

# Target **ZERO**

Washington's Strategic  
Highway Safety Plan

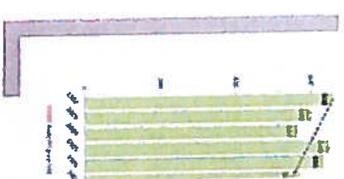
# Target Zero Vision

In 2000, Washington formally adopted the Target Zero vision, becoming the first state to adopt a goal of:

Zero traffic deaths and serious injuries on roadways by the year 2030

# Develop Roadmap

- Data Driven Problem Identification
- Performance-based Goals
- Effective Strategies
- Coordination with other Plans
- Special Rules



# Target Zero Vision

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# Collaborative Update Process

**Data Analysts**

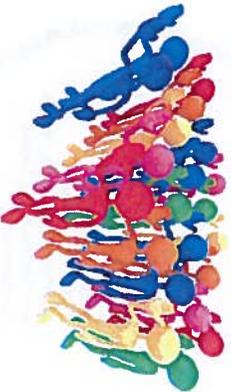
**Project Team**

**Steering Committee**

Dept. of Licensing  
Dept. of Health  
Dept. of Transportation  
State Patrol  
WA Traffic Safety Commission

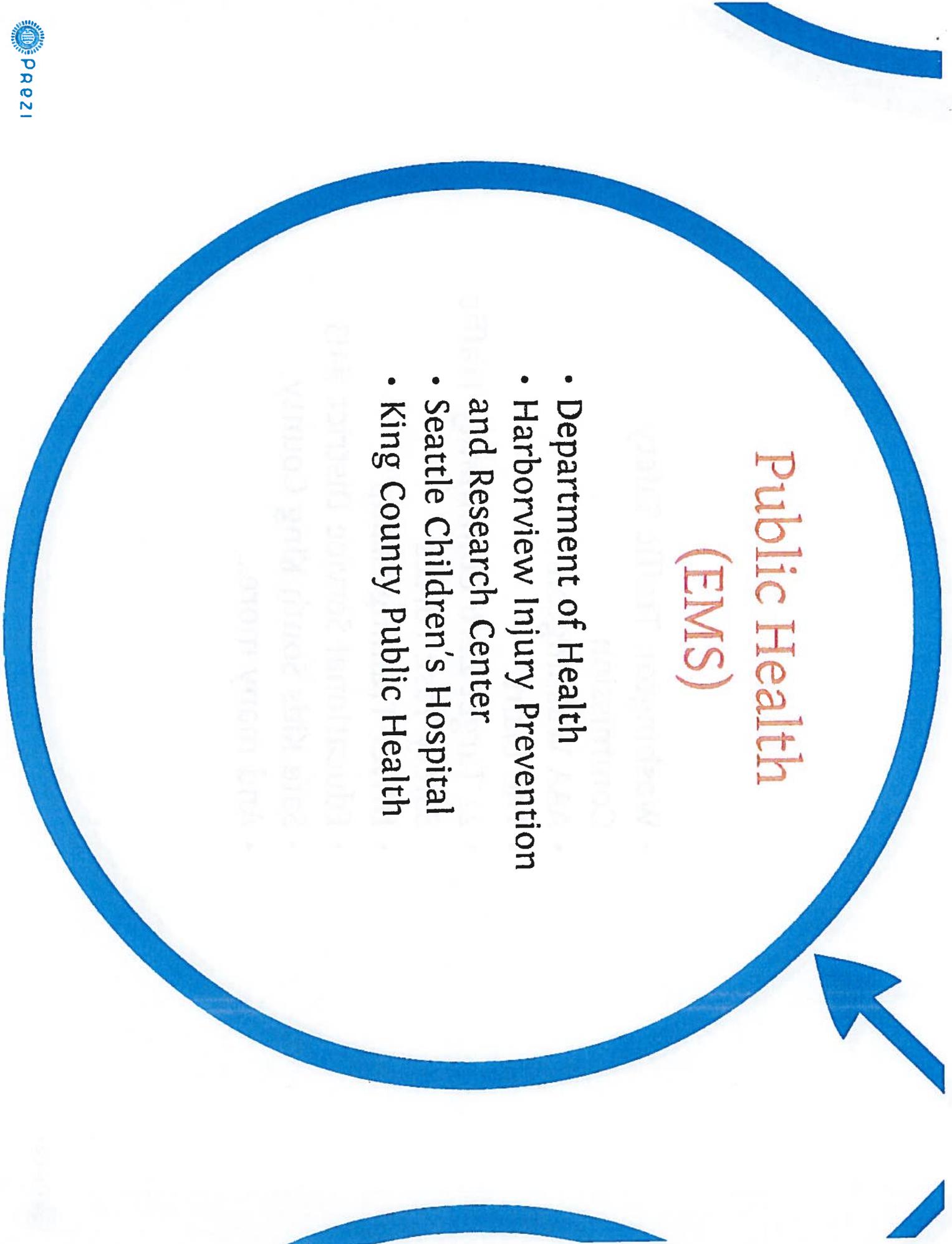
All Data Analyst organizations,  
plus:  
County Law Enforcement  
City Law Enforcement  
Puget Sound Regional Council  
Tribal TZ Manager

All Project Team organizations, plus:  
AAA Washington  
Dept. of Behavioral Health Recovery (DSHS)  
Governor's Office/OFM  
Harborview Injury Prevention  
NW Assoc. Tribal Enforcement Officers  
Superintendent of Public Instruction  
Tribal Transportation Planning Organization  
Target Zero Managers Exec. Council  
WA State Association County Engineers  
WA Assoc. of Sheriffs and Police Chiefs



# Engineering

- Washington State Dept. of Transportation
- Seattle Dept. of Transportation
- City of Everett
- Kitsap County Public Works
- Washington Association of County Engineers
- And more...



# Public Health (EMS)

- Department of Health
- Harborview Injury Prevention and Research Center
- Seattle Children's Hospital
- King County Public Health

# Tribal

- Confederated Tribes of the Colville Reservation
- Spokane Tribe of Indians
- Northwest Association of Tribal Enforcement Officers
- Tribal Transportation Planning Organization
- Quinault Indian Nation
- And many more...



# Partners Meeting

- 180 participants
- Shared updated trends and priorities
- Asked for input on strategies
- Increased awareness and buy-in



## Participants

- Tribes
- Advocacy Groups
- Driving Associations
- City Police Departments
- City Transit
- Courts
- Driving Organizations
- Federal Agencies
- Injury Prevention
- Legislative Staff
- Public Health
- Regional Planning Councils
- State Agencies
- Target Zero Task Forces
- Technology Companies
- And many more...

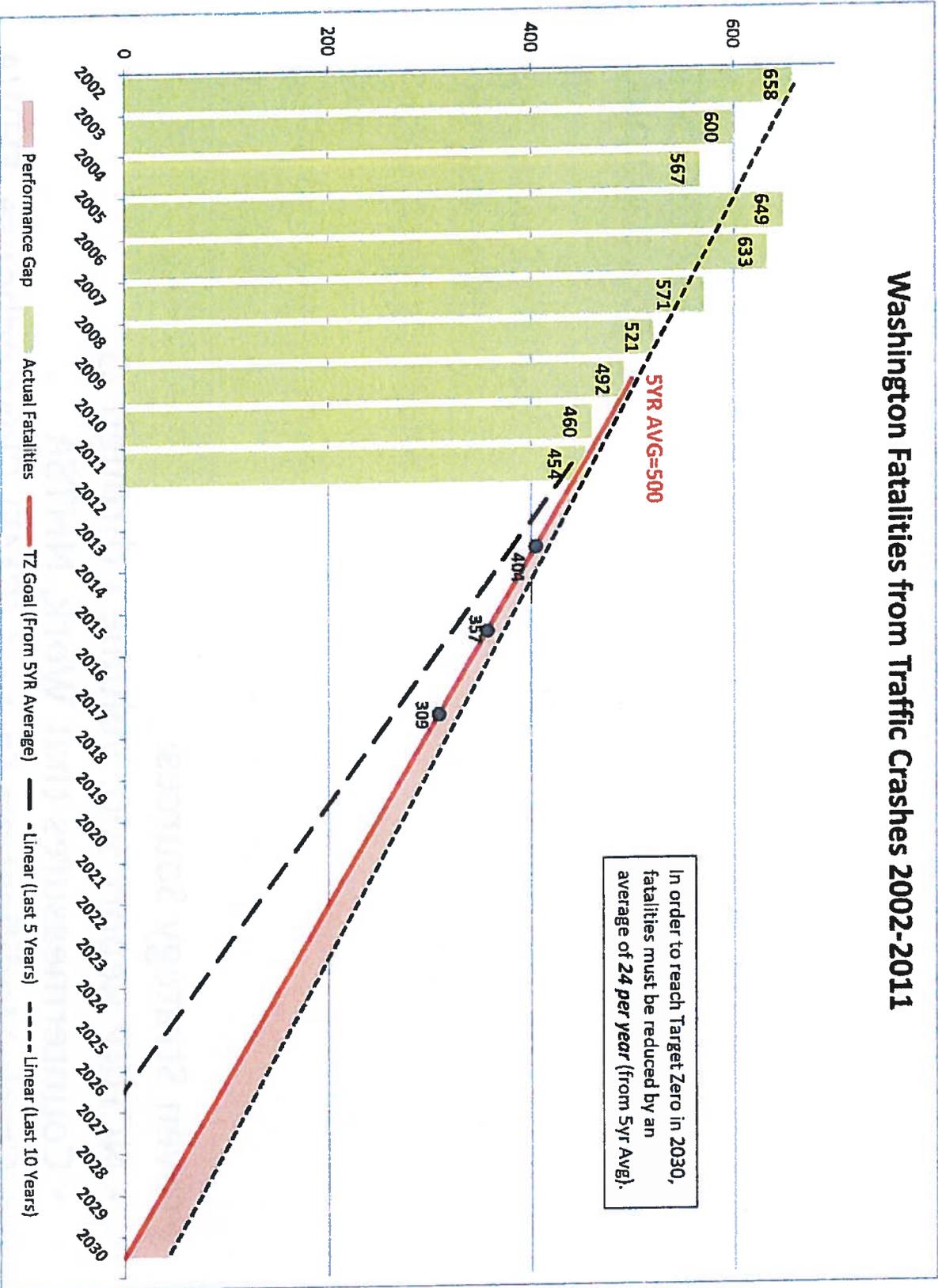
# Timeline

- Social media
- Collaboration with other brands
- Employee engagement
- Partnership program
- Data driven program

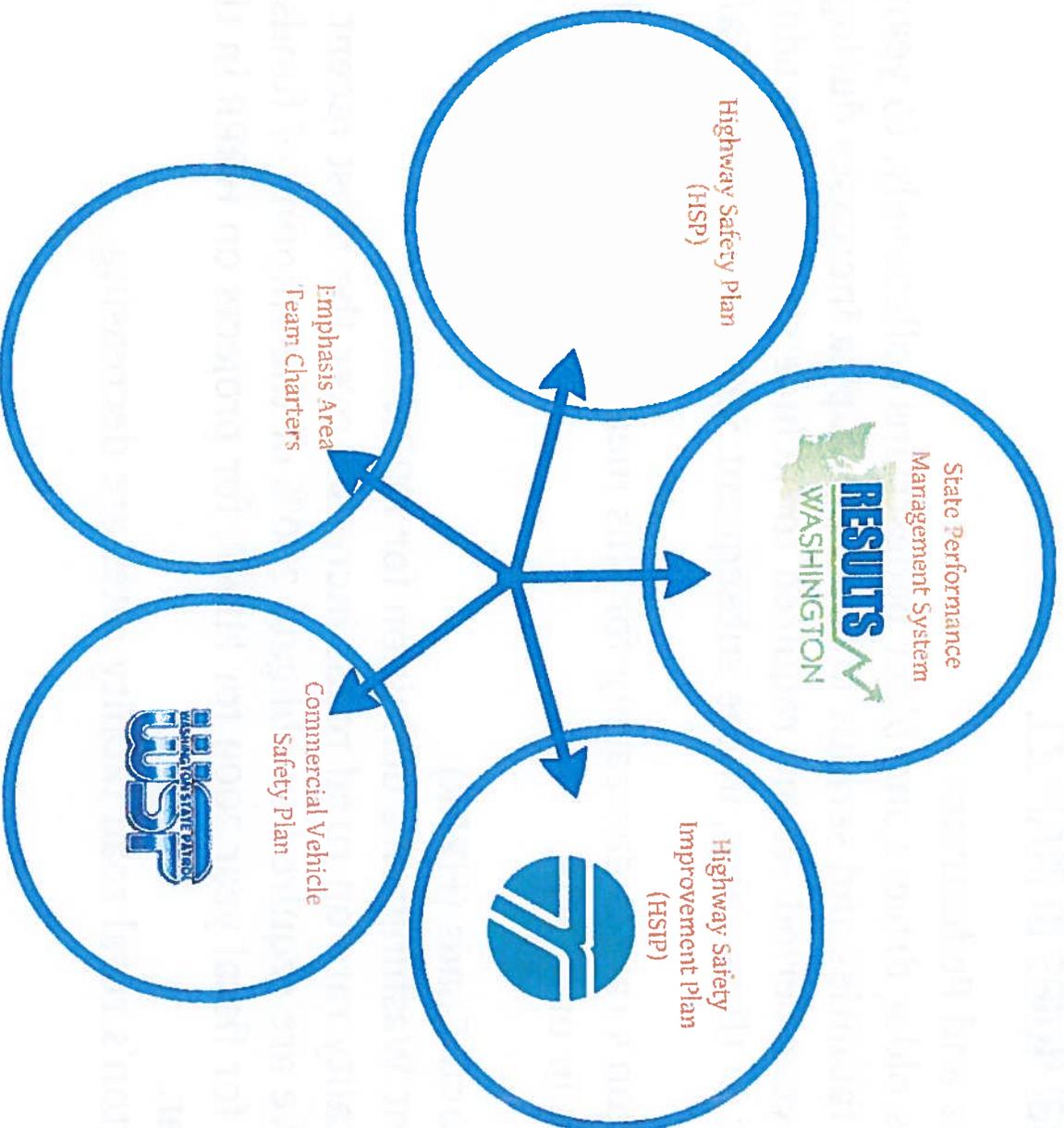


# Performance-based Goals

## Washington Fatalities from Traffic Crashes 2002-2011



# Coordination with other Plans and Documents



# Execute and Evaluate

- Statewide Implementation
- Putting Target Zero To Work - DOT and Beyond
- Priority Area Leadership Teams
- Measuring
- Evaluation

# Putting “Target Zero” to Work!

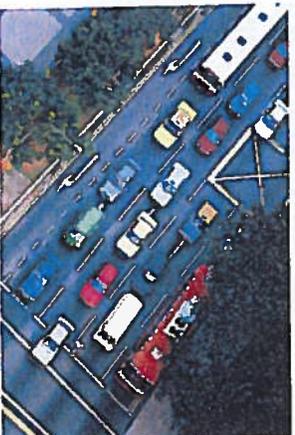


**Washington State  
Department of Transportation**

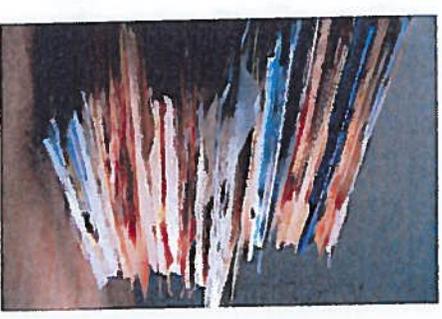
Adopt Target Zero priorities in determining funding for transportation safety projects



Use Target Zero proven strategies to address Run-off-the-Road and Intersection issues



Reflect Target Zero Priorities and strategies in WSDOT Safety Program Plan (HSIP)



# Priority Area Leadership Teams

- Washington Impaired Driving Advisory Council (WIDAC)
- Young Driver's Task Force
- Motorcycle Advisory Group
- Traffic Records Committee
  - Data Integration
  - eTrip Operations



UNDER THE INFLUENCE?  
UNDER ARREST!  
**TARGET  
ZERO  
TEAMS**



# Evaluation

- Same Partners
- Objectives
  - Process: Organizational structure, partners, collaboration, communication
  - Outputs: How the SHSP is being implemented
  - Outcomes: The impact on traffic safety with respect to fatality and serious injuries