Missouri's Strategic Highway Safety Plan

Are Missouri roads safe?

MISSOURI TRAFFIC FATALITIES
8,673
Lives lost in Missouri Traffic Crashes, 2011-2020
**Reckless Driving**

During a Pandemic

- Passenger traffic down as much as 50%
- Fatal crashes increased by 12%
- 40% of these fatal crashes involved speeding

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**Updating the Strategic Plan**

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GOALS OF THE NEW PLAN

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

OCCUPANT PROTECTION
Buckle up

DISTRACTED DRIVING
Phone down

SPEED AND AGGRESSIVE DRIVING
Slow down

IMPAIRED DRIVING
Drive sober

EMPHASIS AREA 1: OCCUPANT PROTECTION

- 1,970 unbuckled fatalities in the last 5 years
- 100% usage ≈ 240 lives saved per year

VEHICLE OCCUPANT FATALITIES

67% Buckled
33% Unbuckled

SEAT BELT USE

88% Buckled
12% Unbuckled

EMPHASIS AREA 2: DISTRACTED DRIVING

- One of the fastest growing contributors of Missouri crashes

- Someone other than the distracted driver died 54% of the time
Missouri law currently prohibits only texting and driving for operators age 21 and under.

**SAFETY LEGISLATIVE PRIORITIES**

- Primary seat belt law
- All-driver cellphone (handheld) restrictions

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.
**Emphasis Area 3: Speed and Aggressive Driving**

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

**Speed & Aggressive Driving Fatalities**

- Speeding during the pandemic
- Speed accounted for 40% of the fatalities in 2020

**Emphasis Area 4: Impaired Driving**

- More than 1,000 fatalities over the last five years
- Over the last 10 years:
  - 20%
  - 96%
In the last 10 years, pedestrian and bicyclist fatalities have increased by 79%.

In 2020, 128 pedestrians were killed in MO traffic crashes.

15% increase from 2019.

Highest number on record.
• 126 fatalities in 2020 involved a driver ages 15-20

• Three consecutive years of increases in teen driver fatalities

• 73% of teen vehicle occupants killed from 2017-2020 were unrestrained

• If all teen drivers and passengers buckled up, an estimated 29 lives would be saved every year in Missouri

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• 181 fatalities involving older drivers in 2020
  • 1% decrease

• One of the few areas that didn’t increase in 2020

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4 WAYS EVERYONE CAN HELP SHOW ME ZERO TRAFFIC FATALITIES

1. Buckle up
2. Phone down
3. Slow down
4. Drive sober

savemolives.com
Strategies for Everyone

- Families and Individuals
- Schools
- Businesses
- Cities and Counties
- Law Enforcement
- Public Health
- Public Works
- Public Policy
- And more!
“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.”

~Governors Highway Safety Association