

# TARGET ZERO

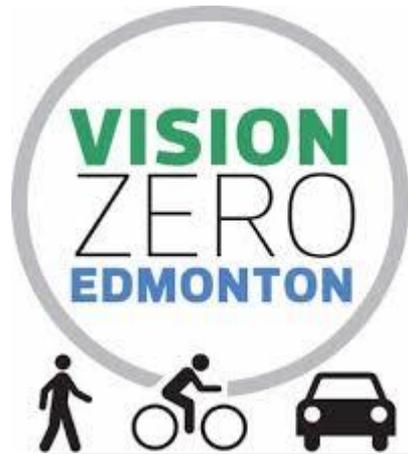


## ROAD SAFETY MANAGEMENT: *WASHINGTON'S STRATEGIC HIGHWAY SAFETY PLAN*

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WASHINGTON TRAFFIC SAFETY COMMISSION  
GAMMARTH, TUNISIA  
MAY 3, 2017



Since Target Zero  
Washington State has  
seen a 27% reduction



National Strategy On Highway Safety  
**PROUD PARTNER**  
TowardZeroDeaths.org



# Washington Traffic Safety Commission



Governor Jay Inslee  
Commission Chair



Roger Millar  
Department of Transportation



Chief John Batiste  
Washington State Patrol



Pat Kohler  
Department of Licensing



John Wiesman  
Department of Health



Judge James P.  
Swanger  
Clark County District  
Court



Chris Reykdal  
Superintendent of  
Public Instruction



Pat Lashway  
Department of Social  
and Health Services



Jim Johnson  
Washington State  
Association of Counties



Rosemary Brinson Siipola  
Association of Washington  
Cities



WASHINGTON  
**Traffic Safety**  
COMMISSION

# THE TARGET ZERO VISION



In 2000, Washington was the first state in the U.S. to officially adopt this vision:

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



# The Foundation for Change:

## A Structure and Process for Success

Form a powerful and committed Coalition

- Communicate the vision
- Remove obstacles
- Resources

- Create a sense of urgency
- Inspire a compelling vision



- Data
- Priorities
- Goals
- Resources
- Investment Plan

- Projects
- Programs

# DEEEESLP Approach to Planning Creating the Vision

**D**ata

**E**nforcement

**E**mergency Medical Services

**E**ngineering

**E**ducation

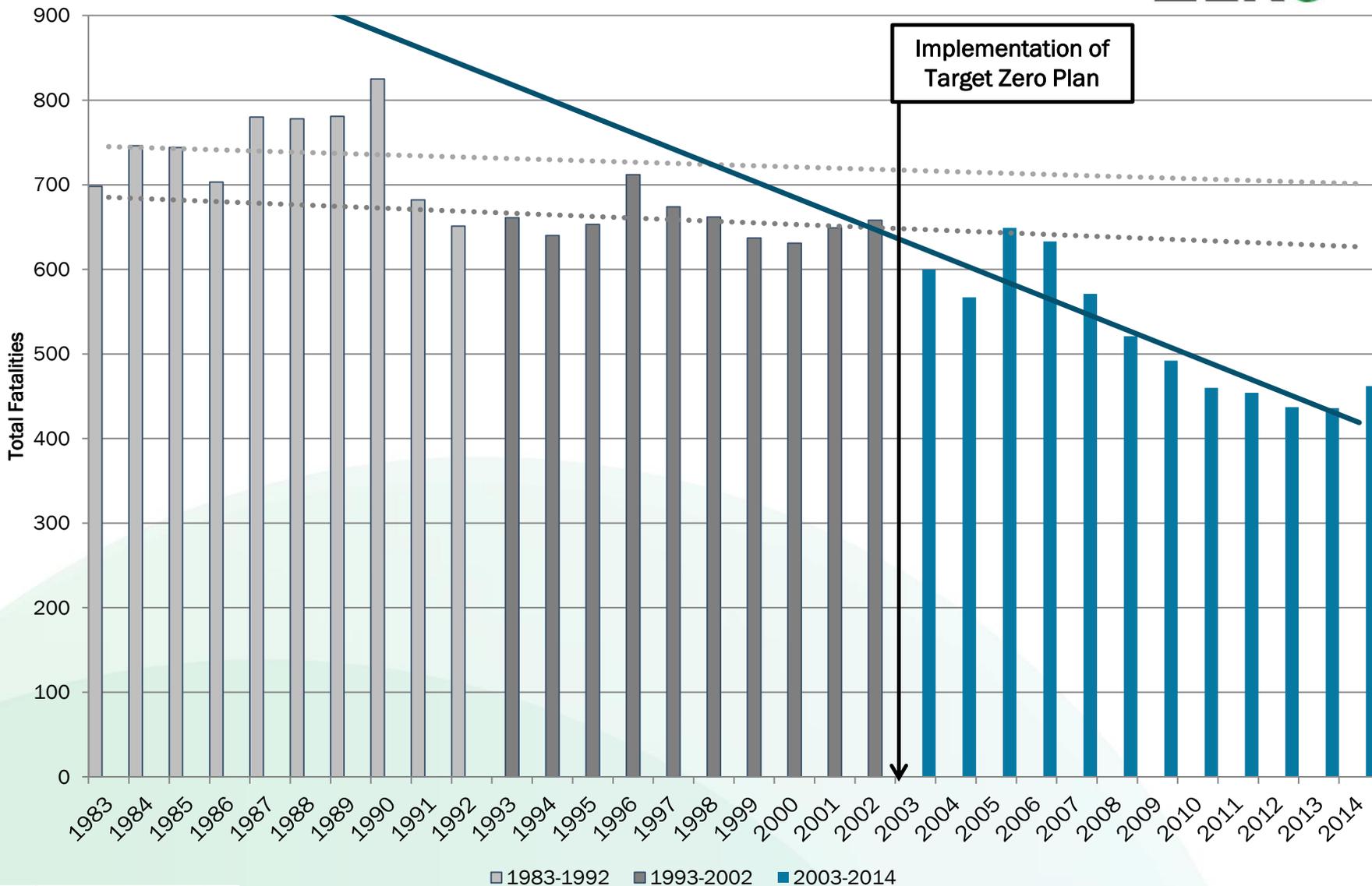
**S**afety **L**eadership

**P**olicy



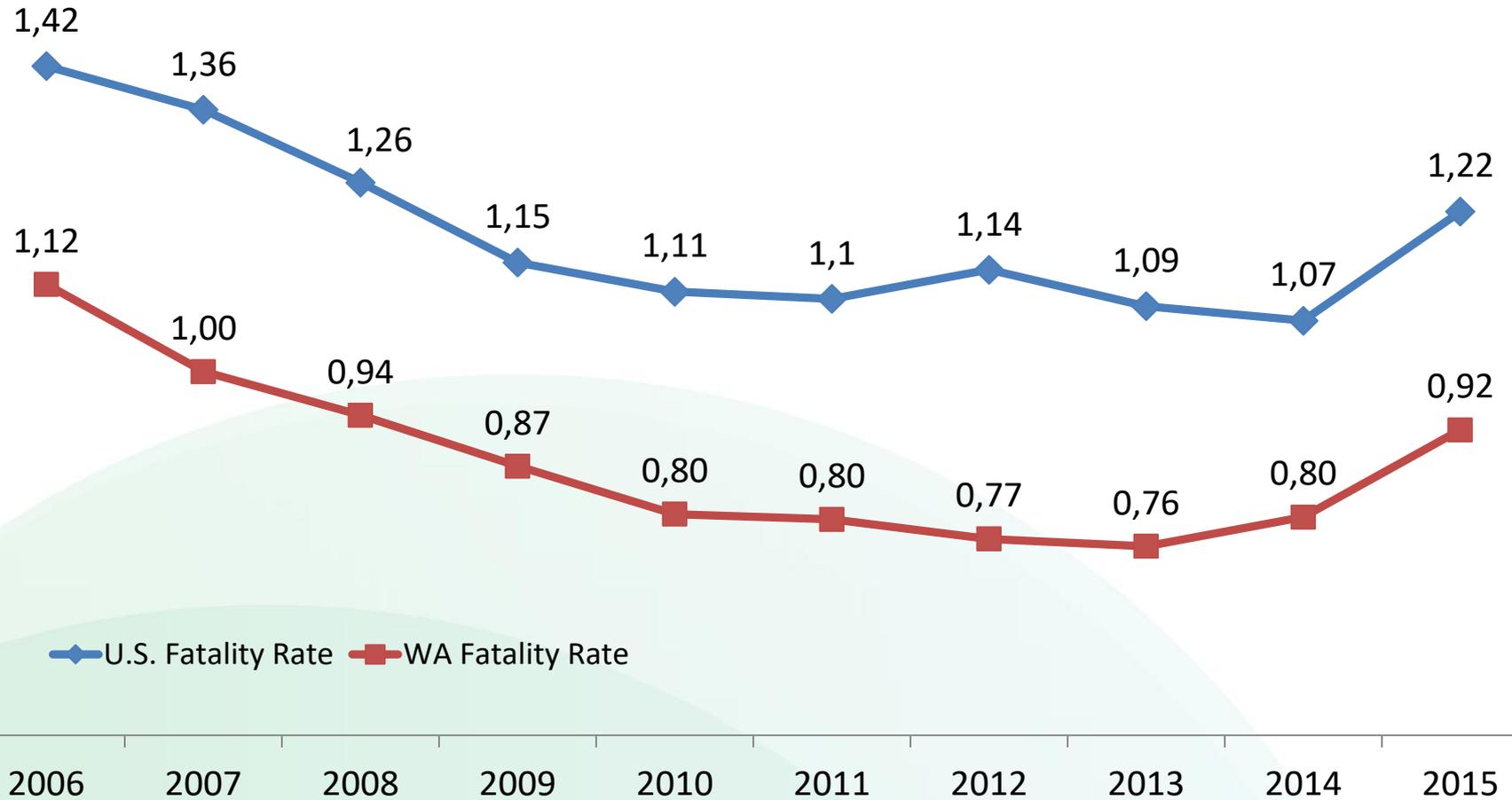
**TARGET  
ZERO**

# Fatality Trend Comparisons: 1983 - 2014

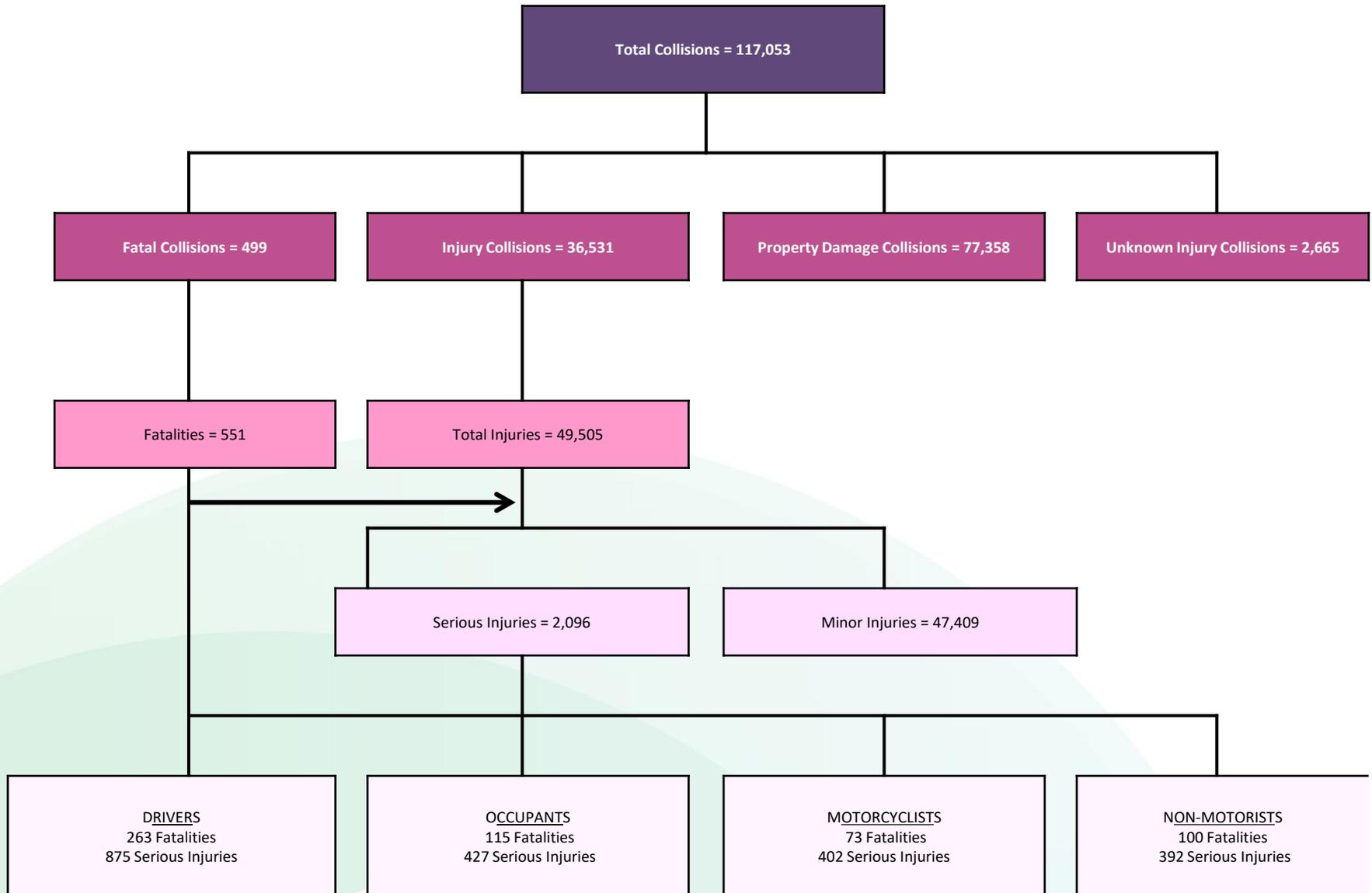




## U.S. vs. Washington Traffic Fatality Rates (per 100M Vehicle Miles Traveled)



# Collision Diagram Tree 2015



# The Coalition and Roadmap

**TARGET  
ZERO** 



## Data Analysts

- Dept. of Licensing
- Dept. of Health
- Dept. of Transportation
- State Patrol
- Washington Traffic Safety Commission

## Project Team

- All Data Analysts
- County & City Law Enforcement
- Puget Sound Regional Council
- Tribal Traffic Safety Advisory Board

## Steering Committee

- All Data and Project Team Organizations, plus:
- AAA of Washington
- Dept. of Behavioral Health and Recovery (DSHS)
- Governor's Office (OFM)
- NW Assoc. of Tribal Enforcement Officers
- OSPI K-12
- Tribal Transportation Planning Organizations
- Target Zero Managers
- WA State Association of County Engineers
- WA Assoc. of Sheriffs and Police Chiefs

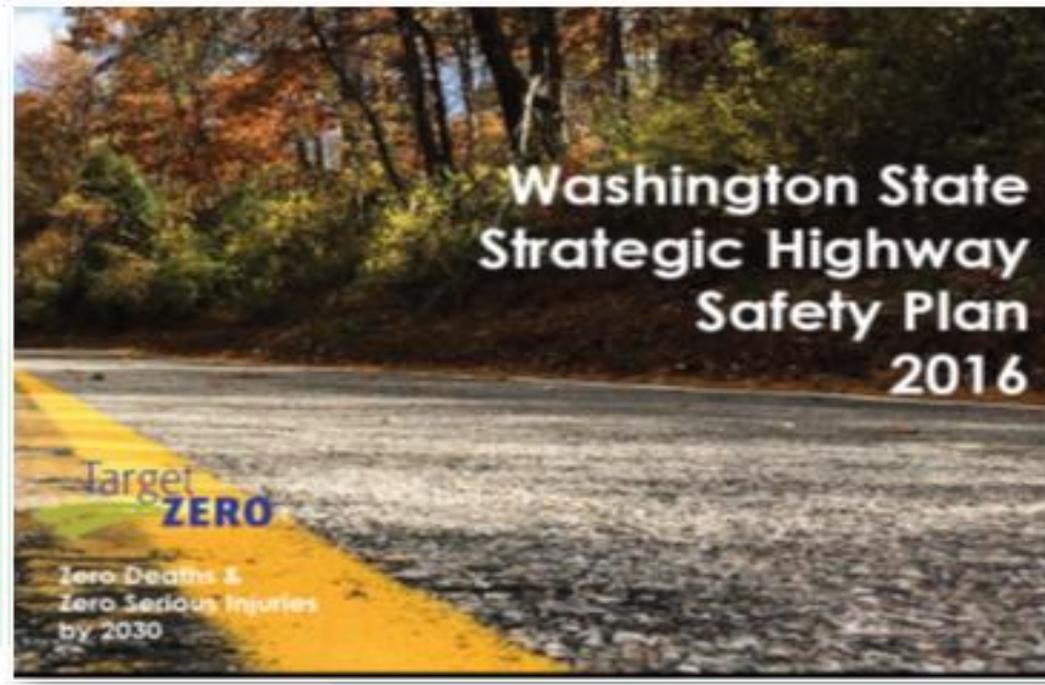
# SHSP REQUIREMENT



## FHWA Guidance on SHSP Updates:

“Consistent with current practice, States should update their SHSPs on a regular basis and ***no later than five years*** from the date of the previous approved version. SHSP updates must meet the requirements for a State SHSP as defined in 23 U.S.C. 148(a)(12)...”

In 2007, Washington State made a policy decision to update the SHSP every **three** years.



# TARGET ZERO SHSP REVISIONS

A large green target graphic on the left side of the slide, consisting of three concentric arcs and a central grey circle, partially overlapping the table.

2016	<ul style="list-style-type: none"><li>• Update data and strategies</li><li>• Add FHWA Evaluation</li></ul>
2013	<ul style="list-style-type: none"><li>• Organized Project Team</li><li>• Increased collaboration</li></ul>
2010	<ul style="list-style-type: none"><li>• Revised goal-setting method</li><li>• Enhanced Tribal involvement</li></ul>
2007	<ul style="list-style-type: none"><li>• Established priorities, trends, and goals</li></ul>
2000	<ul style="list-style-type: none"><li>• First adoption of “zero” goal</li></ul>

# Key Elements of Target Zero SHSP



**Designed by and created for many traffic safety partners** (traditional and non-traditional partners).

## **Establishes statewide Priorities:**

- Based on most current data
- For all traffic safety partners for the next three years
- Utilizing fatality and serious injury data
- Guiding investments and developing a portfolio of projects and programs for federal, state, and local funding

## **The Plan Documents:**

- Jurisdictional problem areas/Priorities
- Evidence-based strategies/Counter Measures that Work
- Targets areas where investments will provide the greatest return and result in less deaths and serious injuries
- Process for monitoring and evaluating the plan

Washington State 2012-2014		Fatalities		Serious Injuries	
		Number	% Total	Number	% Total
		1,336	100%	6,123	100%

### High Risk Behavior

1	Impairment Involved	756	56.6%	1,366	22.3%
1	Speeding Involved	508	38.0%	1,622	26.5%
2	Distraction Involved	395	29.6%	1,403	22.9%
2	Unrestrained Occupants	296	22.2%	627	10.2%
2	Unlicensed Driver Involved	248	18.6%	**	**
3	Drowsy Driver Involved	39	2.9%	194	3.2%

### Crash Type

1	Lane Departure	750	56.1%	2,357	38.5%
1	Intersection Related	276	20.7%	2,129	34.8%

### Road User

1	Young Drivers 16–25 Involved	423	31.7%	2,057	33.6%
2	Motorcyclists	224	16.8%	1,110	18.1%
2	Pedestrians	204	15.3%	906	14.8%
2	Older Drivers 70+ Involved	162	12.1%	524	8.6%
3	Heavy Truck Involved	122	9.1%	318	5.2%
3	Bicyclists	29	2.2%	294	4.8%

### Other Monitored Emphasis Areas

	Wildlife	7	0.5%	49	0.8%
	Work Zone	3	0.2%	96	1.6%
	Vehicle-Train	2	0.2%	5	0.1%
	School Bus-Involved	0	0.0%	15	0.2%

### Priority level one

Emphasis areas include:

- Factors occurring in at least 30% of total fatalities or serious injuries.
- Decision and Performance Improvement.

### Priority level two

Emphasis areas are factors occurring in at least 10% of total fatalities or serious injuries.

### Priority level three

Emphasis areas are factors occurring in less than 10% of total fatalities or serious injuries.

\*\*Serious injury data for unlicensed drivers are unavailable

# OBJECTIVES AND STRATEGIES



Legislative and policy strategies for reducing fatalities and serious injuries		
OBJECTIVE	STRATEGIES	IMPLEMENTATION A
P.5. Foster leadership to facilitate impaired driving system improvements	IMP.5.1 Continue to build partnerships designed to reduce impaired driving. (P, NCHRP)	Leadership/Policy
	IMP.5.2 Encourage laws that will allow the state to utilize sobriety checkpoints. (P, CTW)	Leadership/Policy
	IMP.5.3 Implement the corridor safety model in high-crash locations where data suggest a high rate of impaired driving. (P, NCHRP)	Leadership/Policy
	IMP.5.4 Encourage laws that use any money collected from DUI fines in excess of \$101 to support impaired driving reduction efforts. (R, GHSA)	Leadership/Policy
	IMP.5.5 Lower the per se BAC limit from .08 to .05 (P, META)	Leadership/Policy
	IMP.5.6 Establish and support the Judicial Outreach Liaison program. (R, NHTSA)	Leadership/Policy
	IMP.5.7 Monitor ignition interlock manufacturers and installers to ensure a continued viability and validity of program. (P, CTW)	Leadership/Policy
	IMP.5.8 Monitor reports from ignition interlock manufacturers on alcohol failures on ignition interlocks and conduct compliance checks. (P, CTW)	Leadership/Policy
	IMP.5.9 Investigate ignition interlock circumvention attempts. (P, CTW)	Leadership/Policy
SPE.1. Reduce speeding through enforcement activities	SPE.1.3 Increase penalties for repeat and excessive speeding offenders. (R, CTW)	Leadership/Policy
	SPE.1.4 Equip law enforcement officers with appropriate equipment for speeding enforcement. (R, WSP )	Enforcement, Leadership/
SPE.3. Build partnerships to increase support for speed reducing measures	SPE.3.1 Use the corridor safety model in high-crash locations where data suggests a high rate of speeding-related fatal or serious injury crashes. (P, CTW)	Leadership/Policy, Educat Engineering, Enforcem
	SPE.3.3 Increase data sharing between local officers, Tribal police, and engineering agencies to identify and develop solutions for areas where speeding is a problem. (R, DDACTS)	Leadership/Policy
	SPE.3.5 Work with Washington Trucking Association and WSP's Commercial Vehicle Enforcement Division to encourage company policies which, when backed with speed monitors or speed regulators, can reduce speeding in commercial vehicles. (R, WSP)	Leadership/Policy
	SPE.3.9 Collaborate with BIA, Indian Health Services, and NATEO to support Tribal Nations who seek to reduce speeding-related crashes on Tribal lands. (U)	Leadership/Policy
DIS.2. Increase/strengthen fines and assist in improved adjudication of distracted driving citations	DIS.2.1 Visibly enforce existing statutes to deter distracted driving. (U)	Enforcement, Leadership/

P: Proven R: Recommended U: Unknown

# Impaired Driving Strategies



## Strategies for reducing impaired driving (IMP) fatalities and serious injuries

Objective	Strate	Implementation areas
P.3. Prosecute, sanction, and treat DUI offenders	IMP.3.1 Expand use of ignition interlocks. (P, CTW)	Leadership/Policy
	IMP.3.2 Suspend driver license administratively upon arrest. (P, CTW)	Leadership/Policy
	IMP.3.3 Support the Traffic Safety Resource Prosecutor Program. (R, NHTSA)	Education
	IMP.3.4 Conduct alcohol/drug assessments on all DUI offenders and enhance treatment and probation when warranted. (P, CTW)	Leadership/Policy
	IMP.3.5 Match treatment and rehabilitation to the diagnosis. (P, NIH)	Leadership/Policy
	IMP.3.6 Require stronger penalties for BAC test refusal than test failure. (R, CTW)	Leadership/Policy
	IMP.3.7 Encourage attendance at DUI Victim's Panels. (U)	Leadership/Policy
	IMP.3.8 Place limits on plea agreements. (R, CTW)	Leadership/Policy
	IMP.3.9 Establish 24/7 sobriety program. (R, CTW)	Leadership/Policy
	IMP.3.10 Provide prosecution of DUIs as part of the Target Zero Teams. (U)	Education
P.4. Control high- BAC and repeat DUI offenders	IMP.4.1 Monitor DUI offenders closely. (P, CTW)	Leadership/Policy
	IMP.4.2 Require ignition interlock as a condition for license reinstatement. (P, NCHRP)	Leadership/Policy
	IMP.4.3 Incarcerate offenders who fail to comply with court-ordered alternative sanctions (P, NCHRP)	Leadership/Policy
	IMP.4.4 Support and establish DUI Courts. (P, CTW)	Leadership/Policy
P.5. Foster leadership to facilitate impaired driving system improvements	IMP.5.1 Continue to build partnerships designed to reduce impaired driving. (P, NCHRP)	Leadership/Policy
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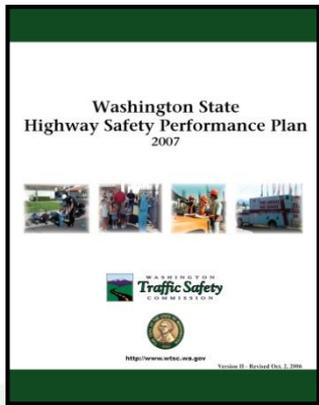
# PROJECT MILESTONES



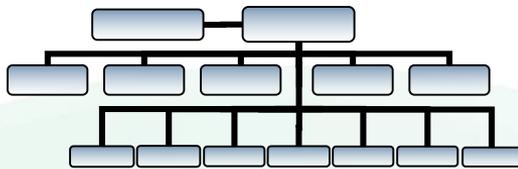
Milestone:	Estimated Date:
Update data and priorities, and establish schedule	May - June 2015
Establish document format and writing teams	July - October 2015
Preliminary update of data and charts	November 2015
Conduct partner's meeting	December 2015
Finalize data and start final strategy review	January 2016
Assemble final draft for review and approval	March 2016
Distribute final draft for tribal and partner review and feedback	April 2016
Commission recommendation to Governor for signature	July 2016 signed in August 2016



# Putting "Target Zero" to Work!



## Agency Funding Plan



## Structure & Personnel



## Traffic Safety Awards Program



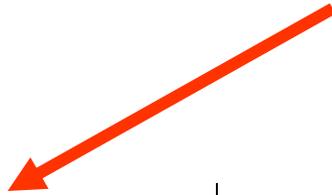
## New Initiatives

- Target Zero Teams
- Target Zero Task Forces
- Pedestrian Advisory Council





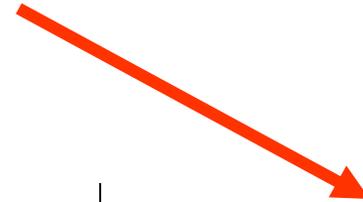
# Putting “Target Zero” to Work!



**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**



# The Foundation for Change:



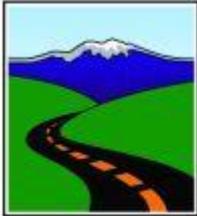
## Sustainability

Target Zero is:

- A living document
- Continuously evolving
- Must be an integral part of the jurisdictions safety culture
- Continual engagement with existing partners and work on developing new partners



- What works for you?
- What are you committed to achieving?



WASHINGTON  
**Traffic Safety**  
COMMISSION

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**ZERO**