Summary:
In Missouri, Livable Streets is not a universally known, implemented or accepted concept. In fact, some Missouri advocacy organizations and the state Department of Transportation (MODOT) have clashed over the promotion of Livable Streets.

The Missouri Council for Activity and Nutrition (MOCAN) is a coalition administered by the University of Missouri that fosters and supports healthy eating and active living through policy and environmental changes. MOCAN brought together MODOT, active transportation advocates and other key stakeholders to identify practical transportation system policies, designs and messages to promote physical activity.

Methods:
The MOCAN Livable Streets project sought to increase access to adequate bicycling and walking facilities through a twofold approach.

First, the project collaborated with MODOT to develop a design manual for use by communities in the planning and design of livable streets. Components of this manual will be incorporated into MODOT’s online Engineering Policy Guide that directs communities on how to design and build transportation facilities that are supported by MODOT funds.

Second, the project focused on educating citizens and transportation professionals to increase their awareness of and demand for livable streets projects. Key components of the citizen education included the creation of an Advocacy Manual, community advocacy trainings and a media campaign. Education was provided to transportation engineers and planners through a statewide televised workshop and presentations at key professional organization conferences.

Results:
The collaboration between the Missouri Livable Streets project, MODOT, advocates and other stakeholders resulted in several strategic successes including:

- Increased citizens’ awareness of Livable Streets elements and advocacy concepts.
- Increased local engineer and planning professionals’ knowledge in bicycle-pedestrian design.
- Passage of a livable streets resolution by the state legislature.
- Increase in the number of municipalities that have passed livable streets policies or ordinances.

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