

# HIGHWAY SAFETY UPDATES

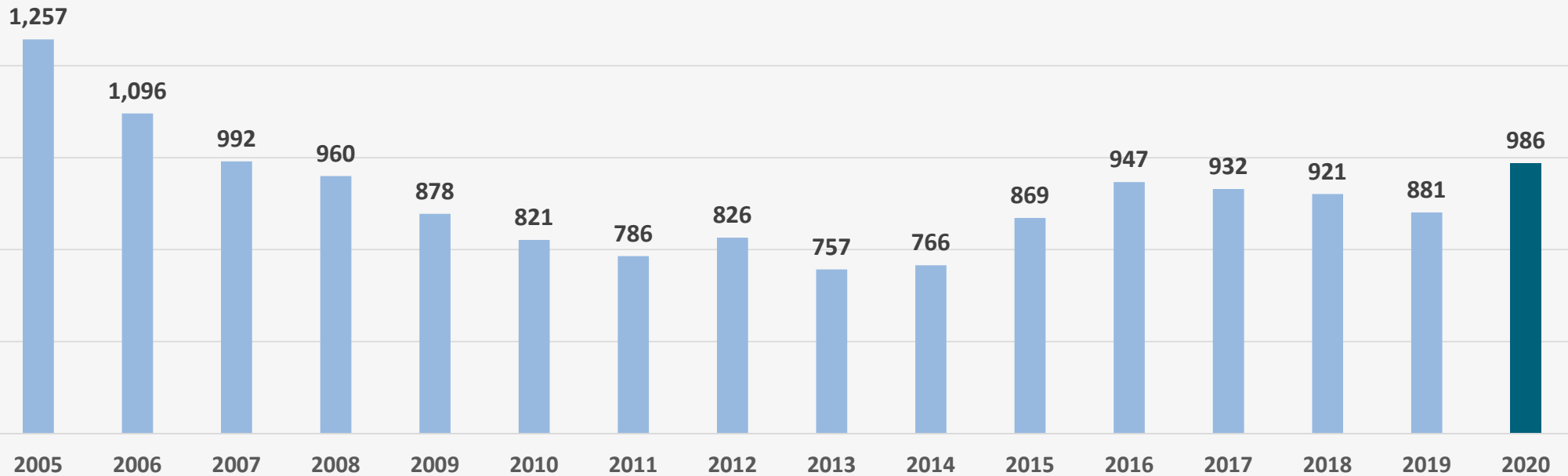
*2021 Statewide Planning Partner Meeting*



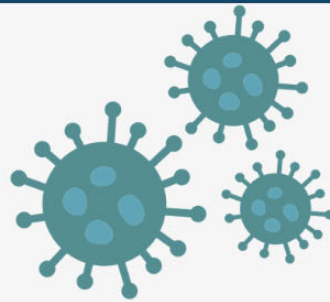
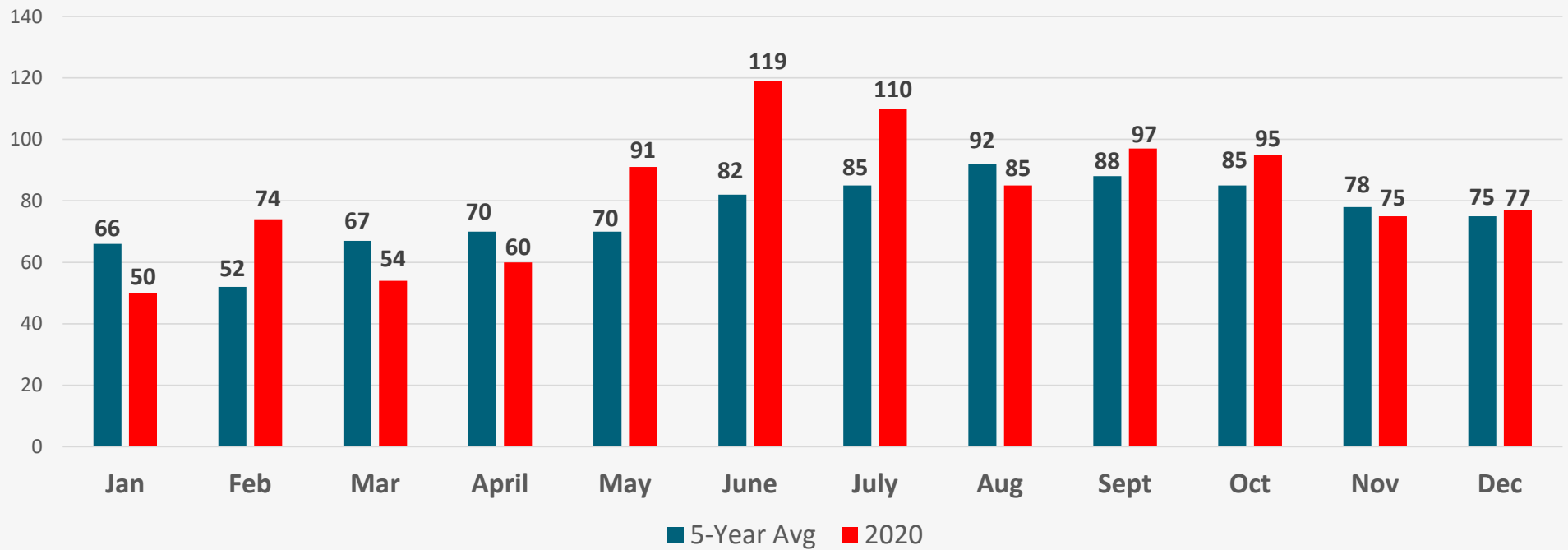
**Nicole Hood**  
*State Highway Safety and Traffic Engineer*

**Jon Nelson**  
*Assistant to the State Highway Safety and Traffic Engineer*

# TRAFFIC FATALITIES



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# RECKLESS DRIVING

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During a Pandemic



- Passenger traffic down as much as 50%



- Fatalities increased by 12%



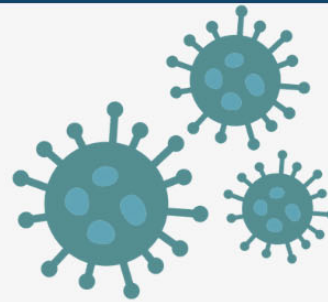
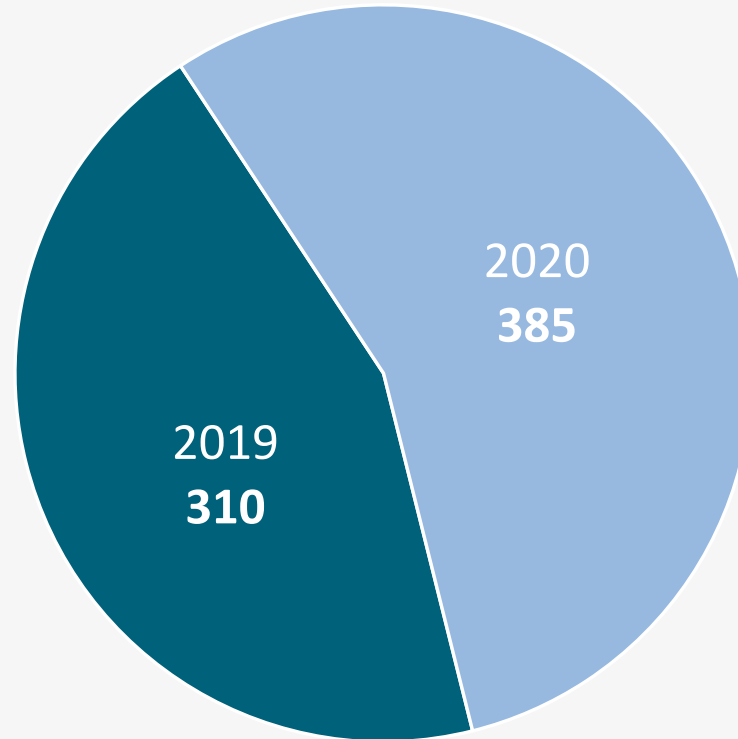
- 40% of these fatal crashes involved speeding

# SPEEDING

DURING THE PANDEMIC

## FATAL CRASHES INVOLVING SPEED

*(Speed exceeded limit and too fast for conditions)*





# OCCUPANT PROTECTION

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- 2020 seat belt usage: **86.1%**
  - **67%** of vehicle occupants killed were **unrestrained**
- Pandemic travelers not buckling up

# DISTRACTED DRIVING

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- Law currently only prohibits texting and driving for operators **age 21 and under**.
- 70% of all drivers cited in cellphone-related crashes in Missouri were 22 or older



# SUBSTANCE- IMPAIRED DRIVING

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- **18%** of the total fatalities in 2020 involved at least one **substance-impaired driver**
- **185 substance-impaired fatalities** in 2020



# WORK ZONE SAFETY



- **27** work zone fatalities in 2020
- 48 TMA crashes in 2020
  - Most ever in a single year

# MOTORCYCLE SAFETY

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- **120 motorcyclists were killed** in Missouri traffic crashes in 2020
  - 12% of total fatalities



# BICYCLISTS & PEDESTRIANS

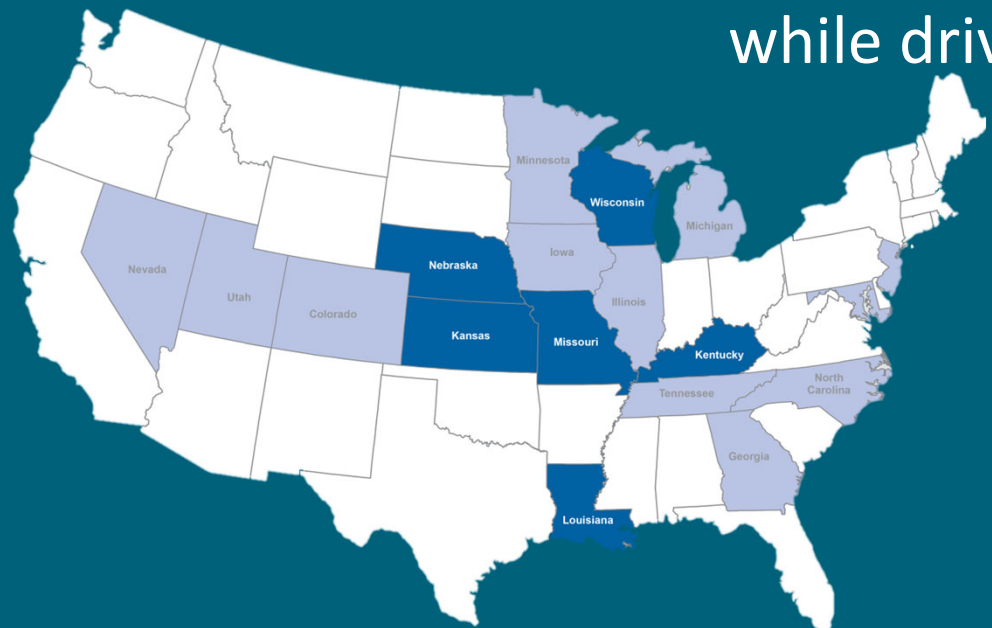
- Since 2010, pedestrian and bicyclist fatalities have **increased by 100%**
- In 2020, **126 pedestrians were killed**
  - **15% increase from 2019**

BUCKLE  
UP

PHONE  
DOWN

# OCCUPANT PROTECTION

More than **13,000** individuals and businesses have accepted the BUPD challenge to always wear their **seat belts** and put their **phones down** while driving.



# SAFETY LEGISLATIVE PRIORITIES

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- Primary seat belt law
- All-driver cellphone restrictions





*“The vaccine for unsafe driving is available to every American right now - **slow down, buckle up, stow your phone and never drive impaired.** If we don't inoculate ourselves against these dangerous driving habits, a lasting impact of this pandemic will be even more traffic deaths - an unacceptable outcome.”*

-GHSA

—SHOW-ME—

**ZERO**

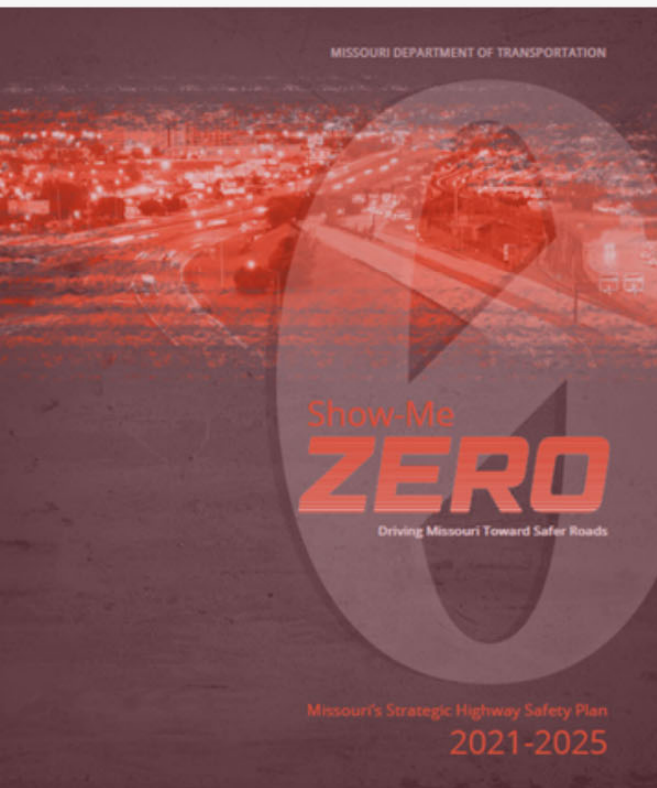






# GOALS OF THE NEW PLAN

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- Shorten the plan
- Narrow the focus
- Engage all Missourians
- Enhance online presence


# FOUR EMPHASIS AREAS

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OCCUPANT  
PROTECTION

Buckle up



DISTRACTED  
DRIVING

Phone down



SPEED AND  
AGGRESSIVE  
DRIVING

Slow down



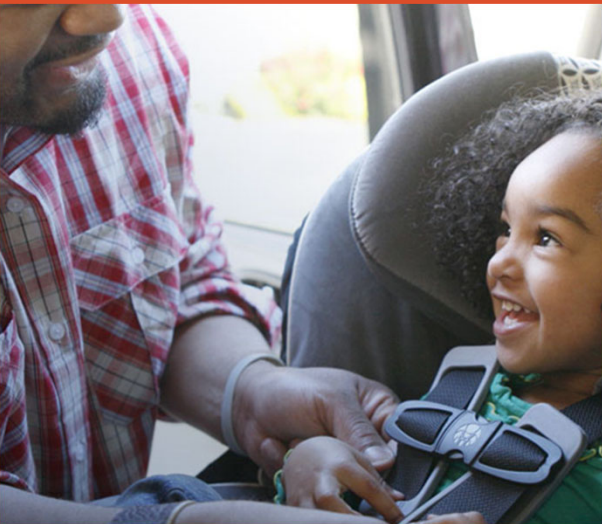
IMPAIRED  
DRIVING

Drive sober

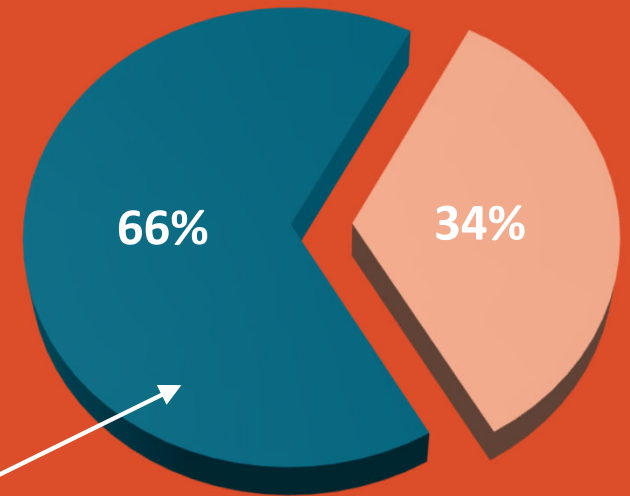
—SHOW-ME—  
**ZERO**

# EMPHASIS AREA 1: OCCUPANT PROTECTION

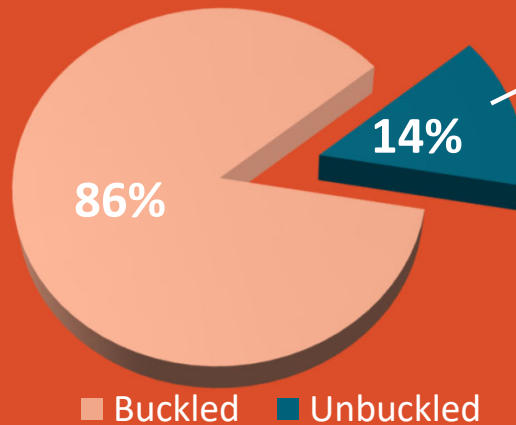
- More than **1,800 unbuckled fatalities** in the last five years
- 100% usage = **240 lives saved per year**

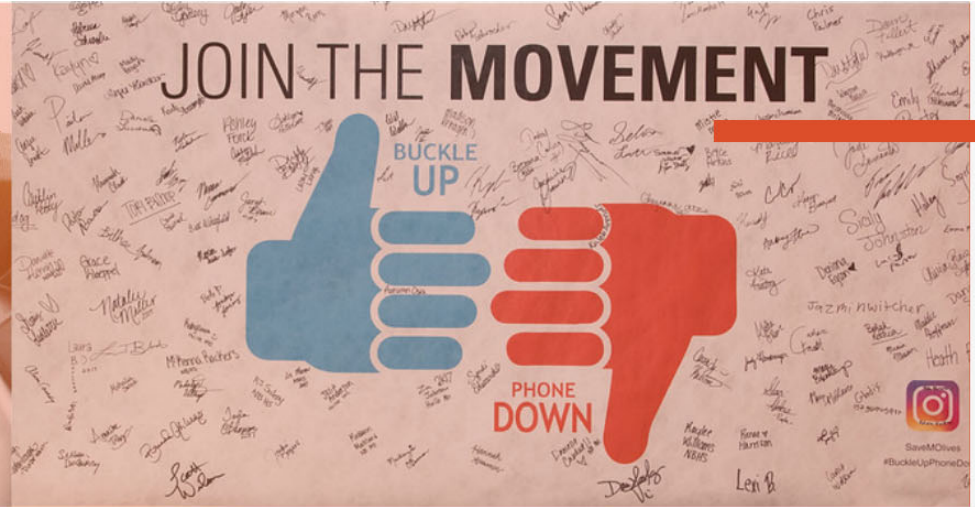


FATALITIES



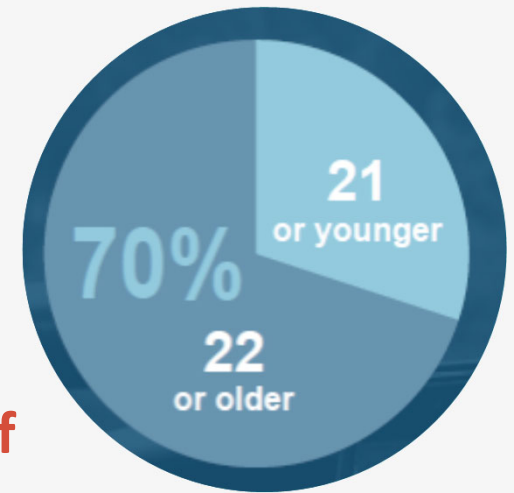
SEAT BELT USE





## EMPHASIS AREA 2: *DISTRACTED DRIVING*

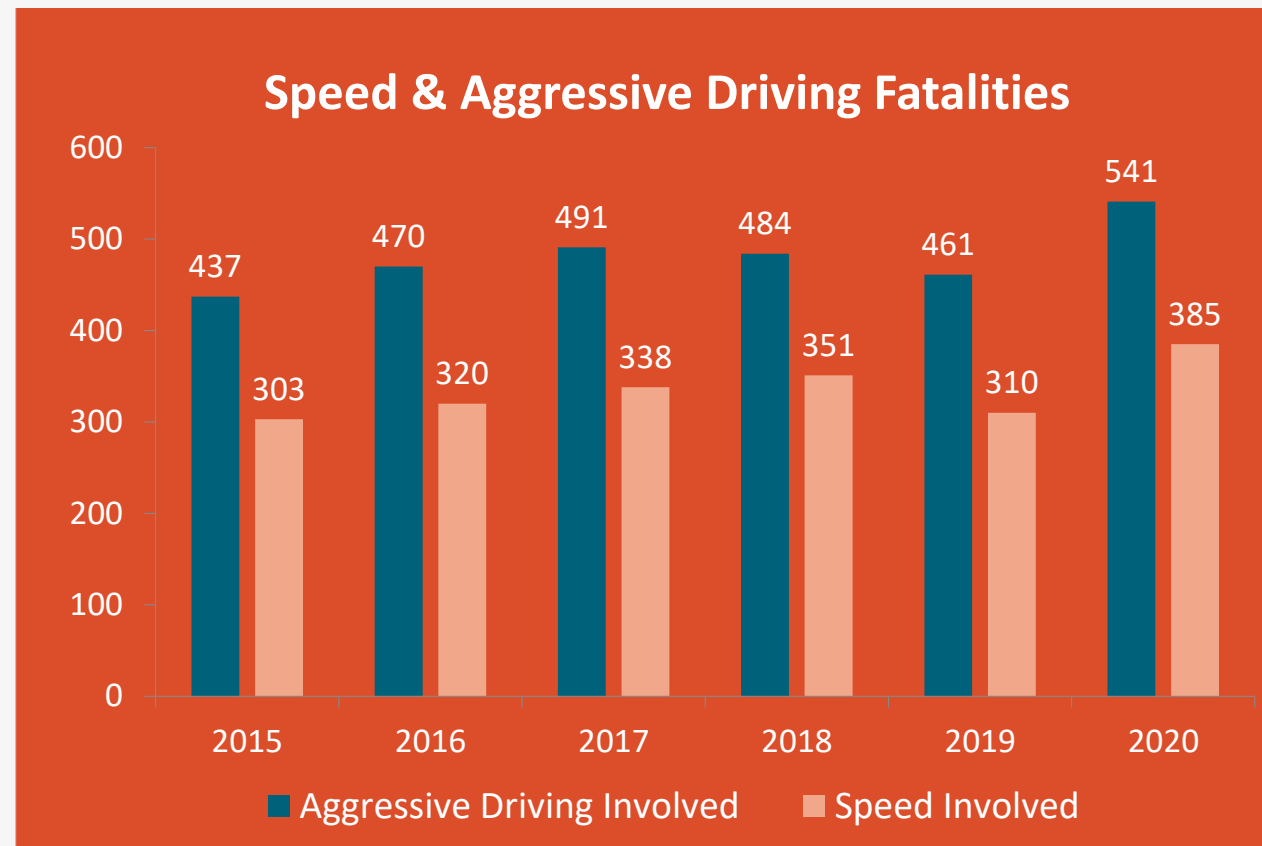
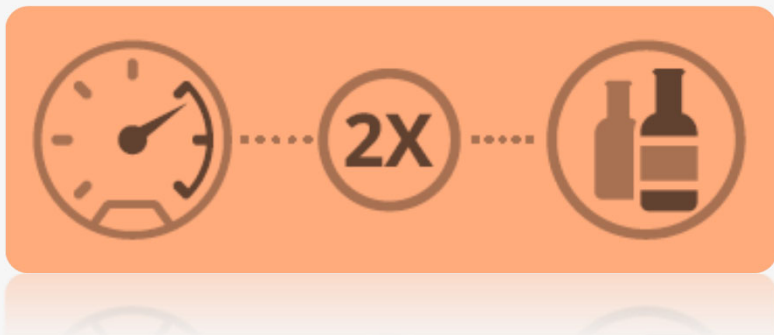
- One of the fastest growing contributors of MO crashes
- Someone other than the distracted driver died **54% of the time**
- Not just a teenage problem



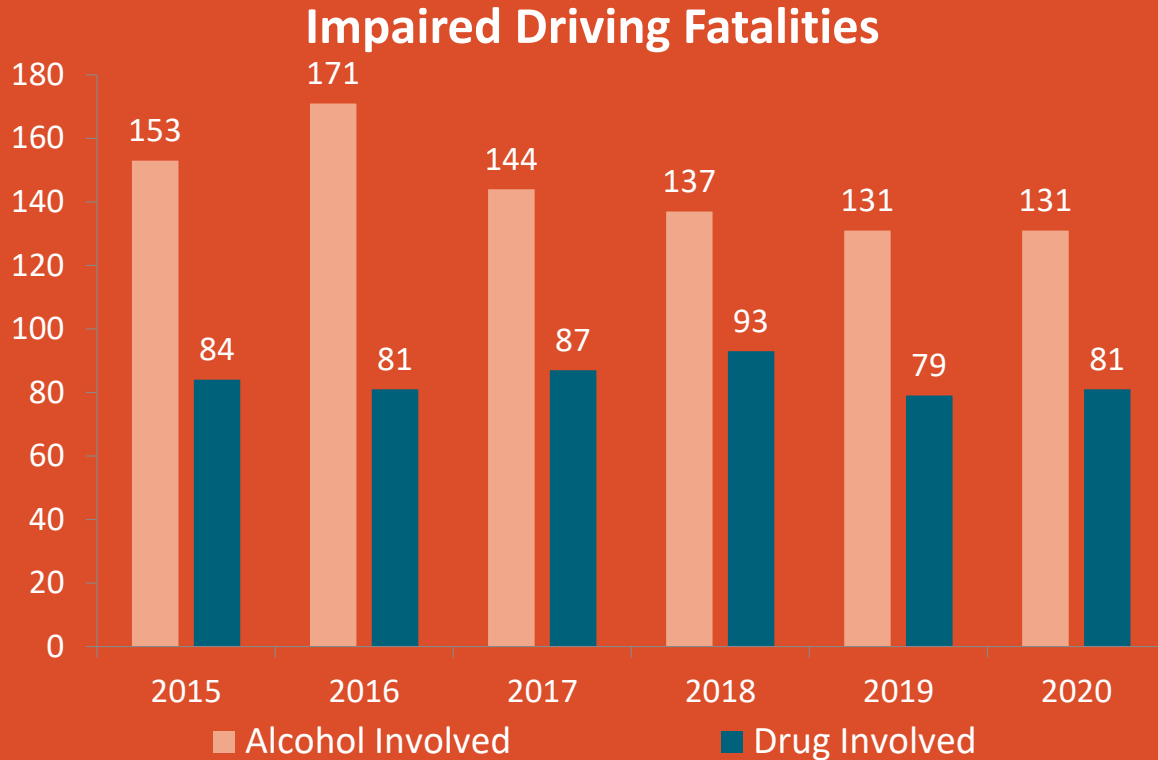
—SHOW-ME—  
**ZERO**

# EMPHASIS AREA 3: *SPEED AND AGGRESSIVE DRIVING*

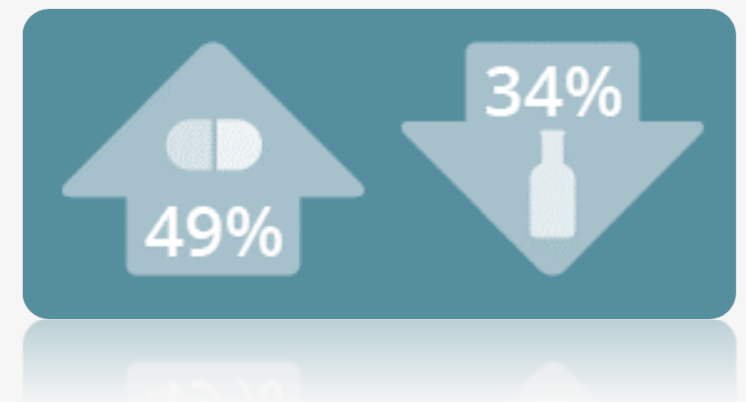
- **Top contributing circumstance in MO fatal crashes**
- **Up 25% in 2020**



# EMPHASIS AREA 4: *IMPAIRED DRIVING*



- More than **1,000 fatalities** the last five years
- Over the last 10 years:

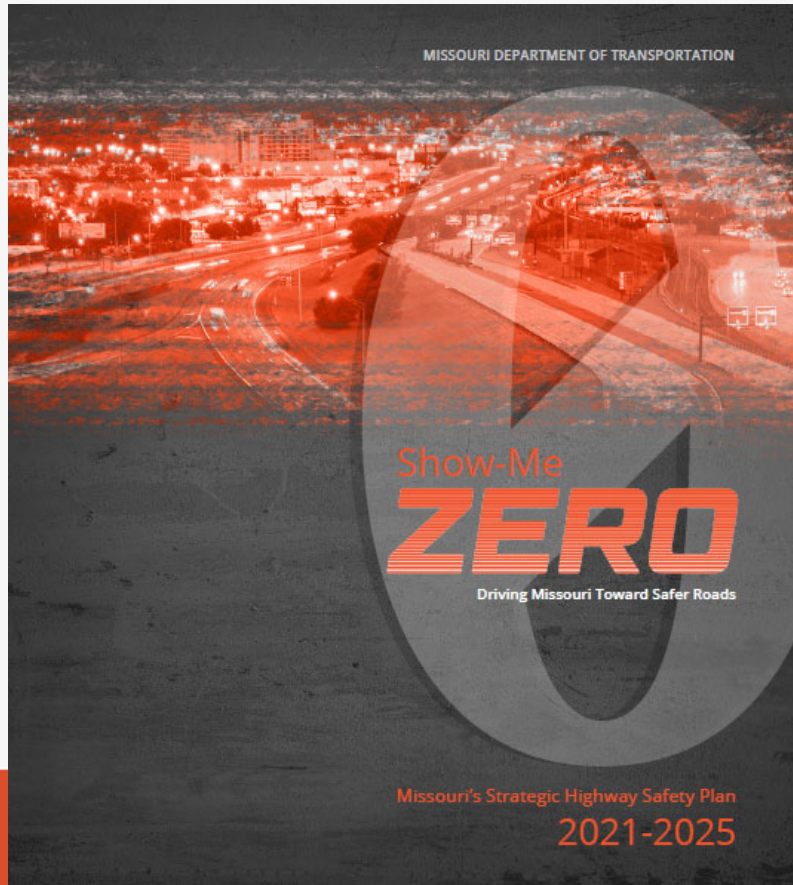




# SPECIAL ROAD USERS

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[www.savemolives.com](http://www.savemolives.com)



# SHOW-ME ZERO

## COMMUNICATIONS PLAN

- Website: **available now**
  - Future enhancements: Performance Dashboard
- Initial news release: **February**
- Canned presentation: **February**
- New creative material: **March**
  - Video, social media graphics
- Paid media plan: **spring/summer**
- Speaking opportunities: **throughout 2021**
  - Cities, counties, chambers of commerce, community groups
- **Other opportunities?**