

# Reserve Street Safety Action Plan

Fact Sheet/FAQ

October 2024



## Reserve Street Safety Action Plan

The Missoula Metropolitan Planning Organization (MPO), City of Missoula, in partnership with the Montana Department of Transportation (MDT), are working together to create a plan to improve safety along the Reserve Street corridor from I-90 to Brooks Street (US 12).

**The primary goal of the Safety Action Plan is to reduce fatal and serious injury crashes on Reserve Street.**

### Project Objectives:

- Identify actions that will improve safety for all users of Reserve Street.
- Create an implementation roadmap that prioritizes and phases actions.
- Engage business owners, residents, commuters, and other travelers to understand existing needs and safety concerns along Reserve Street.

### Envisioned Outcome:

A street that is safer for walking, biking, driving, freight, and public transportation.

### Why Reserve Street?

Reserve Street is a critical part of US Highway 93, running north-south through Missoula as a connector to Idaho and northwestern Montana. It functions as a throughfare for freight, a passage for retail, a drive home or to work for commuters, and a road that must be crossed for thousands of travelers a day. It serves as a shopping and business district for dozens of retailers. There are multiple neighborhoods and schools that are located along or near Reserve Street. It sees some of the largest traffic counts in the state of Montana. With such heavy and multi-faceted usage, this plan provides an opportunity to identify how Reserve Street can more safely serve all of its users.

### How is this different than past studies that have been done?

The Reserve Street Safety Action Plan is safety-focused. Previous studies have had broader scopes considering a wider range of objectives (e.g., improving traffic flow, aesthetics).

### What happens after the Safety Action Plan is completed?

Once the action plan is completed and adopted by all the agencies, MPO, the City of Missoula, and MDT will look for opportunities to implement the Safety Action Plan as funding becomes available. A timeline for funding allocation has not yet been determined. Any approved changes to Reserve Street will take place incrementally.

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## How is the project funded?

The Reserve Street Safety Action Plan is federally funded via the Safe Streets and Roads for All Safety Action Grant. This grant is focused on reducing fatal and serious injuries.

## What is the public engagement process? How can I share my thoughts?

You can submit feedback by visiting the QR code below and visiting our virtual engagement platform or by emailing Becca directly at [becca@bigskypublicrelations.com](mailto:becca@bigskypublicrelations.com). We will also be reaching out to businesses and property owners along Reserve Street to set up meetings to discuss concerns in-person or virtually. If you would like to participate in a meeting, please reach out to Becca.

## What is the project timeline?

- October 2024 – Community outreach begins.
- November 2024 to February 2025 – Potential alternatives developed based on analysis and public feedback.
- February to March 2025 – Second round of community outreach to solicit feedback on proposed alternatives.
- Spring/Summer 2025 – Final recommended strategies developed.
- Fall 2025 – Third round of community outreach to present and solicit feedback on final safety recommendations.
- Fall/Winter 2025 – Safety Action Plan completion and adoption process.

## We want to hear from you!

Your feedback, along with those who live near, work on, and commute through Reserve Street in Missoula, is highly valued. Please visit <https://www.engagemissoula.com/reserve-street-safety-action-plan> (linked in QR code below) to learn more about the project, tell us your experiences with Reserve Street and provide feedback about how we can make Reserve Street safer.

**SCAN FOR  
MORE INFO**

