

— SHOW-ME —

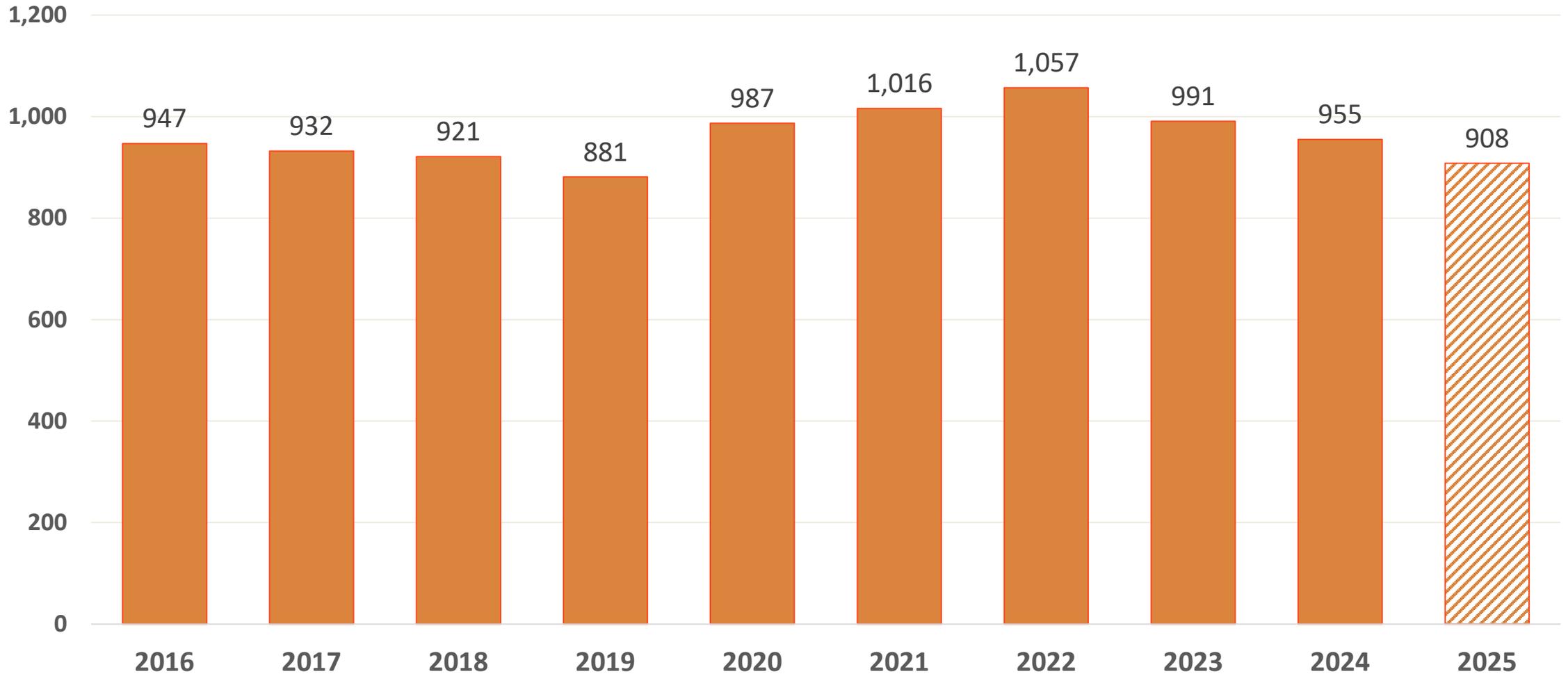
ZERO 

Buckle up. Phone Down. Slow down. Drive sober.

Traffic Safety Update

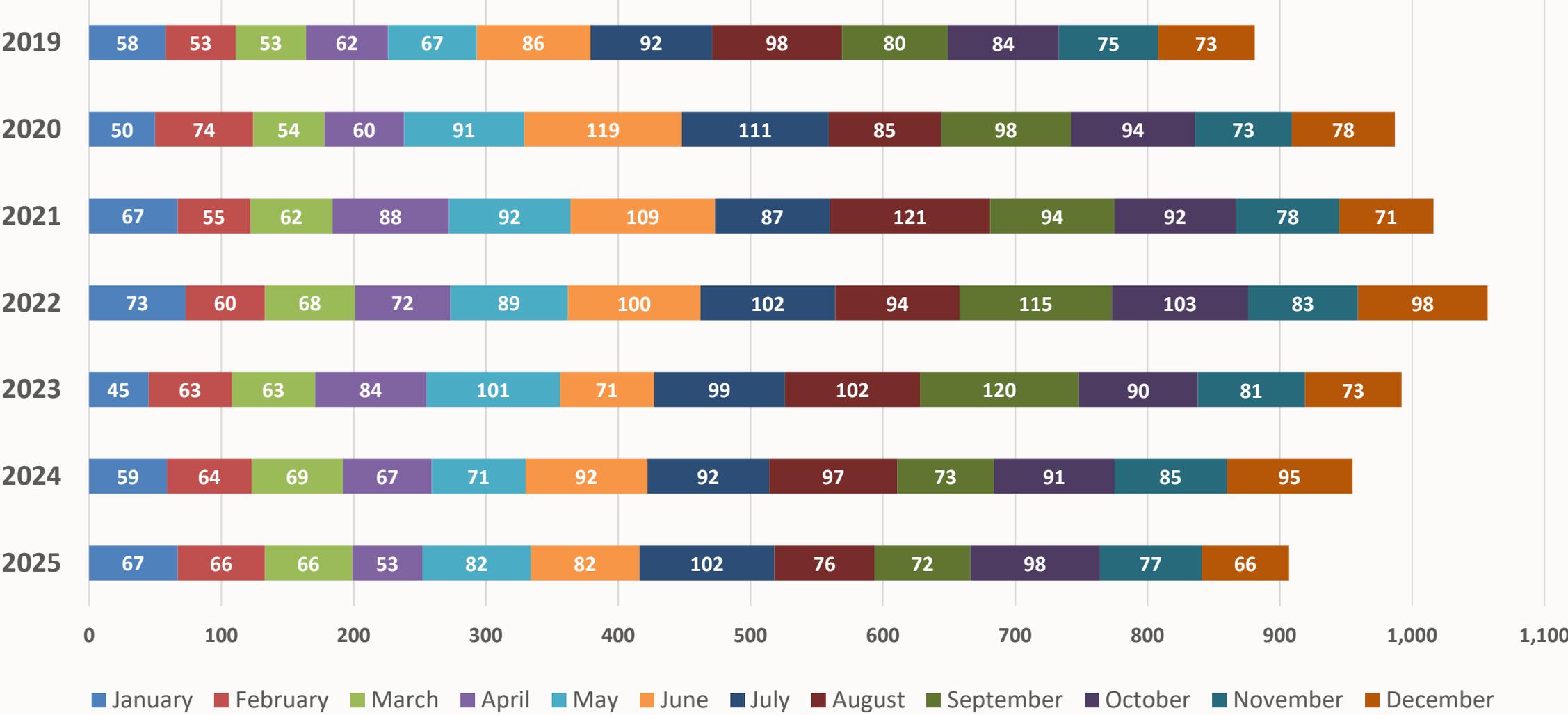
Jon Nelson and Joe Jones

Missouri Traffic Fatalities



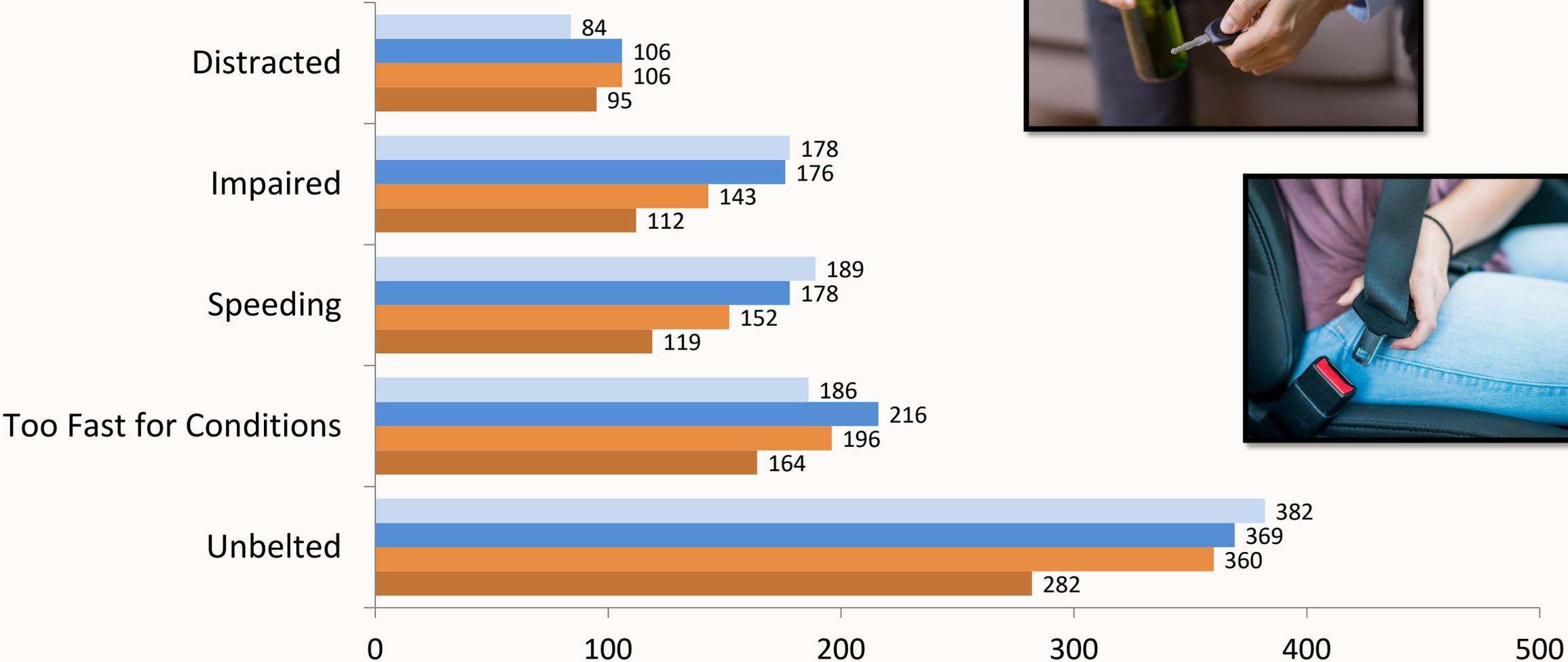
Note: 2025 totals are preliminary.

Missouri Traffic Fatalities by Month



Note: 2025 totals are preliminary.

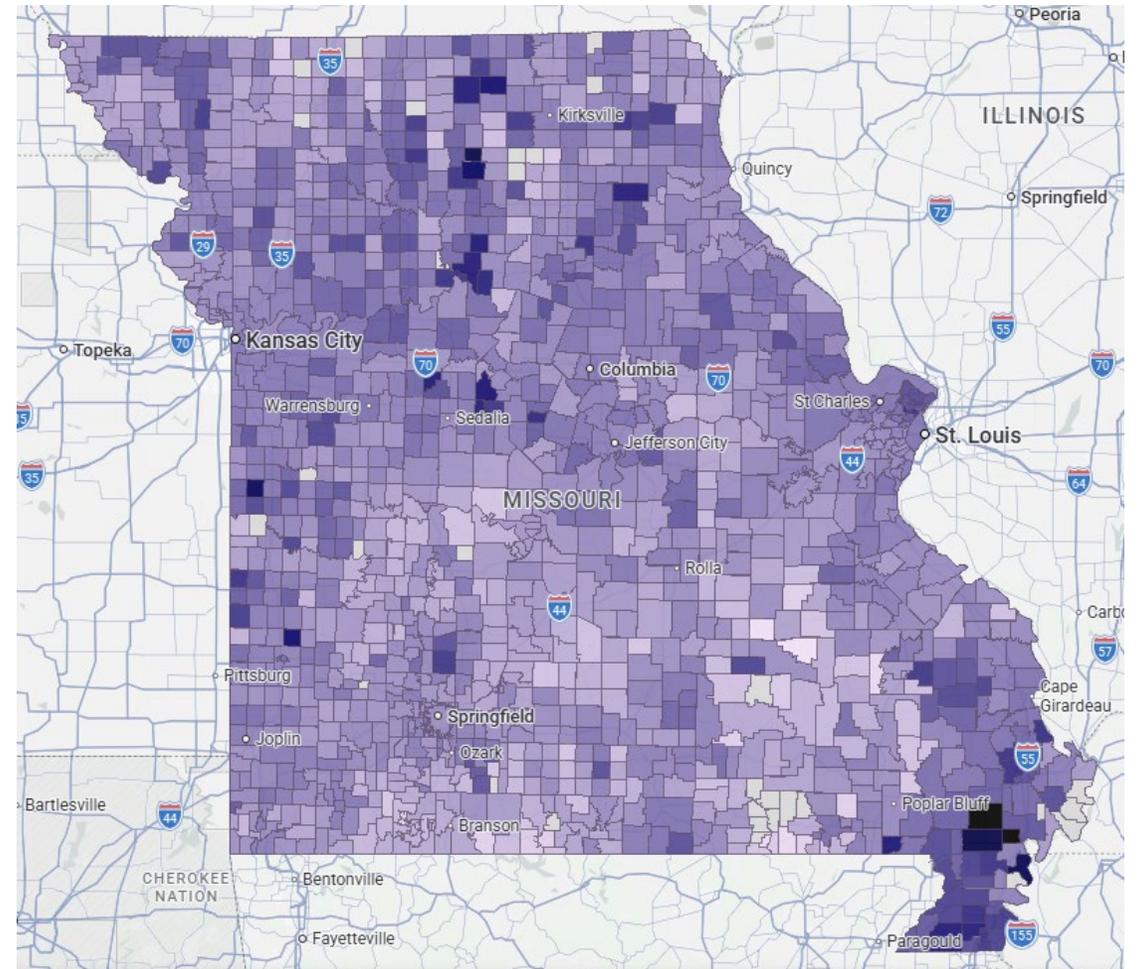
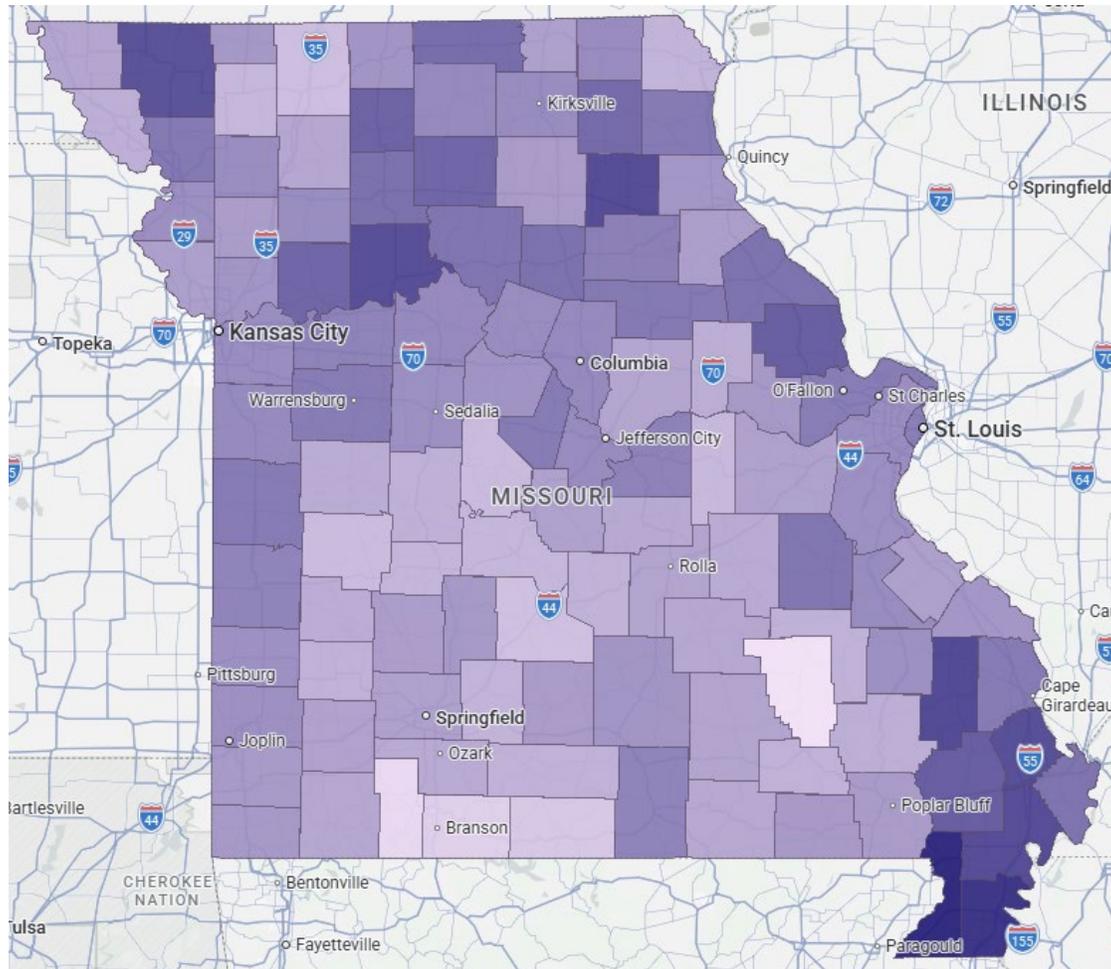
Risky Behaviors

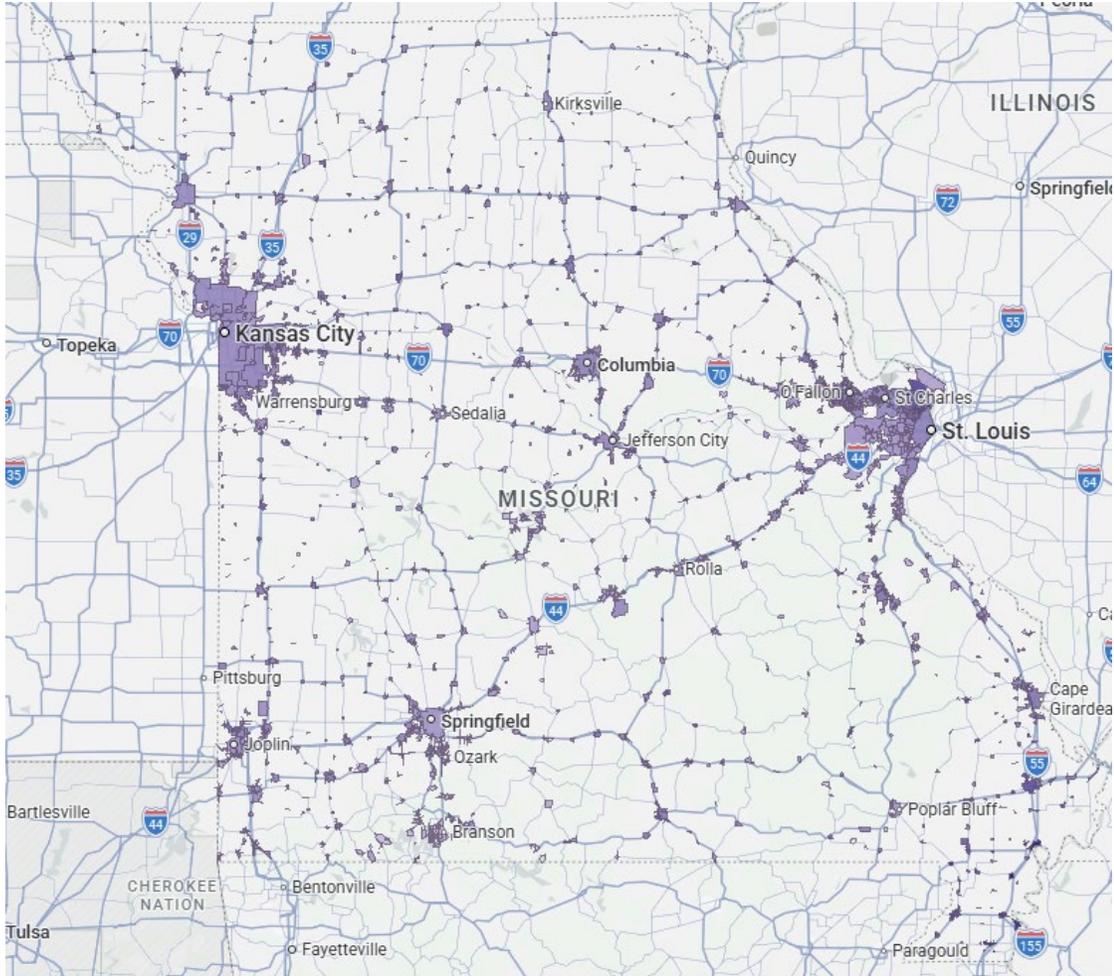


Note: 2025 totals are preliminary.

■ 2022 Fatalities ■ 2023 Fatalities ■ 2024 Fatalities ■ 2025 Fatalities

Distracted Driving in 2025





Places Ranked by Phone Motion

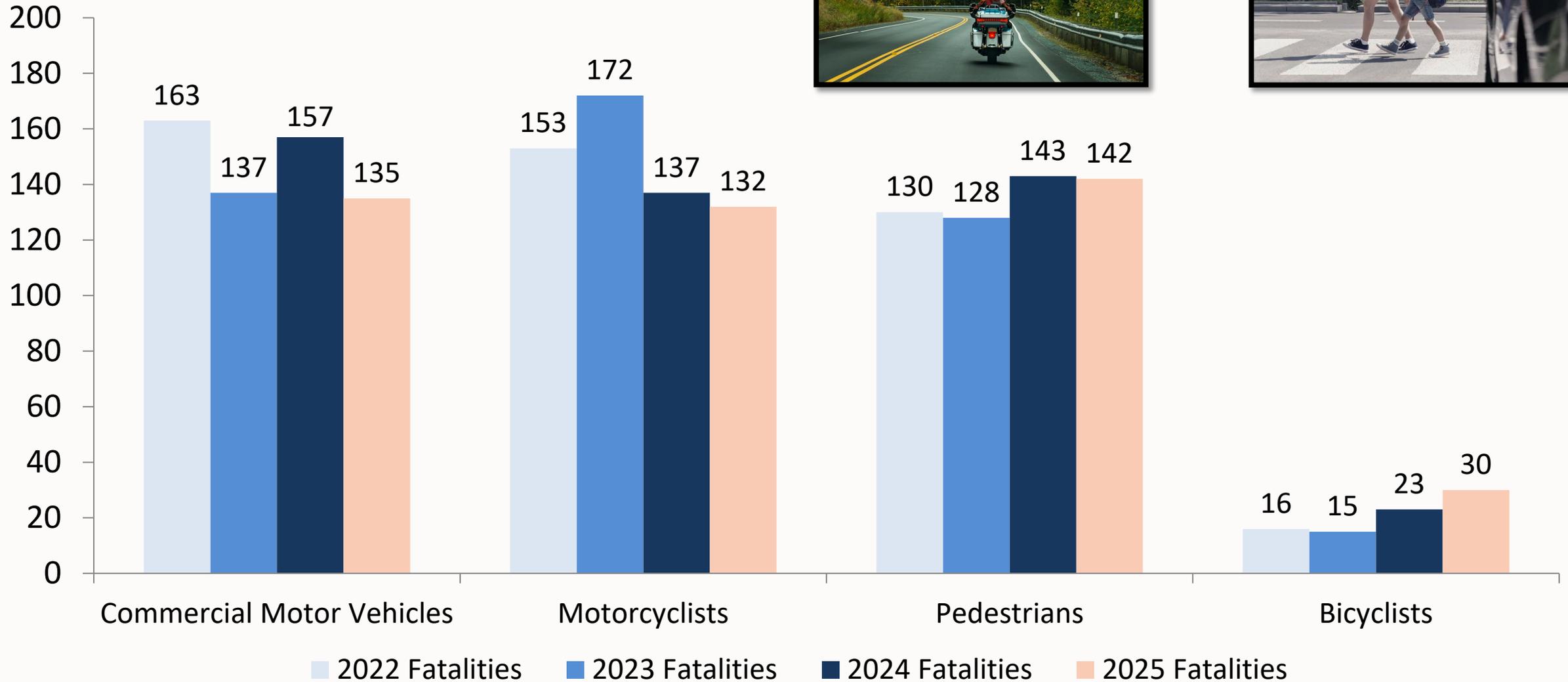
Viewing: Missouri, 1/1/25 – 12/31/25, Phone motion % of driving

[DENSITY](#)
[EXPORT](#)
[CLEAR SELECTION](#)

Rank	Place	Phone motion % of driving
1	Lilbourn city	7.80
2	Howardville city	6.47
3	Renick village	4.65
4	Butterfield city	4.62
5	Riverview village	4.47
6	Cooter city	4.45
7	Blodgett city	4.17
8	Osborn city	4.10
9	Portageville city	4.08
10	Brunswick city	4.01
11	Campbell city	3.90
12	Steele city	3.88

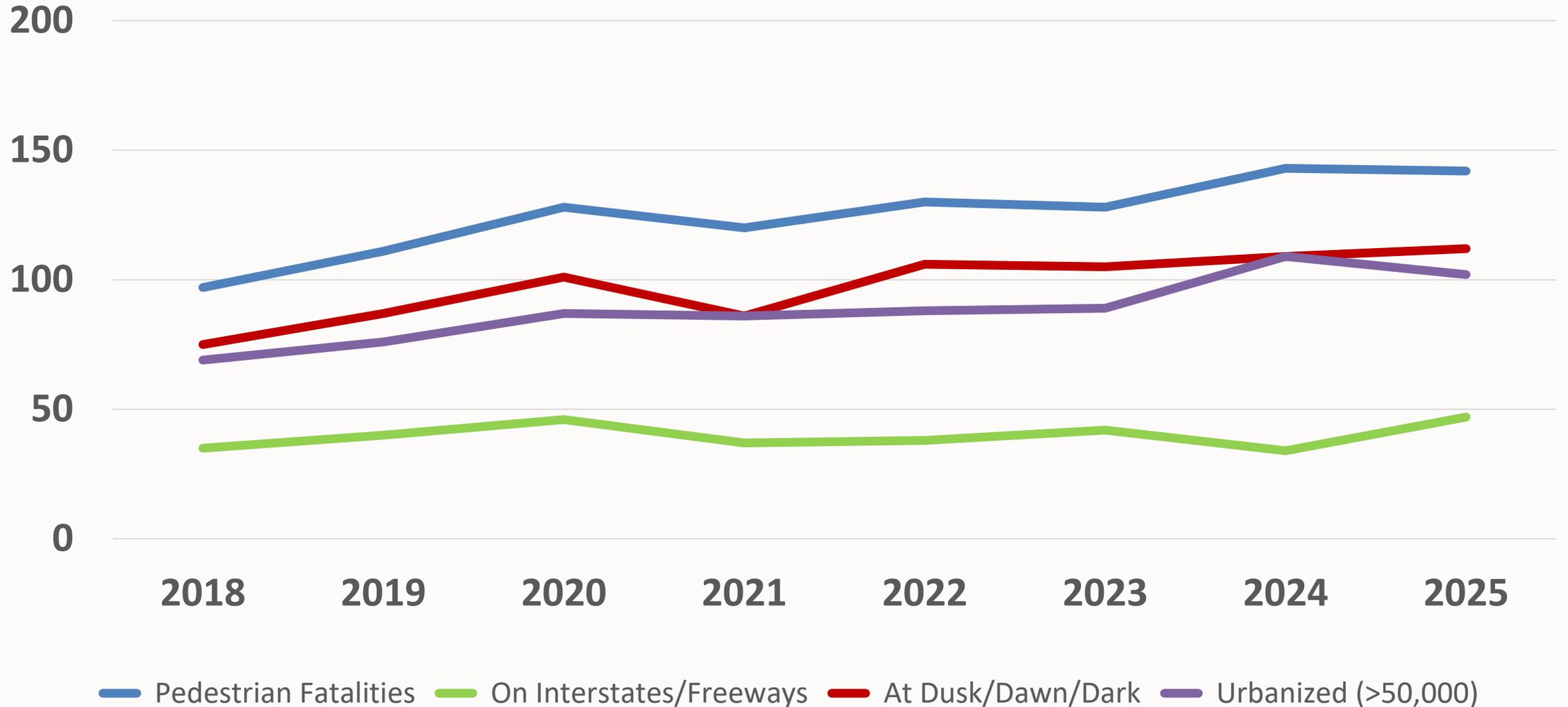
Total Rows: 849

Roadway Users



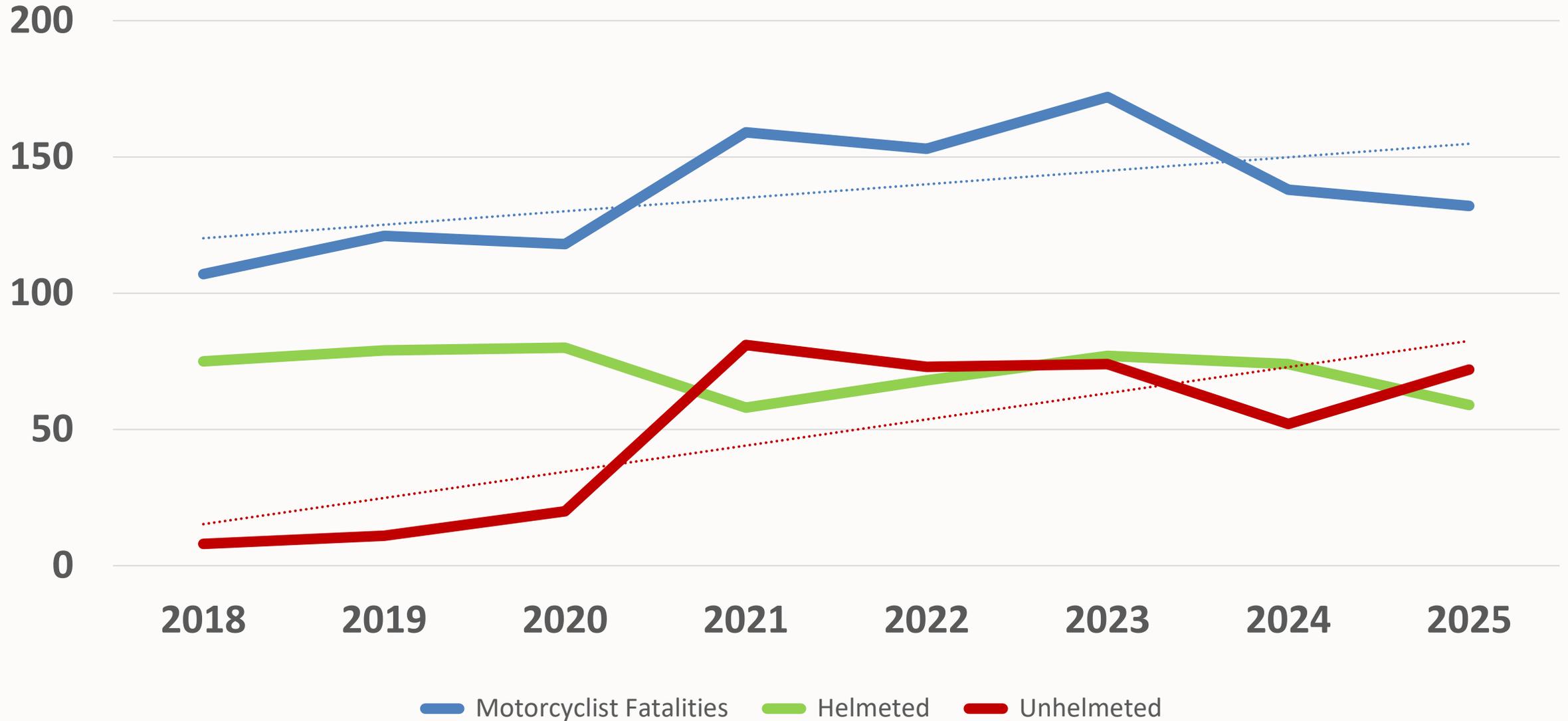
Note: 2025 totals are preliminary.

Pedestrian Fatalities



Note: 2025 totals are preliminary.

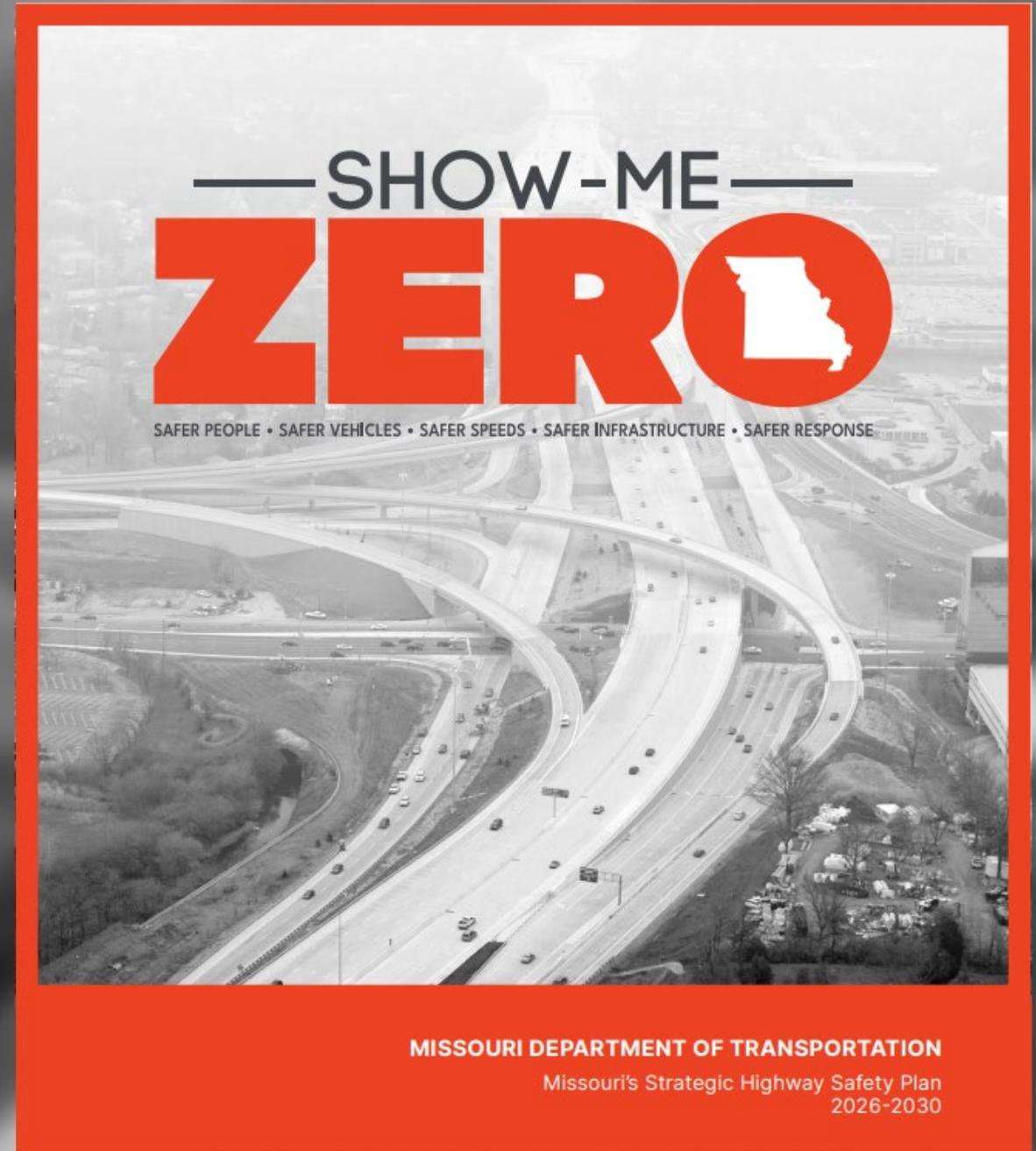
Motorcyclist Fatalities



Note: 2025 totals are preliminary.

Show-Me Zero:

- Quick Start
- Rollout
- Implementation



A Safe System



Going all in

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Emphasis Areas



SAFER PEOPLE:

- Distracted Driving
- Impaired Driving
- Unrestrained Occupants
- Teen Drivers
- Older Drivers



SAFER VEHICLES:

- Motorcycles
- Commercial Motor Vehicles
- Off-highway Vehicles



SAFER SPEEDS

- Speeding and Aggressive Driving



SAFER INFRASTRUCTURE

- Vulnerable Road Users
- Critical Roadway Locations



SAFER RESPONSE

- Post-crash Care

Emphasis Areas



SAFER PEOPLE

Older Drivers

By the time a person gets to be a senior (65 years of age or older), they've figured out a great deal about many aspects of life. In the driving arena, this knowledge born of experience, translates to better driving habits like operating at the speed limit, wearing seat belts, and eliminating distractions. By habit alone, this demographic should be our safest drivers.

Irrespective of good habits behind the wheel, however, seniors are more likely to be injured or killed in a crash due to natural,

age-related fragility. The human body naturally declines over time and cannot withstand the forces imparted in a crash the way younger occupants may. This same regression can hamper the ability to safely operate a motor vehicle. People are also living longer, which means there are more senior drivers than ever. By necessity, many of them are also keeping their keys longer.

Traffic fatalities involving older drivers are on the rise and are up 54% since 2020 in Missouri.



Many new technological advances in vehicles enhance the safety of older drivers including:



Source: Senior Lifestyles Mag

Continue:

- Providing better, more visible highway signing and pavement markings
- Supporting older driver education programs like Keep Your Keys
- Requiring more frequent license renewals for drivers over 70

Beware:

- Reluctance to relinquish driver license when needed
- Lack of training on safety features in newer cars

Solutions

CITIES AND COUNTIES

SOLUTION	SAFER PEOPLE	SAFER VEHICLES	SAFER SPEEDS	SAFER INFRSTR.	SAFER RESPONSE
Provide critical highway safety information and training to newly elected officials, administrators, department heads and other positions of leadership.					
Adopt policies and ordinances that reinforce a culture of safety: <ul style="list-style-type: none"> Adopt a policy requiring seat belt use for all county/city officials and employees when conducting official business. Adopt a policy restricting the use of handheld electronic devices while driving for all county/city officials and employees when conducting official business. Enact a primary seat belt ordinance allowing enforcement of seat belt use as a stand-alone violation. Enact an ordinance restricting the use of handheld electronic devices for all drivers. 					
Make a commitment to vigorous, visible traffic enforcement.					
Upgrade computer-aided dispatch systems and protocols to ensure responders are sent to the correct location the first time and receive critical information to provide an appropriate level of care.					
Launch a 911 system accessible to all residents, preferably a Smart 911 system.					
Implement safety improvements in infrastructure projects.					
Adopt design standards that encourage alternate modes of travel and enhance safety for pedestrians, bicyclists and other active transportation users.					
Use traffic offender programs to educate first-time or repeat offenders on the risks and societal impacts of poor driving decisions.					
Research the use of DWI and drug courts for treating repeat impaired driving offenders.					
Take advantage of external safety grant opportunities					
Provide reliable elder transit services					
Require a written safety test before issuing a permit for operating UTV or ATV on county roads					
Develop and implement a local road safety plan (LRSP)					

VRUSA



Missouri

VULNERABLE ROAD USER SAFETY ASSESSMENT

November 2025



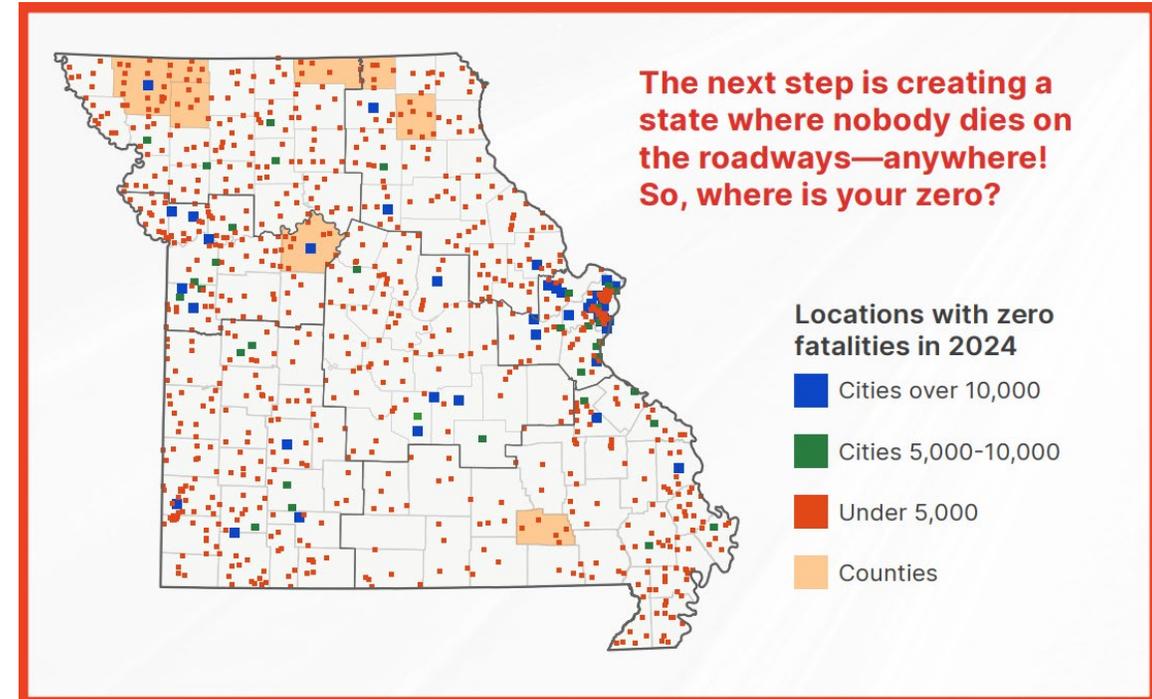
Rollout

- Unveiled in September 2025 at the *Show-Me Zero* Conference
- Rollout continued at statewide media tour in January 2026
- Considering media outreach:
 - Long-form (2-3 minutes) in-depth look at the publication
 - Shorter, lighthearted piece aimed simply at drawing awareness to Missouri highway safety in general and the plan in particular



Themes

- Shared Responsibility
 - Highway safety is everyone's responsibility and there's something everyone must do
- Small Zeros
 - If we can win millions of victories in small places, then the large places will take care of themselves
- Tag-lines
 - Need a cohesive branding message to pull everything together and remind the public of what we're trying to do



Implementation

- Coalitions
- Subcommittees



Coalitions

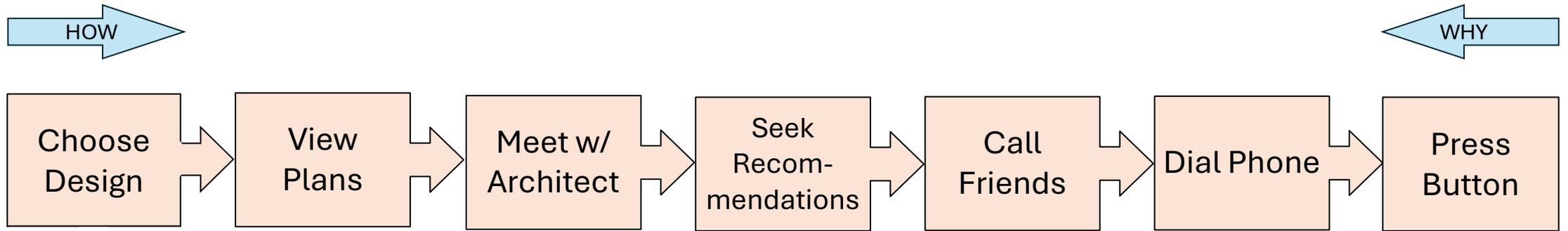
- Each coalition should examine the SHSP and determine the solutions they are most able to perform given their composition
- Each coalition should do a deep dive into each chosen solutions, breaking high-level goals down into manageable chunks



FAMILIES AND INDIVIDUALS

SOLUTION	SAFER PEOPLE	SAFER VEHICLES	SAFER SPEEDS	SAFER INFRSTR.	SAFER RESPONSE
<p>Always demonstrate positive driving behaviors:</p> <ul style="list-style-type: none"> ■ Buckle up and ensure all passengers are properly restrained. ■ Put down your phone and other electronic devices. ■ Obey speed limits and maintain plenty of space. ■ Never drive drowsy or under the influence of any substance, including prescription medications. 					
<p>If walking or riding your bike, use roads and facilities appropriately:</p> <ul style="list-style-type: none"> ■ Use sidewalks, shared use paths and bike lanes, if available. ■ Cross the street at visible, marked locations. ■ Put your phone in your pocket and keep headphone volumes low. ■ At night, be sure to wear clothing that is highly visible. ■ If riding a bike, always wear a helmet. 					
<p>If you find yourself stranded along the roadway:</p> <ul style="list-style-type: none"> ■ Make yourself visible by turning on vehicle hazard lights. ■ Remove your vehicle from the travel lanes if involved in a non-injury crash. ■ Remain in your vehicle with your seat belt on until help arrives. 					
<p>Have conversations with children early on about the importance of car seats, booster seats and seat belts. Explain the risks and potential consequences associated with excessive speed, distraction and impaired driving.</p>					
<p>Request your child's school promote traffic safety and participate in available traffic safety programs</p>					
<p>Monitor the driving skills of family members as they age or face changes in physical and cognitive abilities. Be prepared to have a conversation and intervene when necessary.</p>					

Build Your Dream Home



Subcommittees

- Subcommittees focus on a particular area (seat belts, impairment, etc.)
- They work with organizations and local communities to implement strategies
- Some are required by federal funding regulations (e.g., TRCC, Occupant Protection, and Impaired Driving)
- The remainder of standing committees should be re-formed around the five emphasis areas of *Show-Me Zero*



SAFER PEOPLE:

- Distracted Driving
- Impaired Driving
- Unrestrained Occupants
- Teen Drivers
- Older Drivers



SAFER VEHICLES:

- Motorcycles
- Commercial Motor Vehicles
- Off-highway Vehicles



SAFER SPEEDS

- Speeding and Aggressive Driving



SAFER INFRASTRUCTURE

- Vulnerable Road Users
- Critical Roadway Locations



SAFER RESPONSE

- Post-crash Care