SHOW-ME ZERO
Driving Missouri Toward Safer Roads

Missouri’s Strategic Highway Safety Plan
Jon Nelson, MoDOT
Are Missouri roads safe?
MISSOURI TRAFFIC FATALITIES

2005: 1,257
2006: 1,096
2007: 992
2008: 960
2009: 878
2010: 821
2011: 786
2012: 826
2013: 757
2014: 766
2015: 870
2016: 947
2017: 932
2018: 921
2019: 881
2020: 987
8,673
Lives lost in Missouri Traffic Crashes, 2011-2020
TRAFFIC FATALITIES

- Jan: 62 (5-Year Avg: 50, 2020: 59)
- Feb: 59 (5-Year Avg: 54, 2020: 74)
- Mar: 66 (5-Year Avg: 54, 2020: 75)
- April: 68 (5-Year Avg: 60, 2020: 75)
- May: 75 (5-Year Avg: 60, 2020: 91)
- June: 91 (5-Year Avg: 90, 2020: 90)
- Aug: 90 (5-Year Avg: 85, 2020: 93)
- Sept: 97 (5-Year Avg: 98, 2020: 98)
- Nov: 76 (5-Year Avg: 73, 2020: 76)
- Dec: 77 (5-Year Avg: 78, 2020: 78)
RECKLESS DRIVING

During a Pandemic

• Passenger traffic down as much as 50%

• Fatal crashes increased by 12%

• 40% of these fatal crashes involved speeding
Updating the Strategic Plan

2004
Missouri's blueprint for Safer Roadways

2008
MISSOURI'S BLUEPRINT TO ARRIVE ALIVE

2012
MISSOURI'S BLUEPRINT TO SAVE MORE LIVES

2016
MISSOURI'S Blueprint A PARTNERSHIP TOWARD ZERO DEATHS
SHOW-ME ZERO
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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  
Phone down

DISTRACTED DRIVING  
Slow down

SPEED AND AGGRESSIVE DRIVING

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
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
MISSOURI TRAFFIC FATALITIES INVOLVING SPEED

(Speed limit exceeded or too fast for conditions)

2019 310
2020 404

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:

96% reduction

20% of fatal impaired driving

Impaired Driving Fatalities

<table>
<thead>
<tr>
<th>Year</th>
<th>Alcohol Involved</th>
<th>Drug Involved</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>171</td>
<td>81</td>
</tr>
<tr>
<td>2017</td>
<td>145</td>
<td>87</td>
</tr>
<tr>
<td>2018</td>
<td>137</td>
<td>93</td>
</tr>
<tr>
<td>2019</td>
<td>132</td>
<td>79</td>
</tr>
<tr>
<td>2020</td>
<td>161</td>
<td>104</td>
</tr>
</tbody>
</table>
SPECIAL ROAD USERS
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
<table>
<thead>
<tr>
<th>Speed</th>
<th>Survives Collision (%)</th>
<th>Fatality (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 MPH</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>30 MPH</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>40 MPH</td>
<td>20%</td>
<td>80%</td>
</tr>
</tbody>
</table>
• 126 fatalities in 2020 involved a driver ages 15-20

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

• Three consecutive years of increases in teen driver fatalities

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

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

• One of the few areas that didn’t increase in 2020
4 WAYS EVERY MISSOURIAN CAN HELP SHOW-ME ZERO TRAFFIC FATALITIES

- Buckle up
- Phone down
- Slow down
- Drive sober
Strategies for Everyone

• Families and Individuals
• Schools
• Businesses
• Cities and Counties
• Law Enforcement
• Public Health
• Public Works
• Public Policy
• And more!
SHOW-ME ZERO
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A safer Missouri is a better Missouri. This is the heart of Show-Me Zero, a strategic highway safety plan for eliminating fatalities and serious injuries on Missouri roadways. Through a collaborative effort of diverse stakeholders, Show-Me Zero takes a multi-disciplinary approach to achieving safer roads through education, public policy, enforcement, engineering and emergency response. The idea is simple: no one can do everything, but everyone can do something.

How can you help? Review this site and download the full Show-Me Zero plan to learn more about the actions you can take to make Missouri roads safer. Find the ways you can help and start making a difference. From these, invite others to do their part as well. Together, we can continue moving Missouri toward zero deaths on our roadways.

Show-Me Zero Longform Caption...
“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