SHOW-ME ZERO
Driving Missouri Toward Safer Roads

2024 Statewide Planning Partner Meeting
Nicole Hood
Fatalities

9,369 lives lost in Missouri in 10 years
2023 Fatalities

- **Northeast**: 60
- **Northwest**: 49
- **Central**: 112
- **Southeast**: 134
- **Kansas City**: 209
- **Southwest**: 209
- **St. Louis**: 219
2023 Fatalities

- Head-On: 129
- Run Off Road: 387
- Curves: 303
- Intersection: 377
Roadway Users

- Vehicle Occupants: 720 (2022), 639 (2023)
- Motorcyclists: 153 (2022), 174 (2023)
- Pedestrians: 130,126 (2022), 8 (2023)
- Bicyclists: 10 (2022), 8 (2023)
- Other: 44 (2022), 42 (2023)
The Big Four

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

- Distracted: 2022 Fatalities = 84, 2023 Fatalities = 103
- Impaired: 2022 Fatalities = 178, 2023 Fatalities = 176
- Speeding Related: 2022 Fatalities = 348, 2023 Fatalities = 353
- Unbelted: 2022 Fatalities = 382, 2023 Fatalities = 360
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

- Pedestrian fatalities
- Cyclist fatalities
- Smartphone ownership

Graph showing trends in smartphone ownership, pedestrian fatalities, and cyclist fatalities from 2005 to 2020.
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
In 2023, 65% of vehicle occupants killed were unbuckled.
Occupant Protection
MOTORCYCLE HELMETS

Before and After the Helmet Law Repeal:
Motorcyclists Killed

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*Helmet law repeal went into effect Aug. 28, 2020
Occupant Protection
MOTORCYCLE HELMETS

Before and After the Helmet Law Repeal:
Unhelmeted Motorcyclists Killed

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Motorcycle Fatalities

- Motorcyclist Fatalities
- Helmeted
- Unhelmeted
Motorcycle Fatalities Vs. Impaired Fatalities

Motorcyclist Fatalities

Impaired Driver Involved 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
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!