

# Washington Traffic Safety Commission & Target Zero Overview

Washington State Transportation Commission

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Lowell Porter

WTSC Director



# Washington Traffic Safety Commission

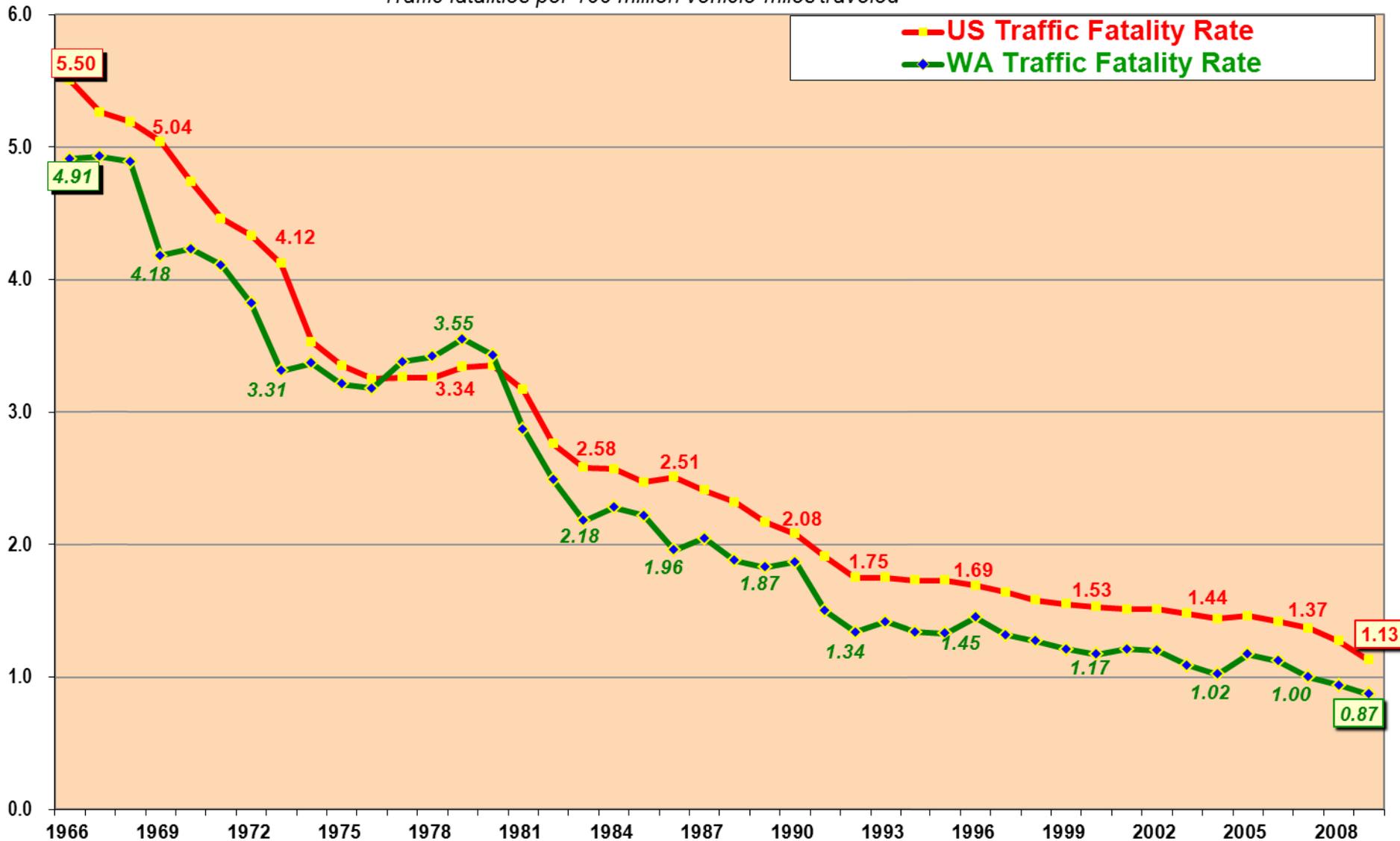
- Our agency
- Target Zero



# Traffic Fatality Rates, 1966-2009

## U.S. and Washington State

Traffic fatalities per 100 million vehicle-miles traveled



Source: FARS, WSP, WSDOT, and NHTSA

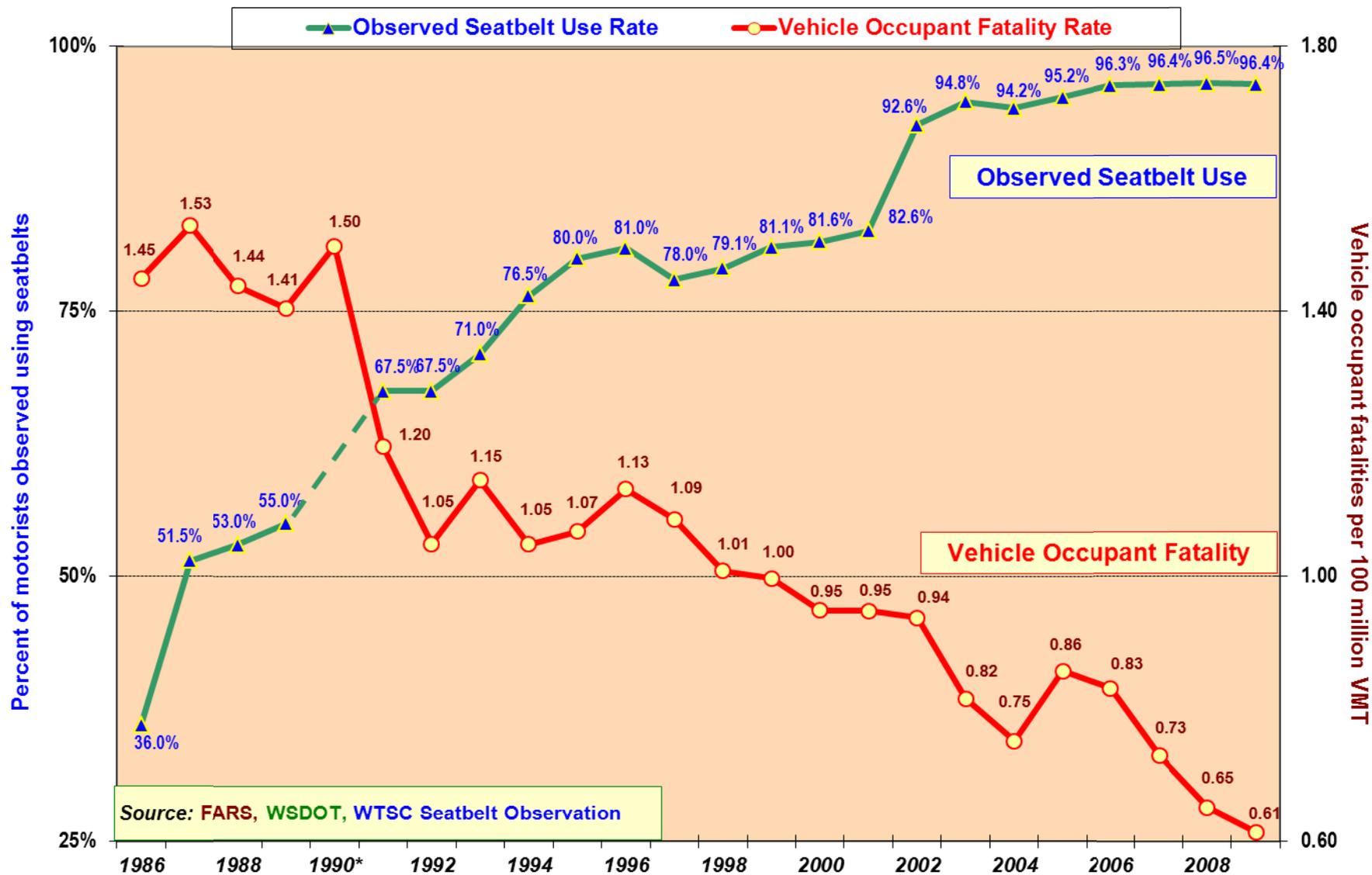
# What is the Washington Traffic Safety Commission?

Primarily programs to change behavior

- Click it or Ticket
- Drive Hammered Get Nailed



# Can a Combination of Enforcement & Education Change Behavior?



# Commissioners

- Governor, Chair
- Secretary of Transportation
- Secretary of Health
- Secretary of Social and Health Services
- Chief, Washington State Patrol
- Director, Department of Licensing
- Superintendent of Public Instruction
- City, County, and Judiciary Representatives



# Authority

- Created under RCW 43.59
- Commission structure, which is still relevant today, is modeled after prototype recommended in Federal Highway Safety Act of 1966

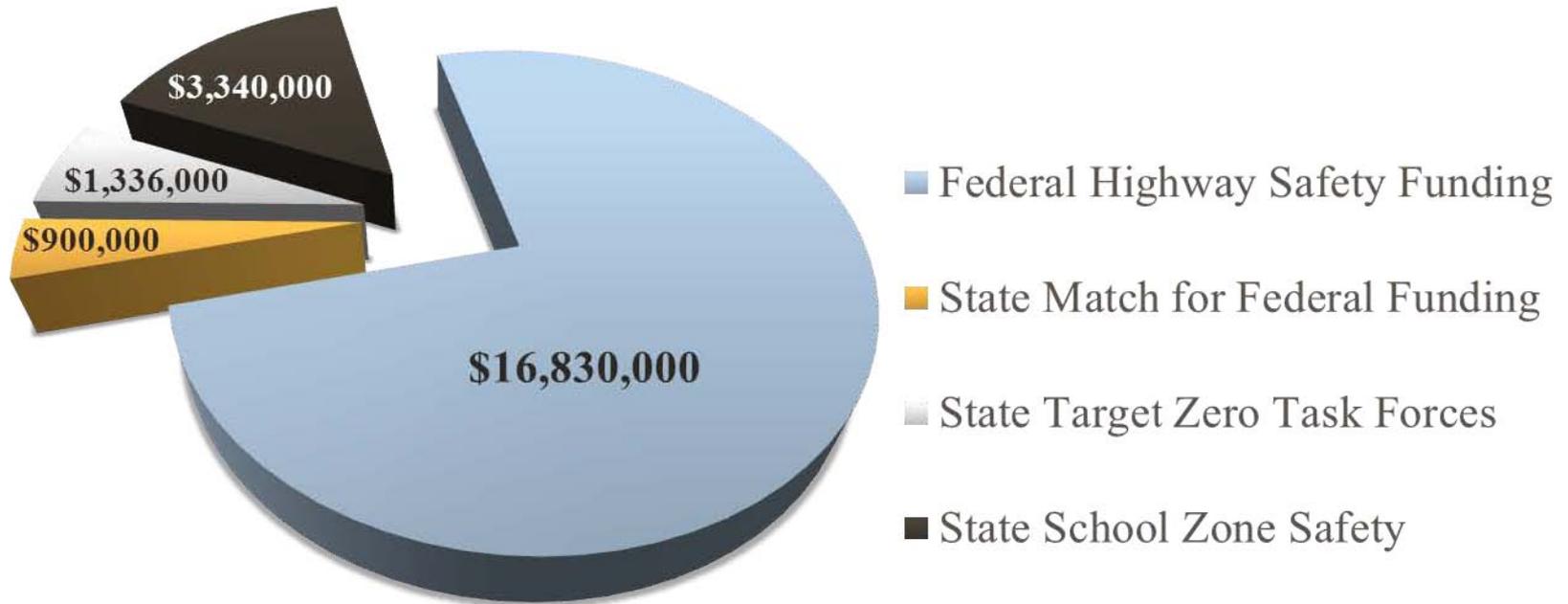


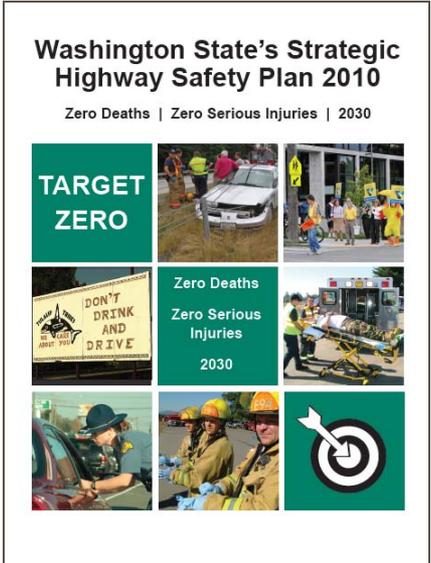
# Mission

- To save lives and reduce injuries on Washington roads through leadership, innovation, coordination and program support in partnership with traffic safety activists, professionals and organizations throughout the state.



# Traffic Safety Commission Funding





# Target Zero: Washington's Strategic Highway Safety Plan



# The Target Zero Vision

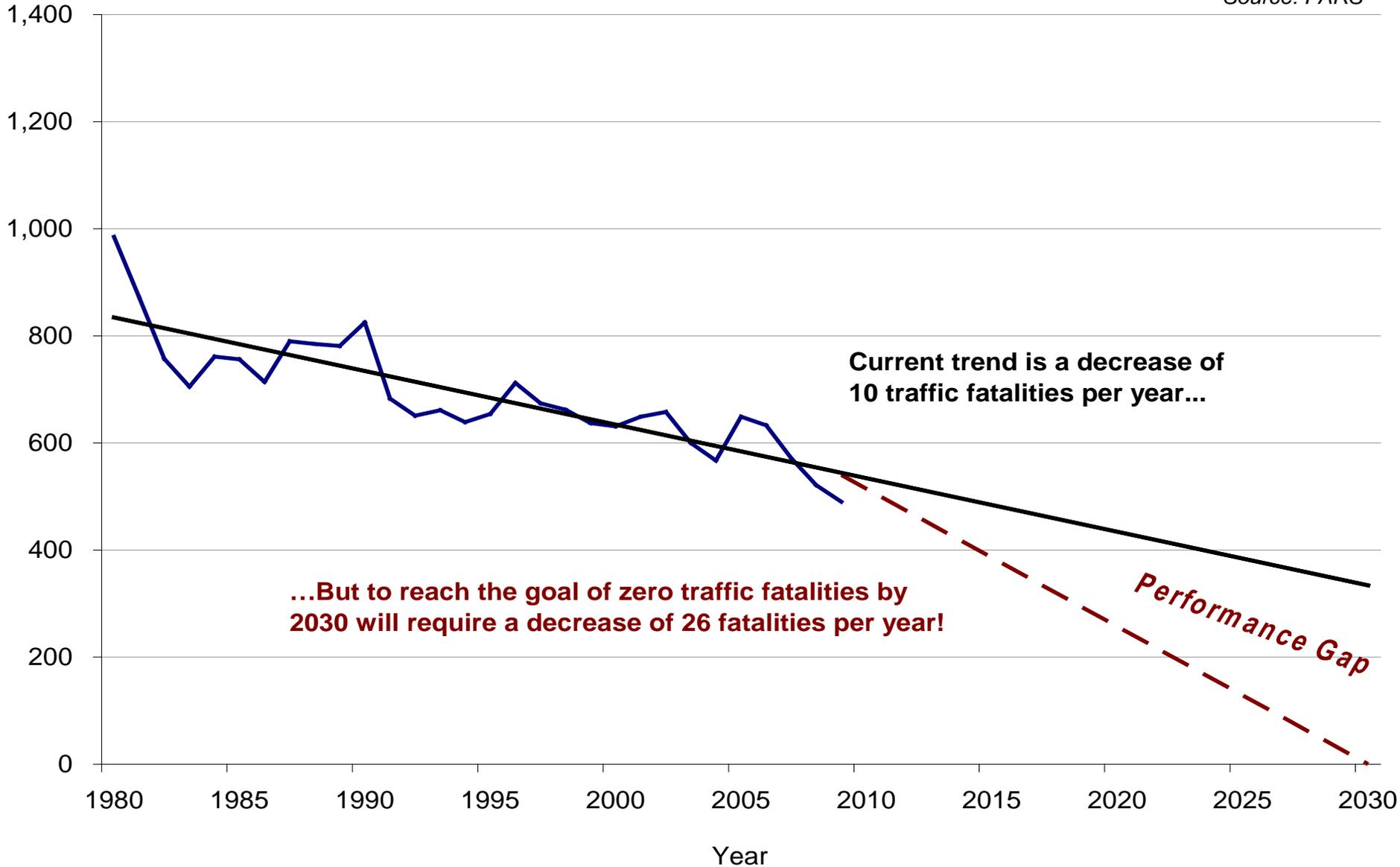
- Eliminate all traffic deaths and serious injuries on Washington roads by 2030.
- Washington formally adopted this vision in 2000, becoming the first state to have a vision of Zero traffic deaths.
- Governor Gregoire signed the second update of Target Zero in August, 2010.



# Washington Traffic Fatalities, 1980-2009

Projected to 2030

Source: FARS

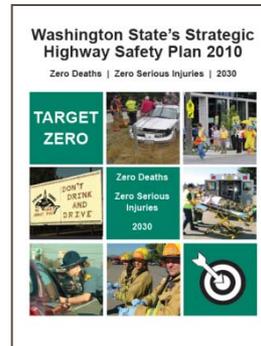
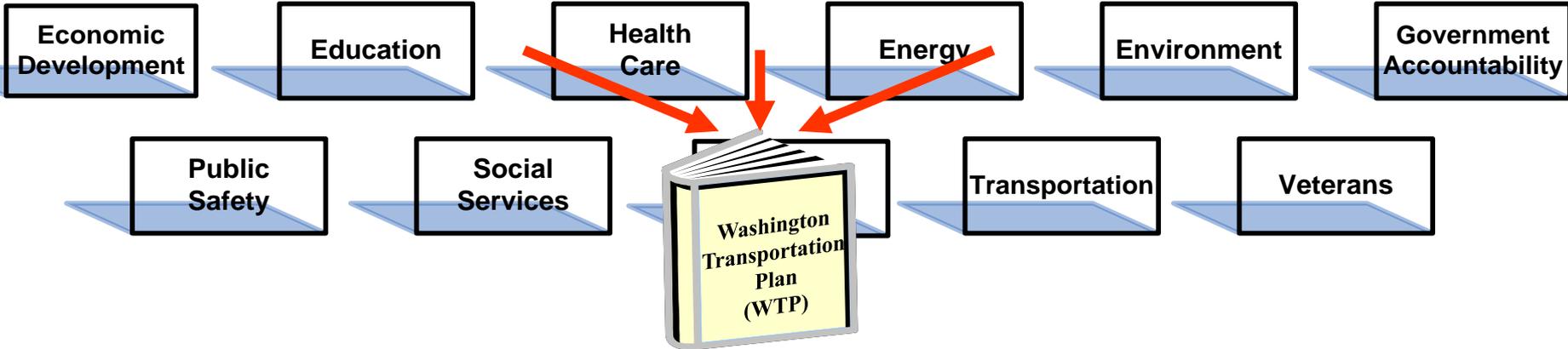


# Key Elements of Target Zero

- Data drives plan development, resource allocation, and evaluation
- Establishes safety priorities and goals
- Offers proven strategies and best practices
- Partners use and support the plan



# Governor Gregoire's Priorities for Washington



Washington's  
= Strategic Highway  
Safety Plan

- Engineering
- Education
- Enforcement
- EMS (Emergency Medical Services)

Washington State's Strategic Highway Safety Plan 2010

Zero Deaths | Zero Serious Injuries | 2030



State Agencies



Implementation Recommended

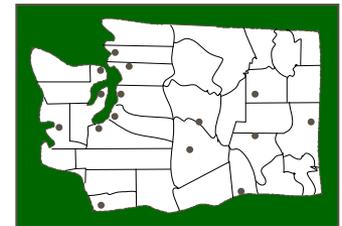
Implementation Required



Indian Nations



Local Agencies



Private Industry & Non-profit Groups



# Establishing Target Zero Priorities

- Analyze the data
- Identify the safety areas with most room for improvement
- Group priority areas into four levels, with priority 1 being the most critical
- Invest resources where the greatest safety benefit can be realized



# Priority Rankings

<b>Priority One Areas for 2010</b>	<b>Percent of Total Deaths, 2006-2008</b>
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

# 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 Priority Rankings

<b>Priority Three Areas for 2010</b>	<b>Percent of Total Deaths 2006-2008</b>
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 Priority Rankings

Priority Four Areas for 2010	Percent of Total Deaths 2006-2008
Older Drivers	7.0%
Drowsy Drivers*	4.5%
Pedal cyclists	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

# Sample of Proven Strategies to Reduce Deaths and Serious Injuries in Run off the Road Crashes

- Install rumble strips where appropriate.
- Develop and implement guidance to improve ditches and back slopes to minimize crash severity.
- Remove or replace all non-standard guardrail.



# Are There Any Non-engineering ROR Strategies?

The proven strategies listed in these Target Zero priority areas would reduce ROR crashes:

- Impaired Driving
- Drowsy or Distracted Driving
- Speeding

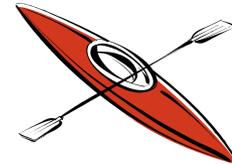
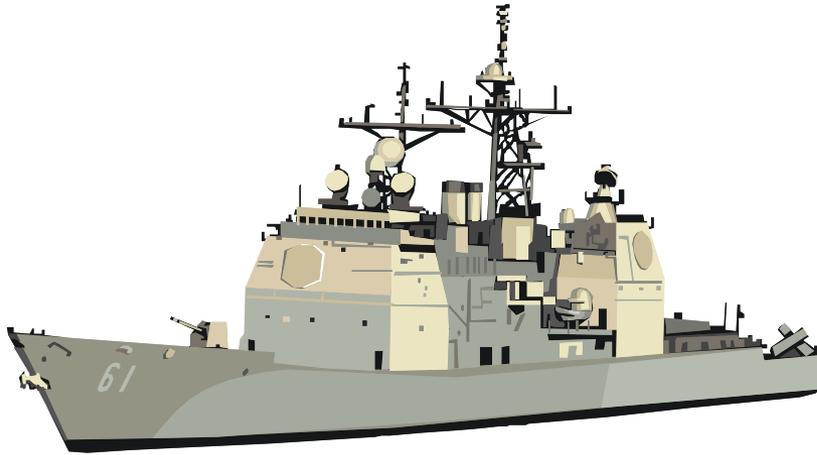


# Target Zero: A Tool for Public Policy

- Target Zero was created to help guide both programs and policy
- Frequent revisions keep it relevant to emerging issues



# A High Tide Floats All Boats



# Questions?

Lowell Porter

Washington Traffic Safety Commission

360-725-9899

[lporter@wtsc.wa.gov](mailto:lporter@wtsc.wa.gov)

Target Zero can be found at

[www.wtsc.wa.gov](http://www.wtsc.wa.gov)

