

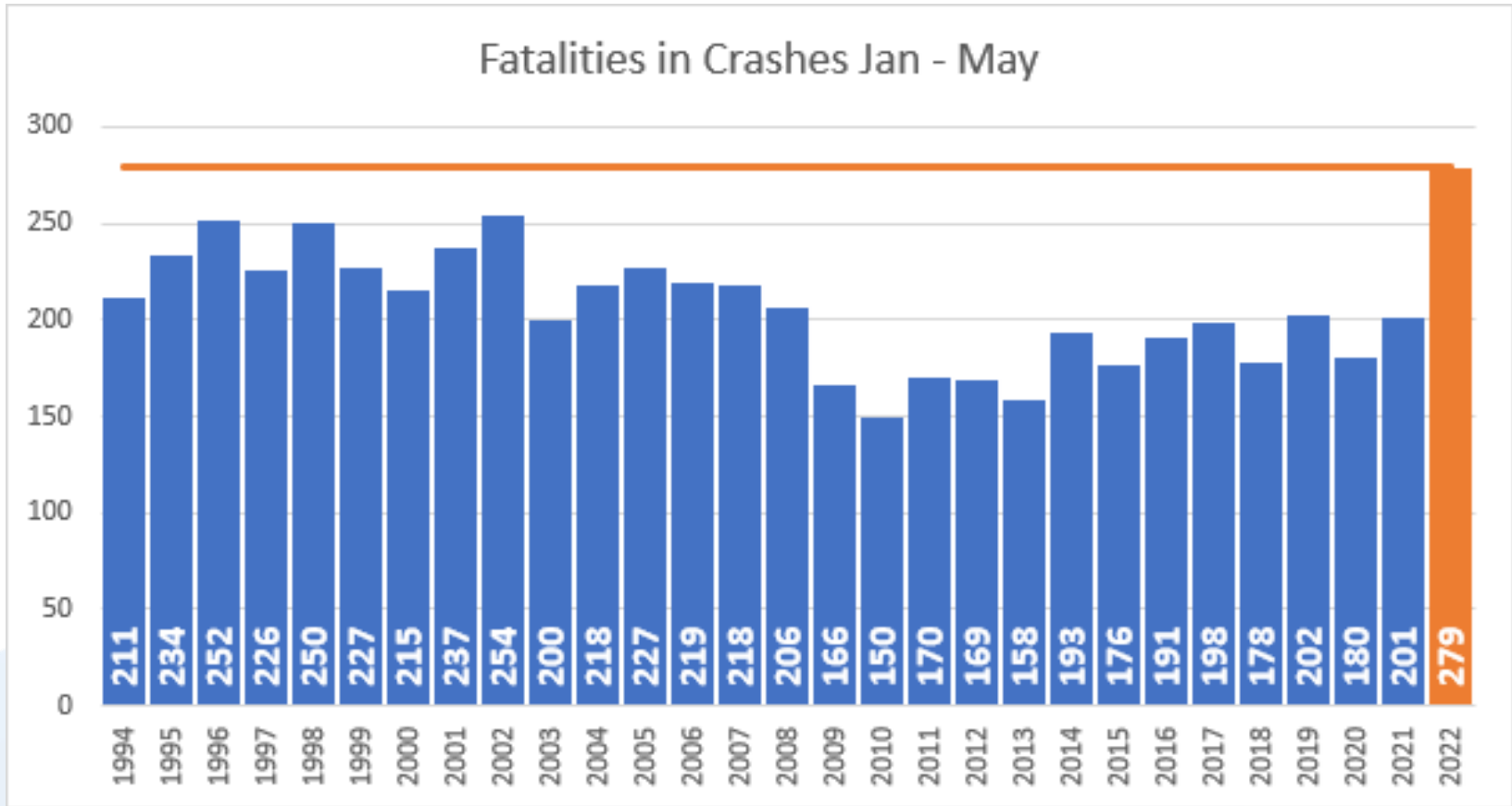
TARGET ZERO ACTION PLAN UPDATES

Mark McKechnie, WTSC Director Of External Relations

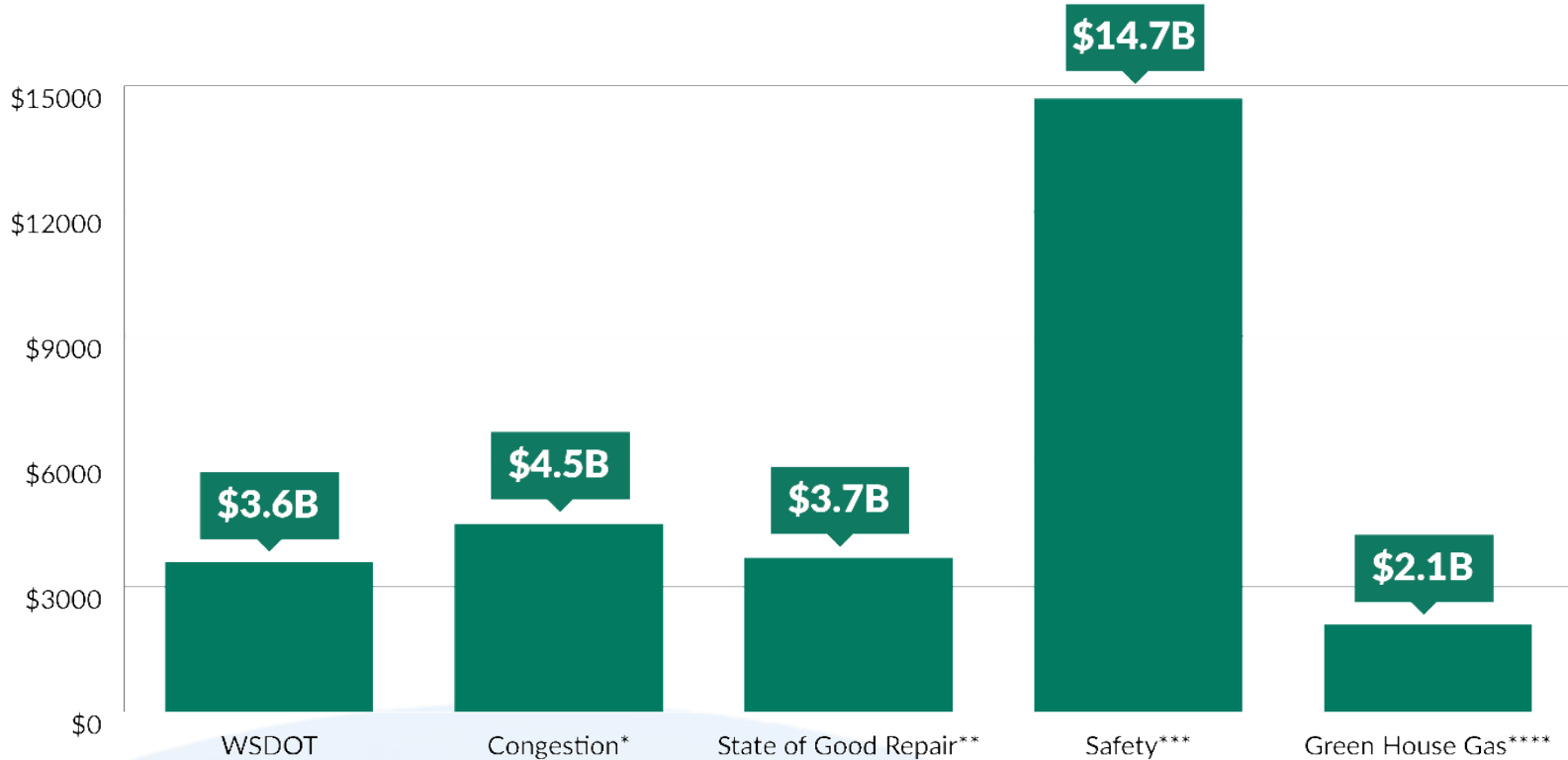
Washington Traffic Safety Commission Meeting

July 21, 2022

A GROWING SENSE OF URGENCY



Cost to Washington Taxpayers



- * Congestion cost source: Texas Transportation Institute's 2019 Urban Mobility Report; based on value of travel delay and excess fuel consumption statewide.
- ** State of Good Repair source: ASCE 2019 Infrastructure Report Card; estimated at \$656 for every Washington driver.
- *** Safety source: Societal costs of crashes calculated using methods described in Crash Cost for Highway Safety Analysis (FHWA-SA-17-071), Chapter 6, Federal Highway Administration, Office of Safety, 2018. Economic cost components include: medical care, emergency services, market productivity, household productivity, legal costs, insurance administrative costs, workplace costs, property damage and congestion.
- **** Source: Washington State Department of Ecology 2015 GHG Inventory.

SAFE SYSTEM APPROACH



THE 6 SAFE SYSTEM PRINCIPLES



Death/serious injury is unacceptable



Humans make mistakes



Humans are vulnerable



Responsibility is shared



Safety is proactive



Redundancy is crucial



TARGET ZERO ACTION PLAN

We do not know for sure why traffic fatalities have increased so dramatically, but we cannot wait to respond.

We will increase our commitment to developing the Safe System and using evidence-based countermeasures that work.



TZAP

- Convened stakeholders from commission agencies in April.
- WTSC developed and distributed surveys to commission agency and stakeholder representatives asking for strategies that they are currently using or plan to use within the next 1-2 years to help build the Safe System and reverse the trends in fatal crashes.



SAFE ROADS: CRASH KINETIC ENERGY

Managing crash kinetic energy involves:



Managing speed



Manipulating mass



Manipulating crash angles



SAFER ROADS (1)

Strategy	Lead Agency	Status
Assess pavement marking for compatibility with Lane Keeping Assist and related ADAS Systems	WSDOT	Field analysis planned with funding from WSDOT
Enhancing work zone awareness by investing in smart work zone devices to provide real-time communication to road users about work zones and traffic incidents	WSDOT	Some existing projects have funding for smart work zone apps and some planned projects have costs already budgeted

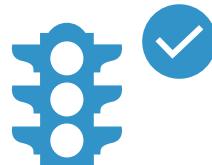
SAFER ROADS: LOCAL EXAMPLES (2)

Strategy	Lead Agency	Status
Analyses have identified near-term and low-cost strategies to <i>prevent run-off crashes</i>	Snohomish DOT	Plan to implement in future projects over time
Analysis has identified near-term and low-cost strategies to <i>prevent collision hazards</i>	Snohomish DOT	Short-term improvements funded by HSIP grant

SAFER ROAD USERS



**Not
distracted or
impaired**



Follow rules



**Act within the
limits of the
road design**



SAFER ROAD USERS (1)

Strategy	Lead Agency	Status
Evaluate and measure the effectiveness of the current on-road driver skills tests and test scoring methods and develop future guidance/methods for on-road driver skills test administration and scoring such that it predicts high safety risk.	DOL	\$649,959 awarded to Johns Hopkins University (BTSCRIP)
Develop Older Driver Program	DOL	Program Specialist 5 Cost TBD – WTSC grant funded FFY 2023
Expand El Protector Program Statewide	WSP	TBD – WTSC grant funded FFY 2023

SAFER ROAD USERS (2)

Strategy	Lead Agency	Status
Partner to expand Community Prevention Services to include traffic safety outreach in 100 high-need communities.	HCA-WTSC	In discussion
<i>Together We Get There</i> summer campaign, including bike/pedestrian safety, distracted and impaired driving PSAs (spots in up to nine languages)	WTSC	Additional \$1M media buy: May – Sept. 2022 (in addition to traditional campaigns)
New <i>Together We Get There</i> impaired driving campaign for Labor Day 2022: “A Friend Like You.” Focus is on bystander intervention, such as providing a sober ride.	WTSC	Filming was completed in June
New <i>Together We Get There</i> seat belt campaign under development	WTSC	Three Spanish- and English-language concepts tested July 2023

SAFER ROAD USERS (3)

Strategy	Lead Agency	Status
Local media budget for Target Zero Managers (TZMs) to implement local safety messages and advertise local HVE campaigns	WTSC	\$200,000 in dedicated funding for FFY 2023
Increases in support to local law enforcement for High Visibility Enforcement campaigns, including speeding, impairment and seat belts	WTSC	38% increase to \$1.5M
Increases in support for the Child Passenger Safety Program	WTSC	\$90,000 in increased support FFY 2022

SAFER ROAD USERS (4)

Strategy	Lead Agency	Status
Increased support for “ Teens in the Drivers’ Seat ” to cover additional time to support more schools.	WTSC	\$45,000 in increased support for FFY 2022
Increased support for Target Zero Teens contractor to provide training to trainers in six TZM regions	WTSC	\$20,000 in increased support for FFY 2022
<i>Move Over, Slow Down</i> campaign development and outreach	WTSC	\$535,000 in SFY 2022-23 for PSA development and distribution

SAFER VEHICLES



Active safety

Measures to reduce the chance of a crash occurring

- Lane departure warning
- Autonomous emergency braking

Passive safety

Protective systems for when crashes do occur

- Seatbelts and airbags
- Crash-absorbing vehicle crumple zones

SAFER VEHICLES: DESIGN AND PERFORMANCE

Strategy	Lead Agency	Status
<p>Propose Executive Order that future state vehicle purchases include <i>safety technology</i>, including:</p> <ul style="list-style-type: none"> • automatic emergency braking • lane departure warning • blind spot warning or intervention • rear automatic emergency braking • rear cross traffic warning 	WTSC	Under discussion
<p>Consider participation in pilot study of Driver Alcohol Detection System for Safety (DADSS) program by installing in selected state vehicles</p>	WTSC	Under discussion

SAFER SPEEDS: REDUCING PEDESTRIAN FATALITIES

Hit by a vehicle
traveling at

23 MPH

10% risk of death



Hit by a vehicle
traveling at

42 MPH

50% risk of death



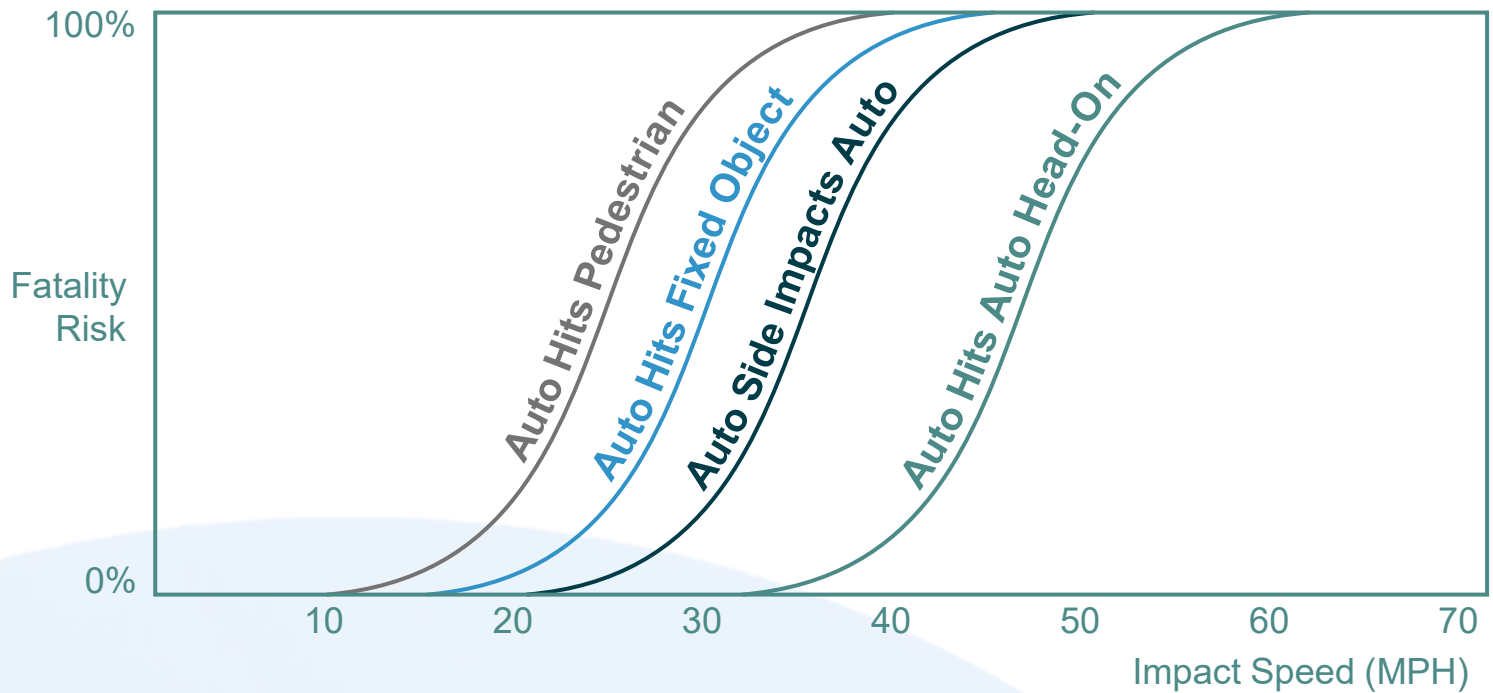
Hit by a vehicle
traveling at

58 MPH

90% risk of death



SAFER SPEEDS: FATALITY RISKS



SAFER SPEEDS (1)

Strategy	Lead Agency	Status
Support the use of speed cameras by local jurisdictions (authorized under SB 5974, 2022) through a best practices guide	WTSC	Guide is currently being developed by WTSC contractor
Develop speed program focused on behavioral change	WTSC	Proposed in FFY 2023 request to NHTSA

SAFER SPEEDS (2)

Strategy	Lead Agency	Status
RCW 46.61.405 and .415 (as amended by SB 5687, 2022) allows authorities to lower speed limits to 20 mph on non-arterial state and local highways and removed the requirement that these changes are limited to residential and business districts.	As recommended by Cooper Jones Active Transportation Safety Council	Effective date 6/9/2022
<i>Speed calming</i> : speed feedback signs, striping, reduce posted speeds, enforcement, etc.	Snohomish DOT	Short-term improvements funded by HSIP grant

POST-CRASH CARE



Vital post-crash actions include:



First responders

Medical care

Crash investigation

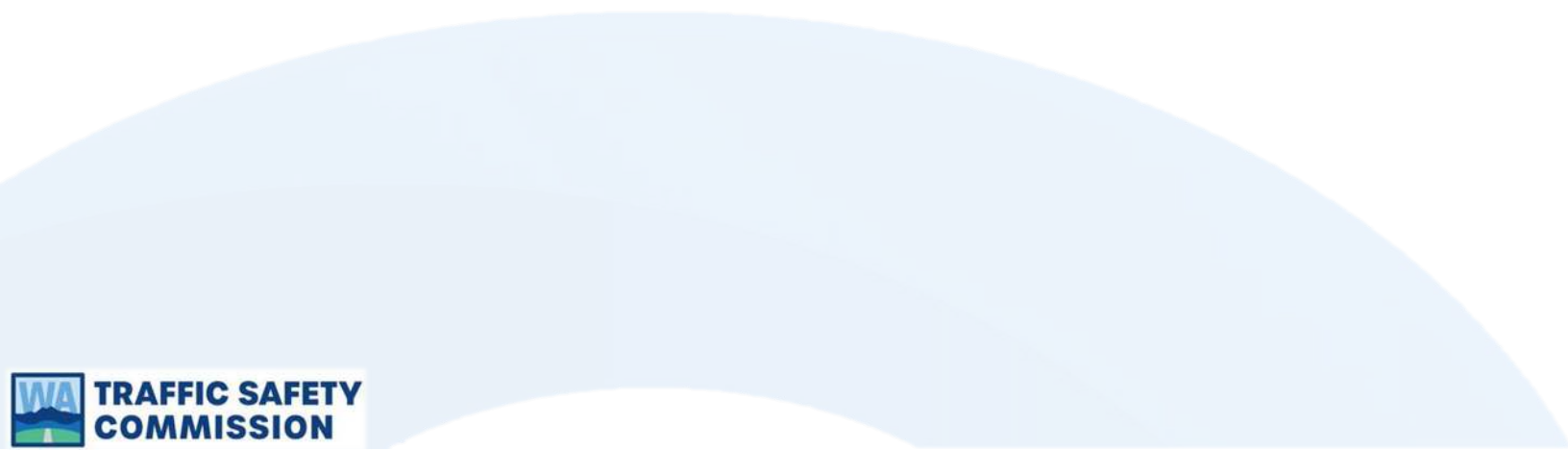
Traffic incident management

Justice



POST-EVENT CARE

Strategy	Lead Agency	Status
Building WEMSIS Motor Vehicle Crash Measures into EMS Performance Monitoring	DOH	New 5-year agreement for FFY 2023-2027



FOCUS ON EQUITY

WTSC will learn from our communities by building a Community Equity Board to advise us on programs and communication with representation from the following groups:

- Individuals who have been impacted by serious or fatal crashes
- People who primarily use non-motor vehicle transportation, including pedestrians, cyclists, and transit users
- Black, Indigenous, and other People of Color (BIPOC)
- People who speak languages other than English
- People with disabilities
- LGBTQIA+ individuals
- Rural community members
- Members of tribal nations
- People from low-income households and communities

BOLD NEW IDEA: DRIVER TRAINING

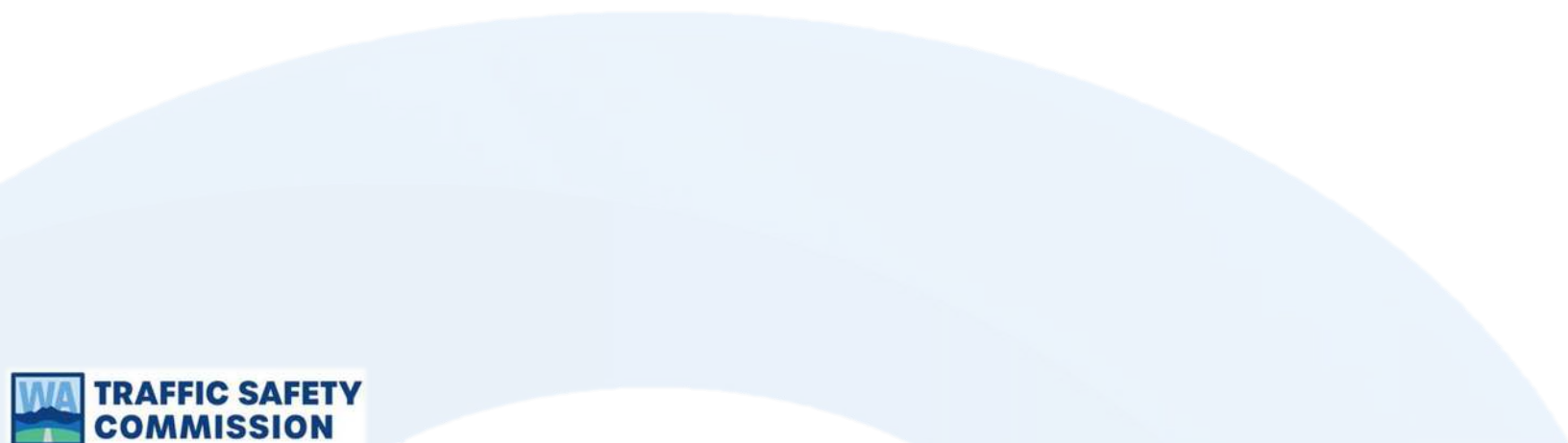
- WTSC and DOL are working on a bill concept proposal for **scholarships to cover the cost of driver training** for low-income youth
 - Research shows that cost is one of the greatest barriers (which also disproportionately impacts Black and Latino novice drivers) and that driver education and the graduated licensing program help reduce crash rates for young/novice drivers, compared to novice drivers 18-21 without training/GDL experience

BOLD NEW IDEA: REDUCING IMPAIRMENT

- Sen. Lovick will introduce legislation to make Washington the second state with a **0.05 *per se* blood alcohol limit for DUI**
 - Utah saw a 19.8% decrease in fatal crashes in the first year the law was in effect, compared to the year before enactment
 - The decreases in crashes and impaired driving overall were attributed to changes in behavior, rather than increases in enforcement or decreases in alcohol consumption

DISCUSSION: OTHER STRATEGIES TO REVERSE THE TREND

Questions



Thank You

