

— SHOW-ME —  
**ZERO**



**Driving Missouri Toward Safer Roads**

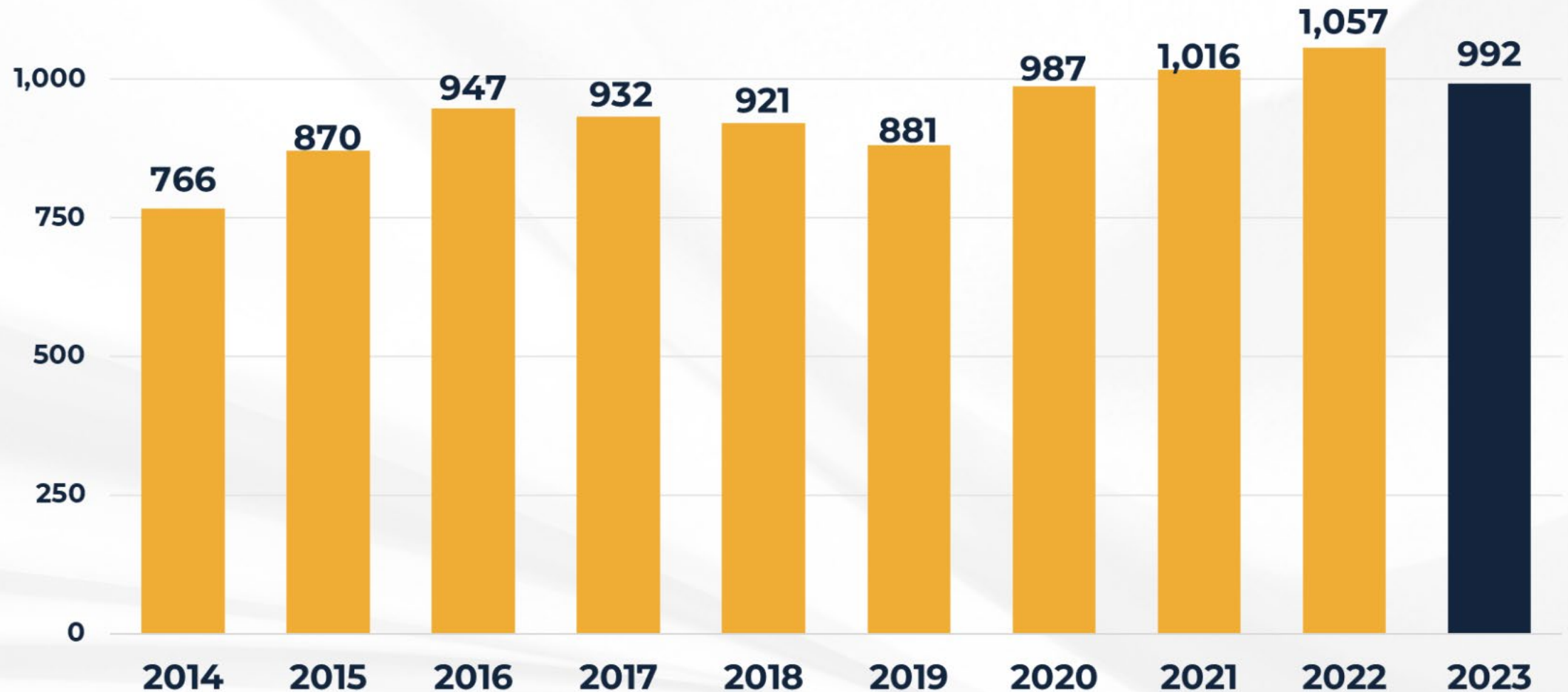
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**2024 Statewide Planning  
Partner Meeting**

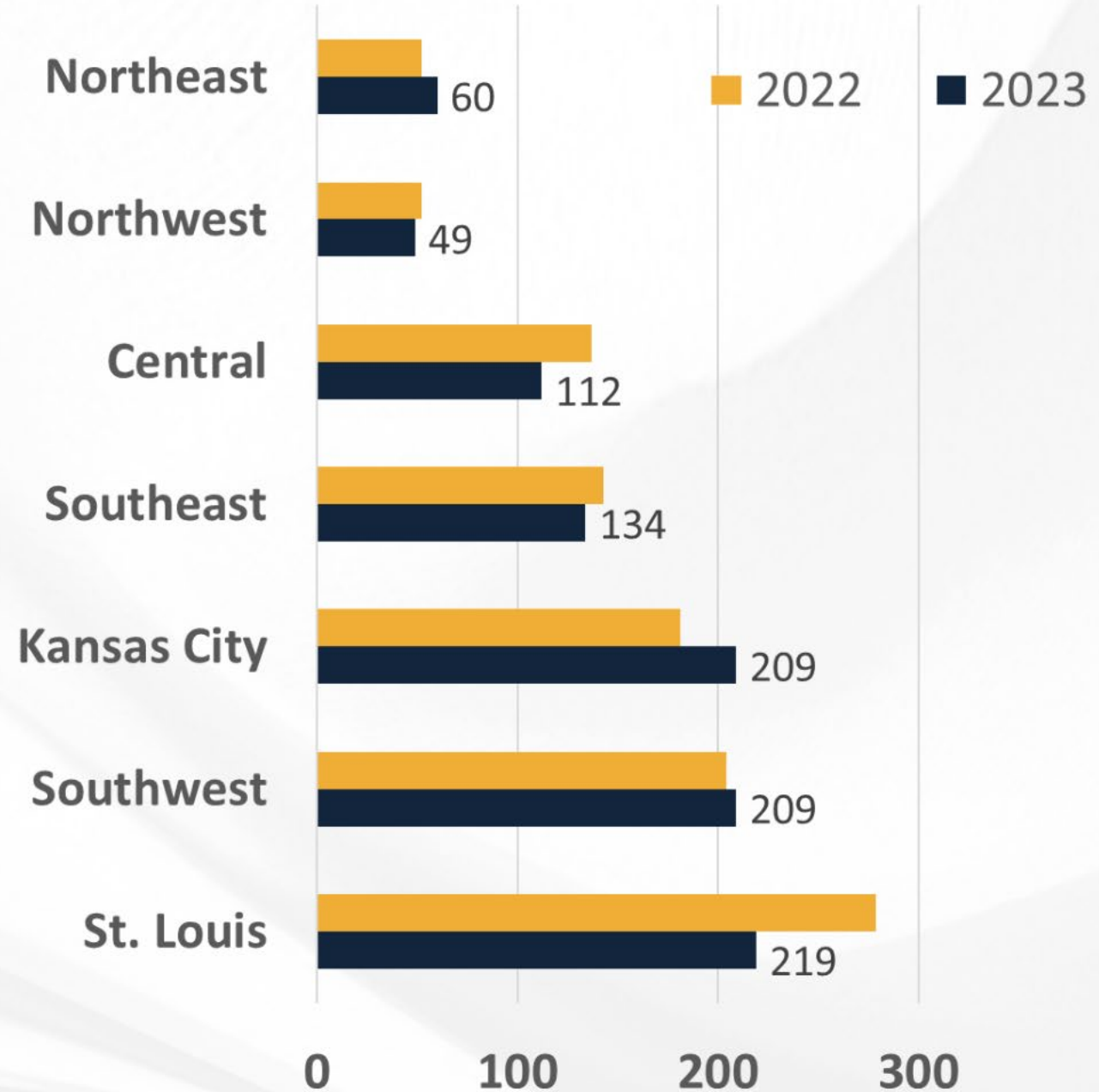
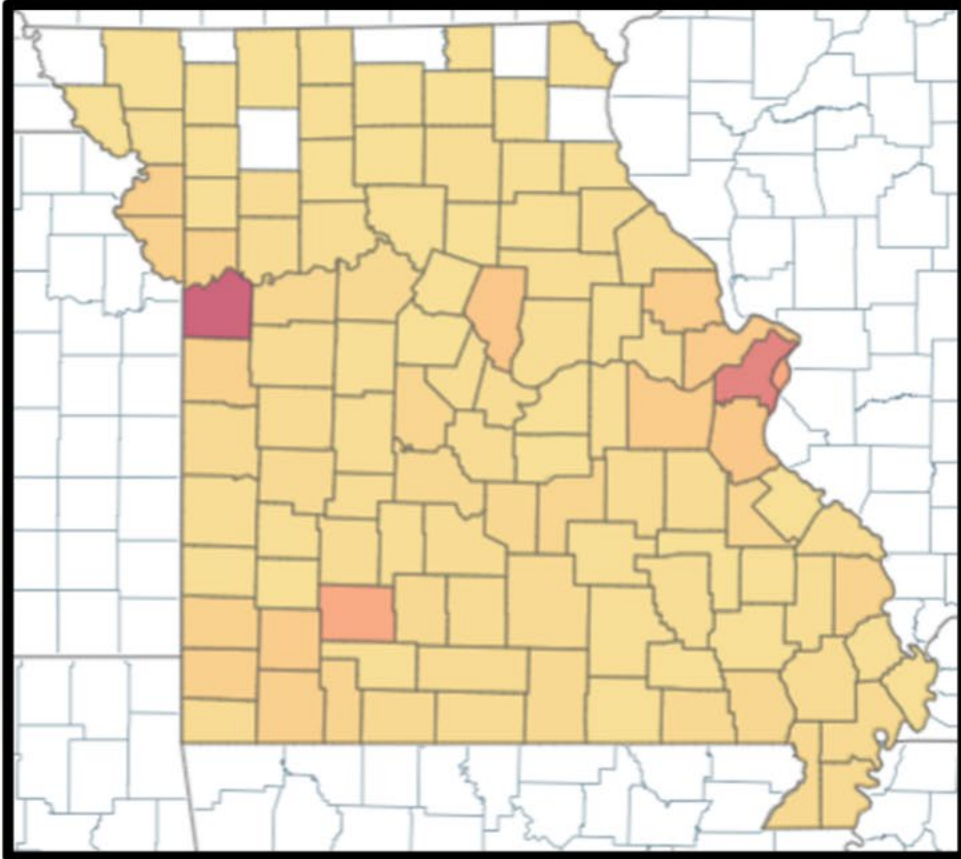
**Nicole Hood**

# Fatalities

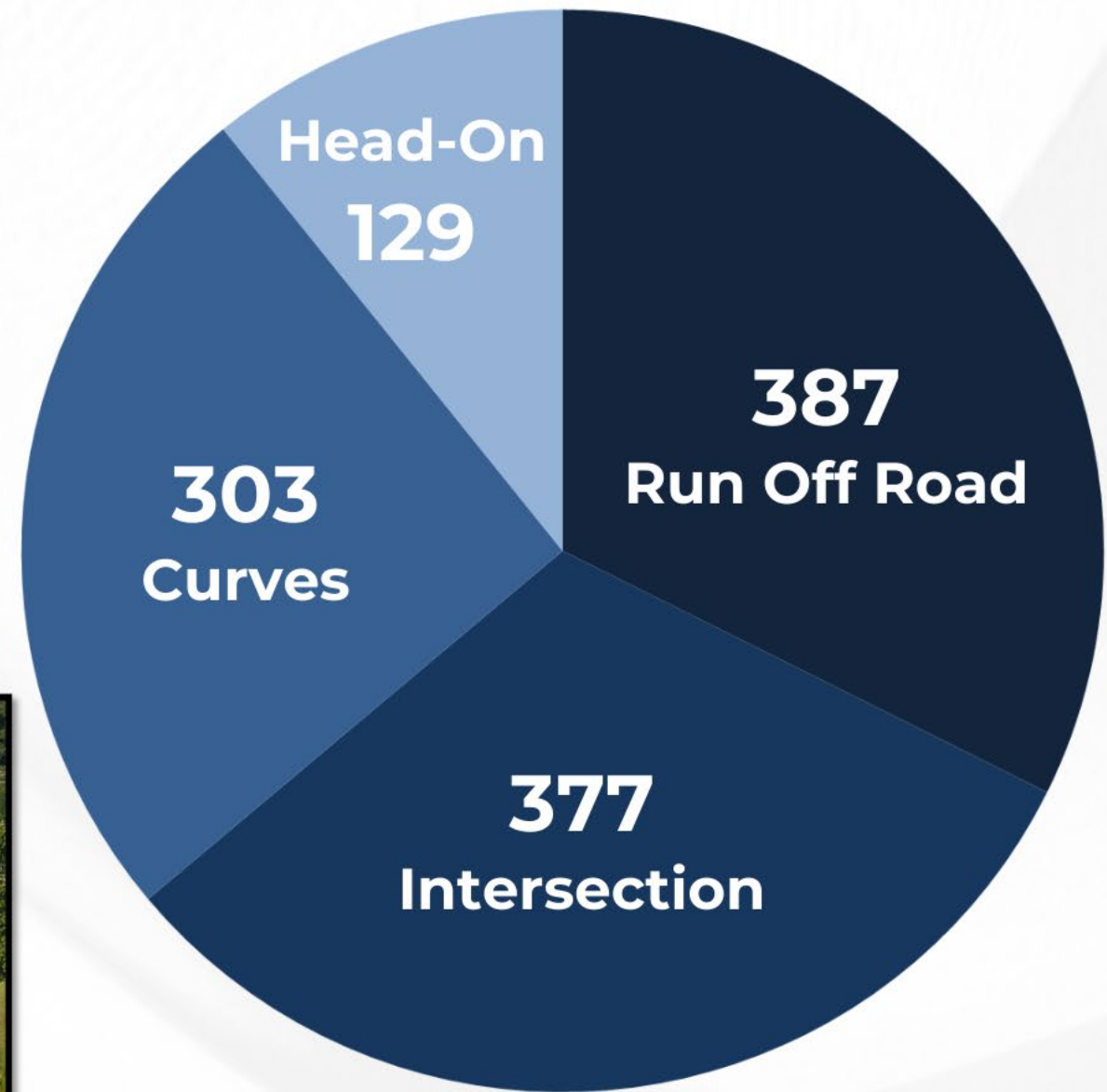
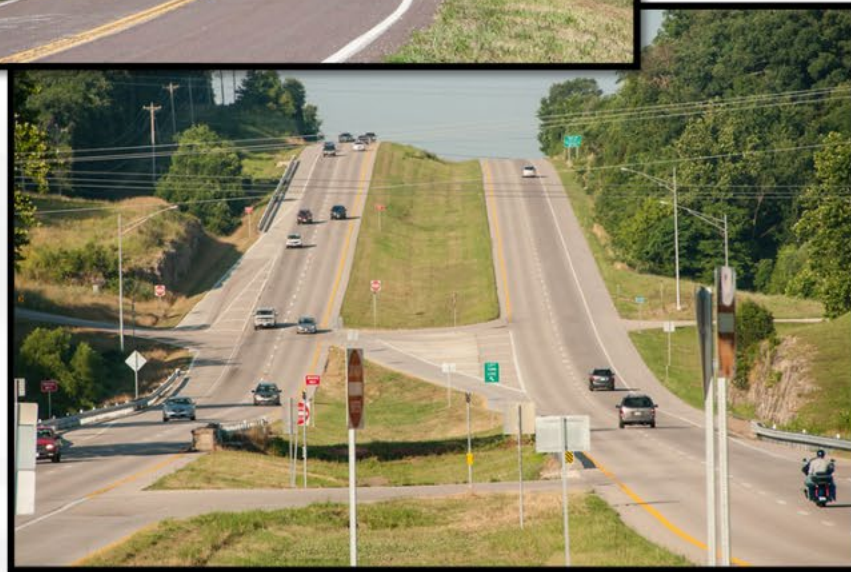
**9,369 lives lost** in Missouri in **10 years**



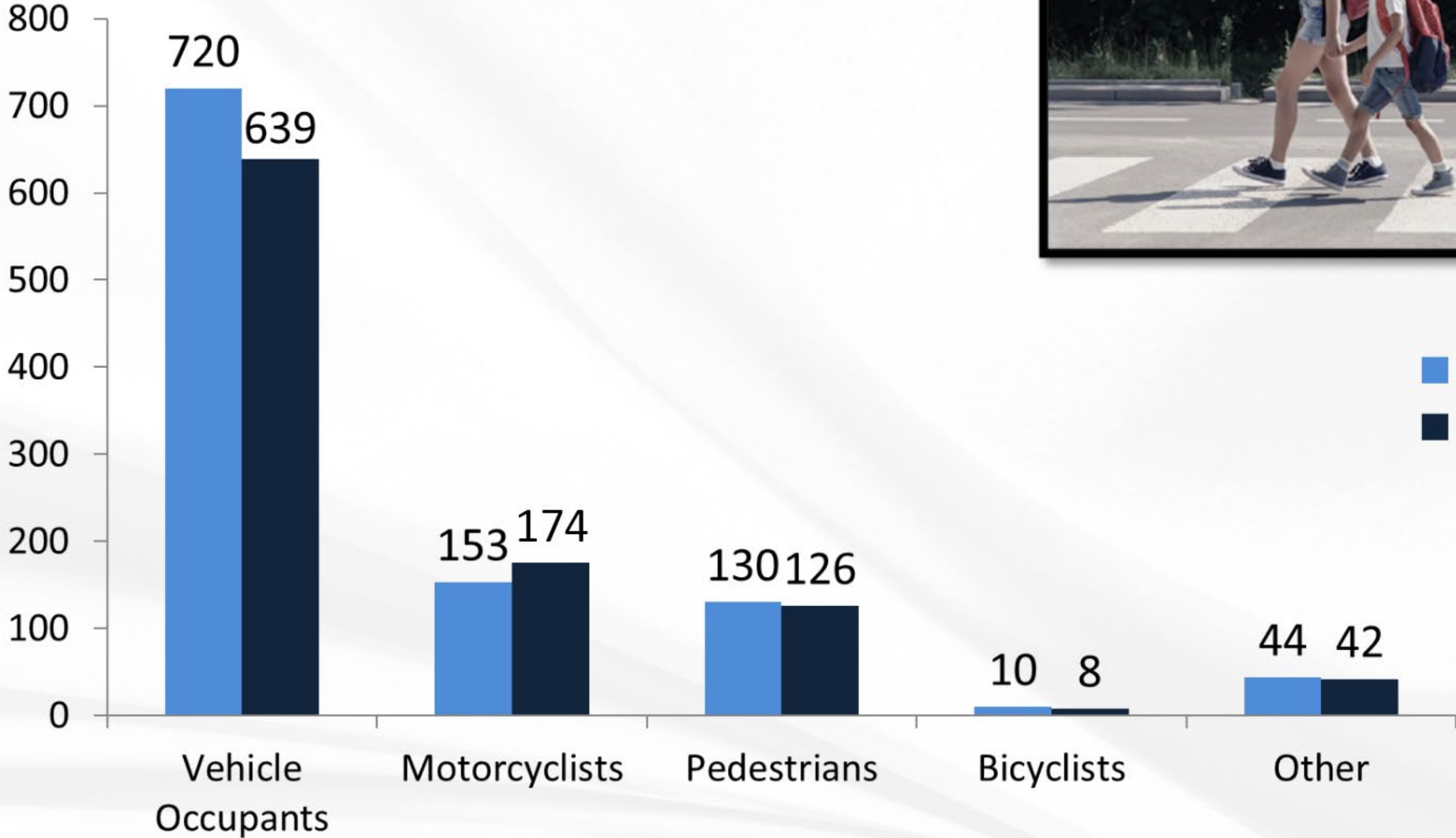
# 2023 Fatalities



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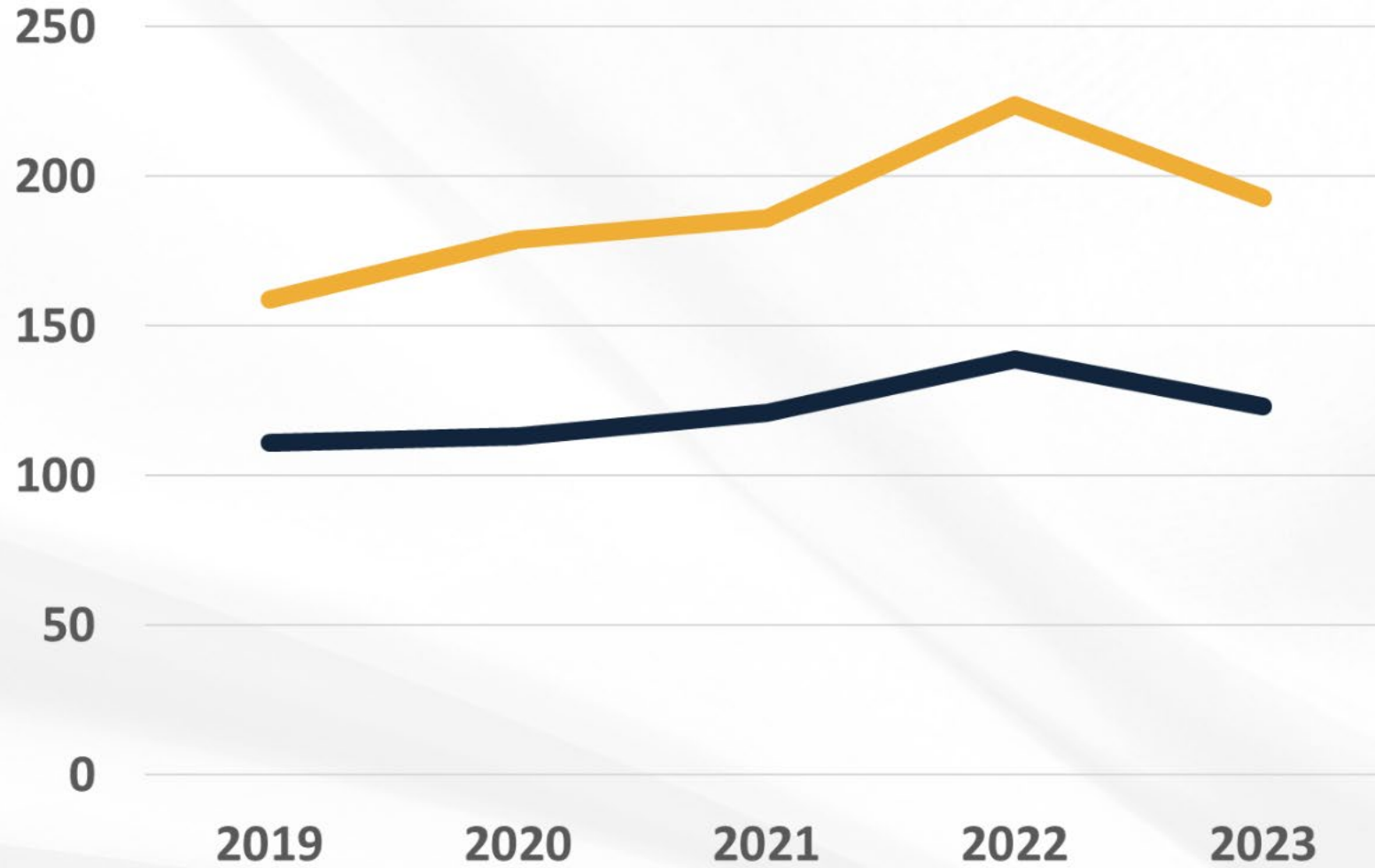


# Roadway Users



■ 2022 Fatalities  
■ 2023 Fatalities

# Trends



— Under Age 21 — Age 65 and Older

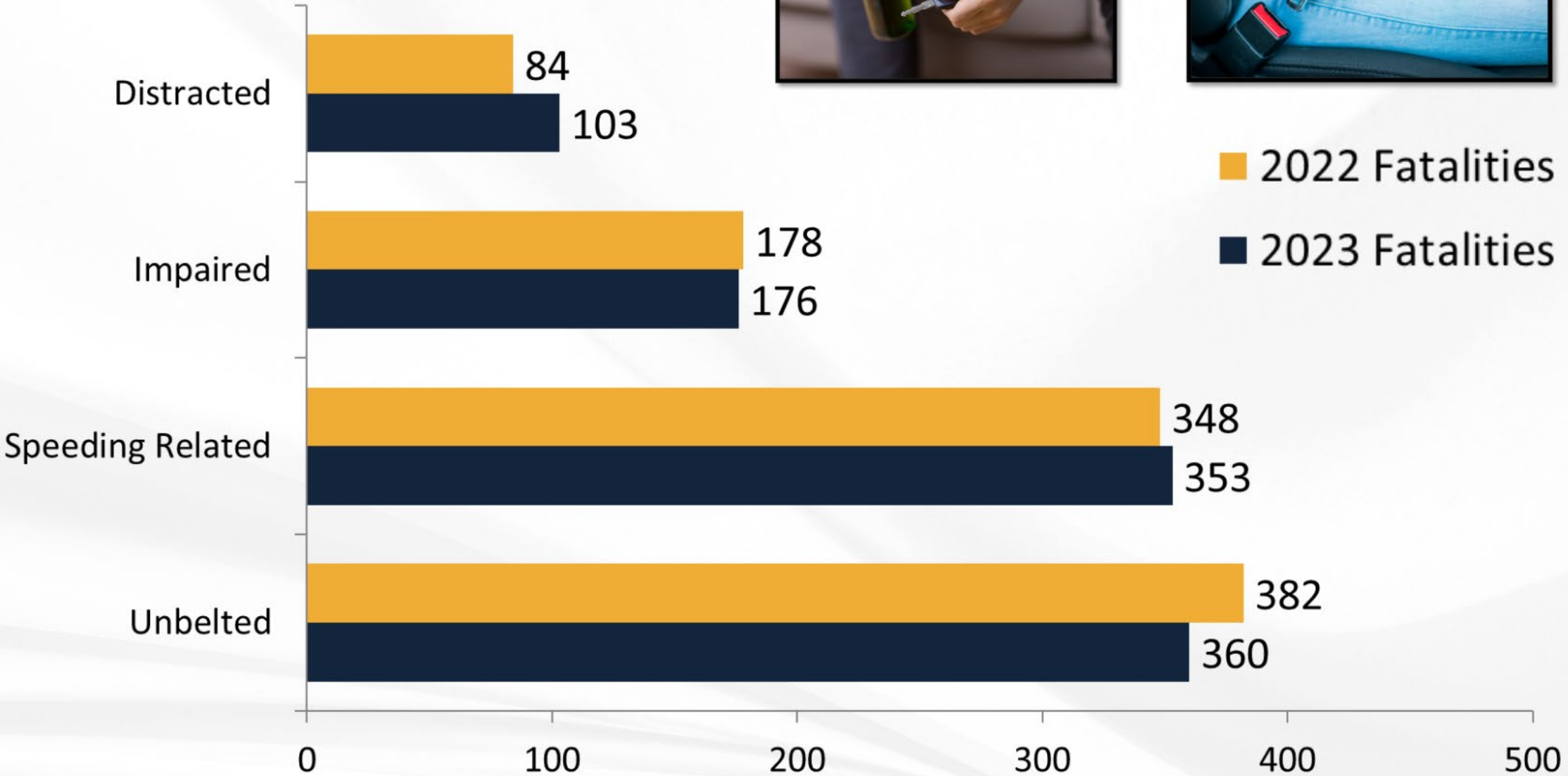


# The Big Four

- Occupant Protection
- Speed and Aggressive Driving
- Distracted Driving
- Impaired Driving



# Risky Behaviors







## **Distracted Driving in Missouri**

- **From 2014-2023, distracted driving in MO resulted in:**
  - **At least 185,000 crashes**
  - **Over 820 fatalities**
- **Distracted driving fatalities increased 18% in 2022**
  - **Up another 25% in 2023**

# Smartphone Ownership and Pedestrian and Cycling Deaths





**STATE LAW**

**BUCKLE UP**

**PHONE DOWN**

# Phones-Down: It's the Law



EFFECTIVE AUGUST 28, 2023

Per Senate Bill 398, all drivers on Missouri roadways shall not:

- 1 Hold or support a cell phone or other wireless device while driving. Drivers can use Bluetooth or voice-activated features while driving.\*
- 2 Manually type, write, send, or read any text-based communication on an electronic communication device.
- 3 Watch, record, post, send, or broadcast a video or movie.

\*Features include GPS and other hands-free apps



# Penalties

**1st Conviction**  
Up to \$150 fine

**2nd Conviction**  
Up to \$250 fine

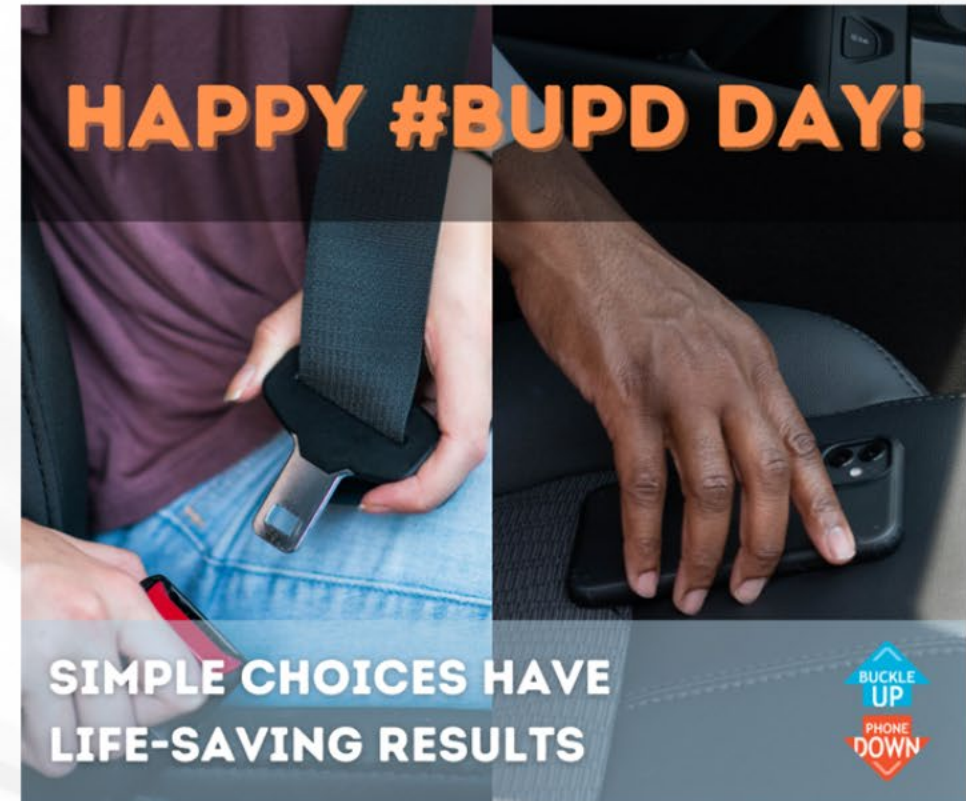
**3rd Conviction**  
Up to \$500 fine

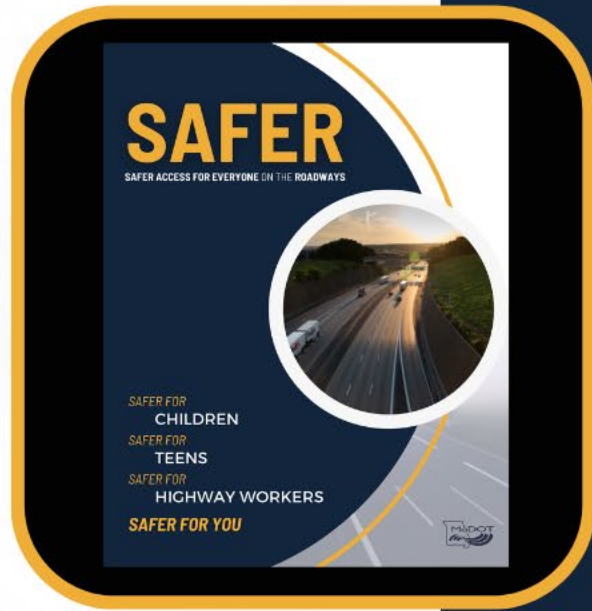
Drivers can face criminal charges for crashes that result in property damage, injury, or death.

Drivers can still report a crime, medical emergency, or traffic crash.

# Future Opportunities for Public Awareness

- April 2024 - Distracted Driving Awareness Month
- October 2024 - BUPD Day
- Weeks leading up to 1/1/2025
- Traffic Stops





# SAFER Document Development

Public policy can help create a safer culture.

The SAFER document serves as an educational tool for policy makers and the public.

The document shows what policies are in place and what could be in place to create safer travel.



# SAFER Document Four Target Areas



- **Safer for Children**
- **Safer for Teens**
- **Safer for Workers**
- **Safer for You**

# Occupant Protection

## PRIMARY SEAT BELT



In 2023, 65% of vehicle occupants killed were unbuckled



# Occupant Protection

## MOTORCYCLE HELMETS

Before and After the Helmet Law Repeal:  
**Motorcyclists Killed**

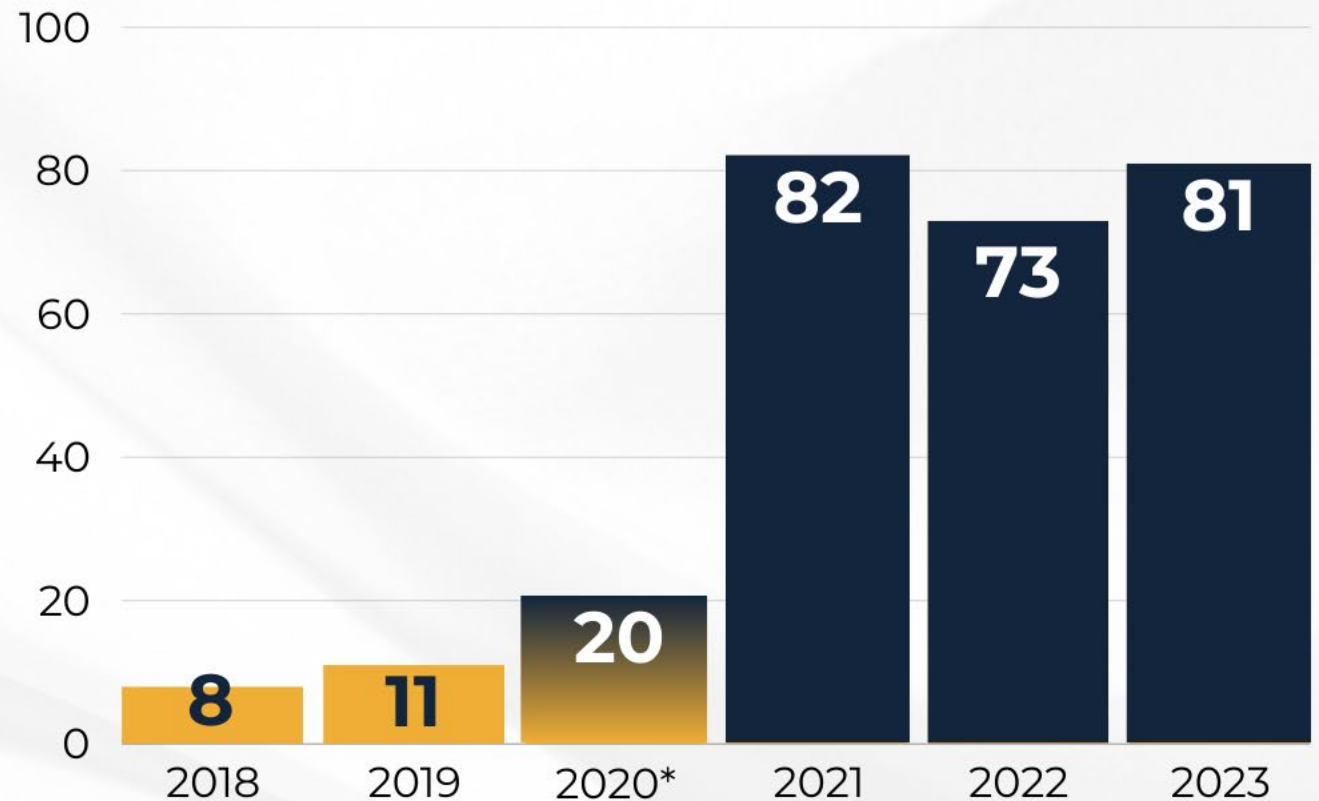


*\*Helmet law repeal went into effect Aug. 28, 2020*

# Occupant Protection

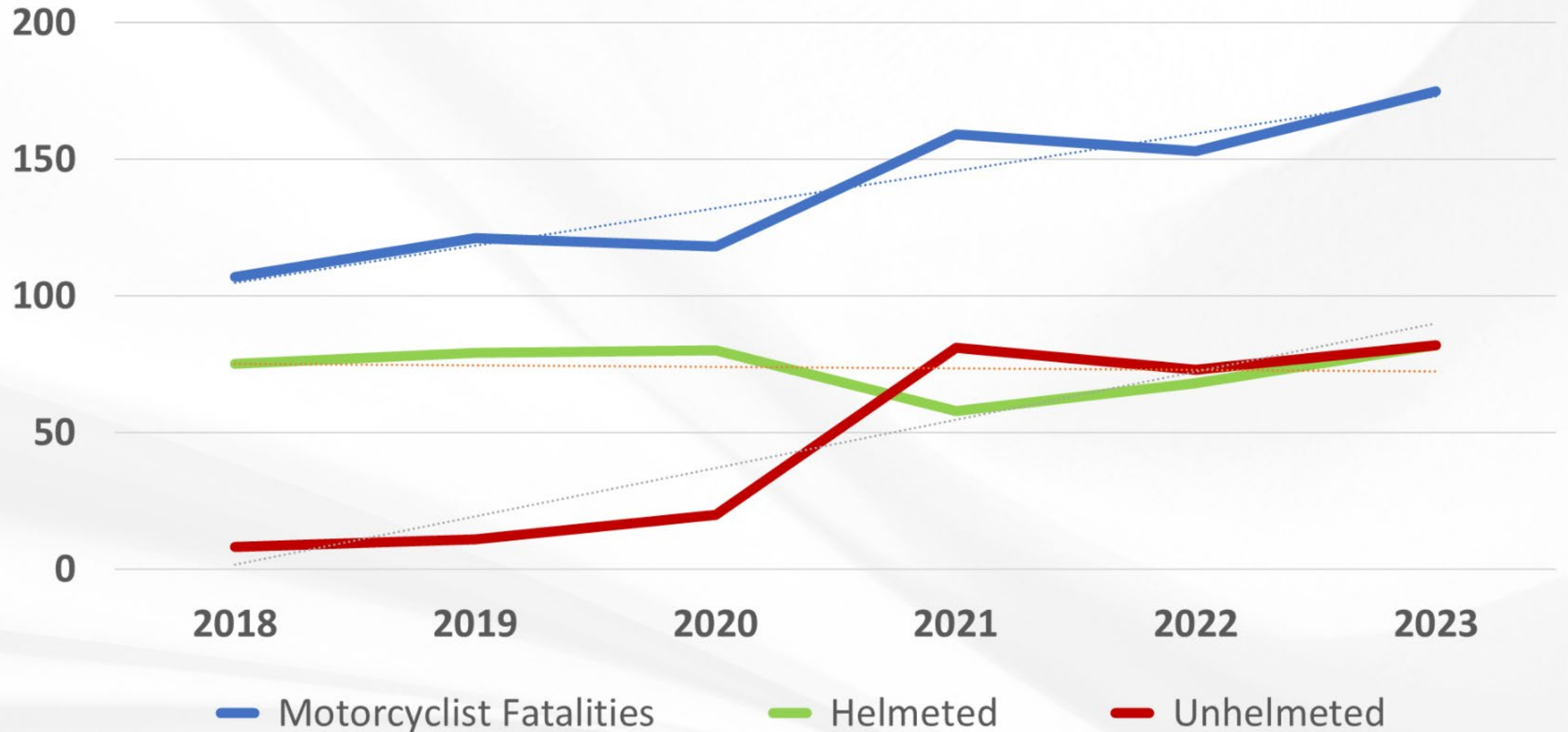
## MOTORCYCLE HELMETS

Before and After the Helmet Law Repeal:  
**Unhelmeted Motorcyclists Killed**

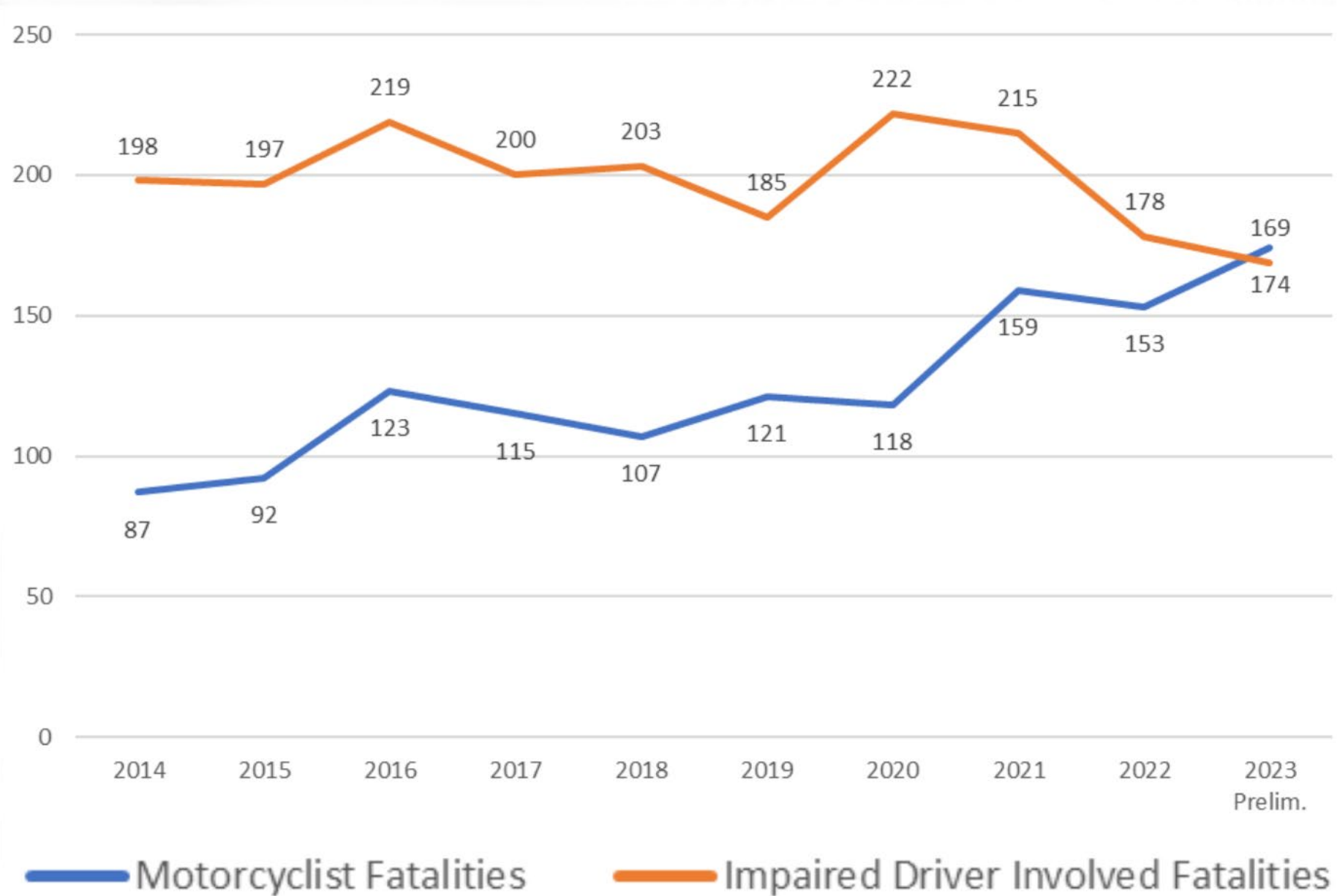


*\*Helmet law repeal went into effect Aug. 28, 2020*

# Motorcycle Fatalities



# Motorcycle Fatalities Vs. Impaired Fatalities



# Legislation Filed 2023



- Rear Facing Through Age 2
- Booster Seat
- Children Left in Hot Cars
- Cell Phone Ban Teens/Novice Drivers
- Endangerment of a Highway Worker
- Ignition Interlock
- Open Container
- Primary Seat Belt

# Infrastructure

- **Safety Assessment for Every Roadway (SAFER)**
  - Improving safety with every project
  - Proven safety countermeasures
  - Safe System Principles



**SAFETY ASSESSMENT FOR EVERY ROADWAY (SAFER)**

## ASKING THE RIGHT QUESTIONS

### THE SAFE SYSTEM APPROACH

**INSTRUCTIONS**

The goal is to incorporate safety measures in all projects. The intent of this tool is to facilitate a discussion of safety in all MoDOT projects. Project Managers with the core team should use this document to consider baseline safety improvements for projects. Crash history and customer areas of concern should be part of the discussion, as well as considerations for potential future crashes. This is not an all-inclusive list, and further safety analysis may be required. If other safety improvements not specified on the form have been considered, these items can be added to the form. Comments can be added to note core team discussions and decisions.

# Community Engagement

- Vulnerable Road User Assessment
- New Crash Report
- Grant Opportunities - MoDOT Highway Safety
  - Community Involvement
  - Educational Events



# BUPD Showdowns

- **High School Showdown**
  - 2021 - 15 high schools
  - 2022 - 70 high schools
  - 2023 - 110 high schools and 52,500 students
- **Business Showdown**
  - Employer Policies
  - Employee Training
  - New for 2023 - Safest Driver Competition!





