



# Missouri's Strategic Highway Safety Plan (SHSP)

*Missouri Coalition  
for **Roadway Safety***



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Statewide Planning Partner Meeting  
Missouri Department of Transportation  
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# What is an SHSP?

- Federal requirement (USDOT/FHWA)
- State's plan to reduce fatal and serious injury crashes
- Assessment of current and desired performance
- Comprehensive collection of data-driven strategies
  - Education, Enforcement, Engineering, Emergency Services
  - Public Policy, Corporate Policy
- Playbook for everyone

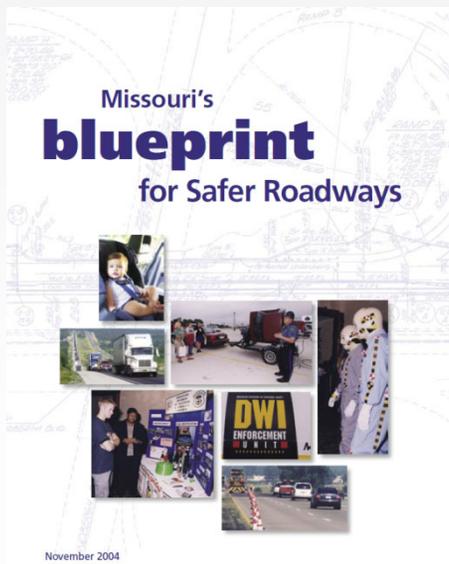
Traffic Fatalities



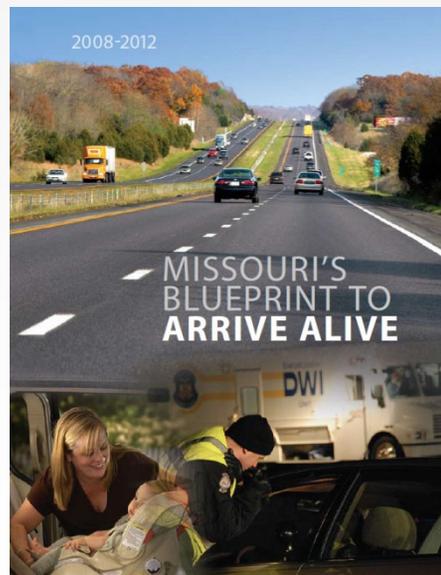


# Missouri's Blueprint

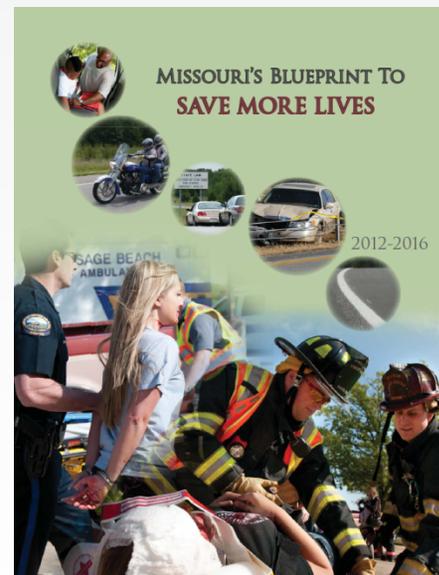
2004



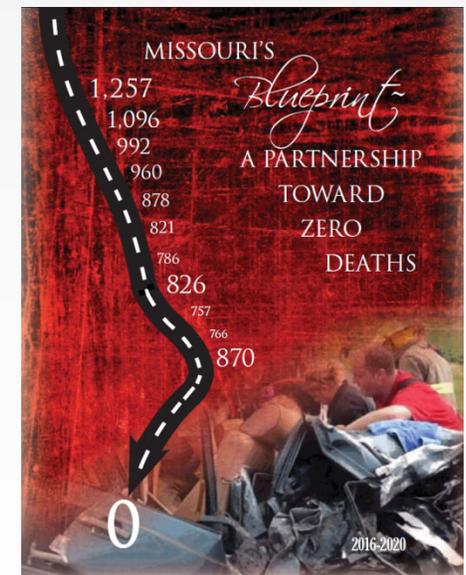
2008



2012



2016



# Primary Components

- Data Analysis
  - ↳ Emphasis Areas
  - ↳ Strategies
  - ↳ Contributors





# Current MO Emphasis Areas

- Serious Crash Types
- High-Risk Driving & Unrestrained Occupants
- Special Vehicles
- Vulnerable Roadway Users
- Special Roadway Environments
- Data & Data System Improvements



***27 Sub Areas***



# Current MO Strategies

- Education
- Enforcement
- Engineering
- Emergency Services
- Technology
- Public Policy



*In 27 different places!*



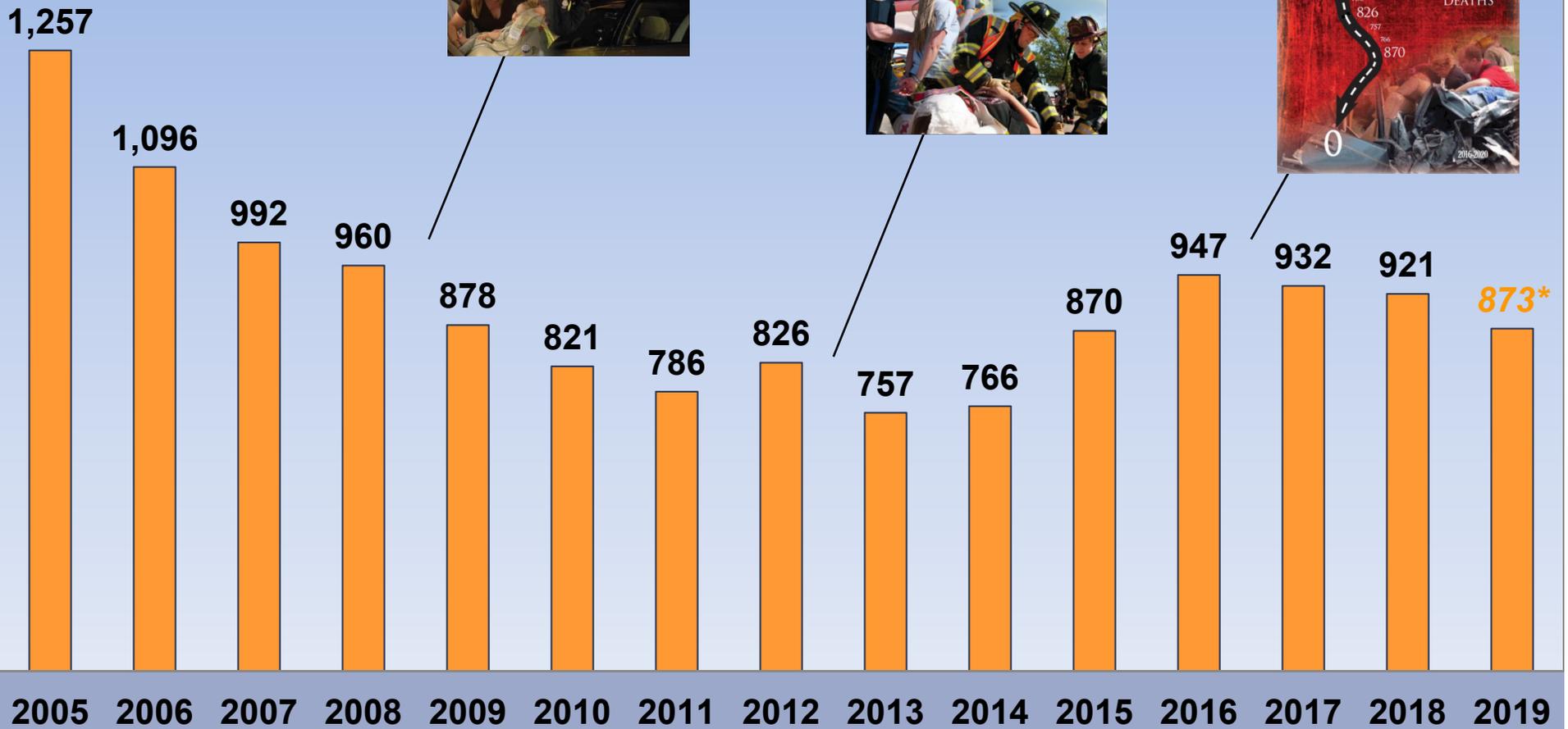
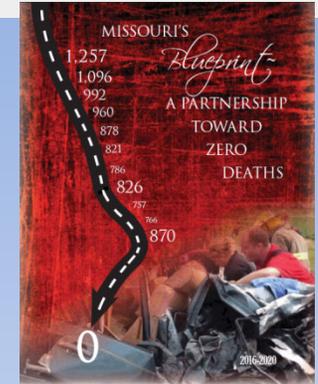
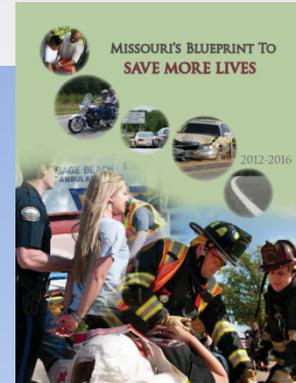
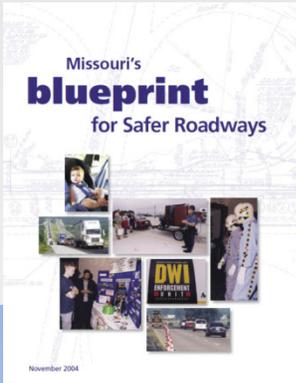
# SHSP Update Working Group

- State and federal agencies – MoDOT, DESE, DOR, FHWA, etc.
- Law enforcement agencies
- Counties and cities
- Planning organizations
- Safety advocate organizations
- Public health agencies
- Emergency responders
- Educators and researchers





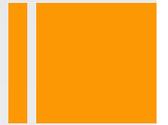
LICENSE. IN. REPE





## Evaluation of Current Plan

- It's too big.
- It's too broad.
- It can be difficult to know how I fit in.
- It's choppy with strategies scattered throughout.
- It needs a more dynamic online presence.



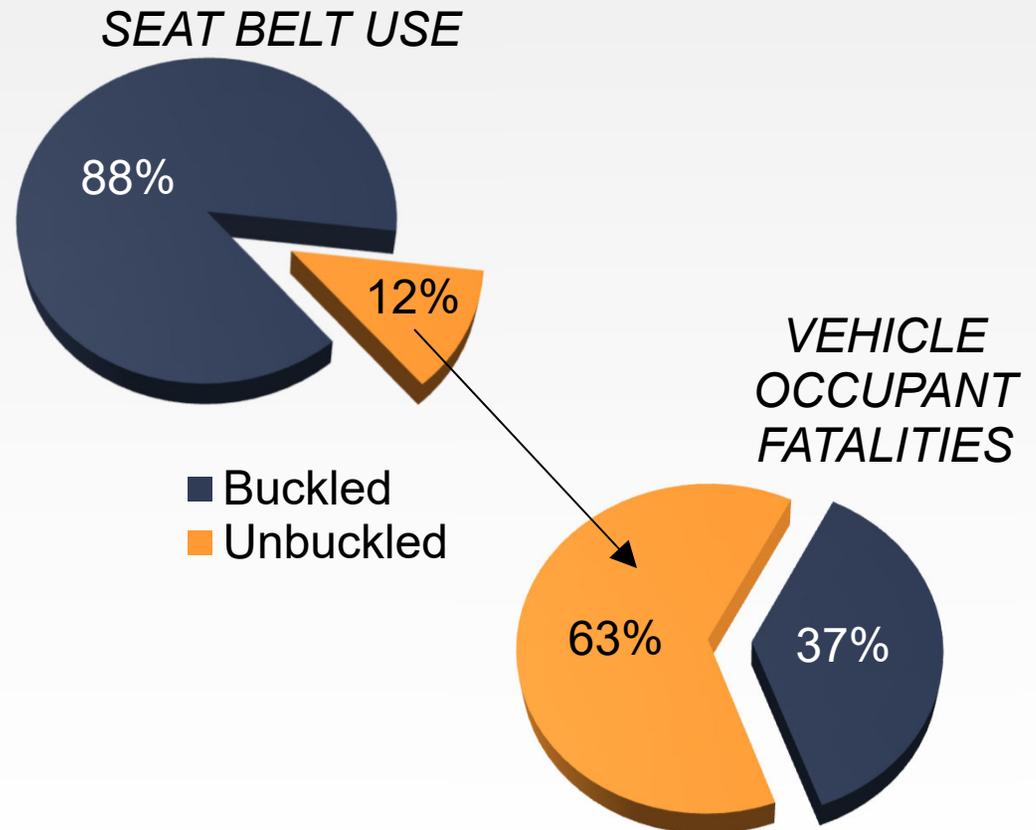
# Goals of the Revised Plan

- **Renew statewide focus on a public health crisis**
- Simplify/shorten the plan
- Limit the Emphasis Areas
  - ***Common thread: human behavior***
- Keep strategies to the next 5 years
- Have something for everyone
- Enhance online support and functionality



# Emphasis Area 1: Seat Belts & Car Seats

- Over 1,800 unbelted fatalities the last 5 years
- 100% usage  $\approx$  250 lives saved per year





## Emphasis Area 2: Distracted Driving

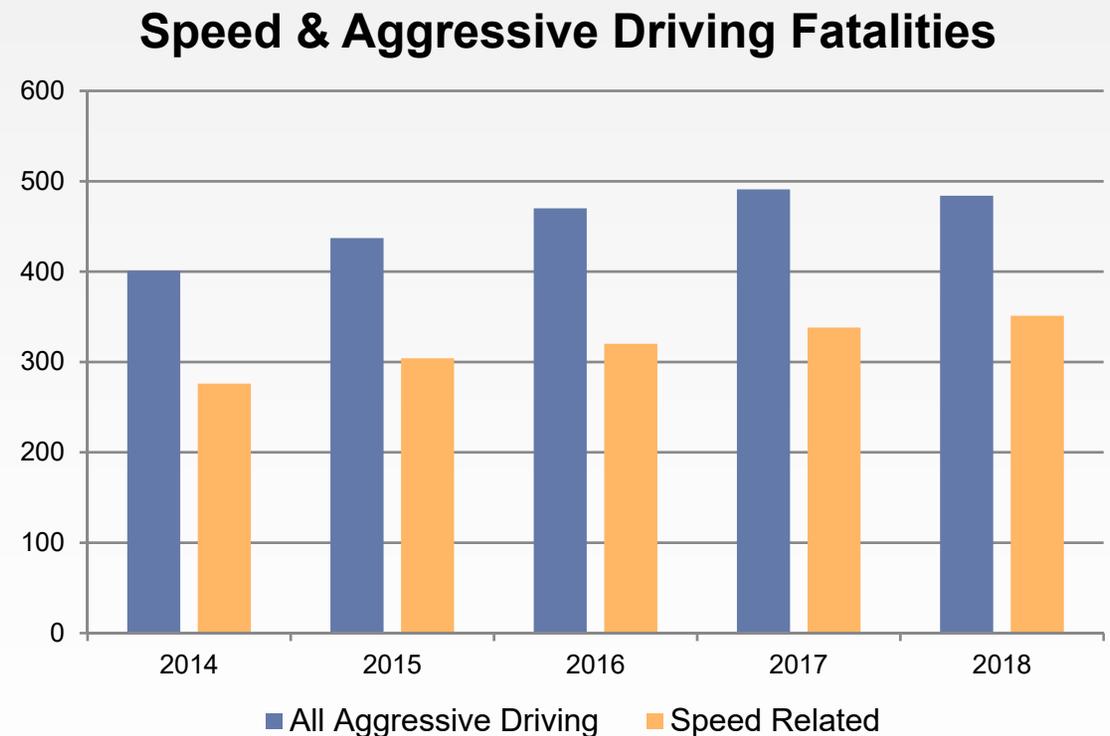
- Easily relatable and consistently observed by the general public
- One of the fastest growing contributors of MO crashes
- Someone other than the distracted driver died 54% of the time





# Emphasis Area 3: Speed and Aggressive Driving

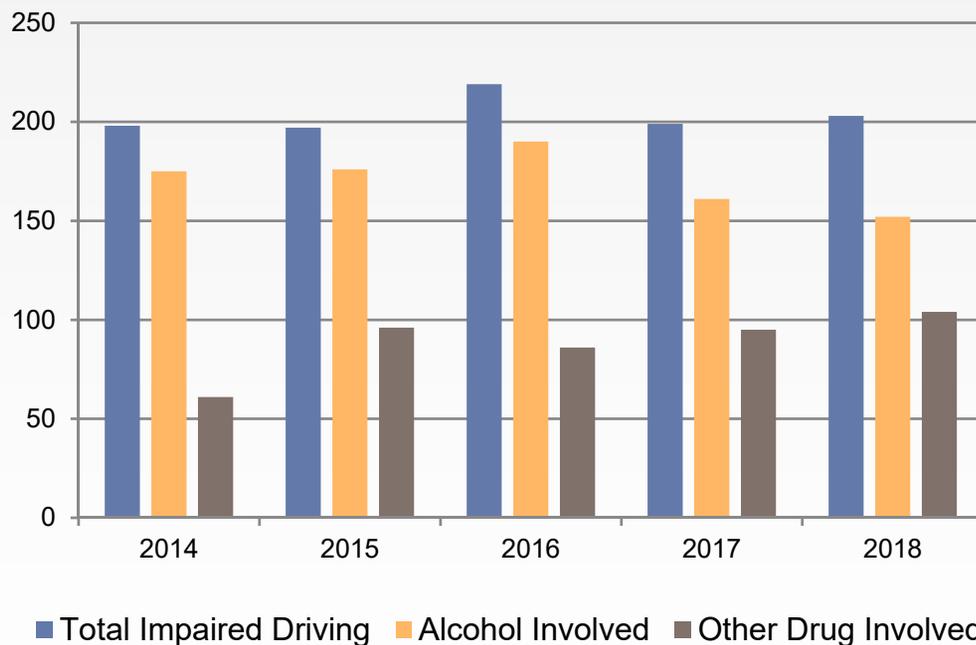
- Top contributing circumstance in MO fatal crashes
- Over 1,500 fatalities the last 5 years
- Increasing trend





# Emphasis Area 4: Impaired Driving

**Impaired Driving Fatalities**



- Over 1,000 fatalities the last 5 years
- Increasing trend in drug-impaired fatalities
- Passage of Amendment 2

# Emphasis Area 5: Pedestrians

- Missouri is an FHWA pedestrian focus state
- 462 fatalities the last 5 years
  - 75 percent in urban areas
- Significant percentage include “non-traditional” pedestrians

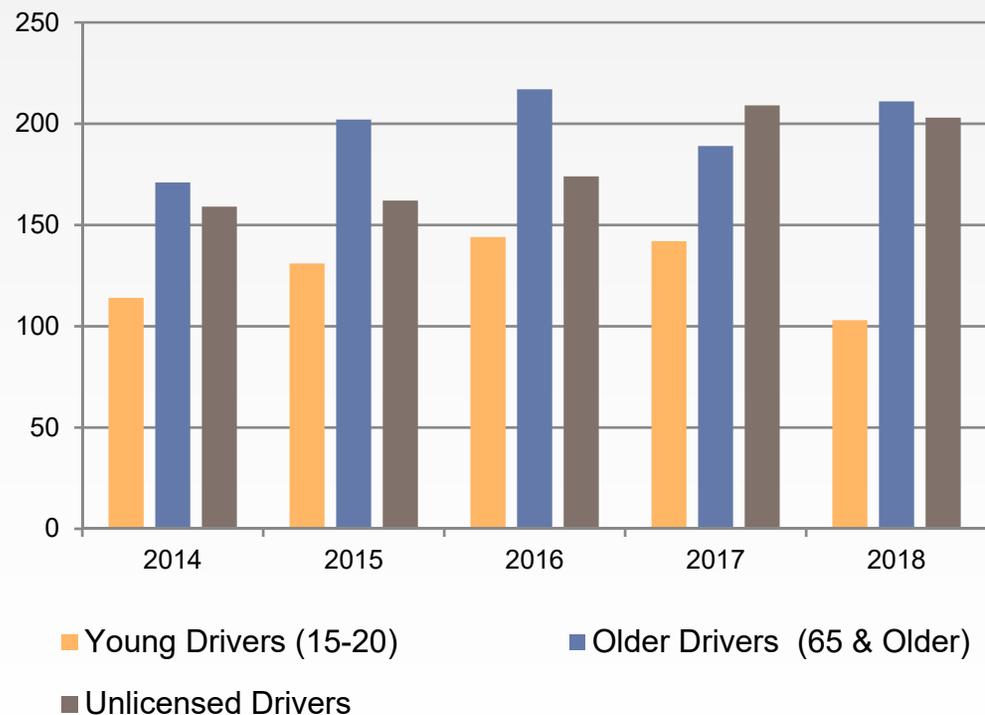




# Emphasis Area 6: Drivers with Elevated Risk

- Younger/older drivers involved in over one-third of fatalities
- Over 1,600 fatalities the last 5 years

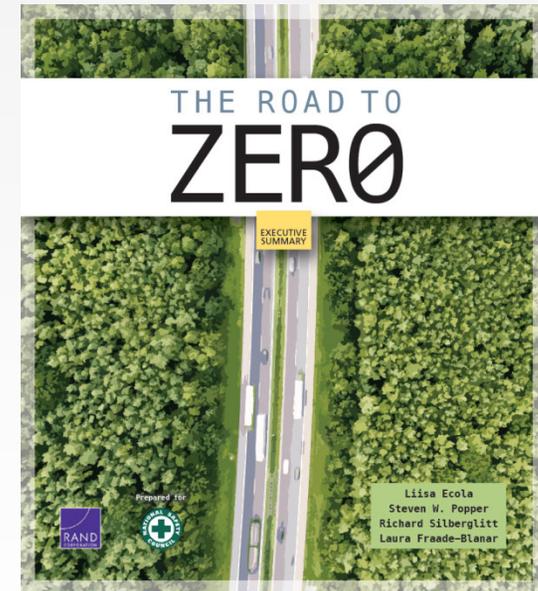
**Fatalities Involving Drivers with Elevated Risk**





# Key Strategies

- Same classifications, different presentation
  - Education
  - Public Policy
  - Enforcement
  - Engineering
  - Emergency Services



*National Safety Council Strategic Plan*

# Key Strategies



- State Agencies/Officials
- Planning Organizations
- Counties and Cities
- Law Enforcement
- Public Works
- Emergency Responders
- Health Professionals
- Schools and Daycares
- Private Businesses
- Community Groups
- Families and Individuals
- Others?



# Timeline

- Working Group meetings – thru March
- Draft review period – April/May
- Final revisions – June
- Public release – September 28-30
  - Highway Safety and Traffic Conference
- Promotion and distribution - ongoing

# Our Goal

- Anything else is unacceptable
- Stop celebrating hollow victories
- Every day can be a zero day



# Get Involved



- Adopt a “safe system” approach
  - Include safety as a scoring component for projects

- Adopt a seat belt and cell phone policy
  - [www.modot.org/bupd](http://www.modot.org/bupd)

- Join your regional coalition
  - [www.savemolives.com](http://www.savemolives.com)

- Engage your communities
  - Primary seat belt ordinances, community events, etc.

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**IF YOU FEEL DIFFERENT  
YOU DRIVE DIFFERENT**

NHTSA

A large sign for Chick-fil-Coo with safety messages. The sign is divided into sections: "SAVE LIVES" in white on a blue background, "BUCKLE UP" in white on a red background, and "PHONE DOWN" in white on a blue background. The Chick-fil-Coo logo is visible at the top right of the sign.

**SAVE LIVES**

**BUCKLE UP**

**PHONE DOWN**

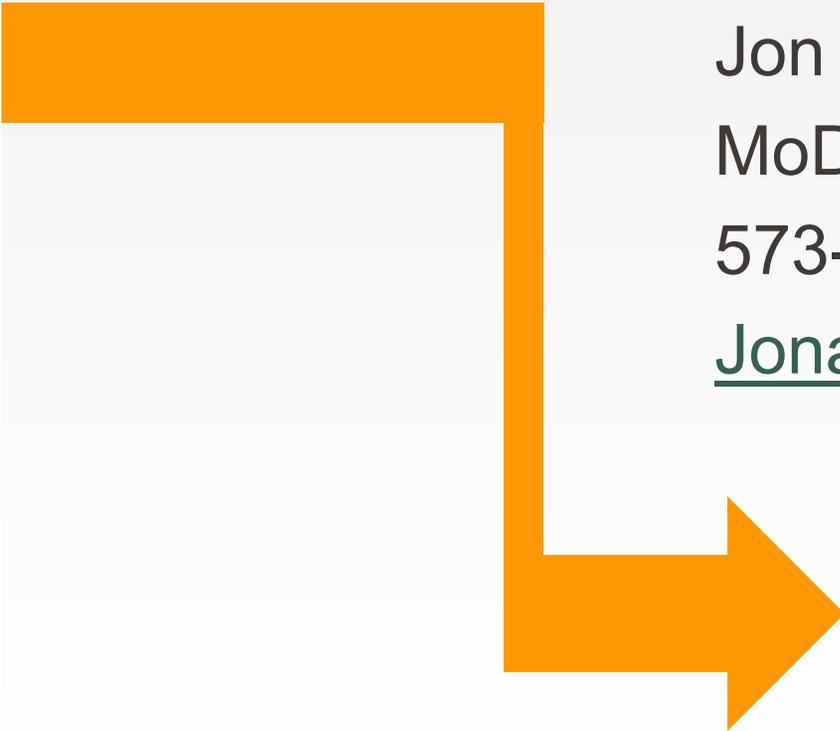
Chick-fil-Coo

PARTY TRAY FOR YOUR GRADUATION BREAKFAST - CLOSED





# Contact Information

A large orange graphic element on the left side of the slide. It consists of a horizontal bar at the top, a vertical line extending downwards from the center of the bar, and a horizontal arrow pointing to the right at the bottom of the vertical line.

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