

# Washington Target Zero Plan

January 2024 Project Update

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Director, External Relations Division  
Washington Traffic Safety Commission Meeting  
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# PRIORITY AREA CONTENT WRITING TEAMS

Priority Area	Content Lead
Distraction/Focused	Janine Koffel, WTSC; Rebecca Lis, King County
Impaired	Edica Esqueda, WTSC
Speeding	Janine Koffel, WTSC; Dongho Chang, WSDOT
Occupant Protection	Mandie Dell, WTSC; Cesi Velez, City of Bonney Lake
Intersections	Brian Walsh, WSDOT
Lane Departure	Matthew Enders, WSDOT
Young/Novice Drivers	Debi Besser, WTSC; Cara Jockumsen, DOL
Older Road Users	Cara Jockumsen, DOL
Active Transportation	Charlotte Claybrooke, WSDOT
Motorcyclists	Mark Medalen, WTSC
Heavy Trucks	TBD (members from WSP, DOL, WTA)
Tribal	Penny Rarick, WTSC; Lorraine Basch, WSDOT
Traffic Records	Peter Corier, WTSC

# PART 1: INTRODUCTION

- **What is Transportation Safety?**
- **Why Do Fatalities and Serious Injuries Occur?**
  - Exposure
  - Likelihood of Crashes Occurring
  - Severity
- **Values: 6 SSA Principles**
  - Connects to Traffic Safety Culture and Equity
- **System Failures: 5 SSA Elements**

## Safe System Approach (SSA)



# PART 2: CURRENT CONDITIONS

- **Crash Data Analysis**
- **Community Engagement Results**
  - WTSC Statewide Survey
  - Community-based Organizations Input
  - Tribal Listening Session
  - Public Events
- **Priority Areas**
  - Update 2019 Priorities Table

**2019 Priorities Table**

Washington State 2015–2017		Fatalities		Serious Injuries	
		Number	% Total	Number	% Total
		1,650	100%	6,537	100%
High Risk Behavior					
1	Impairment	958	58.1%	1,215	18.6%
1	Distraction	502	30.4%	1,933	29.6%
1	Speeding	485	29.4%	1,579	24.2%
2	Unrestrained Occupants	312	18.9%	701	10.7%
Crash Type					
1	Lane Departures	796	48.2%	2,458	37.6%
1	Intersections	377	22.8%	2,256	34.5%
Road Users					
1	Young Drivers 16–25	512	31.0%	2,243	34.3%
2	Pedestrians and Bicyclists	329	19.9%	1,333	20.4%
2	Motorcyclists	236	14.3%	1,209	18.5%
2	Older Drivers 70+	223	13.5%	599	9.2%
2	Heavy Trucks	178	10.8%	442	6.8%
Other Monitored Emphasis Areas					
	Drowsy Drivers	44	2.7%	236	3.6%
	Work Zones	18	1.1%	70	1.1%
	Vehicle-Train	12	0.7%	4	0.1%
	Wildlife	8	0.5%	53	0.8%
	School Buses	4	0.2%	17	0.3%

## PART 3: PRIORITY AREAS

- **Safe System Approach Matrix**
- **Modules for Each Priority Area**
  - Equity Analysis
  - System Map
  - Overlapping Priority Areas
  - Stakeholder Analysis
  - Strategy Portfolio using the five Safe System elements

## PART 4: IMPLEMENTATION & EVALUATION

- **System Collaboration & Integration**
- **Implementation Structure**
- **Measures & Accountabilities**

# TIMELINE: 2024 TARGET ZERO PLAN

DATES	ACTIVITIES
MAY – JULY 2023	Project Initiation and Organization Lessons Learned Laying Groundwork with Leadership
AUGUST – OCTOBER 2023	Public Engagement Phase 1 Foundations Workshop with Stakeholders Safety Data Analysis
<b>NOVEMBER 2023 – FEBRUARY 2024</b>	Target Zero Plan Content Drafts and Revisions
<b>MARCH – JUNE 2024</b>	Public Engagement Phase 2 Target Zero Plan Draft Feedback
<b>JUNE – SEPTEMBER 2024</b>	Target Zero Plan Executive Approvals
<b>OCTOBER – DECEMBER 2024</b>	Target Zero Plan Submittal Implementation Begins



# 2024 TARGET ZERO PLAN: CONTACTS

- Shelly Baldwin, WTSC, Director
- Pam Pannkuk, WTSC, Deputy Director
- John Milton, WSDOT, State Safety Engineer
- Barb Chamberlain, WSDOT, Director, Active Transportation Division
- Dongho Chang, WSDOT, State Traffic Engineer
- Mark McKechnie, WTSC, Contract Manager
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