HIGHWAY SAFETY UPDATES
2021 Statewide Planning Partner Meeting

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TRAFFIC FATALITIES

<table>
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<tr>
<th>Month</th>
<th>5-Year Avg</th>
<th>2020</th>
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<tr>
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<td>Dec</td>
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5-Year Avg vs 2020 Traffic Fatalities
**RECKLESS DRIVING**

*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)

- 2019: 310 crashes
- 2020: 385 crashes
2020 seat belt usage: **86.1%**

- **67%** of vehicle occupants killed were **unrestrained**

- Pandemic travelers not buckling up
DISTRACTED DRIVING

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

• 185 substance-impaired fatalities in 2020
• 27 work zone fatalities in 2020

• 48 TMA crashes in 2020
  • Most ever in a single year
• 120 motorcyclists were killed in Missouri traffic crashes in 2020
• 12% of total fatalities
Since 2010, pedestrian and bicyclist fatalities have increased by 100%.

In 2020, 126 pedestrians were killed, a 15% increase from 2019.
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

• 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
GOALS OF THE NEW PLAN

• Shorten the plan
• Narrow the focus
• Engage all Missourians
• 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

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

The graph shows the number of impaired driving fatalities from 2015 to 2020, divided into alcohol-involved and drug-involved cases. The data indicates a decrease over the years.
SPECIAL ROAD USERS
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?