTPI>

Missouri State: <https://www.youtube.com/watch?v=taBwq6l8QU0>

A selfie-station was created so newly-licensed teens could take a photo to post to their social media sites. All of these actions make the BUPD challenge a social movement with the goal of advancing public awareness while creating a good-natured rivalry among participants.

**3. Describe the project:** *(200 words or less.)*

The best elements of the BUPD challenge have come from individuals who have a personal stake in the safety message. Jaylen Butner, a student at Boonville High School was involved in a crash where his seat belt literally saved his life. Carlos Sun, a Civil and Environmental Engineering professor at the University of Missouri collaborated with BUPD to encourage drivers to take the Buckle Up Phone Down Challenge by creating a video demonstrating the dangers of distracted driving using the ZouSim driving simulator. Mizzou Head Coach Cuonzo Martin made a Buckle Up Phone Down video urging Missouri Motorists to drive safely without distraction. Area sports mascots, including KC Wolf, Truman Tiger Boomer Bear and the St. Louis Blues' Louie have passed the BUPD football to each other and on to MoDOT Director Patrick K. McKenna, who sends the final toss to Gov. Mike Parson in a 30-second public service announcement. The combination of "celebrity plus citizenry" creates a feeling of "our team versus their team creates a whole team." The appeal is both bandwagon ("Come join us") and challenge ("I triple-dog dare you") and as participation increases—currently 458 businesses and 8,095 individuals—the safety message is delivered.

**4. What technology, if any, was used in the development, implementation, maintenance or measurement of the project?** *(150 words or less.)*

The Buckle Up Phone Down website was built using Mobirise, a web platform that allows for responsive design. This lets MoDOT meet users wherever they are, regardless of device. The site is set up to match the size of the screen, be it a desktop, laptop, tablet or mobile device.

Once an individual user, business or organization accepts the challenge via the web form, the information is collected and stored in a JotForm account. Businesses and organizations are able to upload their logo and individuals can upload their pictures via the same JotForm web form.

**5. Explain how the accomplishment of the team exceeds its regular duties and responsibilities.** *(150 words or less.)*

The success of the Buckle Up Phone Down challenge is due to the dedication of team members. Brainstorming sessions are held to keep ideas for reaching the public fresh and innovative. Our team extends statewide into the Districts, where the Communications Departments are involved with their communities, appearing at schools and festivals to drive home the message. Our team extends to the business community, where Tom Van Voorn decorated his Chick-fil-A restaurant at 3407 Missouri Boulevard in Jefferson City with BUPD messages that completely covered his front windows. Other businesses put BUPD signage along Missouri Boulevard on BUPD Day. As elaborated in Section 2, our team goes to schools and universities who openly challenge each other to participate. Though promoting a serious safety message, the Buckle Up Phone Down challenge is presented with enough camaraderie and humor that it is infectious.

**6. Which of the following describes the intended benefits of the project?** (Check all that apply and provide an explanation. - 150 words or less)

☐ Cost Reduction

☒ Time Savings

☒ Increased Effectiveness



x Improved Process

x Other: Describe

Most challenges consist of a theme and media that are consumed passively by the intended recipients. By introducing a challenge element and encouraging photo submissions, the BUPD challenge creates a dialogue and active participation with individuals. Those who actively participate in the challenge are more likely to buckle up and put the phone down and encourage others to do the same, thus saving lives.

According to the National Highway Traffic Safety Administration, inattentiveness and distracted driving claimed 3,166 lives nationally in 2017. By reducing distracted driving, crashes will be avoided, reducing the cost of emergency response vehicle cleanups and road repair and saving MoDOT stakeholders valuable time in traffic delays and reroutes.

Other intended benefits of the BUPD challenge include an increase in seatbelt usage and decrease in distracted driving due to cellphone use, resulting in lives saved, safer driving habits and safer roads.

#### IV. RESULTS / MEASUREMENT

**1. Explain how the success of the project was measured and what outcomes were achieved.** (Explanation should not exceed 300-500 words.)

As of July 16, 2019, 458 businesses and 8,095 individuals have accepted the Buckle Up Phone Down challenge. The "Wall of Fame" continues to grow, with over 200 photo submissions.

More importantly, seat belt use in Missouri has climbed to its highest rate ever. The latest Missouri Seat Belt Usage Survey, which has been taken annually since 1998, shows 87.1 percent of Missourians use a safety belt. In 1998, that figure was 60 percent. The 27.1 percent increase moves Missouri closer to the national average of 89.7 percent.

On February 14, 2018, mayors from cities throughout the state joined to show their support for Buckle Up Phone Down: <https://youtu.be/OFOGK8hixj4>. Jefferson City Mayor Carrie Tergin was joined by Kansas City Mayor Sly James, Springfield Mayor Ken McClure and Florissant Mayor Tom Schneider.

At this event, Jaylen Butner, a student from Boonville High School shared his personal story of how a seat belt saved his life during a crash: <https://www.boonvilledailynews.com/news/20180308/bhs-student-shares-safety-story-with-state-mayors>  
<https://www.youtube.com/watch?v=bdz2xY2KAFI&feature=youtu.be>

Last year, Missouri Governor Mike Parson issued an official proclamation declaring Oct. 19, 2018 to be BUPD Day:  
<http://www2.modot.org/BuckleUpPhoneDown/assets/files/Buckle%20Up%20Phone%20Down%20Day.pdf>  
It was the second annual BUPD Day and events were held across the state in several MoDOT districts. In Jefferson City, Missouri Boulevard was turned into "BUPD Blvd." for the day:  
<https://youtu.be/LyDmAQmsQ-o>

Central District partnered with the University of Missouri to promote BUPD Day with demonstrations of the ZouSim, a distracted driving simulator. Local radio station Y107 was on hand for live remotes and MoDOT volunteers gave away hundreds of BUPD foam thumbs printed in black and gold:  
<https://engineering.missouri.edu/2018/10/mu-engineering-modot-commemorate-buckle-up-phone-down-day/>  
<https://www.kbia.org/post/missouri-department-transportation-challenges-drivers-buckle-and-put-phone-down>  
<https://ltribune.net/index.php/tag/oct-19-2018-buckle-up-phone-down-day-in-missouri/>  
<https://www.jems.com/articles/news/2018/october/missouri-asks-residents-to-buckle-up-phone-down.html>

<https://themiissouritimes.com/54518/annual-buckle-up-phone-down-day-set-for-oct-19/>

[http://www.mycouriertribune.com/news/annual-buckle-up-phone-down-day-set-for-oct/article\\_614fb33b-cfc8-51ee-961d-9f8b58b44cc6.html](http://www.mycouriertribune.com/news/annual-buckle-up-phone-down-day-set-for-oct/article_614fb33b-cfc8-51ee-961d-9f8b58b44cc6.html)

<http://www.kfvs12.com/2018/10/17/buckle-up-phone-down-safety-promoted-mizzou/>

On Dec. 19, 2018, MoDOT Highway Safety Program Administrator Scott Jones discussed BUPD on *Radio Friends with Paul Pepper*. The show is broadcast on KBIA 91.3 FM in Columbia:

<https://youtu.be/sJEBvln86E8?t=4m34s>

Since its inception, Missouri sports mascots have gotten into the BUPD spirit...with a little help from MoDOT Director Patrick K. McKenna and Governor Mike Parson:

<https://www.youtube.com/watch?v=ITqrXU8YOFM&feature=youtu.be>

Businesses, such as the local Chick-fil-A in Jefferson City, have taken the campaign to heart and helped to spread the message: <https://www.modot.org/node/1875>

Preliminary numbers indicate 918 lives were lost in 2018, down from 932 fatalities in 2017, the first decrease since 2014.

**2. Are the benefits derived from this project:** (Check only one.)

☒ Recurring

☐ One-time

**3. If recurring, how will the benefits be sustained?** (Explain in 150 words or less.)

Buckle Up Phone Down will continue to spread the message by gathering challenge pledges via sporting events, conferences and media promotion until the goal of Zero Fatalities on Missouri Roads is attained.

Buckle Up Phone Down will continue to have a significant presence at the Missouri State Fair, with an informative display, window cling giveaways and a special award-winning BUPD themed comic book, *The Adventures of the Safety Friends*.

Work Zone Awareness Week is a week used to promote safe traveling as motorists encounter work zones on highways around the nation and Buckle Up Phone Down will be the central theme of the annual events and activities in April.

## **V. RECOGNITION / AWARDS**

**1. Has this project previously been nominated for the Governor's Award for Quality and Productivity?**

**If yes, when?**

No

**2. If yes, for which category was it nominated?**

n/a

**3. Has this project received any other awards or recognition? If yes, describe.**

National Award: American Association of State Highway and Transportation Officials (AASHTO) TransComm Award – "Issues/Crisis Management Communication, Public Involvement Approach: Without Consultant" - 2018

Mid-Mo Public Relations Society of America (PRSA) – "Campaign of Excellence Award" – 2018


Missouri Department of Transportation's Innovation's Challenge – "Director's Award for Safety" - 2019



## VI. NOMINATOR'S INFORMATION

**Nominating Department:** Missouri Department of Transportation

**Name:** Nicole Hood

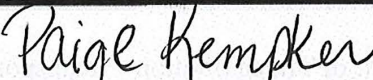
**Signature:** 

**Telephone Number:** 573-526-2803

**E-Mail Address:** Nicole.hood@modot.mo.gov

## VII. DEPARTMENT COORDINATOR'S INFORMATION

**Name:** Paige Kempker

**Signature:** 

**Telephone Number:** 573-524-4202

**E-Mail Address:** Paige.Kempker@modot.mo.gov

## VIII. DEPARTMENT DIRECTOR APPROVAL

**Department Director's Name:**  
Patrick K. McKenna

**Signature:** 

**Nomination must be signed ONLY by the Department Director to be eligible for consideration. Nominations not signed by the Department Director will be returned to the agency coordinator.**