

**Washington State
Institute of Transportation Engineers**

**Vision, Leadership, and Innovation:
Traffic Safety's Path Forward**

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Tukwila Community Center
Tukwila, WA





Overview




- Overview - National Toward Zero Deaths Framework
- Background on Washington's Target Zero Plan
- Target Zero Leadership Framework
- The Business Case for Target Zero
- Leadership Impact on Traffic Safety Goals
- Summary of Results








Toward Zero Deaths: National Strategy for Highway Safety

- In the next hour, approximately four people will die in motor vehicle crashes across the nation.
- 36% of the occupants in these crashes will not be restrained (including 14% of children under the age of 4), 22% of drivers will be legally drunk (8% with prior convictions) and 48% of the remainder of drivers in these crashes will have some alcohol in their blood.
- Traffic crashes cause 2,217,000 injuries each year (4.2 per minute).




Toward Zero Deaths: National Strategy for Highway Safety

- Motor vehicle crashes are the leading cause of death for 5 to 34 year olds (CDC 2010).
- Fatal crashes alone cost \$41 billion in medical and loss of work costs (2005 data).
- The societal burden of these crashes amounts to more than \$230 billion a year – translating to over \$450,000 per minute.




Toward Zero Deaths: National Strategy for Highway Safety

- Recent advances in highway safety planning [such as in the AASHTO Highway Safety Manual (HSM)] support a national strategy based on a data-driven decision-making.
- Such a significant change in approach to highway safety can only become a reality through an interdisciplinary effort.

Toward Zero Deaths: National Strategy for Highway Safety

- This effort is being led by organizations like AASHTO, GHSA, NHTSA, FHWA and state Departments of Transportation and the Offices of Highway Safety.
- It is called "Toward Zero Deaths: A National Strategy for Highway Safety."
- National Cooperative Highway Research Project 17-51.

Toward Zero Deaths: National Strategy for Highway Safety

- These changes will require us to address safety differently than today, while balancing the competing and changing priorities within the transportation system (e.g. mobility, accessibility, and the environment).
- A continuation of current strategies employed across the different disciplines ('multidisciplinary' vs. 'interdisciplinary') will be insufficient.
- Current research on "Toward Zero Deaths" strategies defines this path forward (Transportation Research Board – Special Report 300).

Target Zero: Washington's Toward Zero Deaths Initiative

- Washington was the first state in the U.S. to adopt a "Toward Zero Deaths" vision - Target Zero (TZ).
- TZ was formally adopted in 2000, and radically changed the starting point for behavioral traffic safety planning in Washington.
- TZ has become the "guiding light" document for reducing traffic fatalities and serious injury crashes.

Goal

Expand our understanding of how:

Vision + Leadership + Innovation

have advanced traffic safety and helped to achieve the desired outcomes of:

Strategic Highway Safety Planning

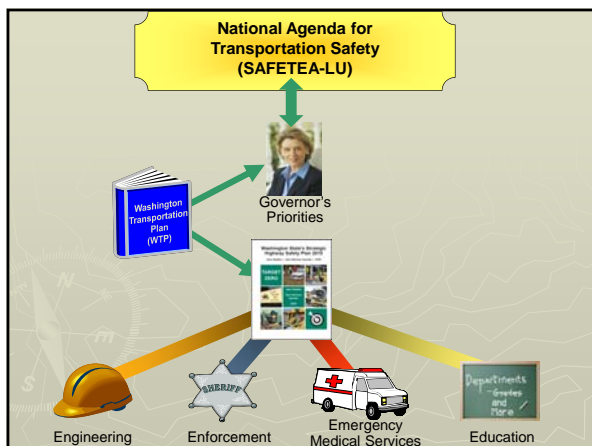
In Washington this initiative is called

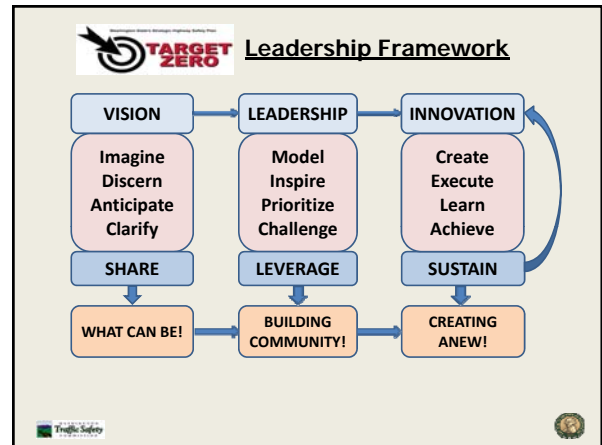
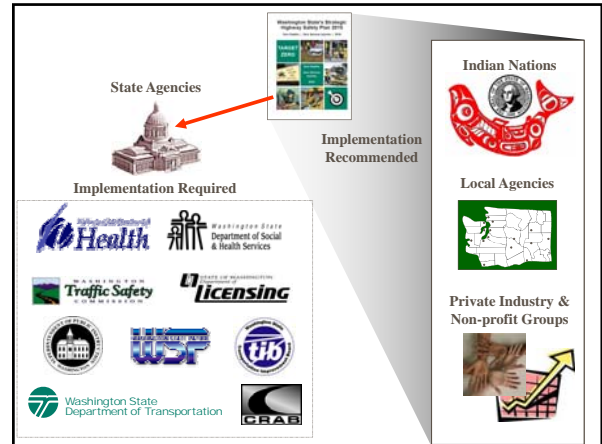
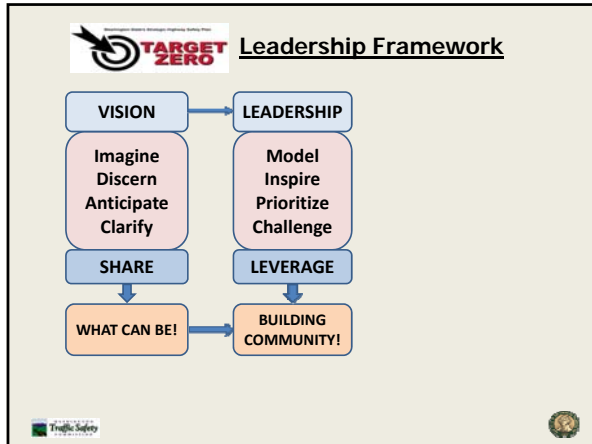
Target Zero's Vision

To Eliminate Fatal and Serious Injury Traffic Crashes by 2030.

Washington's Vision
Of What the Future Can Be!

Vision





2010 New Priority Rankings

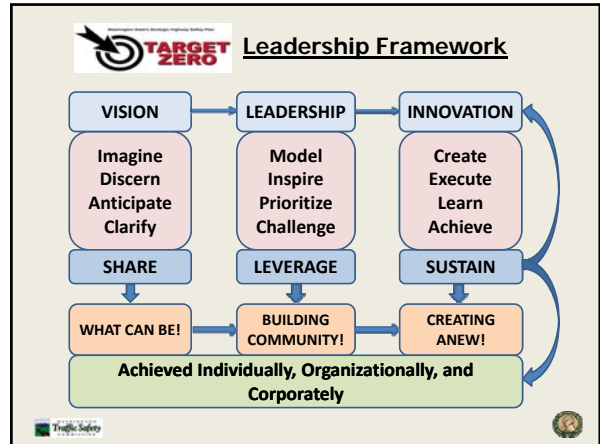
Priority One Areas for 2010	Percent of Total Deaths, 2006-2008
Impaired Driving	47.7%
Speeding	40.2%
Run off the Road Collisions*	41.8%

*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.



Outcomes

How does this relate to:

- Washington's efforts to advance the use effective traffic safety planning?
- Reductions in fatal and serious injury crashes?
- Realizing the annual lives saved goal necessary for achieving Target Zero?

Outcome

Let's answer a very important question:

SO WHAT?

Target Zero Leadership

2000 Target Zero Plan
15 State and Local Traffic Safety Partners

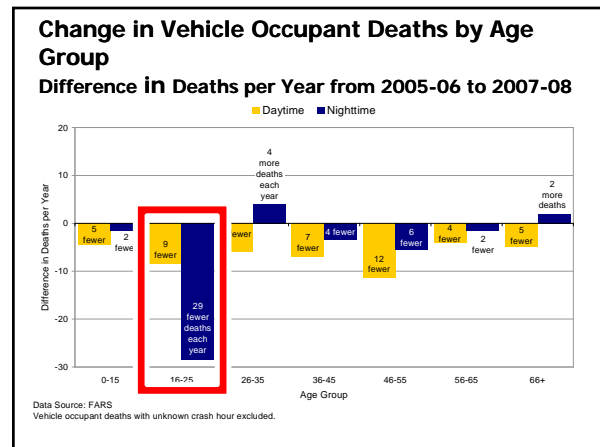
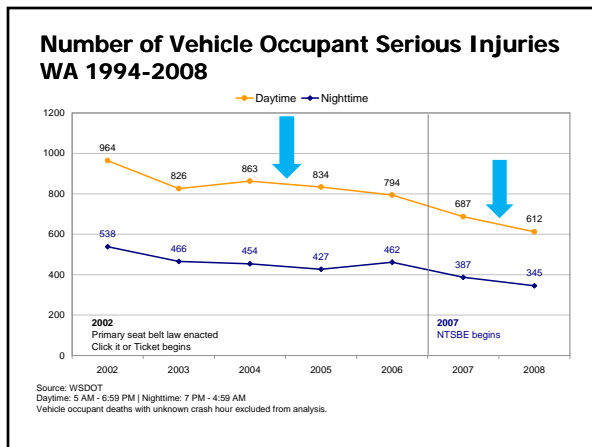
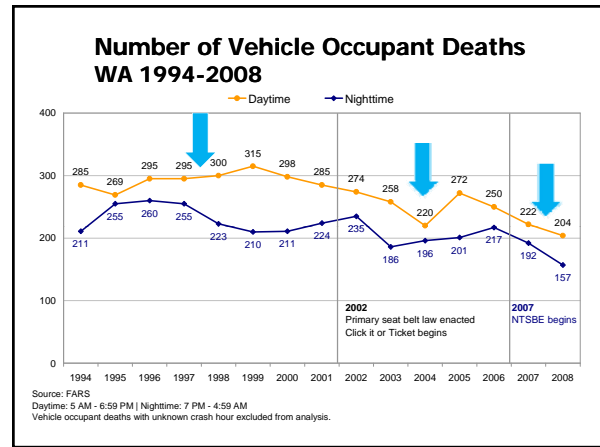
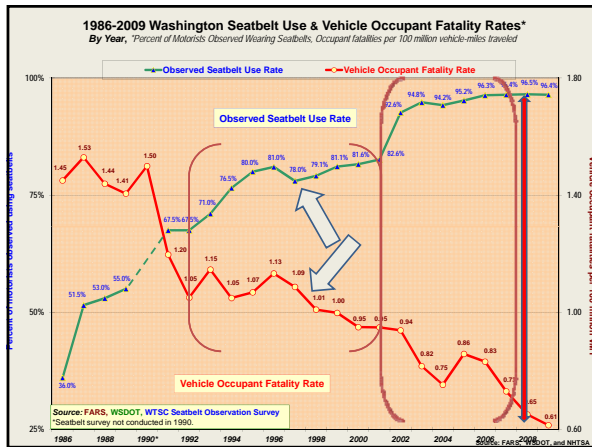
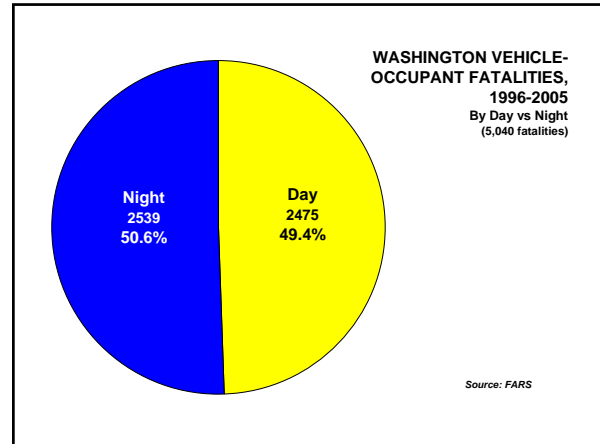
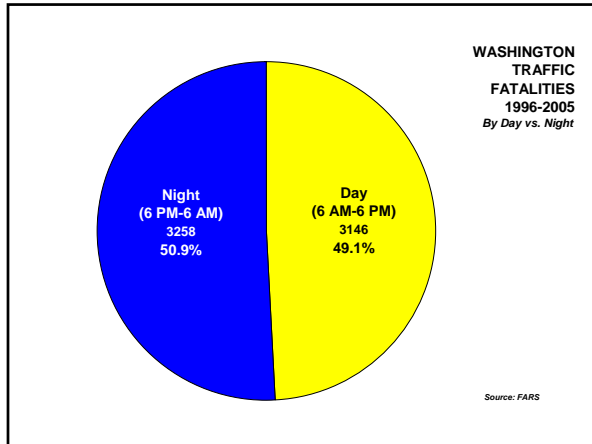
2007 Target Zero Plan
46 Federal, State, Local, Tribal, Non-Profit, and Private Industry Partners

2010 Target Zero Plan
Almost 100 Federal, State, Local, Tribal, Non-Profit, and Private Industry Partners and Stakeholders

Take The Fight To The Night

The Washington State Nighttime Seat Belt Enforcement Project

CLICK IT OR TICKET



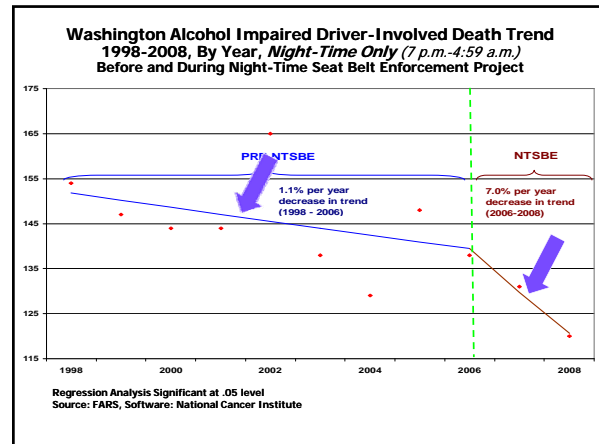
Results

- Question:**
Did this innovative enforcement strategy generate a secondary desired outcome?

Return on Investment

Let's look at the data!

INNOVATION



Results

- Question:**
Did this innovative enforcement strategy generate a third level of desired outcome?

Return on Investment

Let's look at the data!

INNOVATION

Nighttime Seat Belt Enforcement:

Crime Interdiction (DDACTS):

- > 82.5% **more** DUI/DUID citations;
- > 532.4% **more** felony arrests;
- > 79.5% **more** "other alcohol" arrests; and
- > 74.8% **more** child car seat tickets.

Results

Application of the Target Zero

Problem Identification + Resource Allocation

models have generated excellent:

- Primary desired outcomes; and
- Second and Third levels of desired outcomes!

Therefore, generating a Return on Investment of more than 3:1 as a result of:

Achieved Individually, Organizationally, and Corporately



Results

- 2010 has the lowest death rate in state history since 1910 (0.80 deaths/100m VMT).
- This is a result of the continuous refinement (innovation) and application of Target Zero.
- However, 459 killed on our states roads is not success!
- Therefore, we will refine and improve our application of by:

Results




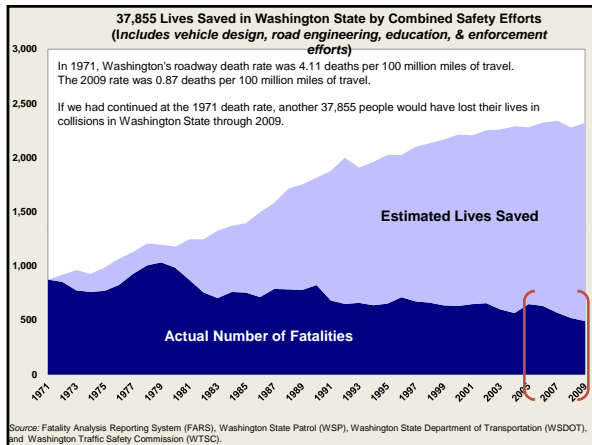
- Continue to refine the implementation of Target Zero through continuous Innovation consisting of:
 - Setting Data-Driven Safety Priorities.
 - Aligning Evidence-Based Programs and Allocation of Resources.
 - Applying an Integrated Systems Approach When Implementing Target Zero.

So that:

Results

- Traffic safety programs can achieve more with the available resources.
- Thereby meeting or exceeding the Annual Lives Saved goal necessary to achieve:




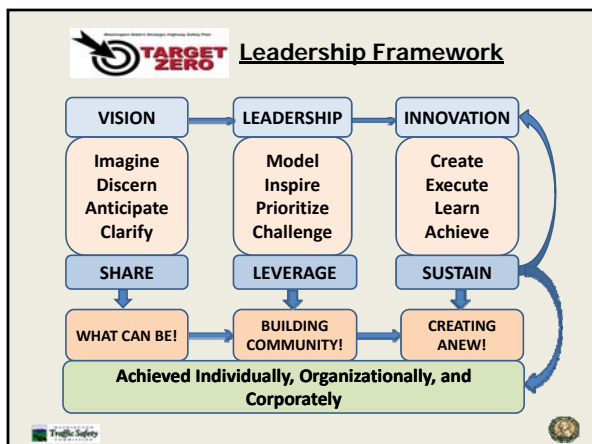
Results

Moreover, there is Forth Level of Return on Investment from Target Zero!

Crash-Cost Avoidance

- Since 2005, 205 lives have been saved in WA;
- @ \$6.1 million/fatality (FHWA 2010);
- This equates to a Crash-Cost-Avoidance of \$1.25 billion; and

This does not include the costs for injury crashes which are also significant!









Conclusion

In this life, we get only those things for which we hunt, for which we strive, and for which we are willing to sacrifice.

It is better to aim for something you want—even though you miss it—than to get something that you didn't aim to get, and which you don't want!

(George Matthew Adams)

Contact Information

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**Washington's Strategic Highway Safety
Plan**
<http://targetzero.com>
www.wtsc.wa.gov

