

Communicating Target Zero at the Local Level

There are opportunities to improve the local level communication of “Target Zero” (TZ), the Washington Strategic Highway Safety Plan. Integrating the statewide TZ story at the local community level provides an opportunity to broaden awareness of the issues, align resources and efficiently implement countermeasures to maintain a safe transportation system. Regional Transportation Planning Organizations (RTPOs) are an excellent venue for this communication transfer. Communication that could be improved includes: (1) traffic incident data at a local level (WSDOT provides this information) compared to the statewide trends, as well as (2) strategies/countermeasures that are being deployed in local communities by multiple agencies.

Recently, members of the Target Zero Steering Committee discussed the possible benefits of improved coordination at the local communication of Target Zero. This issue is under consideration. This paper summarizes the need for better coordination and makes the recommendation that a new position created to that end.

Background

[The Strategic Highway Safety Plan: Target Zero \(SHSP\)](#) was developed to identify Washington State’s traffic safety needs and to guide investment decisions in order to achieve significant reductions in traffic fatalities and disabling injuries. In developing this plan, Washington State seeks to build traffic safety partnerships throughout the state in order to align and leverage our resources to address Washington’s traffic safety challenges.

Target Zero is being currently being updated. Target Zero was developed through a partnership with many agencies¹. A subset of the much larger agency partnership, the Target Zero Steering Committee members include:

- Traffic Safety Commission
- Department of Transportation
- Department of Health
- Washington State Patrol
- Traffic Safety Commission
- AAA Foundation
- Liquor Control Board
- Dept. of Licensing
- Puget Sound Regional Council
- Suquamish Police Dept.
- Federal Motor Carrier Safety Administration
- Washington Association of Sheriffs and Police Chiefs
- Federal Highway Administration
- Washington Association of Prosecuting Attorneys
- National Highway Traffic Safety Association

Telling the Local Story

For local jurisdictions it is important to understand Target Zero in terms of the prevalence of

- Safety Trend Data - Start with traffic safety trend data - WSDOT Transportation Data Office (TDO) provides this information at the state and county level

¹ For a full list of agencies partners involved in Target Zero, see page v:
<http://www.wsdot.wa.gov/NR/rdonlyres/BC9C8BDB-A735-4948-850A-47B72696E4D9/0/SHSPFinal.pdf>

- Strategy/Countermeasure efforts underway and/or planned within the local area - This information is not well coordinated between the many different agencies responsible for the implementation of Target Zero. This is an area of great need and many RTPO's local jurisdictions would benefit from understanding the success of these programs.

Examples of Strategy/Countermeasure Efforts:

There are many agencies, including local governments that are implementing safety strategies/countermeasures. Here are a few examples:

- Target Zero Traffic Safety Task Forces/ Tribal Nations– Target Zero Task Forces are coordinated by Target Zero Managers who organize law enforcement, citizen volunteers and local government leaders in promoting safe driving in their communities at the county level. Examples of the strategies/countermeasures deployed through the Target Zero Task Force:
 - Seat Belt -- Click it or Ticket
 - Sustained enforcement patrols:
 - Seatbelt Enforcement
 - The Safety Restraint Coalition(SRC):
 - Impaired Driving Program
 - Drive Hammered Get Nailed August DUI Crackdown: Aug. 9 to Sept 5, 2010
 - Special DUI Projects
 - School Zone Safety
 - Speeding -- Slow Down or Pay Up
 - Seven Counties Targeted Speeding Campaign
- The Department of Health, Liquor Control Board, and Washington Association of Prosecuting Attorneys are also tracking portions of this information, but there is no one person that compiles all of this information for a holistic view.
- Liquor Control Officers – A strategic best practice used with local enforcement is conducting emphasis patrols in their communities. The partnership is inclusive of liquor and law enforcement, along with prevention, community volunteers, and many others. A recent example was hosted by the Tacoma Pierce DUI Task Force.

Central Question: How and how frequently are these efforts communicated to local agencies such as the RTPO?

What interagency coordination is needed?

RTPOs, the Tribal Transportation Planning Agency (TTPO) and other local communities should be able to access information about local safety trends and countermeasure investments. This might be in the form of a newsletter as well as a searchable database. Current staffing does not include the resources for such coordination and outreach.

Recommendation: A position should be created for a programs and database tracking coordinator.