

Review and Update Washington's Strategic Highway Plan: Target Zero

Tribal Transportation Planning Organization

January 27, 2010

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Washington Traffic Safety Commission

Are We Making Progress?

- Fatalities entered into the FARS System as of December 31 of each year:

2006 = 558 (Final = 633)

2007 = 523 (Final = 571)

2008 = 498 (Final = 521)

2009 = 477

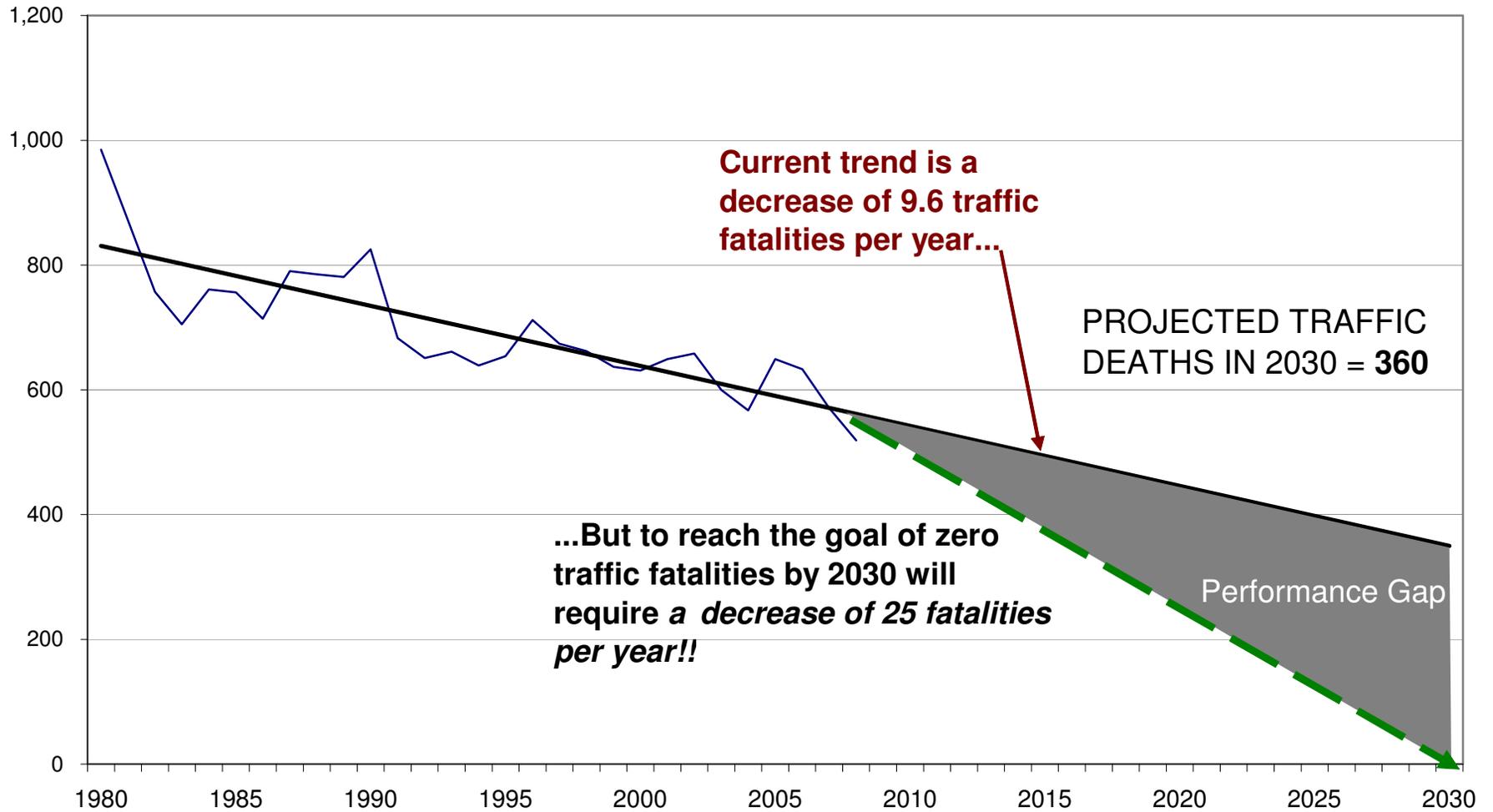
The Target Zero Vision

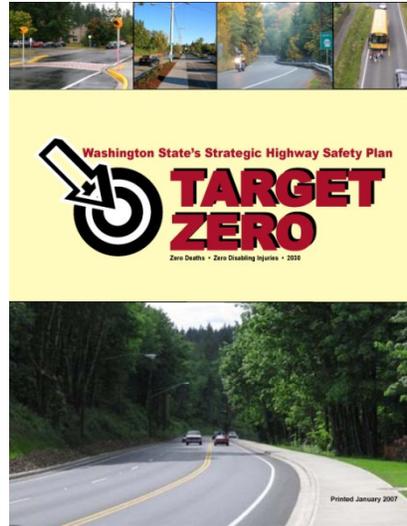
- Washington formally adopted this vision in 2000, becoming the first state to adopt a goal of Zero traffic deaths.
- Eliminate all Traffic Deaths and Serious Injuries on Washington Roads by The Year 2030.

Washington Traffic Fatalities, 1980-2008

Projected to 2030 (preliminary data for 2008)

PREPARED BY WTSC - February 2009 (Source: FARS)

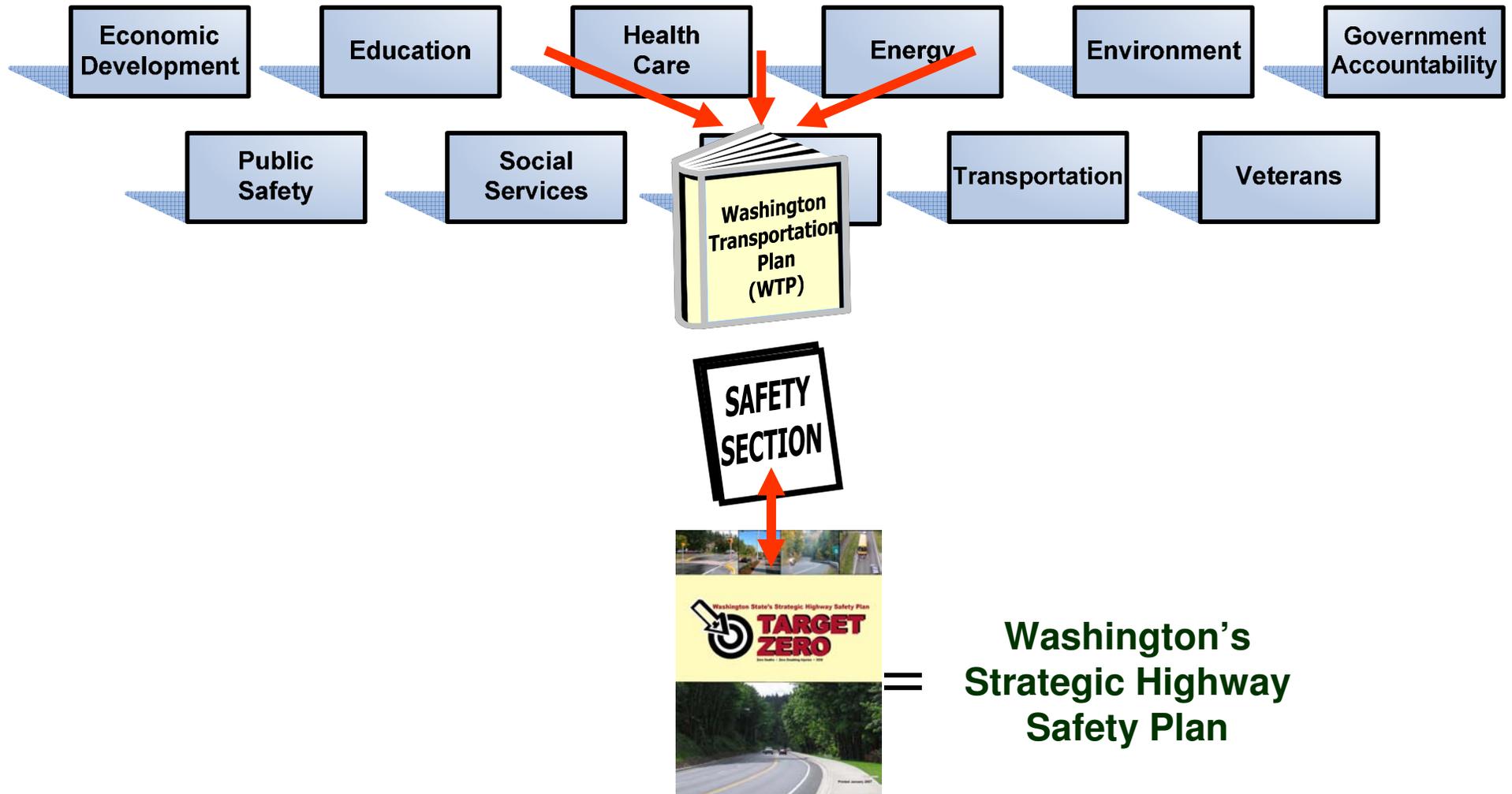




Target Zero: Washington's Strategic Highway Safety Plan



Governor Gregoire's Priorities for Washington



State Agencies

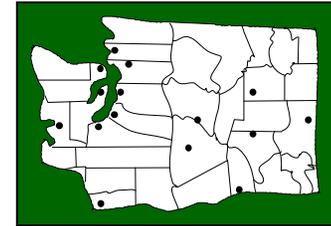


Implementation Required



Implementation Recommended

Local Agencies



Private Industry & Non-profit Groups



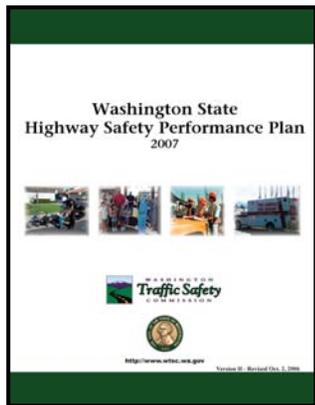
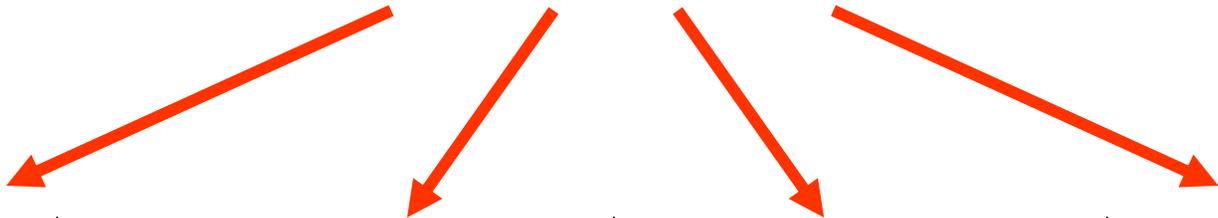
Indian Nations



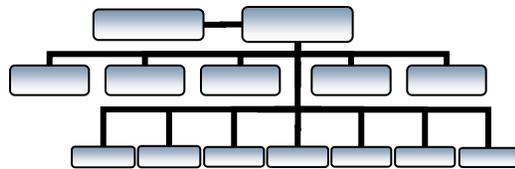


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Putting “Target Zero” to Work!



**Agency
Funding Plan**



Structure & Personnel



**Traffic Safety
Awards Program**



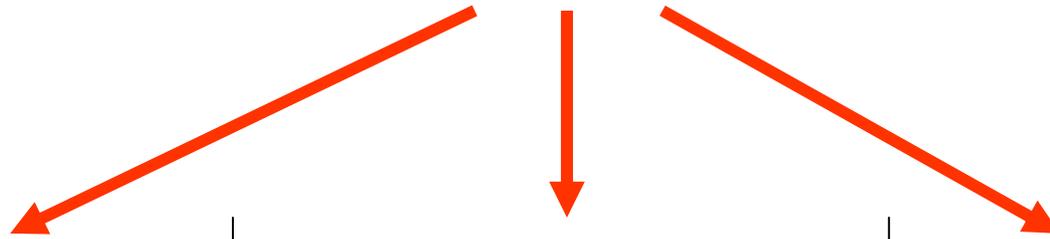
New Initiatives

- *Target Zero Team*
- *Target Zero Community TF*





Putting "Target Zero" to Work!



**The Target Zero Team:
High Visibility DUI
Enforcement in
Pierce, King,
Snohomish Counties**



**Adopt TZ priorities 1
and 2 as top
enforcement priorities**



**Coordinate with WTSC
and WSDOT to target
enforcement in areas
and times where most
fatal and serious injury
crashes occur**



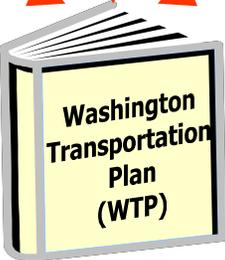
Governor Gregoire's Priorities for Washington



Public Safety

Transportation

Government Accountability



SAFETY SECTION



**Washington's
= Strategic Highway
Safety Plan**

First Major Target Zero Revision

- Current TZ plan signed by Governor Gregoire in February 2007.
- SAFETEA-LU requires SHSP update by states every 5 years.
- Washington State requires update every 2 years.
- Review and update process started late 2008.

Key Elements of Target Zero

- Many partners
- Data based
- State goals and priorities
- Proven strategies

Determining Target Zero Priorities

- Analyze the data.
- Target areas where investments will provide the greatest safety benefits.
- Group priority areas into four levels, with priority 1 the most critical.



Key TZ Review Milestones

- 9/2008: Core TZ group (10 key stakeholders) outlines necessary steps for TZ review.
- 12/2008 – 7/2009: Comprehensive **review of fatal and serious injury crash data.**
- 1/2009 – 6/2009: State agency data analysts develop **more effective goal setting model.**

TZ Review Milestones

- 7/2009: TZ Steering Committee (about 20 key stakeholders) meet to review crash data and recommend goals, performance measures and priorities.
- 10/2009: More than TZ Partners endorsed the recommendations of the TZ Steering Committee and recommended significant improvements to TZ's strategy sections.

TZ Review

- 10/2009 – 1/2010: State agencies work together to draft a revised Target Zero.
- 1/2010: Traffic safety partners and stakeholders given another opportunity to comment on revisions to TZ.
- 1/2010: WTSC Commissioners reviewed and endorsed recommended review process.
- 4/2010: Submit Target Zero recommendations to Governor Gregoire for approval.

Major Changes in Store for 2010 Version of Target Zero

- Shift in some priorities
- More aggressive goals
- Added some strategies and deleted others



Target Zero: Trend Analysis, Forecasting, and Goal Setting

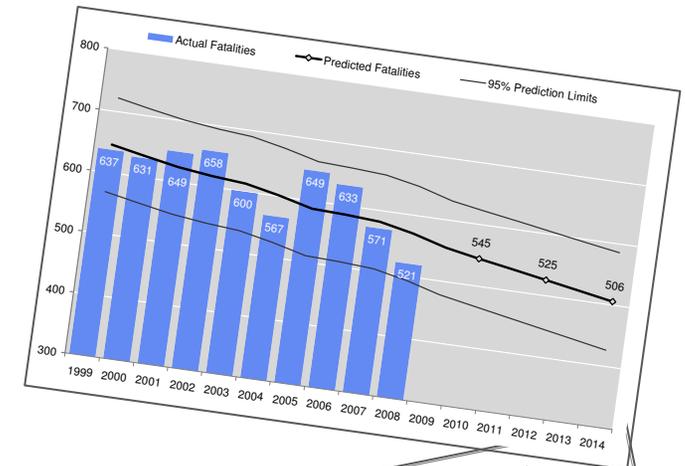
**Recommendations from the
Target Zero Core Group**



Forecast Method Recommendations

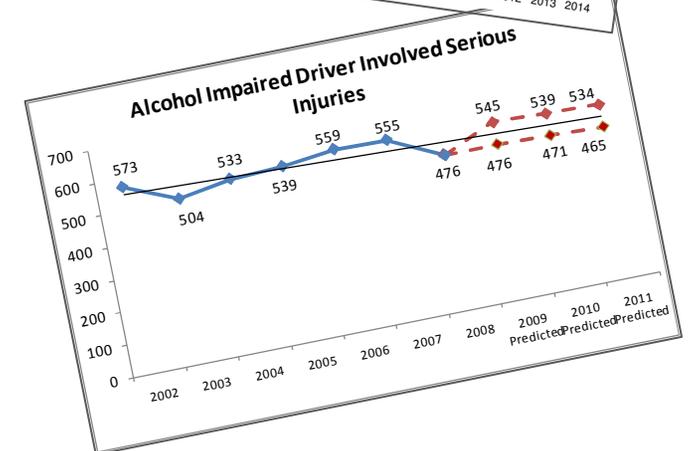
Holt's Method for Fatalities

10+ years of annual data available
More weight given to most recent observation
Forecast 6 years (2009-2014)
95% Probability



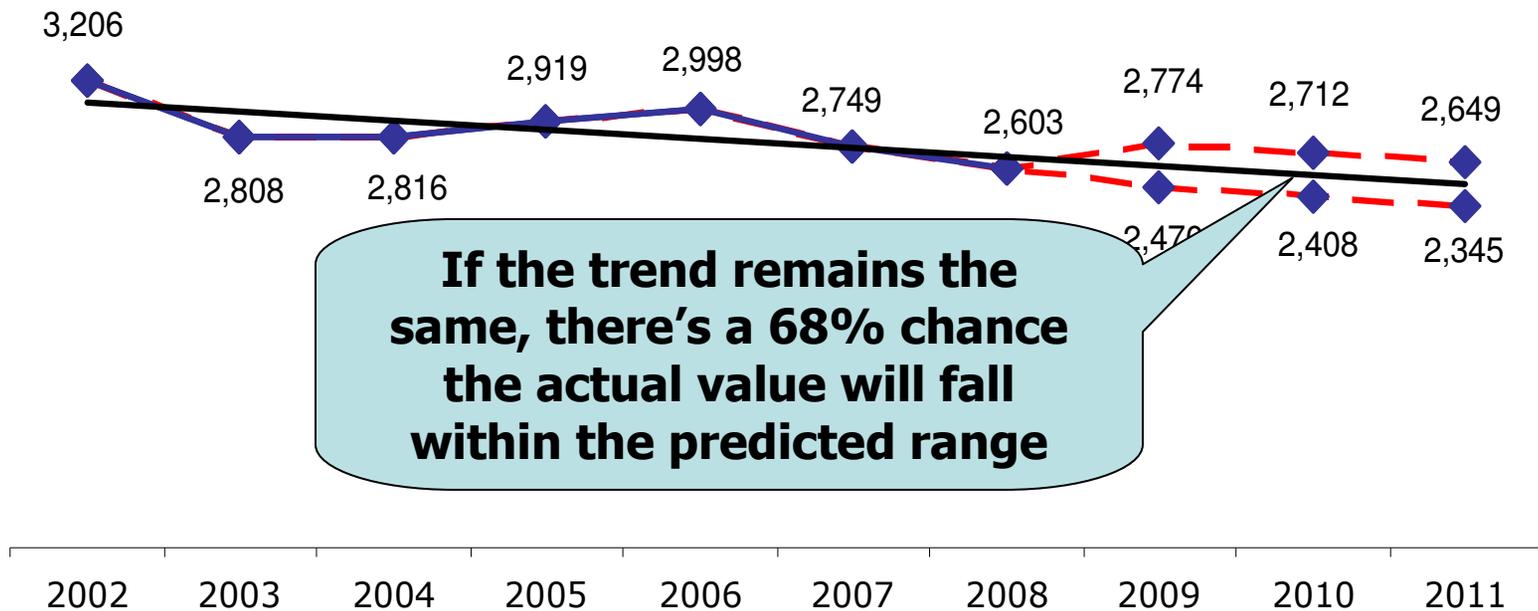
Simple Linear Regression for Serious Injuries

< 10 years of annual data available
Forecast 3 years (2009-2011)
68% Probability



Traffic Serious Injuries Forecast

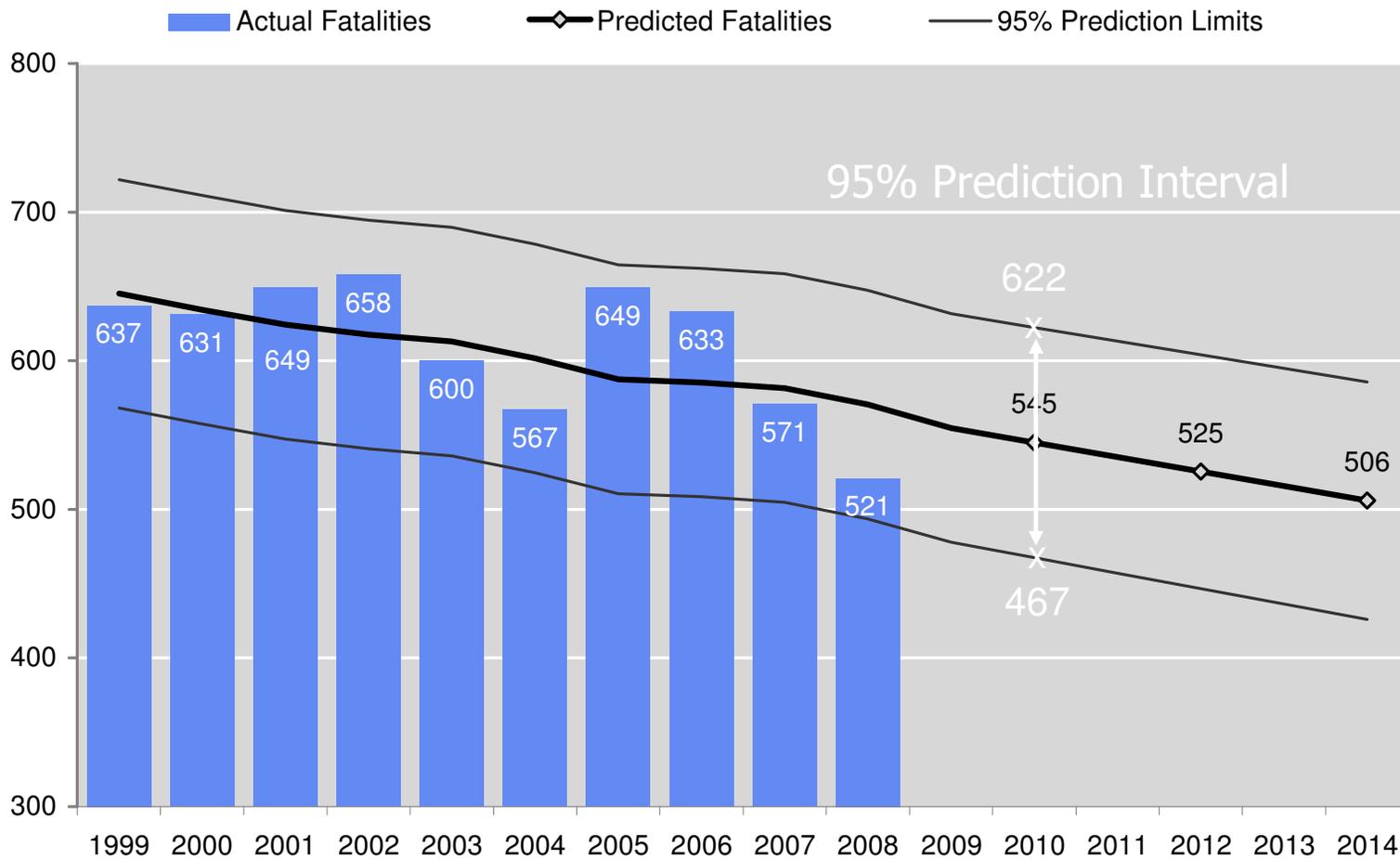
Traffic Serious Injuries, WA 2002-2008
2009-2011 projected*



*Simple linear regression used to forecast serious injuries.

Traffic Fatalities Forecast

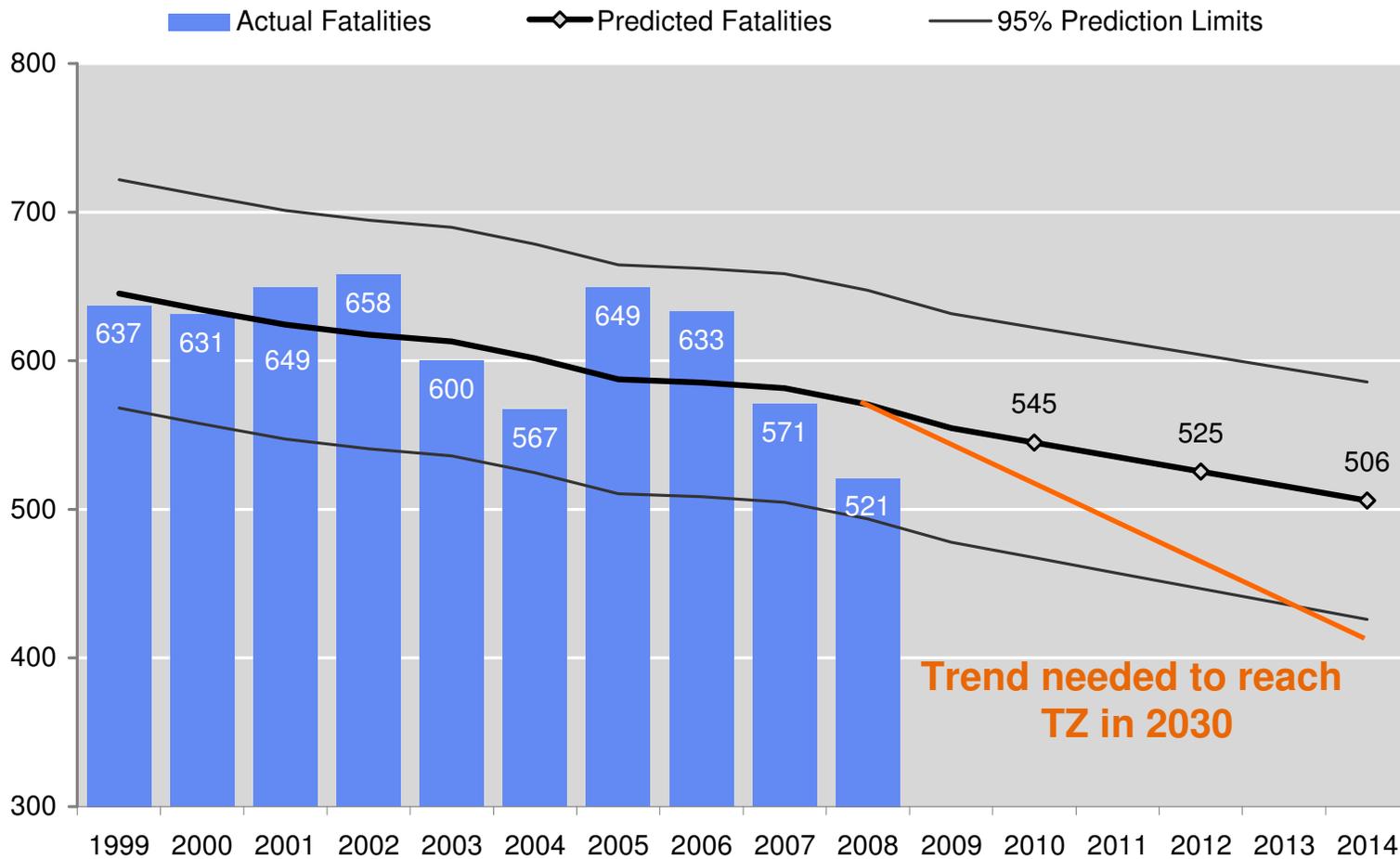
Traffic Fatalities, WA 1999-2008
2009-2014 projected*



*Holt's Method used to forecast fatalities.

Current Trend vs. Target Zero Trend

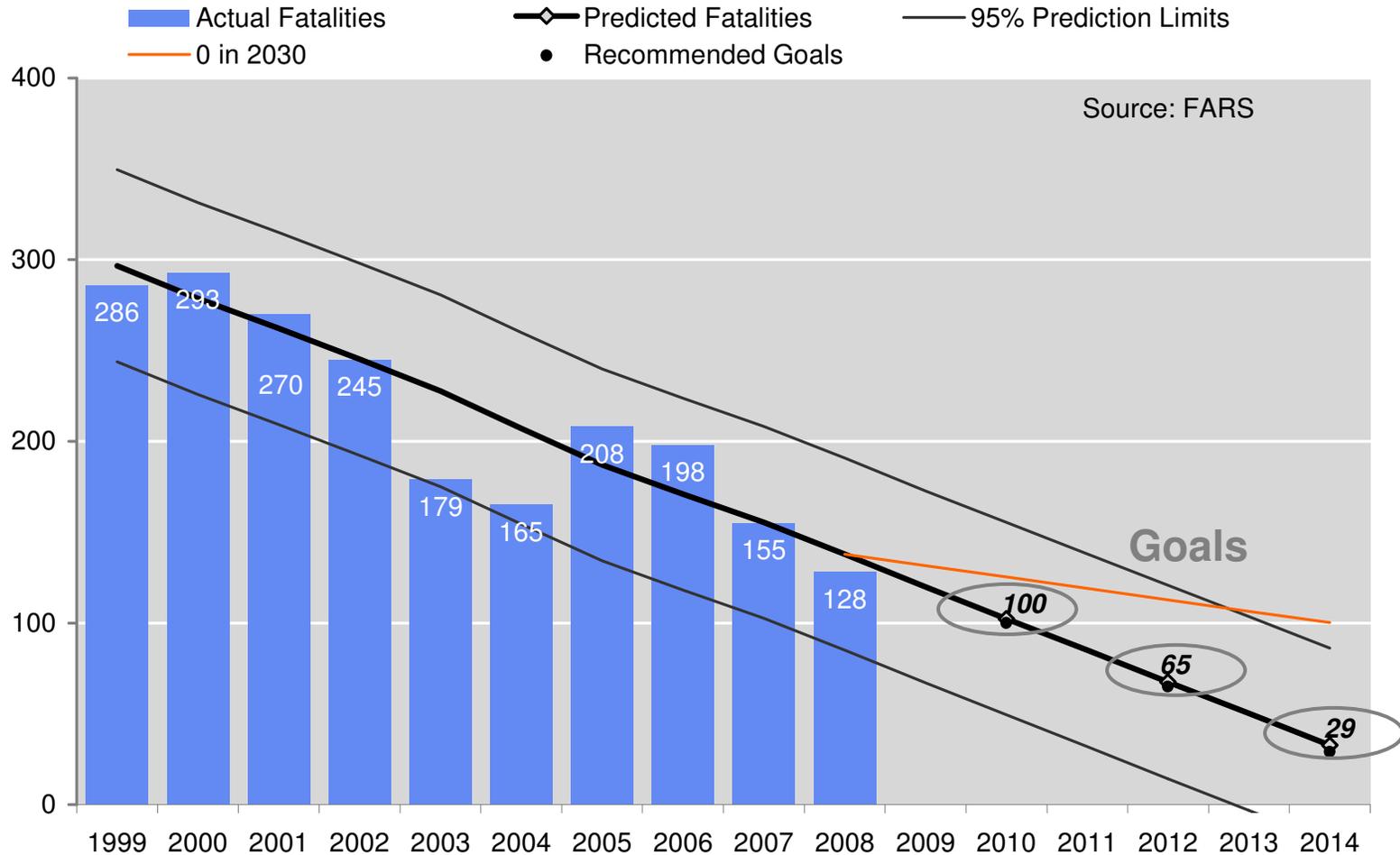
Traffic Fatalities, WA 1999-2008 2009-2014 projected*



*Holt's Method used to forecast fatalities.

Setting Performance Goals

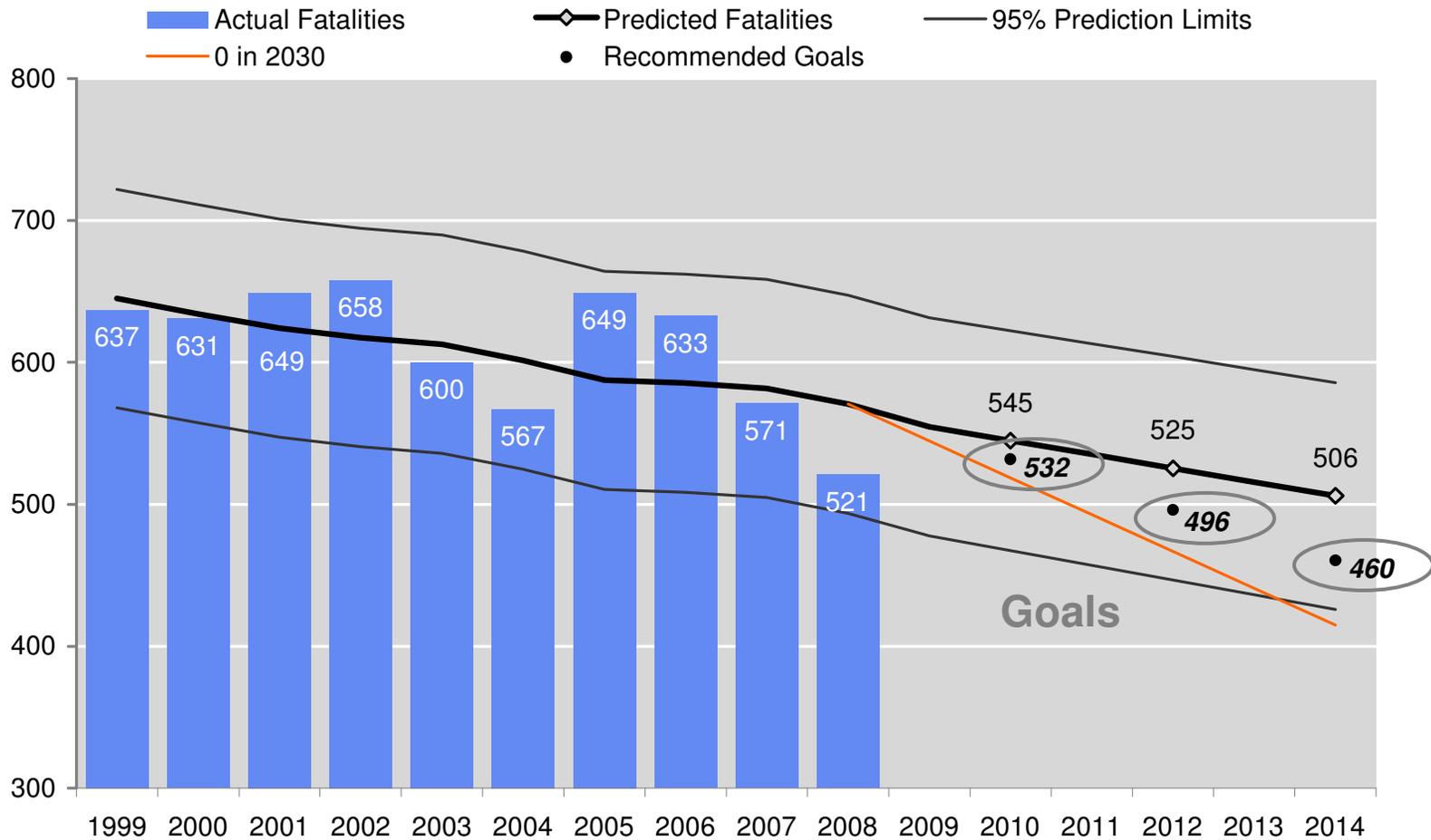
Unrestrained Passenger Vehicle Occupant Fatalities WA 1999-2008, 2009-2014 projected*



*Holt's Method used to forecast fatalities.

Setting Performance Goals

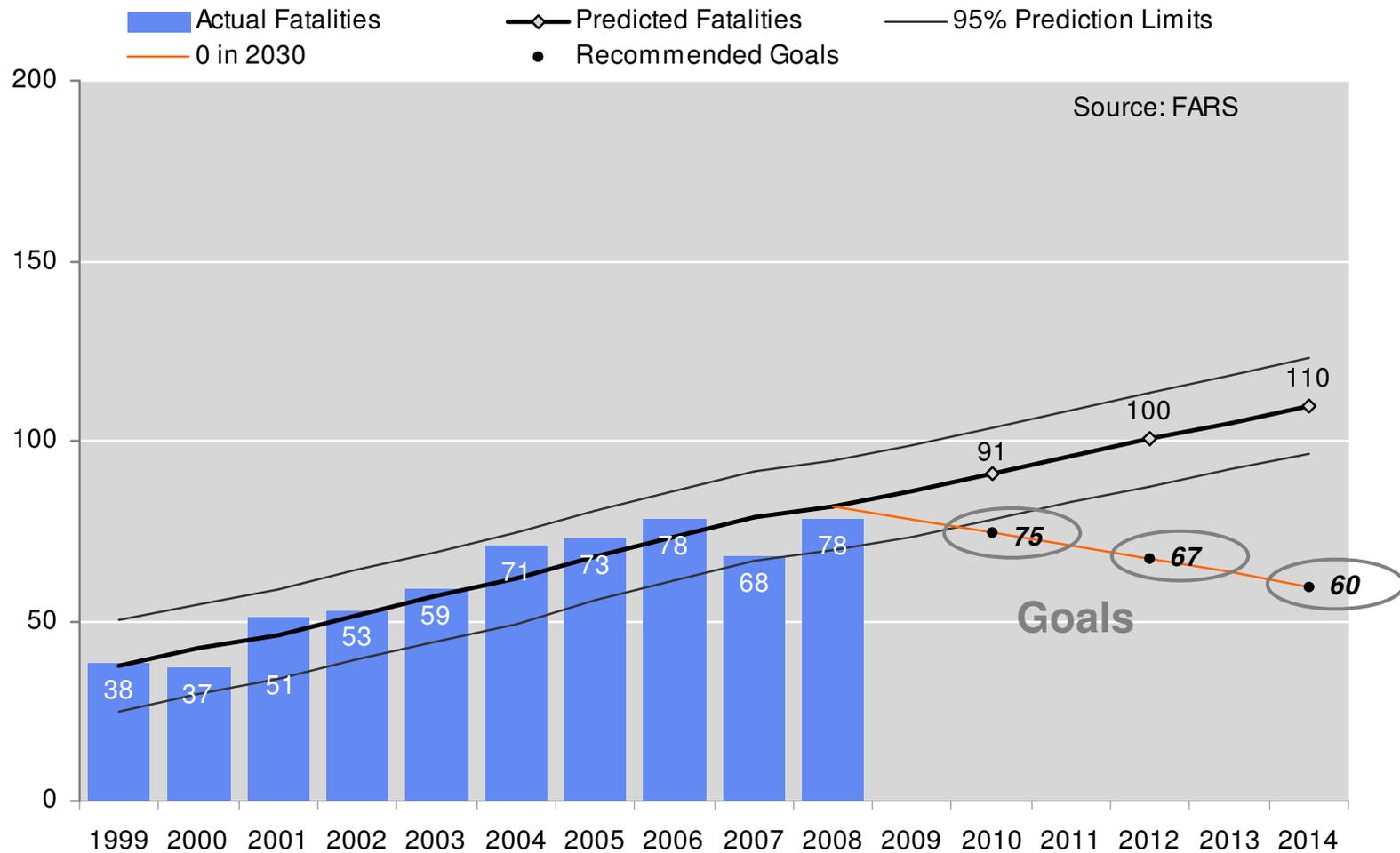
Traffic Fatalities, WA 1999-2008 2009-2014 projected*



*Holt's Method used to forecast fatalities.

Setting Performance Goals

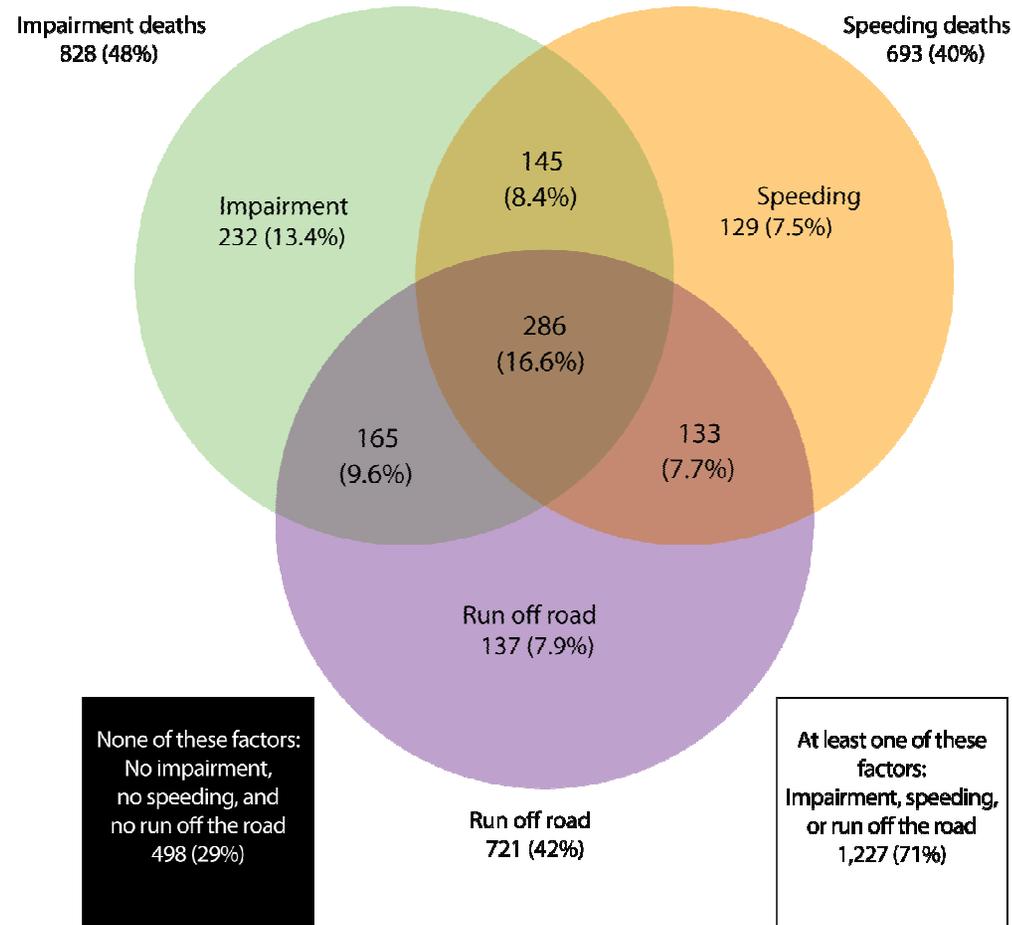
Motorcyclist Fatalities, WA 1999-2008 2009-2014 projected*



*Holt's Method used to forecast fatalities.

Target Zero 2010 Update: New Priorities and Strategies

The role of impairment, speed, and run off the road in 1,725 traffic fatalities in Washington 2006-2008



Data source: FARS and WSDOT.

Note: Percentages in the diagram represent the percentage of all 1,725 fatalities for 2006-2008

2010 New Priority Rankings

Priority One Areas for 2010	Percent of Total Deaths, 2006-2008
Impaired Driving	47.7%
Speeding	40.2%
Run off the Road Collisions*	41.8%

*Moved up from Priority Level Two in last edition of Target Zero

2010 New Priority Rankings

Priority Two Areas for 2010	Percent of Total Fatalities 2006-2008
Young Drivers (ages 16-25)*	18.4% (ages 16-20) 20.7% (ages 21-25) Total: 37.9%**
Unrestrained Occupants	29.0%
Distracted Drivers*	29.0%
Intersection Related	20.6%
Traffic Data Systems	n/a

*Moved up from Priority Level Three in last edition of Target Zero

** Percentages do not add up perfectly because some collisions involved drivers from both age groups.

2010 New Priority Rankings

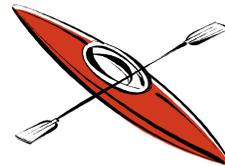
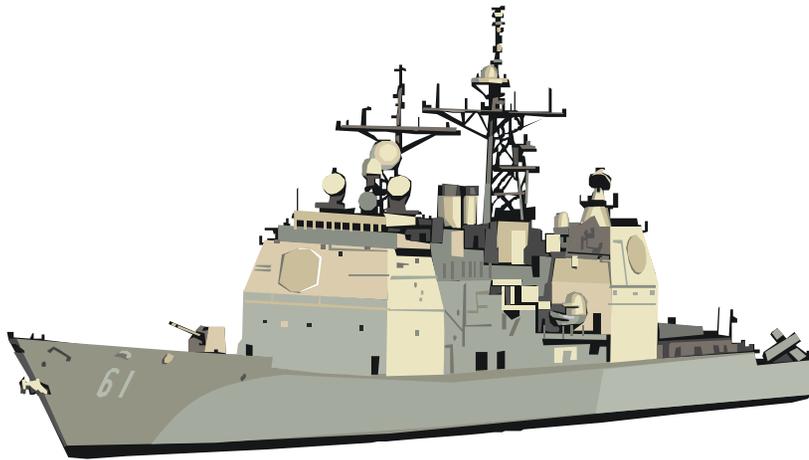
Priority Three Areas for 2010	Percent of Total Deaths 2006-2008
Unlicensed Drivers	20.4%
Opposite Direction Multi-vehicle	18.7%
Motorcyclists	13.0%
Pedestrians	11.5%
Heavy Trucks	11.5%
Emergency Medical Services	n/a

2010 New Priority Rankings

Priority Four Areas for 2010	Percent of Total Deaths 2006-2008
Older Drivers	7.0%
Drowsy Drivers*	4.5%
Pedalcyclists	1.7%
Workzones	1.7%
Wildlife Involved	0.5%
Vehicle-Train Collisions	0.5%
School-Bus Involved	0.1%
Aggressive Drivers	n/a
Integrated Interoperability Communications	n/a

*Moved down from Priority Level Three in last edition of Target Zero

A High Tide Floats All Boats



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2010 Strategies

Target Zero is a collaborative effort:

- Tribal Traffic Safety Summit, May 2009
- Great Wolf Lodge Strategy Session, October 2009

2010 Strategies

Tribal Traffic Safety Summit, May 2009:

1. Representatives from several tribes, tribal organizations, WSDOT, and WTSC meet at the summit
2. Attendees suggest tribal-focused strategies for inclusion in Target Zero
3. The suggestions are compiled in a report on the summit
4. Selected strategies are chosen and added to the Target Zero draft strategies list; others will be included in other parts of Target Zero, such as the introduction.

2010 Strategies

Some strategies that came out of the Tribal Traffic Safety Summit:

Encourage tribes to enact and enforce .08 BAC laws.

Encourage tribes to enact seatbelt laws.

2010 Strategies

Great Wolf Lodge Strategy Session October 2009:

1. Teams of attendees suggest edits to the existing strategies on October 6th
2. Edits are typed up and reviewed by subject matter experts
3. Draft final list of strategies prepared and distributed
4. 5-week comment period ends January 29th.

2010 Strategies

Some strategies that came out of the Great Wolf Lodge Session:

Use emerging technology to allow parents to limit motor vehicle top speed.

Allow parents to opt-in to marking vehicles of IDL license holders

Promote seat belt and child restraint use among Tribal Nations.

Enact a law to make texting or talking on a hand-held phone while driving a primary offense.

Track and consider expanding Pierce County's Party Intervention Patrol model.

Promote self-policing within the motorcycle community – operators help other operators make good decisions.

Using a "Safety Edge" to prevent Run-off-the-road collisions

Federal Highway Grant to Colville Confederated Tribes

- WTSC staff participated in BIA/NHTSA Tribal traffic safety grant selection process
- Recognized that there was a great deal of grant money left on table
- Contacted the Colville Confederated Tribes and offered to help facilitate a request for some of BIA's unspent \$
- Colville submitted a grant request for traffic safety equipment, training and a Tribal traffic safety coordinator

Colville Tribal Traffic Safety Program

- Three year grant awarded for a total of about \$440,000.
- First year FFY 2009.
- Primarily for equipment to support SECTOR and eTRIP – laptops.
- Officers trained in SECTOR by WTSC.
- Colville's now reporting crash investigations using SECTOR. Probably the first Tribe to do so.
- TZ Tribal Task Force up and running.

Questions?

Steve Lind

Washington Traffic Safety Commission

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Target Zero can be found under the Latest News section of www.wtsc.wa.gov

Comments on proposed strategies should be submitted to targetzero@wsdot.wa.gov