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About Target Zero

Washington State is building traffic safety partnerships throughout the state to align priorities and leverage our resources to improve traffic safety. The Strategic Highway Safety Plan: *Target Zero* is the outgrowth of that partnership, setting forth a vision to reduce traffic fatalities and serious injuries to zero by the year 2030. It identifies Washington State's traffic safety needs, helping to guide investments to achieve significant reductions in traffic fatalities and serious injuries on all public roads.

Target Zero provides a comprehensive framework of specific goals, objectives, and strategies for reducing traffic fatalities and serious injuries. It serves as a statewide strategic highway safety plan and will be incorporated into the plans and programs of key traffic safety agencies. The plan directs the commitment of agency resources and funding, and seeks to support agencies, groups, and individuals working together to implement Target Zero strategies. This is a "practitioner's plan" intended to unite the contributing agencies and organizations and make sure we are all moving toward common goals.

Target Zero is strongly data driven, closely following the successful model adopted in the American Association of State Highway & Transportation Officials (AASHTO) *Strategic Highway Safety Plan*, which was developed in cooperation with the Federal Highway Administration (FHWA), the National Highway Traffic Safety Administration (NHTSA), and the Transportation Research Board (TRB). In keeping with its data-driven nature, *Target Zero* proposes an evaluation process to examine the progress towards the goals, suggest changes to the strategies, and feed results back into the planning process, so that priorities can be revisited and the plan updated periodically.

The federal Safe, Accountable, Flexible, Efficient, Transportation Equity Act – A Legacy for Users (SAFETEA-LU), 23 USC 148 requires each state have a Strategic Highway Safety Plan. This document meets those federal requirements for Washington State.

The Traffic Safety Partnership

The following organizations were consulted in the development of Washington State's Strategic Highway Safety Plan: *Target Zero* (SHSP) and are critical to achieving the SHSP's goals:

Washington State Agencies

Governor Gregoire
Governor's Centennial Accord (Governor/Tribes)
Governor's Office of Indian Affairs
Governor's Transportation Policy Office
Governor's Accountability and Performance Office
Washington Traffic Safety Commission
Department of Transportation
Washington State Patrol
Department of Health
Department of Licensing
Department of Social and Health Services
DSHS Division of Behavioral Health and Recovery
State House and Senate
Washington Transportation Commission
County Road Administration Board
Administrative Office of the Courts
Office of Superintendent of Public Instruction
Transportation Improvement Board
Harborview Injury Prevention and Research Center
Washington State Liquor Control Board
Office of Financial Management
Washington State Office of Public Defense

Federal Agencies

National Highway Traffic Safety Administration Northwest Region
Federal Highway Administration, Washington Division
Federal Highway Administration, Federal Lands Highway
Federal Motor Carrier Safety Administration
Federal Railroad Administration, Region 8

Private and Non-Profit Organizations

AAA Washington
Affordable Ignition Interlock
ATSSA, the American Traffic Safety Services Association
Ignition Interlock of Washington
Mothers Against Drunk Driving
Swerve Driving School
Towing and Recovery Association of Washington
Washington Road Riders Association
Washington Trucking Association

Tribal Nations and Organizations

Chehalis Tribe
Colville Confederated Tribes
Cowlitz Tribe
Kalispel Tribe
Lummi Nation
Muckleshoot Indian Tribe
Nisqually Tribe
Puyallup Tribe
Quileute Nation
Shoalwater Bay Tribe
Squaxin Island Tribe
Suquamish Tribe
Swinomish Tribe
Northwest Association of Tribal Enforcement Officers
Tribal Transportation Planning Organization
Bureau of Indian Affairs
Eastern Washington University Tribal Technical Assistance Program

Community, Local, and Regional Agencies and Organizations

23 Target Zero Community Traffic Safety Task Forces Representing Counties, Cities, and Tribes
The Association of Washington Cities
City of Bellevue Police Department
City of Wenatchee Police Department
Cooper Jones Bicycle & Pedestrian Committee
County Road Administration Board
Evergreen Safety Council
Greater Spokane Substance Abuse Council
King County Metro Transit
Metropolitan Planning Organizations
Puget Sound Regional Council
Regional Transportation Planning Organizations
State Criminal Justice Training Commission
The Washington Association of Counties
The Washington Association of County Engineers
Washington Association of Prosecuting Attorneys Washington
Washington Association of Sheriffs and Police Chiefs
Washington Traffic Incident Management Coalition

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Introduction

Vision and goals

Our vision is that Washington State will reduce traffic fatalities and serious injuries to zero by 2030. In order for Washington to achieve Target Zero, the State must achieve approximately 23 fewer fatalities and 130 fewer serious injuries each year for the next 20 years. From 2002 through 2008, Washington averaged 12 fewer traffic fatalities and 86 fewer serious injuries each year. While this is a great achievement, it is still not enough to reach the goal of zero fatalities and serious injuries in 2030. We must do more.

We have identified specific short-term goals for each priority area of the plan. Recognizing that there is an actual rate of decline as well as an aspirational one, we have chosen to set our shorter-term stretch goals for 2010, 2012, and 2014 at halfway between these two trends. Therefore, the goal for fatalities in 2010 is 532, halfway between the predicted number (based on the ten-year trend) of 545 and the zero-in-2030 trend of 519. The goals for 2012 and 2014 are similarly chosen.

For priority areas in which we are meeting or exceeding the Target Zero goal, we have chosen goals that match the current trend. For the one priority area in which deaths are increasing at a high rate (motorcyclists), we have set the goals on the Target Zero trend line.

This method reflects the belief that implementation of this plan will reduce deaths, while also acknowledging that there are factors outside of the control of the Target Zero partners. Trends in the driving population, such as the number of people on the road (and therefore exposed to the risk of traffic collisions), can affect the number of traffic fatalities. Meanwhile, technological improvements and medical advances can reduce the risk of fatalities. All of these factors and more will influence our ability to reach zero fatalities and zero serious injuries by 2030.

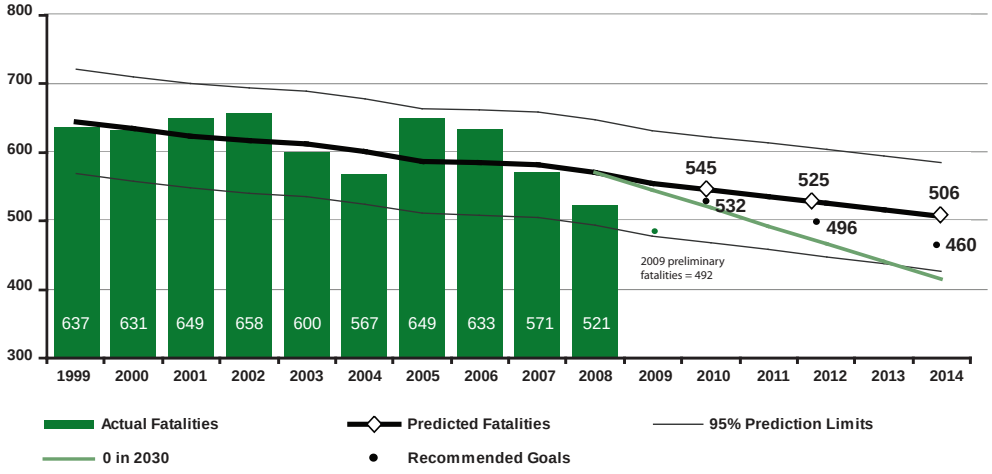
Background

For the past couple of years, national traffic safety trends have shown significant improvement. Figures from the National Highway Traffic Safety Administration (NHTSA) show that 37,261 people died in US motor vehicle crashes in 2008, down 10.5% from 2007; preliminary numbers for 2009 show an estimated 8.9% drop.[1] Washington State fatalities are also dropping, down 8.6% from 2007 to 2008 (from 571 to 521), with preliminary figures for 2009 showing a 5.6% decline in fatalities. Although far too many people are still dying on U.S. and Washington State roads, these recent drops are encouraging.

The traffic fatality rate is also trending downwards, dropping in Washington State from 4.91 deaths per 100 million vehicle miles traveled (VMT) in 1966 to 0.94 deaths per 100 million VMT in 2008, the state's lowest traffic fatality rate on record. This is well below the 2008 national rate of 1.27 traffic fatalities per 100 million VMT calculated by the National Highway Traffic Safety Administration (NHTSA).

Reasons for the decline in traffic fatalities and fatality rates are varied. Decreased driving due

All Washington Traffic Fatalities: Trends, Forecasts, and Goals



Source: Washington Traffic Safety Commission - Fatality Analysis Recording System (FARS)

[1] The 2009 figure is based on statistical projections done by NHTSA in March 2010. From Traffic Safety Facts DOT HS 811 291.

Introduction

to the high price of gasoline in much of 2008, augmented by the economic recession that began in late 2008, have reduced people's exposure to the risk of traffic collisions. Improvements in roadway engineering, vehicle design, and safety equipment have all helped save lives.

It is also true that successful traffic safety education programs, tougher legislation, improved roadways, faster emergency response times, and strategically focused enforcement efforts have contributed greatly to the continuing decline in traffic deaths. It is in these areas that Washington State's traffic safety partners have worked in close collaboration to bring about changes that contributed to our State's record low 2008 traffic fatality rate.

Achievements

Our state is proud of the safety improvements made in areas where we have focused a great deal of time, attention, and funding:

Unrestrained vehicle occupants. The fatality rate among unrestrained vehicle occupants, i.e., vehicle passengers not wearing appropriate safety restraints, has dropped more quickly than the trend needed to reach zero unrestrained vehicle occupant deaths in 2030. (see pages 39-43 for more information). This success reflects the effectiveness of the Click-It-or-Ticket campaign's combination of education and enforcement, as well as several other innovative efforts to encourage greater seat belt use.

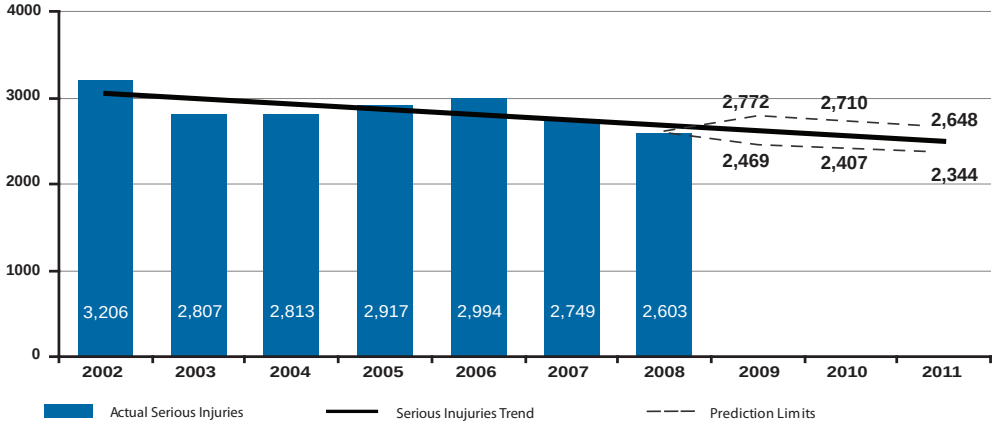
Run-off-the-Road fatalities. While the fatalities are still numerous enough to be classed as a Level One priority area, run-off-the-road deaths are dropping at a rate that closely tracks the overall Target Zero rate. We believe that this reflects the success of roadside treatments such as rumble strips and cable median barriers in reducing run-off-the-road collisions. For more information, see pages 26-28.

Young Drivers Age 16-20. The fatality trend for collisions involving young drivers aged 16 to 20 closely follows the zero-in-2030 trend. The implementation of the Intermediate Drivers License in 2001, which placed training requirements and driving restrictions on 16- and 17-year-old drivers, has helped with this decrease. More information is on pages 32-38.

Areas for Improvement

Although we are proud of our accomplishments, we believe there is room for improvement in many areas. For instance, motorcycle fatalities are going up, a trend opposite to those of all other types of traffic fatalities addressed in *Target Zero*. Impairment-related fatalities, the number one priority of this plan, are dropping, but not quickly enough to enable us to reach zero fatalities by 2030. These and other problem areas are highlighted for analysis in this plan, including lists of effective strategies and countermeasures. We cannot prevent all traffic collisions, but a growing number of highly regarded research studies has demonstrated that most traffic deaths and serious injuries are preventable.

All Washington State Serious Injuries: Trends and Forecasts



Source: WSDOT Collision Database

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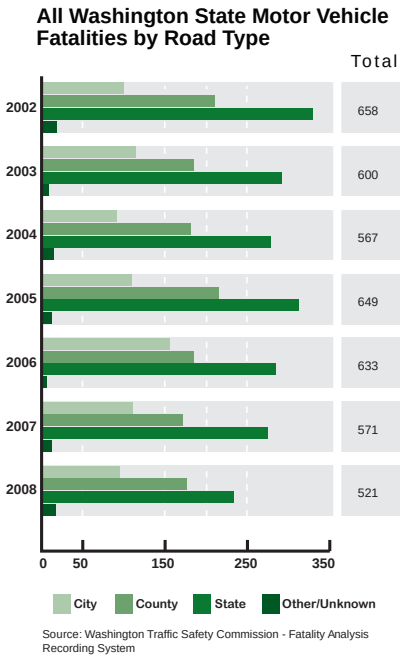
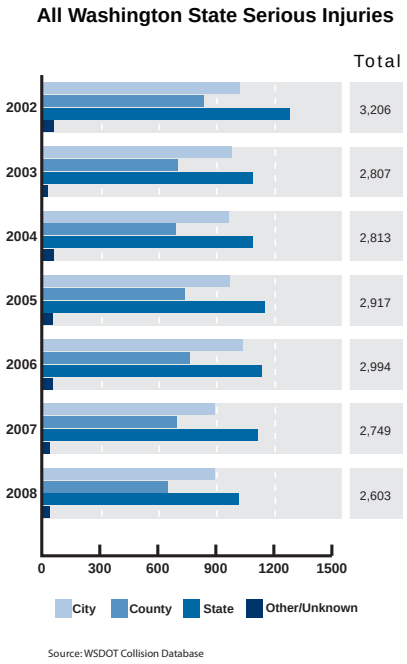
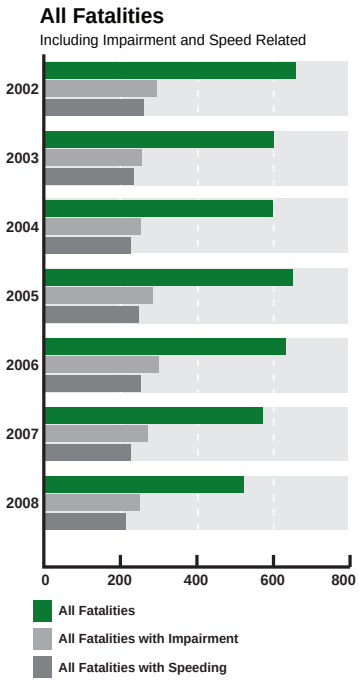


Source: Washington Traffic Safety Commission - Fatality Analysis Recording System



Source: WSDOT Collision Database



Source: Washington Traffic Safety Commission - Fatality Analysis Recording System (FARS)

In this update of *Target Zero*, several changes have been made to address new trends in the factors contributing to fatality and serious-injury collisions:

- Run-off-the-road collisions have been elevated to Priority Level One, based on their involvement in 42% of all fatalities between 2006 and 2008.
- Young drivers 16-20 years old and 21-25 years old have been combined into one group and moved to the top of Priority Level Two, based on their collective involvement in 38% of all fatalities.
- Distracted drivers have been separated from drowsy drivers and moved to a Level Two priority based on their significant involvement in fatal collisions. (Drowsy drivers were moved to Level Four).
- Compared with previous editions of *Target Zero*, this plan includes much more input from Washington's Native American Tribes regarding both traffic safety problems and the strategies to combat them (see pages 15-16 for more information).

Target Zero Strategies

This plan includes dozens of strategies for further reducing traffic fatalities and serious injuries in our state. These strategies were developed using national-level research, existing pilot programs, and input from many statewide stakeholders. Most of the strategies in *Target Zero* have been proven effective through professional evaluation in Washington or in other states or countries.

Some of the strategies outlined in *Target Zero* have not yet been proven effective. These strategies are ones that have been tried and perhaps even accepted, but for which no valid evaluations have yet demonstrated a link between the strategy and an actual reduction in traffic deaths. When funding such a strategy, we will require that a properly designed evaluation component be a part of the project.

When building the strategies in this document, two main sources were used to determine strategies' legitimacy: AASHTO's *Strategic Highway Safety Plan*, and NCHRP's

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guides documenting strategies for significantly reducing roadway injuries and fatalities. These guides, which contain proven, tried, and experimental strategies, are linked in this document to the applicable priority areas. Another guidance document is *Countermeasures that Work, A Highway Safety Countermeasure Guide for State Highway Safety Offices* by the Governors Highway Safety Association for NHTSA and the USDOT. This guide lists countermeasures, best practices, and expected effectiveness. Other reference material, listed in the Appendix (pages 82-85), provides detailed information about these objectives and strategies.

The majority of the Target Zero strategies focus on the four "E's" of Education, Enforcement, Engineering, and Emergency Medical Services (EMS):

Education. Give drivers the information to make good choices, such as not driving while impaired, wearing a seatbelt, and avoiding distractions while in their vehicles.

Enforcement. Use data-driven analysis to help law-enforcement officers pinpoint locations with a high number of fatal and serious-injury collisions related to driver behaviors, such as speeding and impairment.

Engineering. Design roads and roadsides using best practices to reduce collisions, or reduce the severity of collisions if they do occur.

Emergency Medical Services (EMS). Provide high-quality and rapid medical and emergency response to injury collisions.

While the strategies listed are comprehensive, there are several areas for future research. For instance, analysis of the possible benefits of motorcycle liability insurance, and of the high rate of motor vehicle fatalities among Native Americans, are areas of further research for the next edition of this plan.

Meanwhile, there are many things we can do right now to improve safety and reduce fatalities and serious injuries on our state's roads. We can improve roadway design to better accommodate pedestrians, bicyclists, motorcyclists, and commercial motor vehicles. We can use education to decrease the likelihood of dangerous behaviors like speeding and impaired driving. We can fund enforcement patrols at locations where these and other dangerous behaviors are likely to occur. We can enhance emergency medical capabilities to increase survivability when a collision does occur. Finally, we can improve our traffic data collection systems to enhance our ability to measure the effects of these strategies and keep us on course toward our target of zero deaths and zero serious injuries.

This guide shows us how.

Priority Rankings

Target Zero contains four levels of priorities based on the percentage of traffic fatalities associated each factor. Priority One has the three areas - impairment, run-off-the-road collisions, and speeding - associated with the largest number of fatalities in the state. Each of these areas were factors in 40% or more of the traffic fatalities between 2006 and 2008. Each are of Priority Two, which includes young drivers, distracted drivers, unrestrained vehicle occupants, and intersection-related crashes, accounted for somewhere between 21% and 38% of traffic fatalities. Traffic Data Systems, while not a cause of fatalities, is considered a Level Two priority because of the potential for better data to

Comparison of Factors Involved in Washington Traffic Fatalities from 2003-2005 to 2006-2008

Target Zero Priority Areas	2003-2005		2006-2008		2006-08 vs. 2003-05
	Deaths (N=1,816)	% of Total Deaths	Deaths (N=1,725)	% of Total Deaths	Percent Change in Number of Deaths
Priority One					
Alcohol and/or Drug Impaired Driver Involved	794	43.7%	828	48.0%	4.3%
Drinking Driver Involved	706	38.9%	712	41.3%	0.8%
Alcohol Impaired Driver Involved	557	30.7%	544	31.5%	-2.3%
Drug Impaired Driver Involved	412	22.7%	474	27.5%	15.0%
Run off the Road	771	39.2%	722	41.9%	-6.4%
Speeding Involved	707	38.9%	693	40.2%	-2.0%
Priority Two					
Young Drivers[1]	714	39.3%	654	37.9%	-8.4%
Drivers 21-25 Involved	381	21.0%	358	20.8%	-6.0%
Drivers 16-20 Involved	362	19.9%	318	18.4%	-12.2%
Unrestrained Passenger Vehicle Occupant	552	30.4%	481	27.9%	-12.9%
Distracted Driver Involved	478	26.3%	426	24.7%	-10.9%
Intersection Related	367	20.2%	356	20.6%	-3.0%
Traffic Data Systems					
Priority Three					
Unlicensed Driver Involved	323	17.8%	352	20.4%	9.0%
Opposite direction multi-vehicle collisions	340	18.7%	323	18.7%	-5.0%
Motorcyclist	203	11.2%	225	13.0%	10.8%
Unendorsed Motorcycle Operator	63	3.5%	84	4.9%	33.3%
Unhelmeted Motorcyclist	9	0.5%	16	0.9%	77.8%
Pedestrian	211	11.6%	198	11.5%	-6.2%
Heavy Truck	171	9.4%	198	11.5%	15.8%
Emergency Medical Services					

1 The number of fatalites involving drivers age 16-20 and drivers age 21-25 will not total the number of fatalities involving drivers age 16-25 due to incidents that involved drivers of both age groups. A total of 61 fatalities involved both a driver 16-20 and a driver 21-25

improve our analysis of traffic fatalities and serious injuries.

Priority Three areas were each involved in somewhere between 12% and 20% of fatalities between 2006 and 2008. They include unlicensed drivers, opposite direction multi-vehicle collisions, motorcyclists, pedestrians, and heavy trucks. Emergency Medical Services is also a Level Three priority area.

Priority Four includes areas that each involved less than 10% of all fatalities during this time, including older drivers, drowsy drivers, bicyclists, work zones, vehicle-train collisions, and school-bus-related collisions. While these areas do not have dedicated chapters in *Target Zero,* there is a brief discussion of current efforts included on pages 77-78. We believe that if we address more common factors such as impairment, speeding, and run-off-the-road collisions, the roads will be safer for all users.

Many fatalities involved more than one factor, so they will be represented more than once in the table.

Comparison of Factors Involved in Washington Traffic Fatalities from 2003-2005 to 2006-2008, continued

Target Zero Priority Areas	2003-2005		2006-2008		2006-08 vs. 2003-05
	Deaths (N=1,816)	% of Total Deaths	Deaths (N=1,725)	% of Total Deaths	Percent Change in Number of Deaths
Priority Four					
Older Driver Involved	160	8.8%	120	7.0%	-25.0%
Drowsy Driver Involved	86	4.7%	77	4.5%	-10.5%
Bicyclist[1]	30	1.7%	30	1.7%	0.0%
Work Zone	32	1.8%	21	1.2%	-34.4%
Wildlife	7	0.4%	9	0.5%	28.6%
Vehicle-Train Involved	5	0.3%	8	0.5%	60.0%
School Bus-Related	7	0.4%	1	0.1%	-85.7%
Aggressive Driver Involved					
Integrated Interoperable Communications					
Additional Measures					
Rural Road	1,129	62.2%	1,003	58.1%	-11.2%
Urban Road	684	37.7%	721	41.8%	5.4%
State Highway and Interstate	883	48.6%	792	45.9%	-10.3%
State Highways Operated by Cities	74	4.1%	55	3.2%	-25.7%
County Road	581	32.0%	534	31.0%	-8.1%
City Street	316	17.4%	362	21.0%	14.6%
Unlicensed Driver Involved	323	17.8%	352	20.4%	9.0%
Passenger Vehicle Occupant[2]	1,324	72.9%	1,208	70.0%	-8.7%

Groups are not mutually exclusive; therefore, percentages will total more than 100%.

[1] Bicyclists include unicyclists and tricyclists as well.

[2] Passenger Vehicle Occupants do not include motorcyclists, pedestrians, and bicyclists, or occupants of buses, motorhomes, and heavy trucks.

Target Zero Fatality Trends

WSDOT data shows that from 2006 through 2008, the period of time since the last update of this plan, an average of 381,243 reported collisions occurred each year on Washington's roadways. Annually, an average of 2,782 people received serious injuries, and an average of 575 people died.

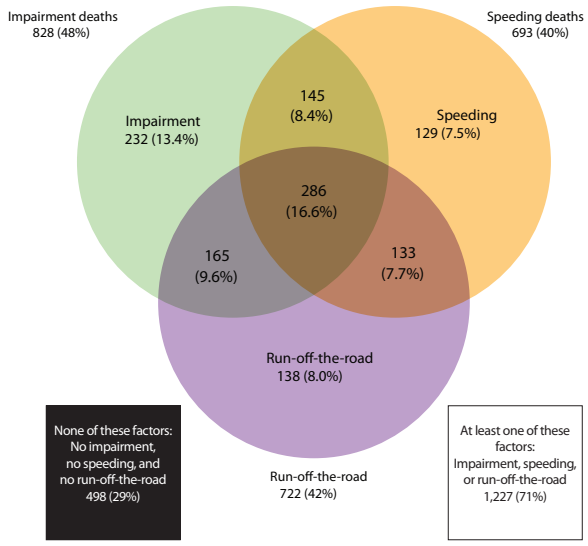
Of the 1,725 traffic fatalities that occurred from 2006 to 2008, 71% involved one or more of the Priority One factors of impairment, speed, and/or running off the road. During the same time period, 40% of traffic deaths occurred in speeding-related crashes and 48% of traffic fatalities occurred in impaired-driver related crashes. Forty-two percent involved vehicles running off the road. Nearly 450 (26%) of these motor vehicle deaths involved two of these factors, and nearly 300 (17%) involved all three. If Washington State could significantly reduce impaired driving, control speeding, and keep vehicles from leaving the roadway (or reduce the severity of the collisions that occur when they do), we could go a long way toward the Target Zero goal.

Analysis of the Ten Year Fatality Trends

Trends in Washington's traffic deaths over the past ten years provide an overview of our traffic safety progress.

From 1999–2008, data from the Fatality Analysis Reporting System (FARS) show about 75% of people who died in traffic collisions were passenger vehicle occupants, 11% were pedestrians, 10% percent were motorcyclists, and 2% were bicyclists.[1] Males accounted for 71% of traffic deaths, while females accounted for 29%. By age group, 15–20 year-olds suffered the highest number of fatalities with 953 deaths (15.6%) followed by 21–25 year-olds with 840 deaths (13.7%).

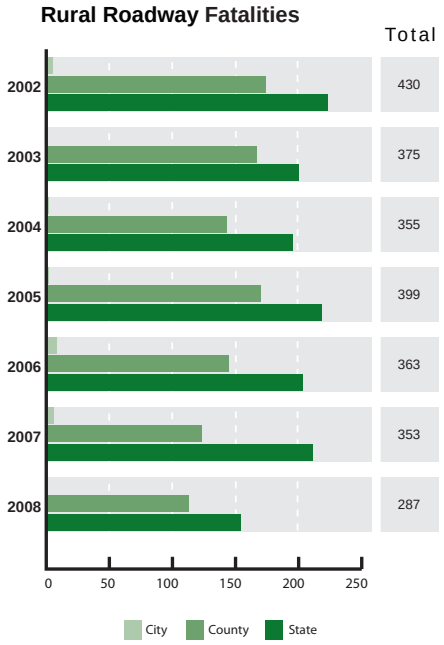
The role of impairment, speed, and run-off-the-road collisions in 1,725 traffic fatalities in Washington 2006-2008



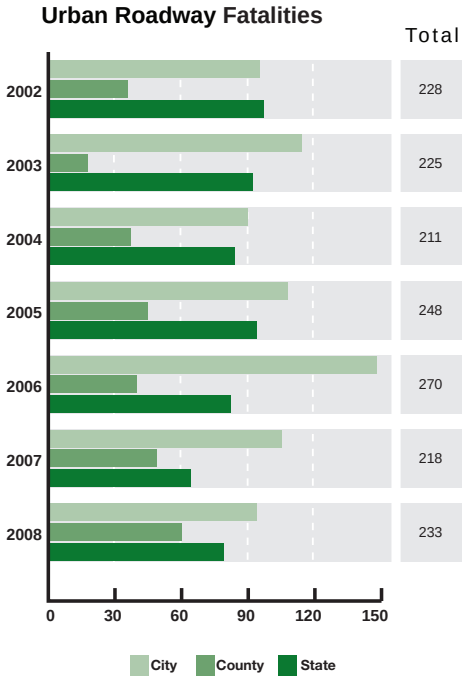
Data source: FARS and WSDOT Collision Database.

[1] The remaining 2% of fatalities included ATVs, snowmobiles, tractors, heavy trucks, buses, and motorhomes, among other categories

Target Zero Fatality Trends



Source: Washington Traffic Safety Commission - Fatality Analysis Recording System



Source: Washington Traffic Safety Commission - Fatality Analysis Recording System

Sixty-one percent of traffic fatalities occurred on rural roads, while 39% occurred on urban roads. By road type, 39% of deaths occurred on state or US highways, 31% on county roads, 18% on city streets, and 11% on interstates.[2]

However, if we consider the rate of fatalities per 100 million vehicle miles traveled (VMT), county roads suffered the highest fatality rate at 2.12 per 100 million VMT, followed by state and US highways at 1.47, city streets at 0.77, and interstates at 0.43.

Throughout the remainder of this report, traffic fatality and serious injury data are further presented and analyzed for all of the *Target Zero* plan elements within each emphasis area. We will also consider the contribution of impairment and speeding within each of these areas.

[2] The remaining 1% include "other' roads, such as private drives and forest service roads.

Native American Tribes and Target Zero

There are 29 Federally Recognized Tribes located within the borders of Washington State. Through the Centennial Accord, the State of Washington and Tribes have formally committed to working together on a government-to-government basis to address a number of common problems, including traffic safety issues. Native American reservations in Washington often include a mix of tribal, state, county and city roads, which creates jurisdictional complexities with law enforcement, collision reporting, road maintenance, and capital safety projects. Reservation roads are an important focus of traffic safety in our state, and the tribes are partners in the Target Zero effort. The active, professional and committed efforts by the Tribes to improve the quality and usefulness of *Target Zero* continues to result in fewer crash related deaths and serious injuries for all who live in or travel through Washington.

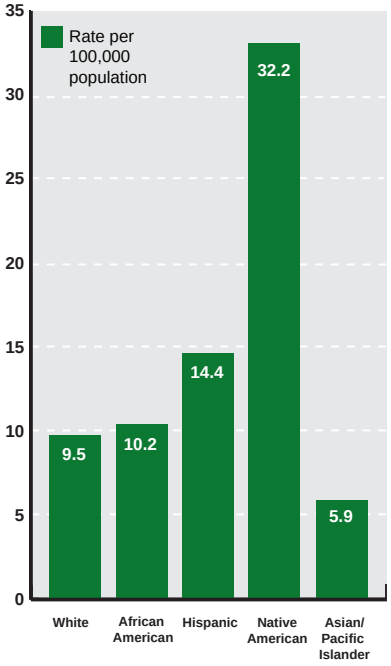
Tribes' Involvement in 2010 Update

During the October 2008 Tribal-State Transportation Conference, tribal planners and representatives of WSDOT and WTSC discussed traffic safety concerns and partnership opportunities. This led to the May 2009 Tribal Traffic Safety Summit, where WSDOT, WTSC, WSP, FHWA and BIA joined many tribes in the discussion about reducing traffic fatalities and serious injuries on reservation roads and among Native Americans in the state. During this summit, tribal, state and federal staff focused on the "Four E's" of traffic safety: Education, Enforcement, Engineering, and Emergency Medical Services. Many of the recommendations, strategies, and action items were incorporated into this update of *Target Zero*. This update also includes strategies from the National Strategic Highway Safety Plan for Indian Lands. Kirk Vinish, Lummi Nation Transportation Planner and Chair of the Tribal Transportation Planning Organization, and Mike Lasnier, Suquamish Chief of Police, were members of the Target Zero steering committee.

WSDOT circulated a draft of *Target Zero* strategies to tribal transportation planners in January 2010 for comment. WSDOT and WTSC then released a preliminary version of the plan in April 2010 for formal tribal consultation before presenting it to Governor Gregoire's office in July 2010.

Washington Traffic Fatality Rate

By Race/Ethnicity, 1999-2008



Source: Source; FARS, OFM
Note: Ethnic classification are per the U.S. Census Bureau and are mutually exclusive.

Disproportionate Impacts to Native Americans

In Washington, the fatality rate for Native Americans is 3.3 times higher than for non-Native Americans. FARS data from 1999 through 2008 shows that Native American fatalities are high across all types of motor vehicle collisions. One example is the pedestrian fatality rate, which is 4.8 times higher for Native Americans than for Caucasians. The FARS data notes that over half (56.8%) of Native American pedestrian fatalities occurred in rural areas. Case studies focused on pedestrian fatalities have been conducted by individual tribes across the U.S.; these studies point to a number of additional causes including poor lighting, inadequate shoulders, and lack of pedestrian facilities on reservation roads. The rural nature of many reservation roads also increases response time for Emergency Medical Services.

Native American Tribes and Target Zero

Data Challenges

Unfortunately, significant data gaps exist, making it difficult to analyze data specific to reservations in Washington. Data serves as the critical link in identifying safety problems, selecting appropriate countermeasures, and evaluating performance. Without data, traffic safety and roadway engineering-related statistical analysis becomes more difficult. It is also more difficult for tribes to compete for safety funding and justify their needs. Many of the charts in *Target Zero* that display information by state, city, or county roads do not include data for reservation roads. Given the disproportionate impact to tribal communities, it is critical that we close these gaps and use data to help identify and address problems. Some of these challenges are described below.

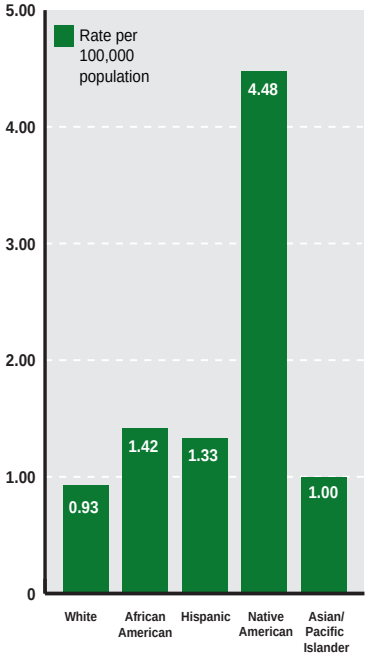
Geospatial Data. Reservations in Washington often include a mix of tribal, state, county and city roads, but currently WSDOT is not able to report data specific to a reservation, or for all reservations in the state. To close some of these data gaps, WSDOT is working with tribes to obtain maps of all reservation roads. Five Tribes have submitted maps to date. Our goal is to have maps for each reservation in the state before the next edition of *Target Zero*.

Collision Reporting. Researchers and traffic safety experts agree that crash data on tribal lands is under-reported. WTSC is working with tribal law enforcement to provide technical assistance and equipment, and to address confidentiality concerns with reporting. This effort has already shown some success. Recently, WTSC, the Confederated Tribes of Colville, and the Bureau of Indian Affair's Safety Office worked together to secure funding to install SECTOR software into all Colville patrol cars, resulting in direct transmittal of traffic collision reports to WSDOT.

Funding. Lack of funding is another barrier to proper data collection. The WTSC has $50,000 in grant funding to support projects promoting traffic safety initiatives in local tribal communities. During the 2009 Centennial Accord Meeting, WTSC and WSDOT offered to partner with tribes to address problems with a national tribal traffic safety grant program. The chronic under-funding of tribal roads through the Bureau of Indian Affairs Indian Reservations Road Program also makes it difficult for tribes to construct safety projects, including some related to basic maintenance. WSDOT has offered to collaborate with tribes on the reauthorization of the federal surface transportation act to help alleviate this funding issue.

Pedestrian Fatalities

By Race/Ethnicity, 1999-2008



Source: Washington Traffic Safety Commission - Fatality Analysis Recording System (FARS)

Further Work on Tribal Traffic Safety

The many tribes and agencies who developed this edition of *Target Zero* remain committed to partnering to address tribal traffic safety issues. Over the next few years, these partners will work to close the data gaps described above, and to identify additional research related to the causes and solutions to the high traffic fatality rates among Native Americans. Our goal is to include more comprehensive tribal traffic safety data in the next update of *Target Zero*.

Target Zero Planning Process

The partners who have developed Washington State's Strategic Highway Safety Plan intend for it to coordinate their safety programs, align their goals and objectives, and leverage their collective resources.

The *Target Zero* traffic safety partnership is headed by the Washington Traffic Safety Commission, which is structured by law to provide a collaborative mix of leaders to bring about the most efficient and effective management of traffic safety resources. The Commission consists of the Governor (who serves as Chair) and the executives of the following State agencies:

- The Office of Superintendent of Public Instruction
- The Department of Licensing
- The Department of Transportation
- The Washington State Patrol
- The Department of Health
- The Department of Social and Health Services.

In addition, the Governor appoints representatives from the Association of Washington Cities, the Washington Association of Counties, and the judiciary.

The Washington Traffic Safety Commission and the Washington State Department of Transportation took the lead developing the 2010 update of *Target Zero*, the third update of the plan since its inception in 2000. They established an initial working group of data analysts that included WTSC, WSDOT, Washington State Patrol, and Department of Licensing. This team spent from June to November 2009 analyzing traffic data and reviewing existing traffic safety planning documents. Meanwhile, *Target Zero* partners gathered stakeholder input in three traffic safety conferences: the July 2009 Steering Committee Conference, the Summer 2009 Tribal Traffic Safety Conference, and the October 2009 Traffic Safety Stakeholder Summit.

A list of proposed strategies went out for comment in December 2009. Between January 2010 and April 2010, those strategies were honed into the final lists seen at the end of each chapter in this plan. In April 2010, a draft of the plan went out for external review by partners and stakeholders. In June 2010, Target Zero was submitted to Governor Gregoire for her review and approval.

Target Zero Data Sources

The many databases that make up Washington's Traffic Records System contain data on collisions, citations and adjudication, drivers and registered vehicles, motor carriers, injury surveillance (including emergency medical services, hospital emergency departments, trauma centers, hospital inpatient and death records), and roadway information including traffic volume, features inventory, and geometrics.

This data system serves as the critical link in identifying problems, selecting appropriate countermeasures, and evaluating the performance of these programs. The Washington State traffic data contained in this document comes primarily from Washington State Department of Transportation Collision Database and FARS. (More information on those databases is available on page 88 in the appendix of this plan.) As documented throughout this plan, the traffic safety data was thoroughly reviewed by the Target Zero committee to provide a clear picture of our State's current traffic safety successes and challenges. This information was used to select the emphasis areas and to set the statewide traffic safety priorities listed in this document.

The Traffic Data Systems process is itself a priority area in Target Zero. To read more about the system and strategies for its development, please visit pages 51-54.