

# Target Zero Update

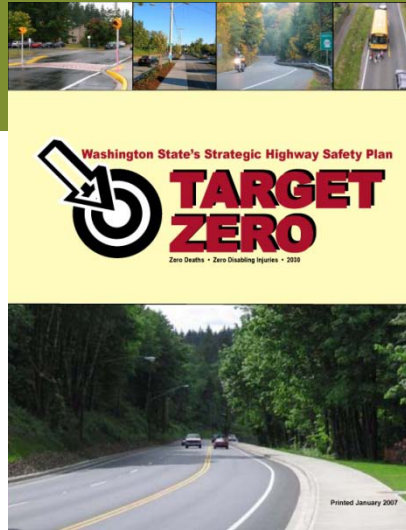
## **MPO/RTPO/WSDOT Coordinating Committee**

February 23, 2010

Robin Mayhew, PSRC & Dick Doane, WTSC

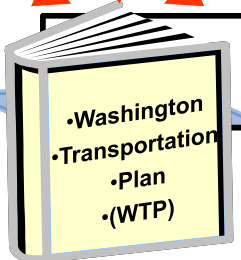
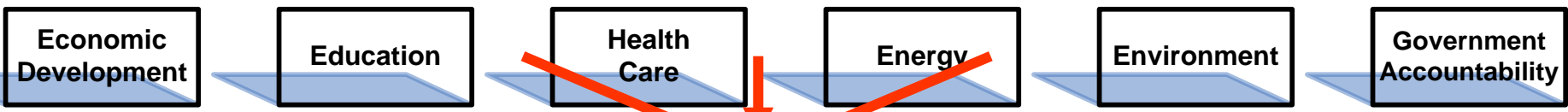
# Presentation Overview

- Target Zero Update
  - Overview of Target Zero
  - Update Schedule and Major Changes
- Local Implementation
  - Overview of the Issues
  - PSRC Safety Planning
  - Discussion on how other RTPO/MPOs are planning for safety

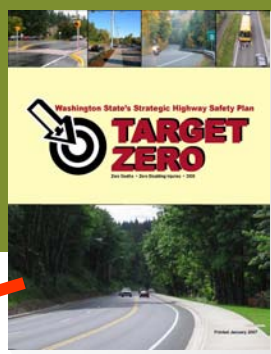


# Target Zero: Washington's Strategic Highway Safety Plan





**Washington's Strategic Highway Safety Plan**



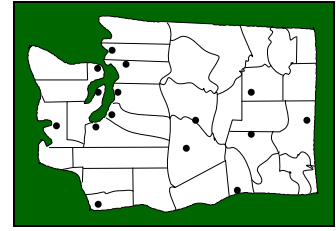
### State Agencies



*Implementation Required*

*Implementation Recommended*

### Local Agencies



### Private Industry & Non-profit Groups

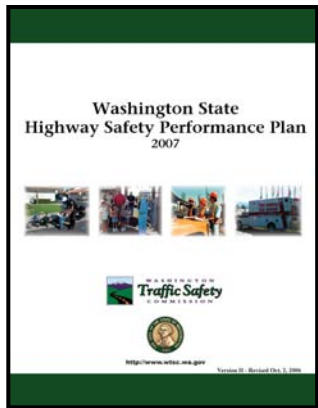
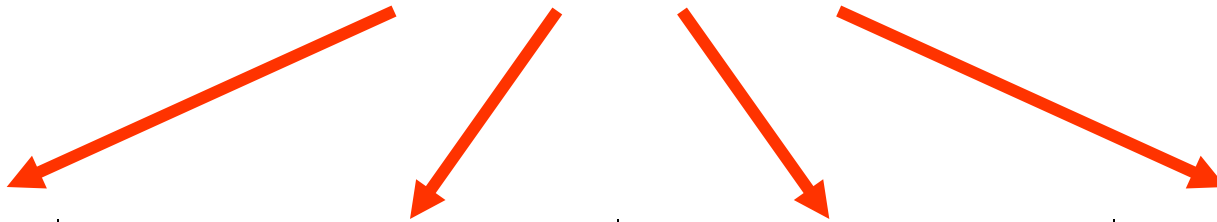


### Indian Nations

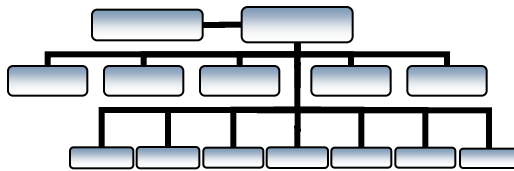




# Putting "Target Zero" to Work!



**Agency  
Funding Plan**



**Structure & Personnel**



**Traffic Safety  
Awards Program**



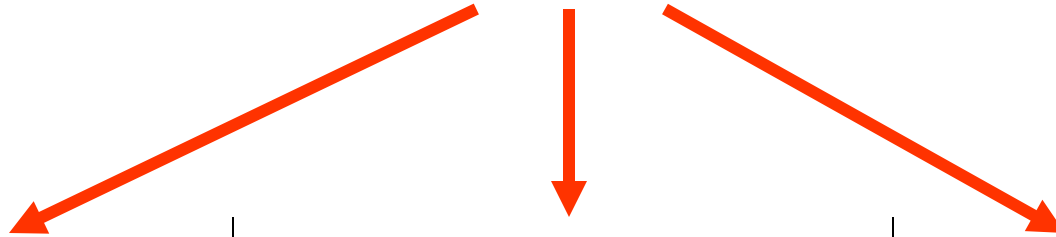
**New Initiatives**

- *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**



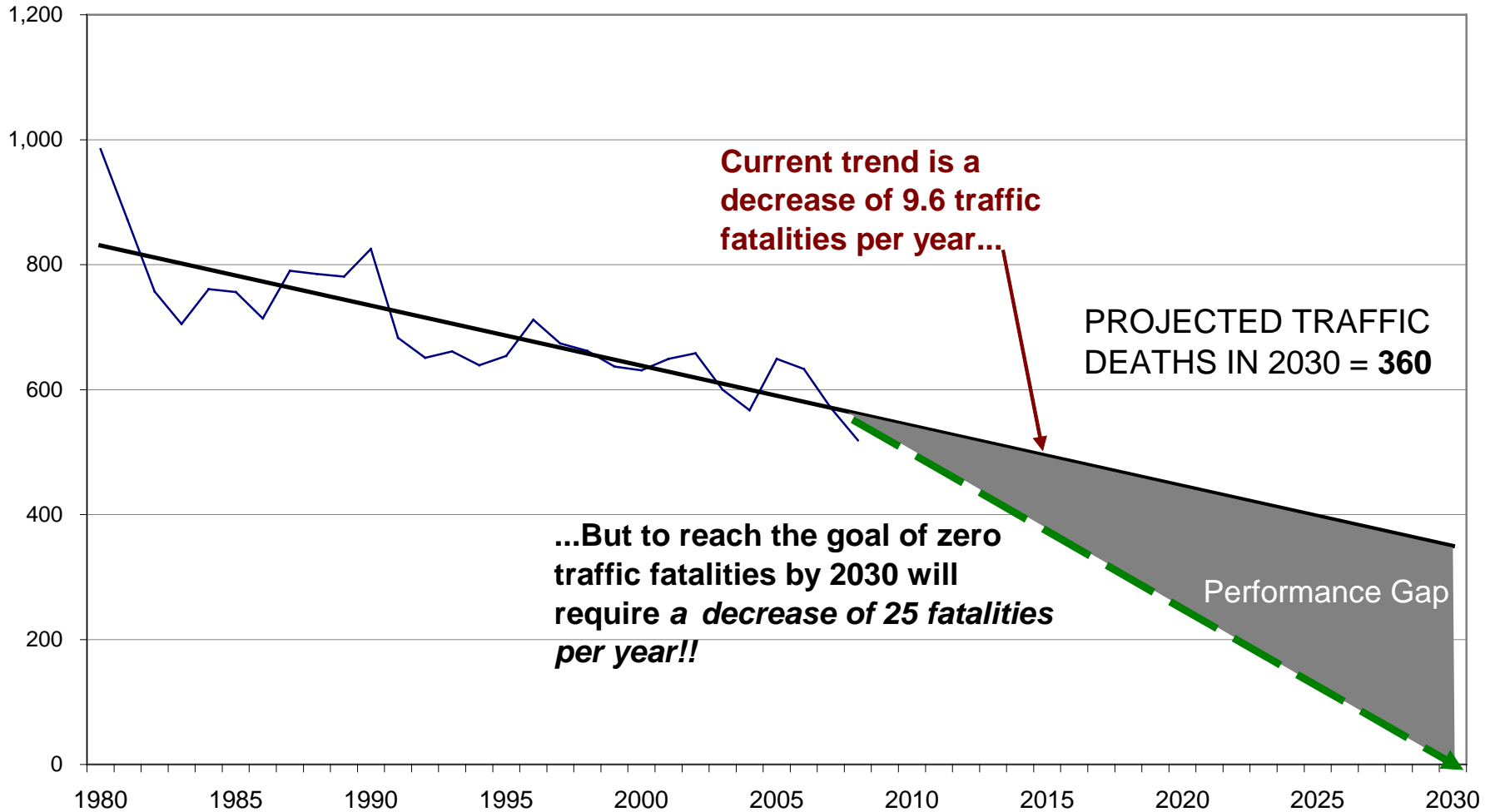
# Target Zero Update Underway

- Update started in 2008 and will be submitted to Governor in April 2010
- Major Changes:
  - Shift in some priorities
  - More aggressive goals
  - Added some strategies and deleted others

# Washington Traffic Fatalities, 1980-2008

Projected to 2030 (preliminary data for 2008)

PREPARED BY WTSC - February 2009 (Source: FARS)

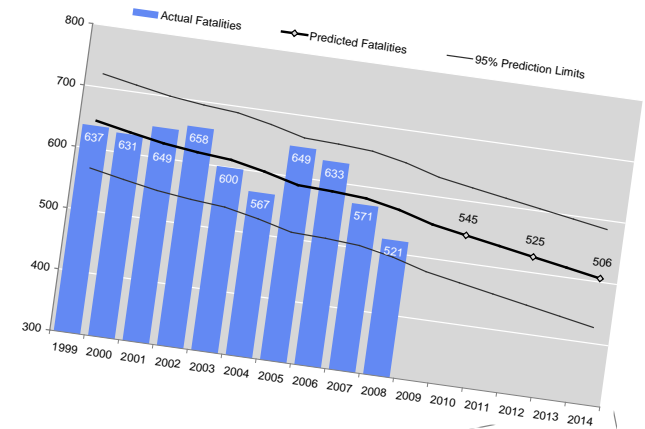




# Forecast Method Recommendations

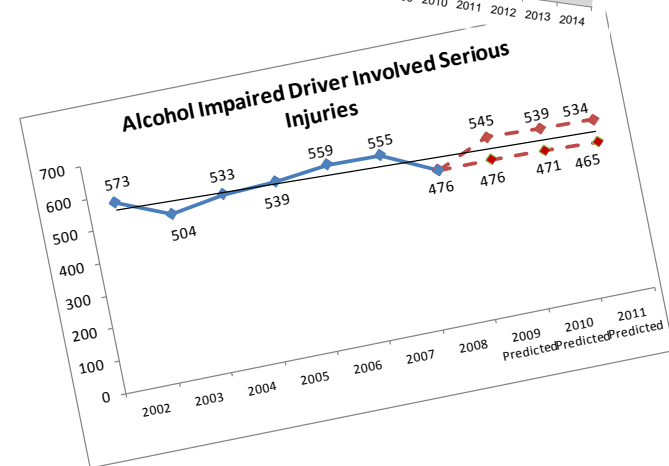
## Holt's Method for Fatalities

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

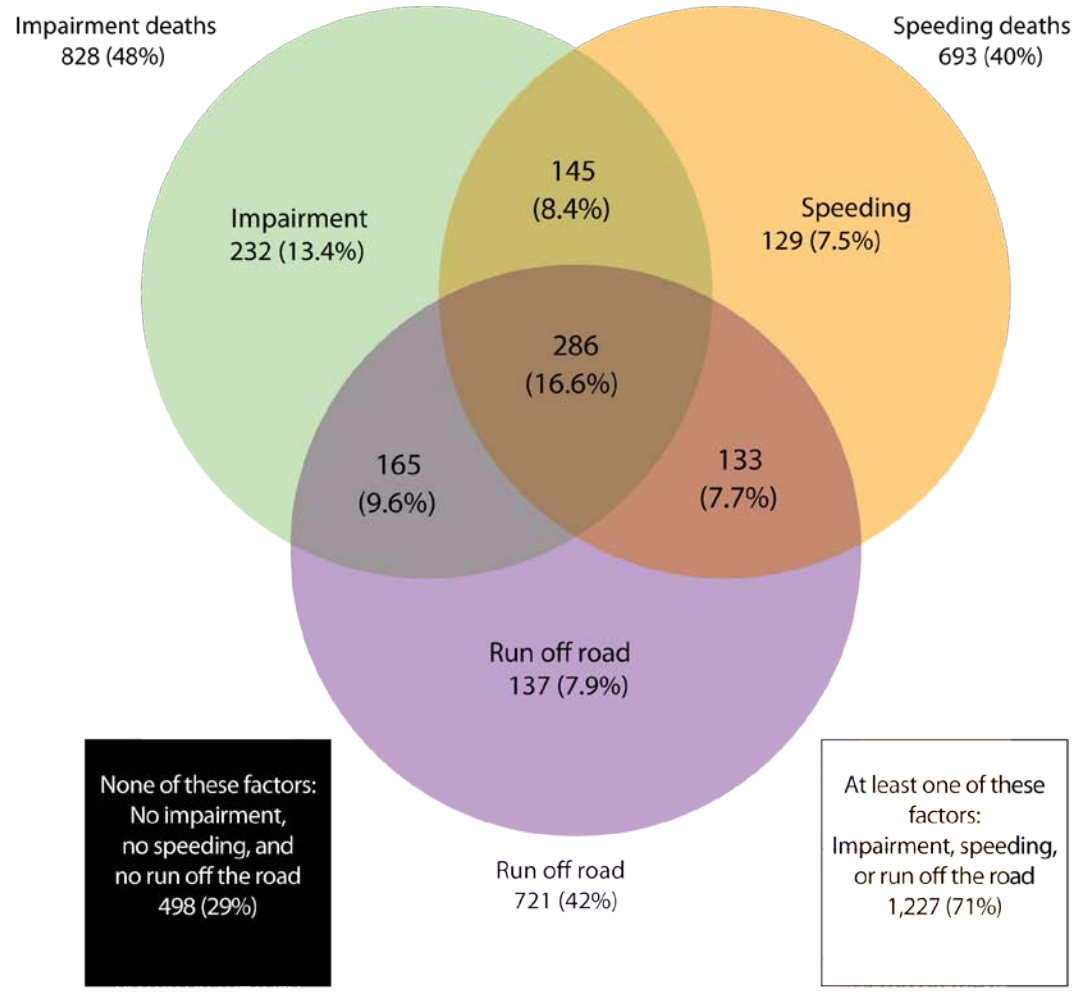


## Simple Linear Regression for Serious Injuries

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



# 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

# Target Zero Local Implementation

How do we tell the local TZ story?

- How do we understand the trends in our region?
- How do we know about the programs in place and the performance of these countermeasures?
- Is there a way we might track the various countermeasures?

# Target Zero Program Examples

## Impaired Driving

- Sustained enforcement: Drive Hammered Get Nailed / August DUI Crackdown: Aug. 9 to Sept 5, 2010
- Special DUI Projects
- Sustained enforcement (X-52): Impaired Driving and Speeding
- Target Zero Teams (state troopers and local law enforcement) Snohomish, King and Pierce - work full-time tracking down impaired drivers

## Speeding

- Speeding -- Slow Down or Pay Up
- School Zone Safety
- The Safety Restraint Coalition (SRC)

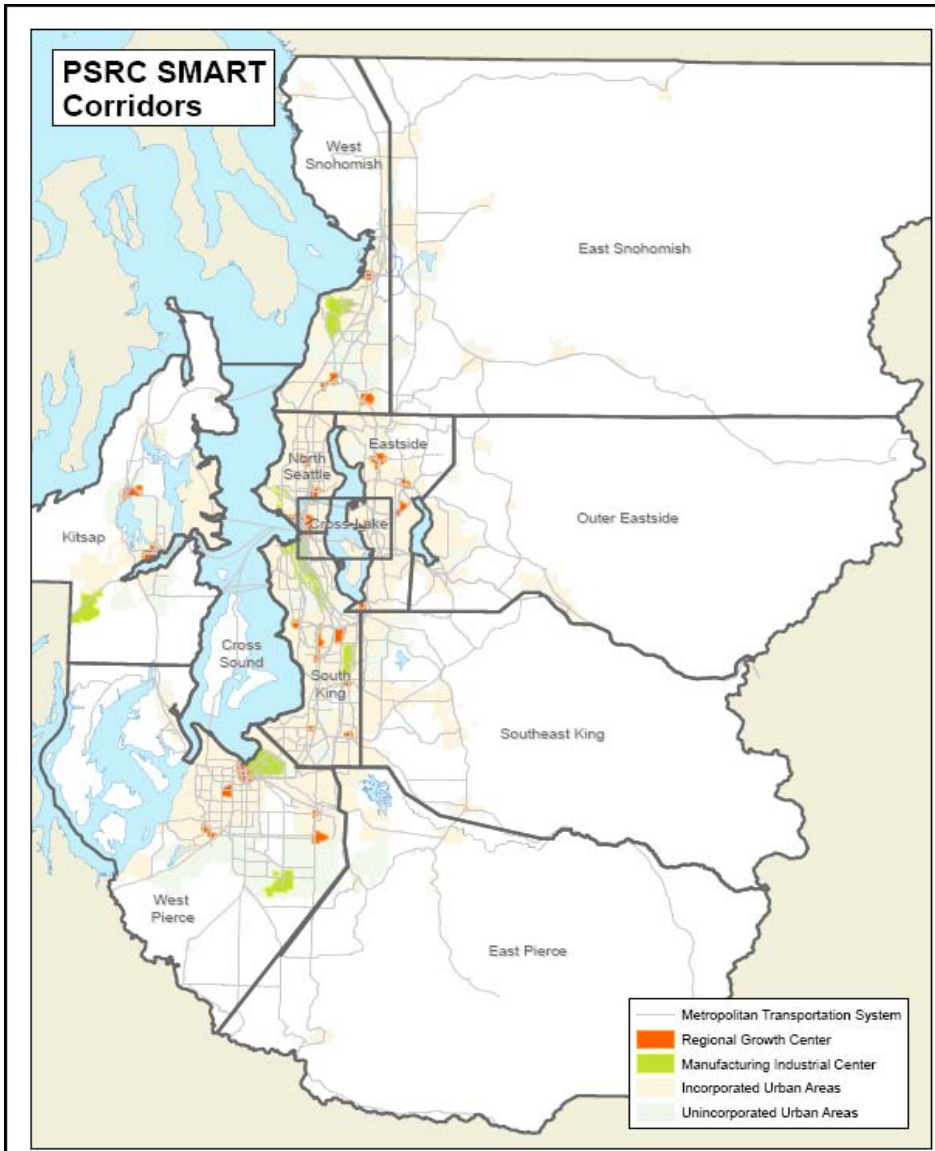
## Seatbelt

- Click it or ticket
- Impaired Driving and Speeding
- centerline rumble strips (rural 2-lane roads)

# Target Zero Program Examples

- **Corridor Safety Program** (WSDOT, WTSC, WSP, and TZ Task Force Coordinators) 24 Target Zero Community Traffic Safety Task Forces
- **Traffic Safety Teams** (state troopers and local law enforcement) Snohomish, King and Pierce - work full time tracking down impaired drivers

# PSRC SMART Corridors



**S** = Safe and Sustainable

**M** = Multimodal

**A** = Accessible

**R** = Reliable & Resilient

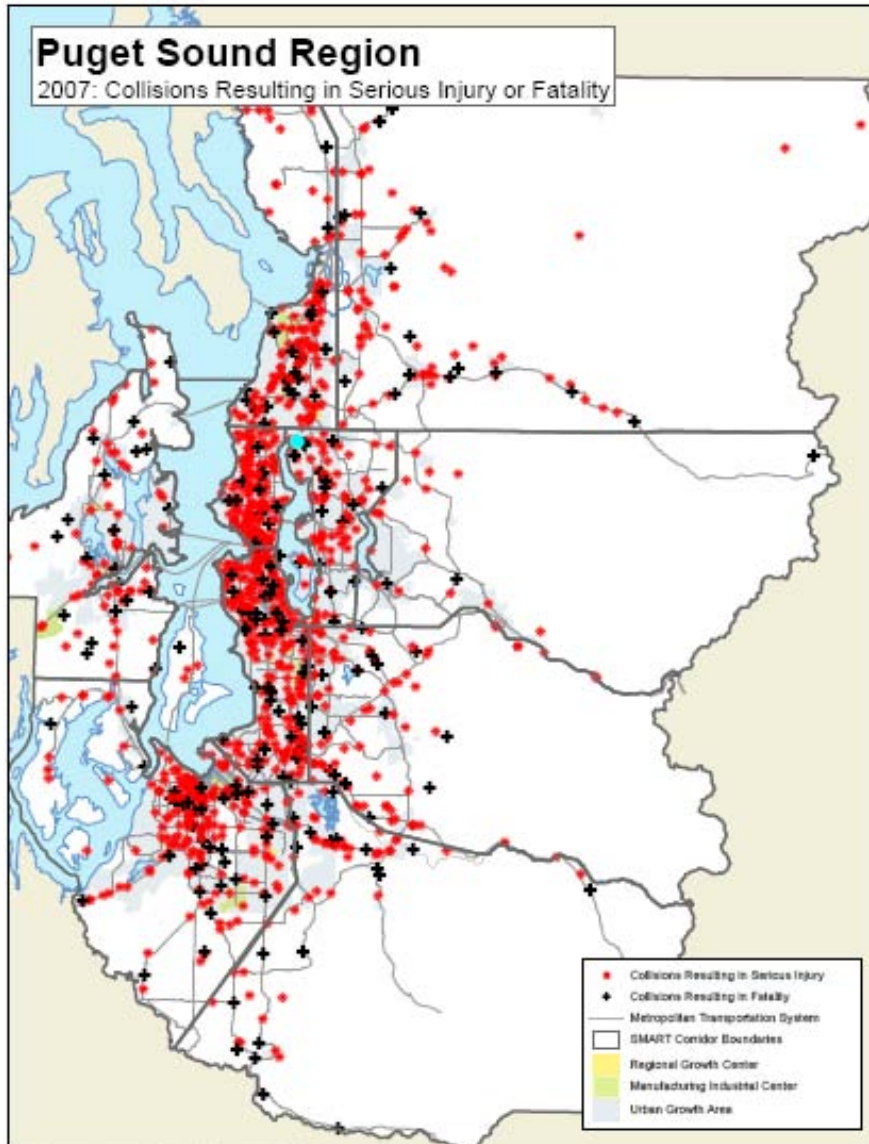
**T** = Technology

# SMART Corridors

## Existing Conditions Report

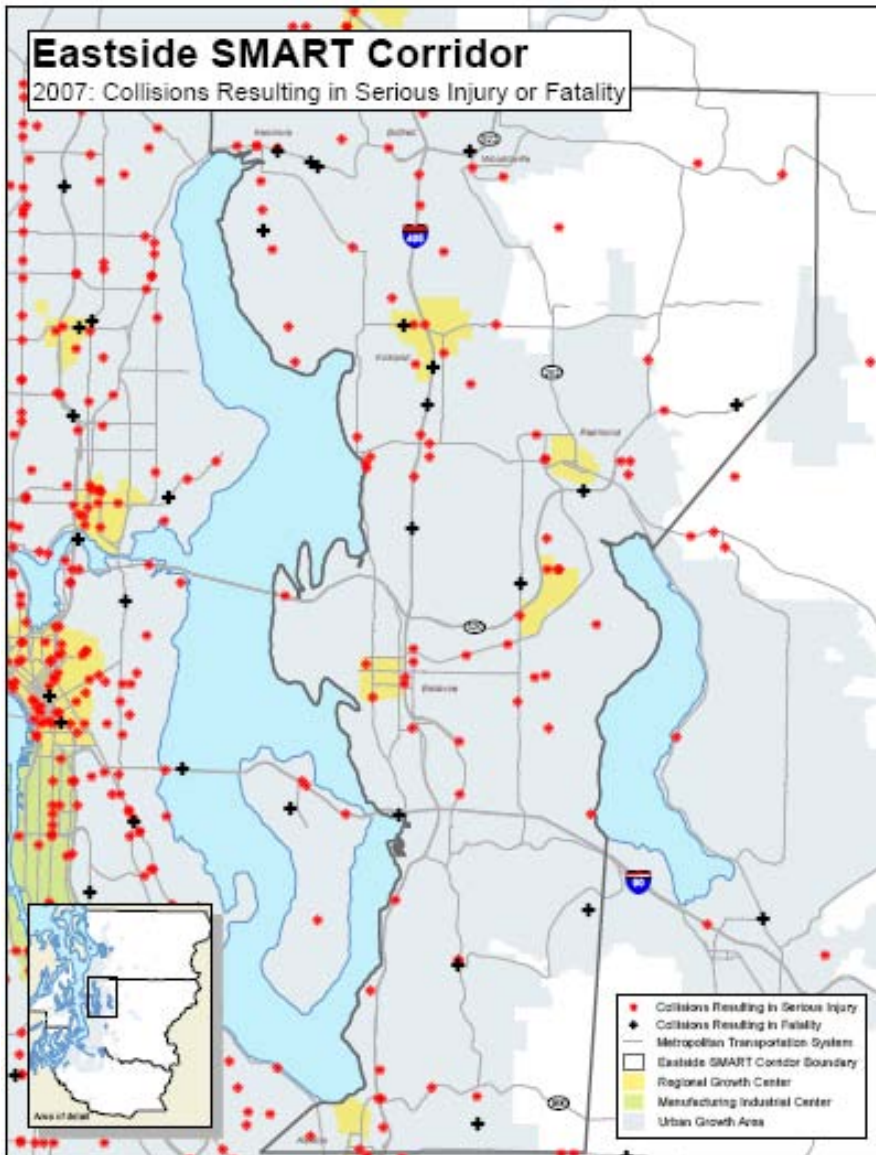
- Land Use
- Safety
- Transportation Demand Management
- Park and Ride facilities
- Tolling/pricing locations
- Transit Congestion (5 factors)
- Bicycle and Pedestrian Facilities
- Travel times (WSDOT “famous” commutes)
- Priority Arterials Corridors (“Top 25”)
- Stop-and-Go Conditions
- Freight (Priority Corridors)
- Ferries
- Technology/Regional Operations

# PSRC Target Zero 2007 Data



**Regional Scale**

# PSRC Target Zero 2007 Data



## SMART Corridor data

- A tool for performance monitoring
- Needs Assessment
- Integrated into prioritization process

# Discussion

**How are other RTPOs  
planning for safety?**

# Contact Information

Robin Mayhew  
Puget Sound Regional Council  
206-464-7537; [rmayhew@psrc.org](mailto:rmayhew@psrc.org)

Dick Doane  
Washington Traffic Safety Commission  
360-725-9894; [ddoane@wtsc.wa.gov](mailto:ddoane@wtsc.wa.gov)

Target Zero can be found under the Latest News section of  
[www.wtsc.wa.gov](http://www.wtsc.wa.gov)

Comments on proposed strategies should be submitted to  
[targetzero@wsdot.wa.gov](mailto:targetzero@wsdot.wa.gov)