

An aerial photograph of a dense evergreen forest. In the foreground, a large, arched steel truss bridge spans across the forest. The bridge has a light-colored metal structure and a dark road surface. The forest extends to the horizon under a clear sky.

Washington State Strategic Highway Safety Plan 2019

Zero Deaths and
Zero Serious Injuries
by 2030

2019 Target Zero Update

Presented to the House
Transportation
Committee

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About Target Zero

TARGET
ZERO

The graphic for the word 'ZERO' features a stylized road with a white dashed center line curving through the letter 'O'. The 'O' is green, and the road is black with white dashed lines. The background behind the 'O' is a light blue circle.

The State Strategic Highway Safety Plan calls for **zero deaths and serious injuries on Washington's roadways by 2030.**

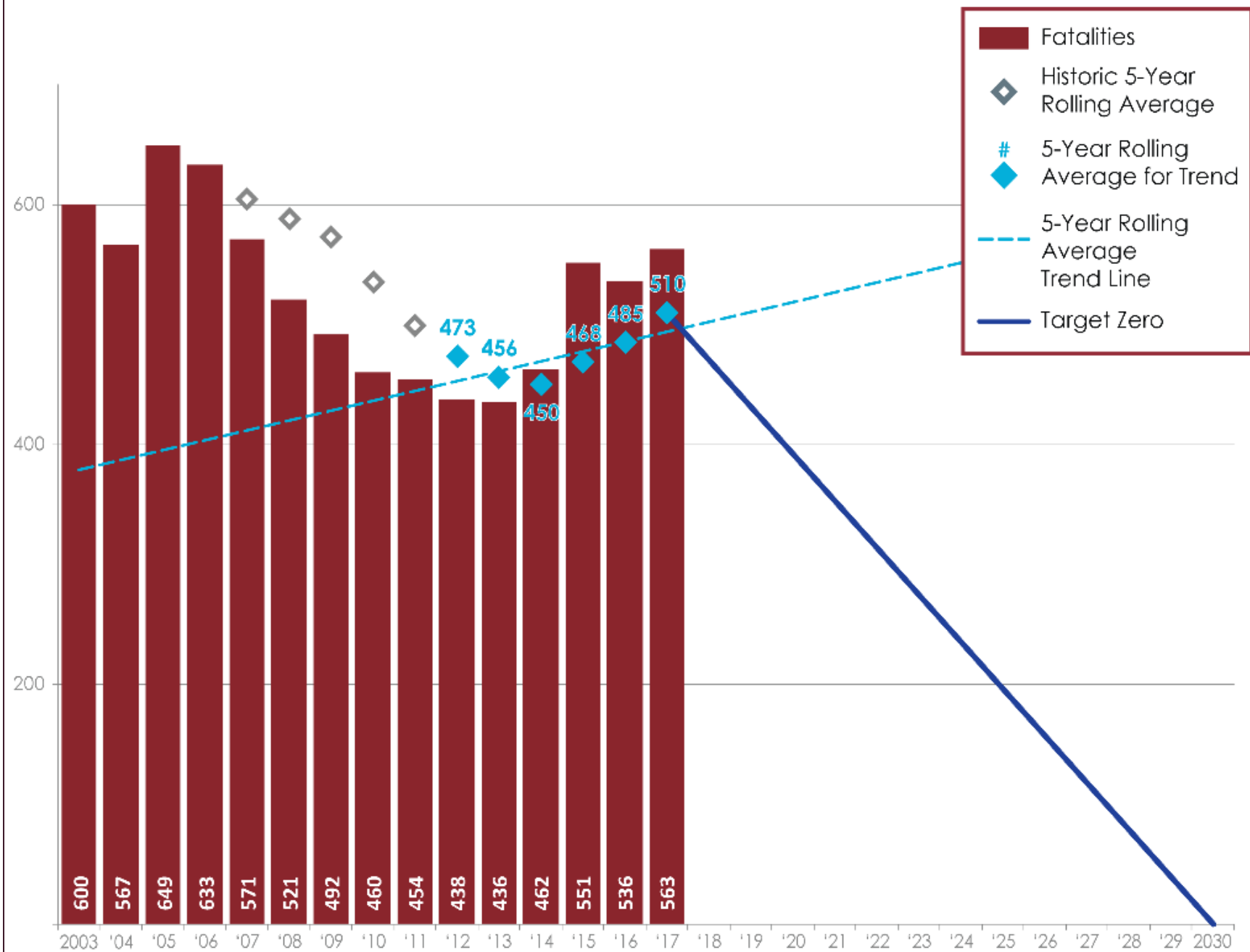
- Data-driven
- Identifies priorities
- Developed through collaboration
- Identifies strategies



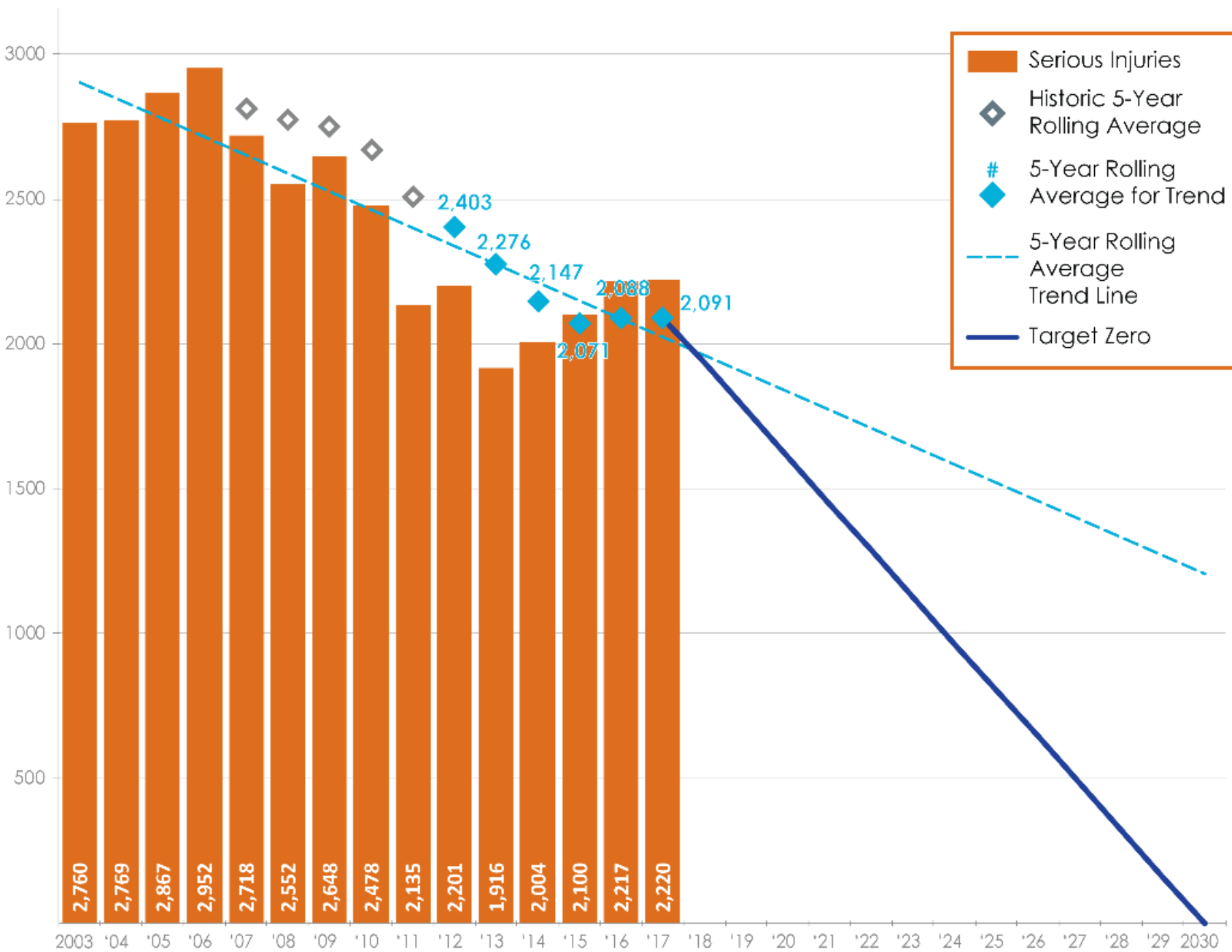
After years of decline, traffic deaths increased in 2015 and remain high.

Compared to 2012-2014, traffic deaths **increased 23%** in 2015-2017.

Traffic Fatalities in Washington State (2003-2017)



Traffic Serious Injuries in Washington State (2003–2017)




Serious injuries have also increased, but not as steeply.

Compared to 2012-2014, serious injuries **increased 7%**.

During this same time frame, Washington State's population only increased 4%, and vehicle miles traveled increased 6%.





Target Zero Priorities

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%

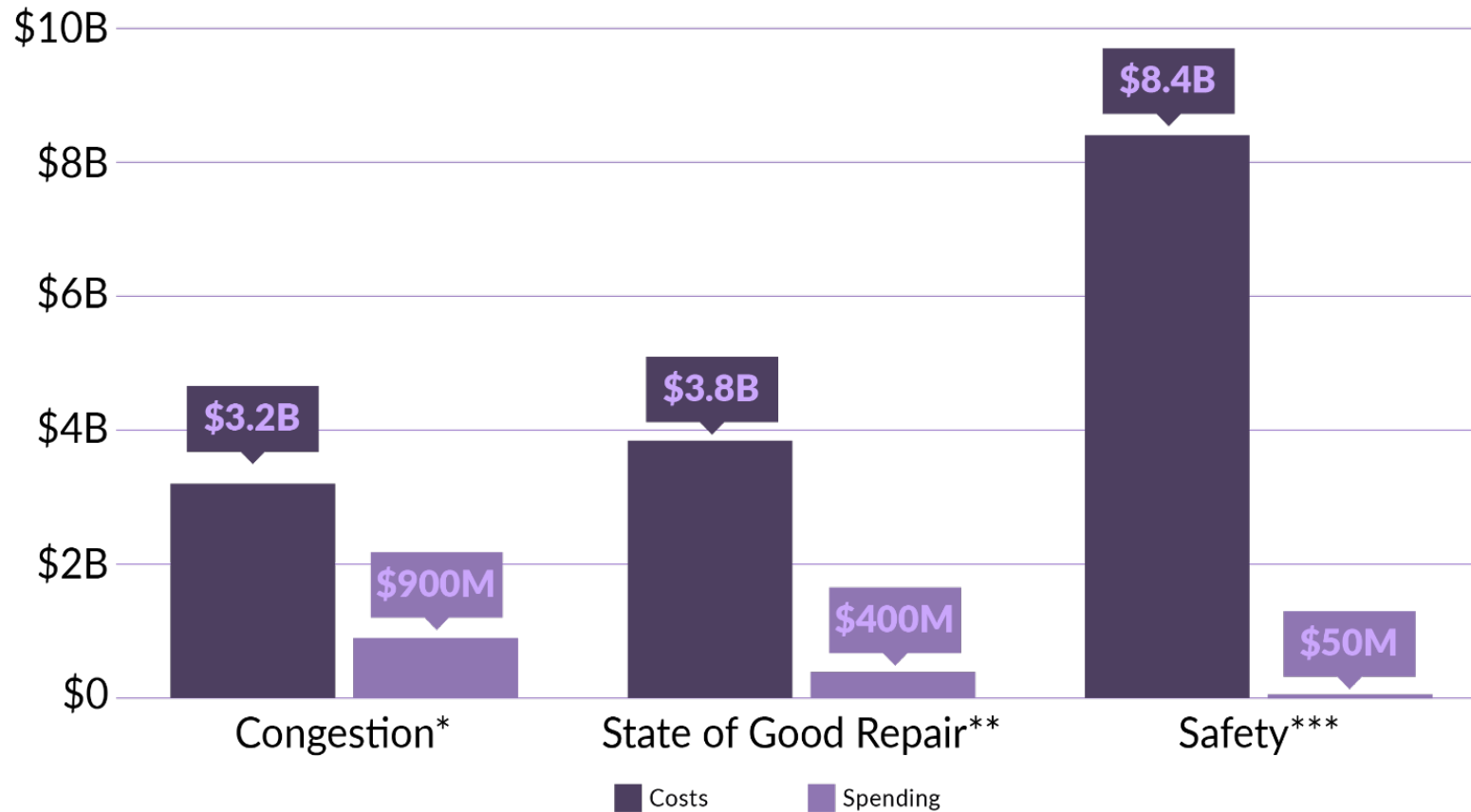
Crash Type

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%

Cost of Crashes in Washington



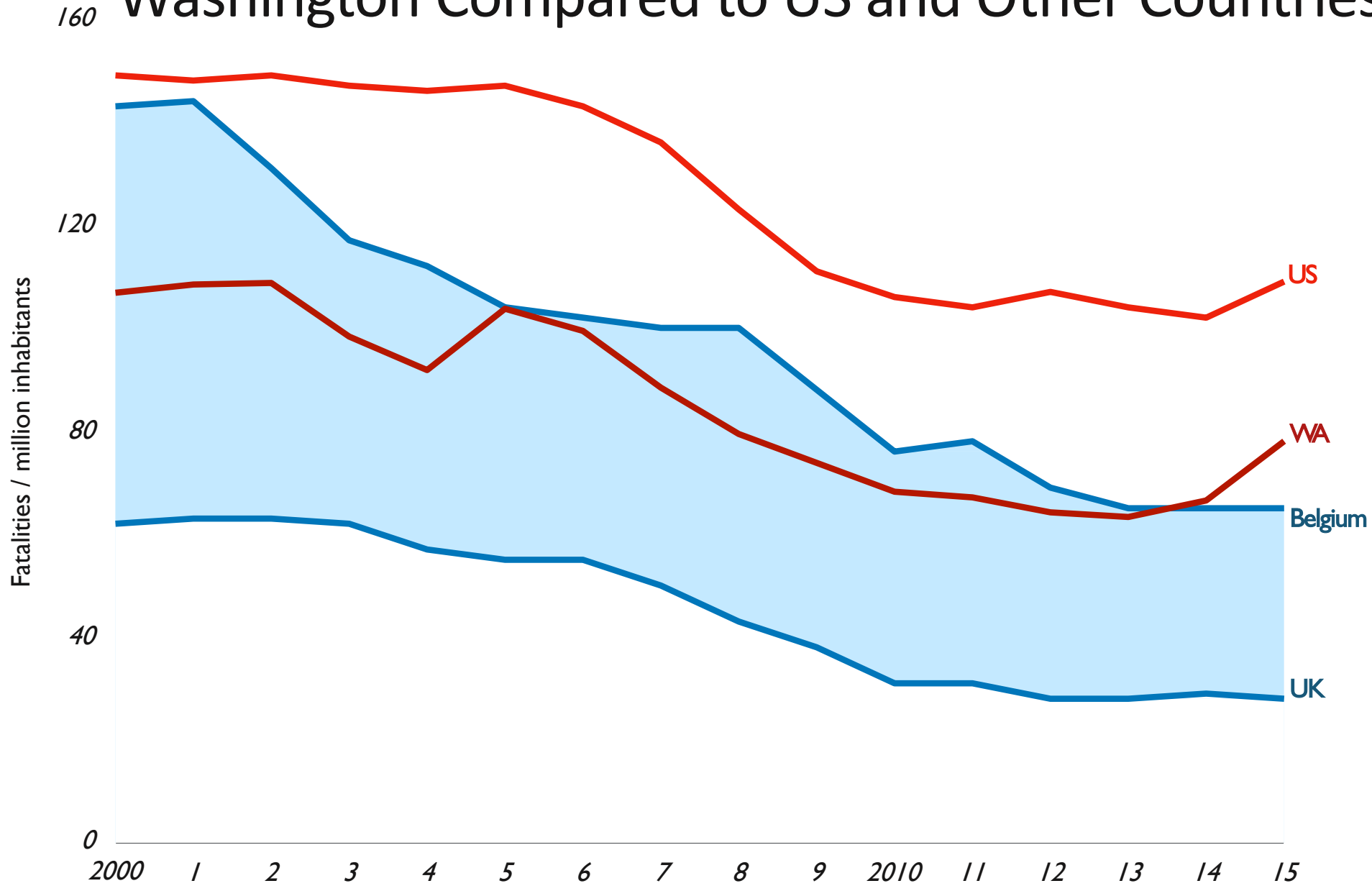
* Congestion cost source: Texas Transportation Institute's 2015 Urban Mobility Scorecard; based on value of travel delay and excess fuel consumption for the area from Everett to Tacoma.

** State of Good Repair source: ASCE 2017 Infrastructure Report Card; estimated at \$656 for every Washington driver

*** Safety source: Based on 2013 National Highway Traffic Safety Administration values for preventing fatal and serious injuries. Economic cost components include: medical care, emergency services, market productivity, household productivity, legal costs, insurance administrative costs, workplace costs, property damage and congestion.



Washington Compared to US and Other Countries



- 21 U.S.
- 20 Washington
- 19 Belgium
- 18 Italy
- 17 Austria
- 16 Canada
- 15 France
- 14 Luxembourg
- 13 Australia
- 12 Spain
- 11 Finland
- 10 Ireland
- 9 Denmark
- 8 Japan
- 7 Germany
- 6 Switzerland
- 5 Norway
- 4 Netherlands
- 3 UK
- 2 Sweden
- 1 Iceland

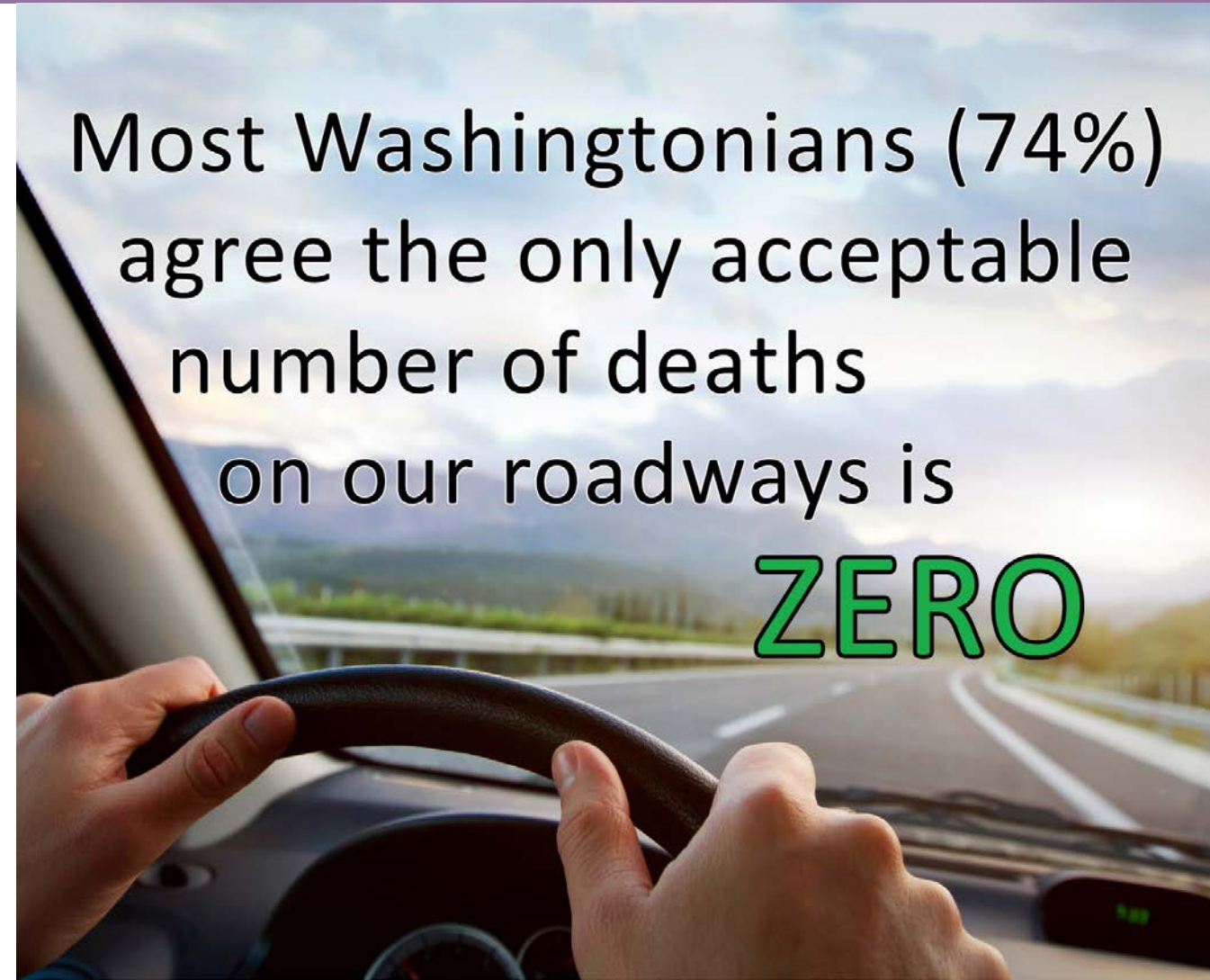




Traffic Safety Culture is Key

Washington traffic safety culture

- Our seat belt use rate is one of the best in the nation at 93%.
- Most people (78%) do not drive after drinking.
- Most people (85%) do not drive after using cannabis.
- Most drivers (91%) were observed focusing on the road.



Most Washingtonians (74%)
agree the only acceptable
number of deaths
on our roadways is

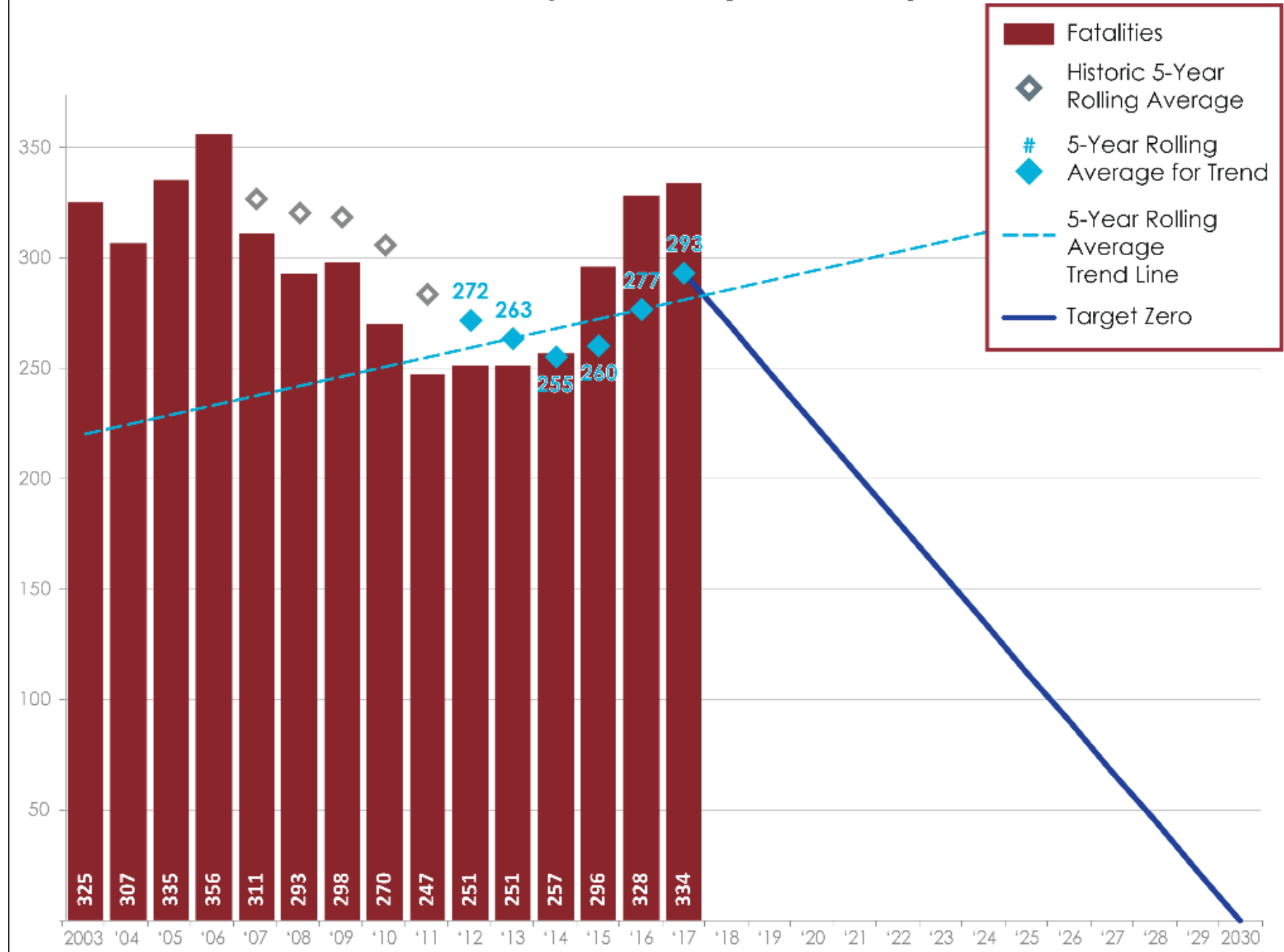
ZERO



58% of traffic deaths involve impairment

One quarter of all deadly crashes involve a poly-drug driver.

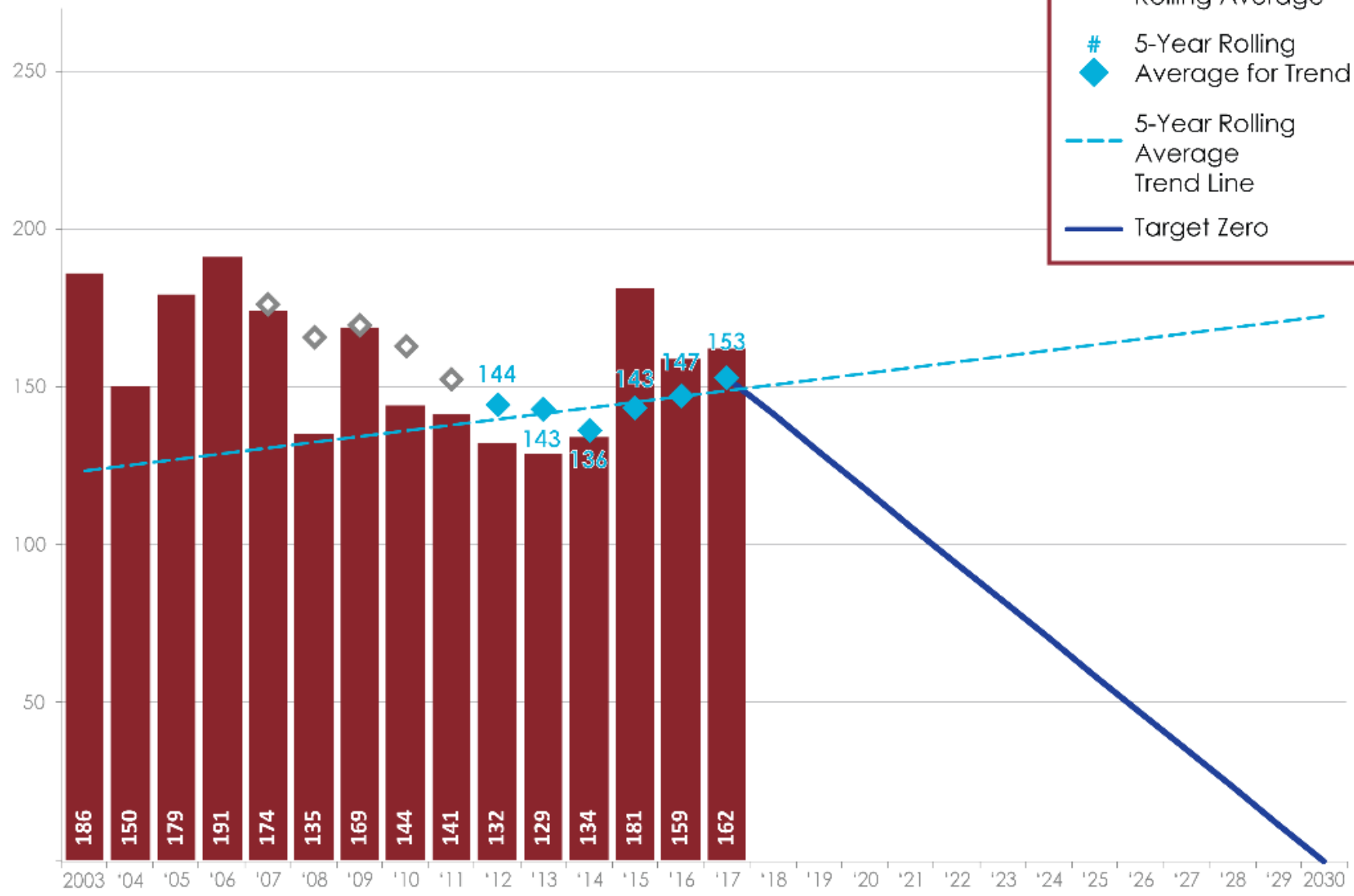
Traffic Fatalities Involving Impairment in Washington State (2003–2017)



Traffic Fatalities Involving Distraction in Washington State (2003–2017)



- Fatalities
- Historic 5-Year Rolling Average
- 5-Year Rolling Average for Trend
- 5-Year Rolling Average Trend Line
- Target Zero

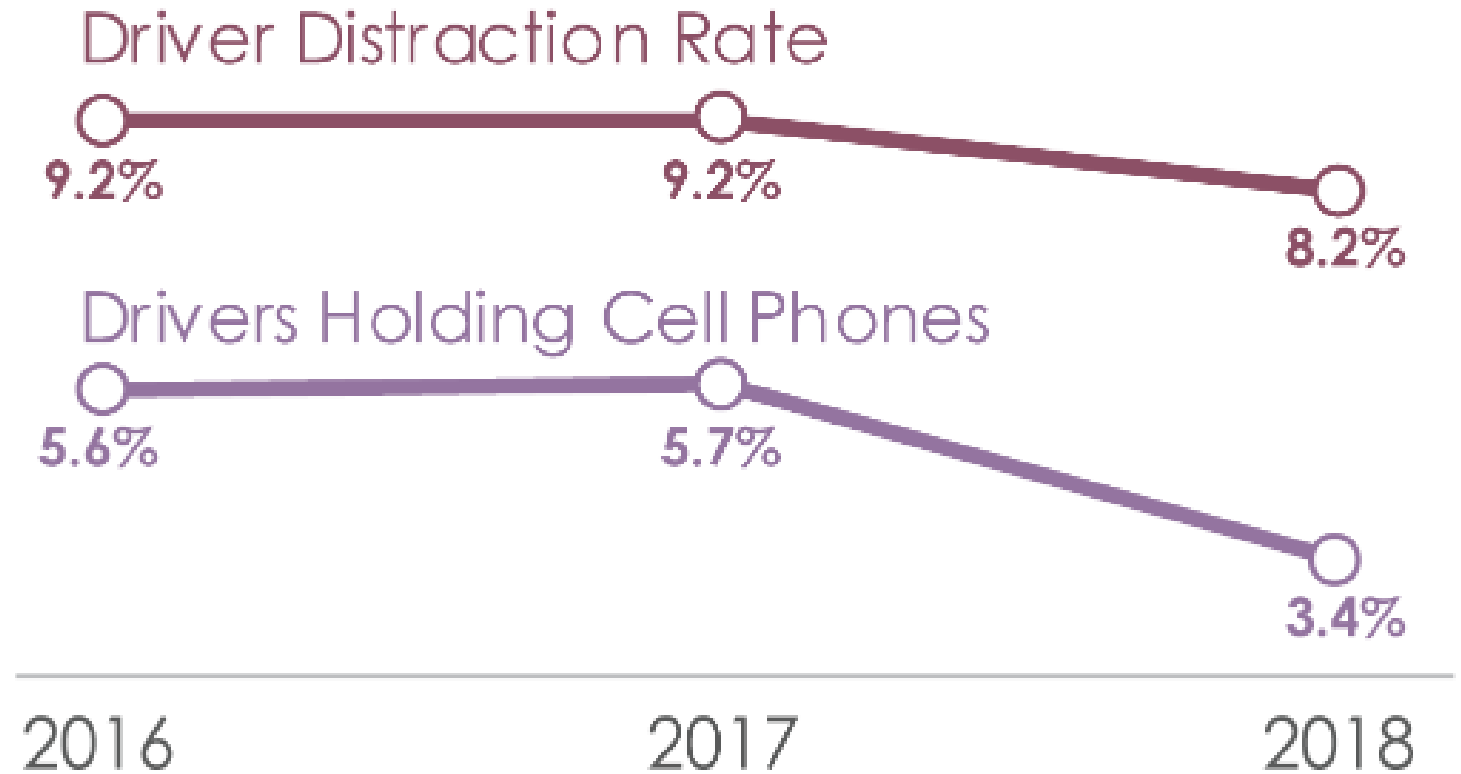


Distracted Driving is the second most common behavioral factor



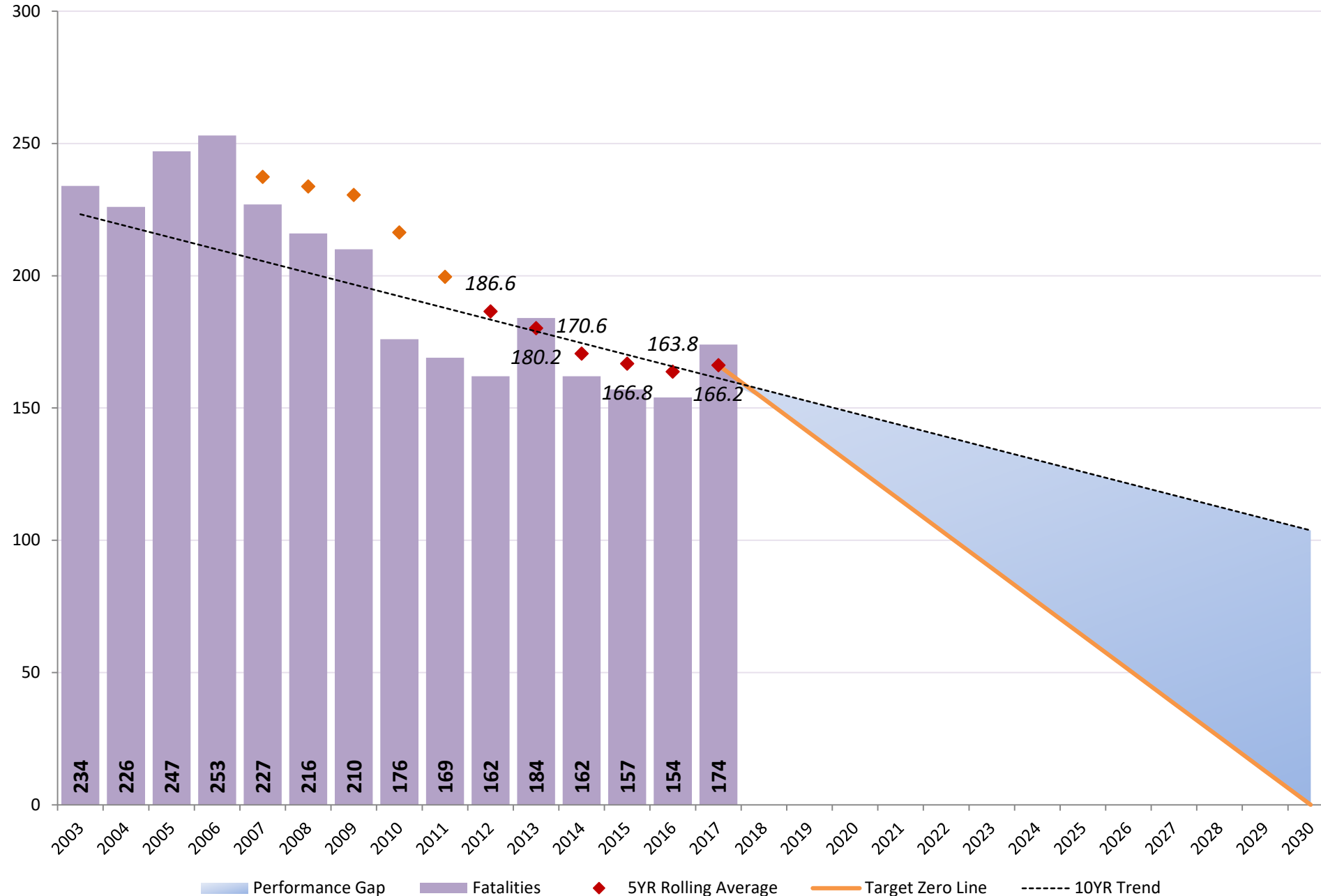
The Driving Under the Influence of Electronics (E-DUI) Act is having an effect on cell phone usage

Observed Distracted Driving Rates 2016-2018





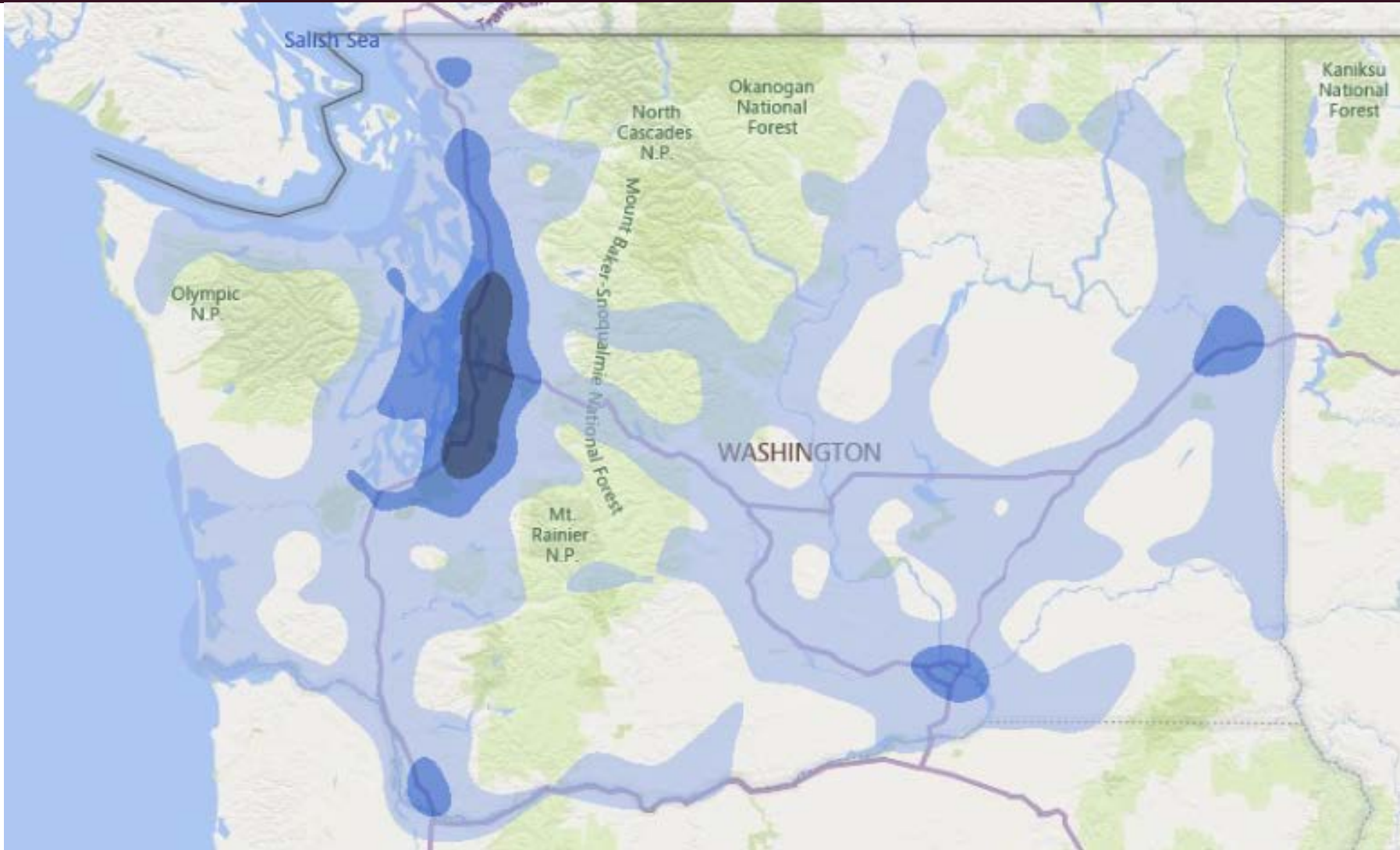
Fatalities Involving a Speeding in Washington (2003-2017)



Nearly 30% of deadly crashes involve speeding drivers



Enforcement- Collision Heat Map





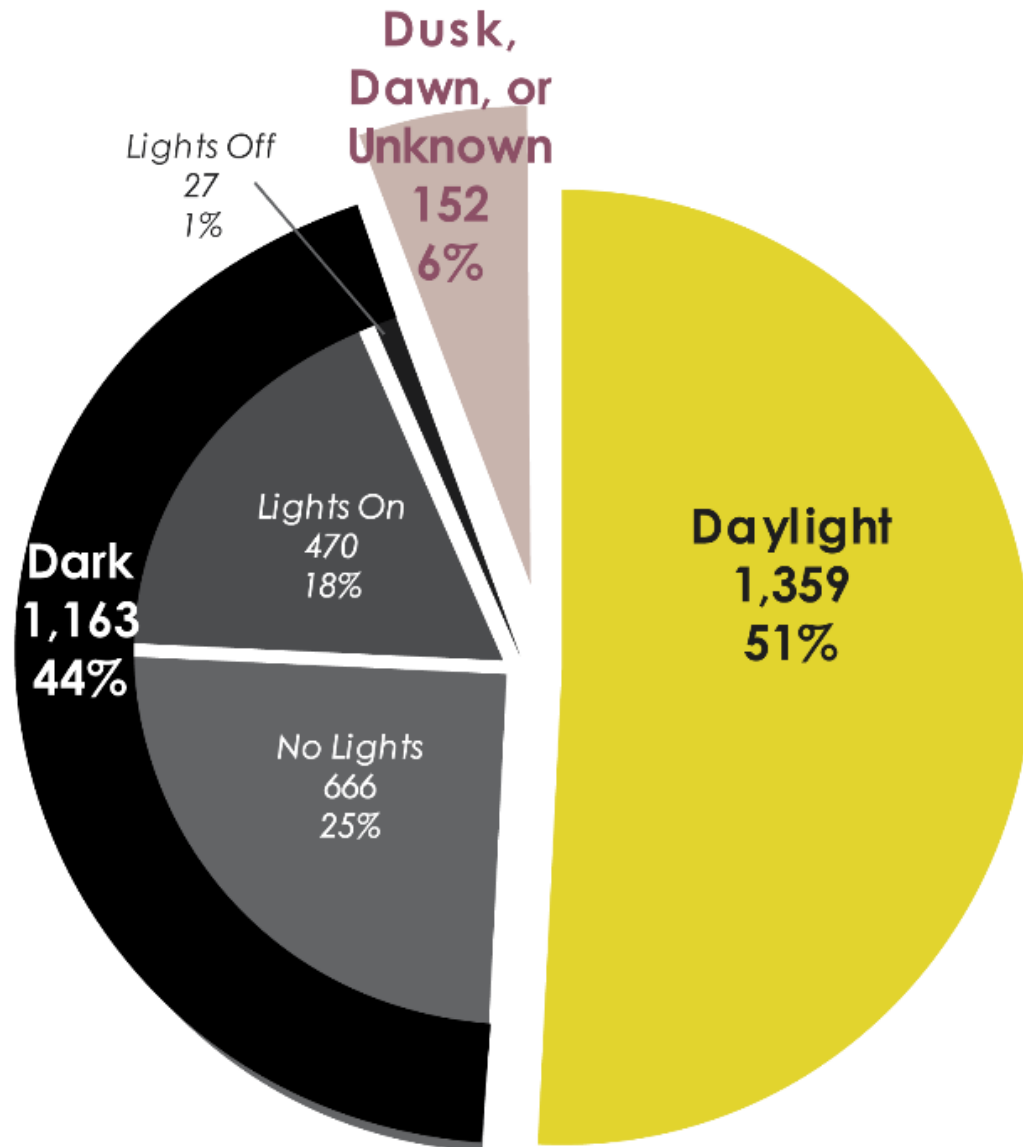
Patrol Emphasis and Focus of Efforts

The majority of these Patrol Emphases and Focuses of Efforts are sponsored and funded by the Washington Traffic Safety Commission (WTSC):

- Distracted Driving
- Move Over, Slow Down
- On the Road, Off the Phone
- Impaired Driving Emphasis - 4/20
- Click It or Ticket
- Cinco de Mayo
- Paradiso
- Euro Car Rally
- HoopFest
- It's a Fine Line Motorcycle
- Water Follies
- DUI Drive Sober or Get Pulled Over
- Oyster Run
- OysterFest
- DUI Local Flex HVE
- WSU Thanksgiving Break
- Speeding Projects

Light Conditions for Lane Departure
Fatality and Serious Injury Crashes
Washington State 2015–2017

Lane departure is the most common crash type



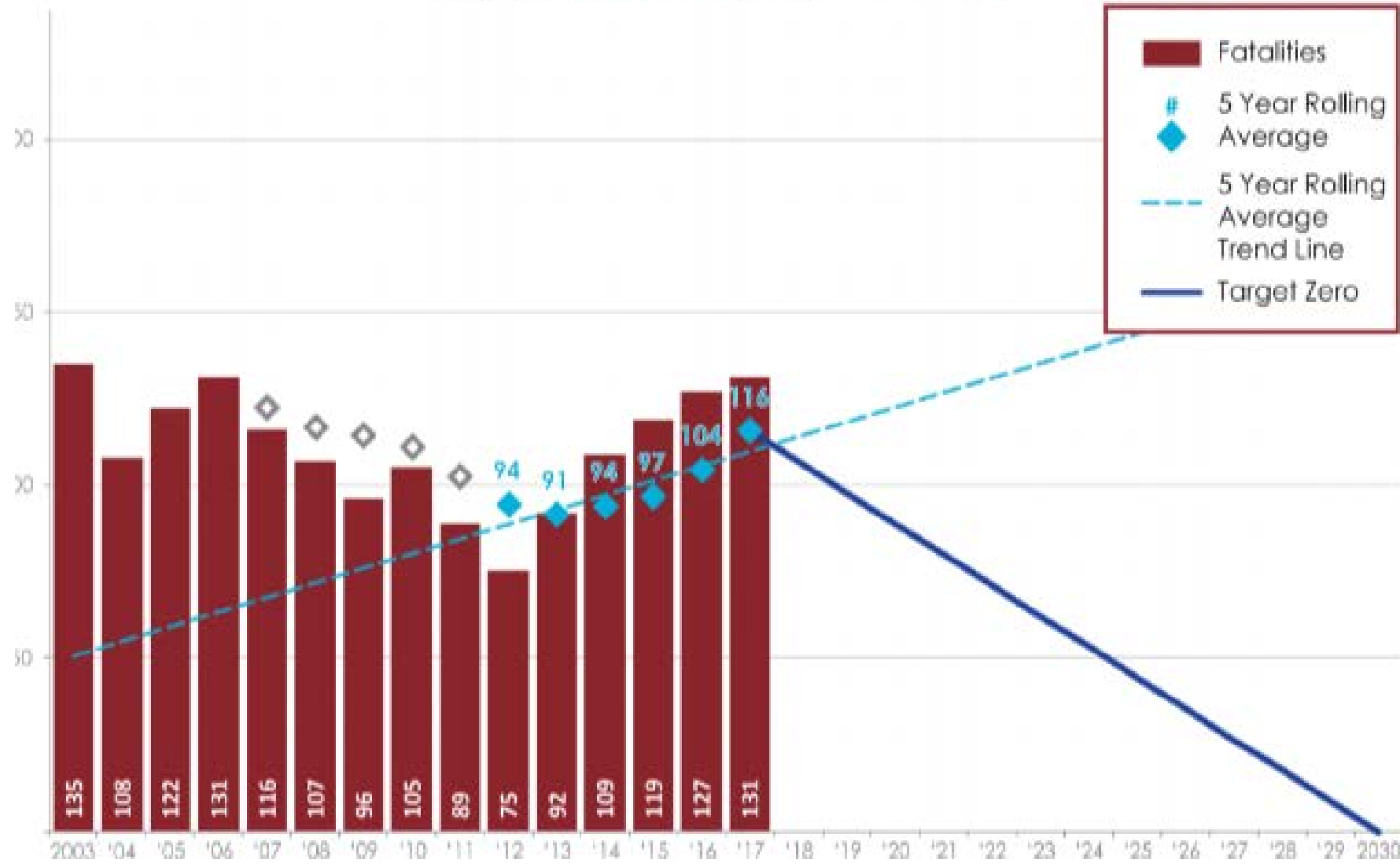
Key issues for lane departures

- Roadside conditions
- Horizontal (left- or right-turn) curves
- Nighttime and lighting conditions



Intersections
are the
second
most
common
crash type

Traffic Fatalities Involving Intersections
in Washington State (2003-2017)



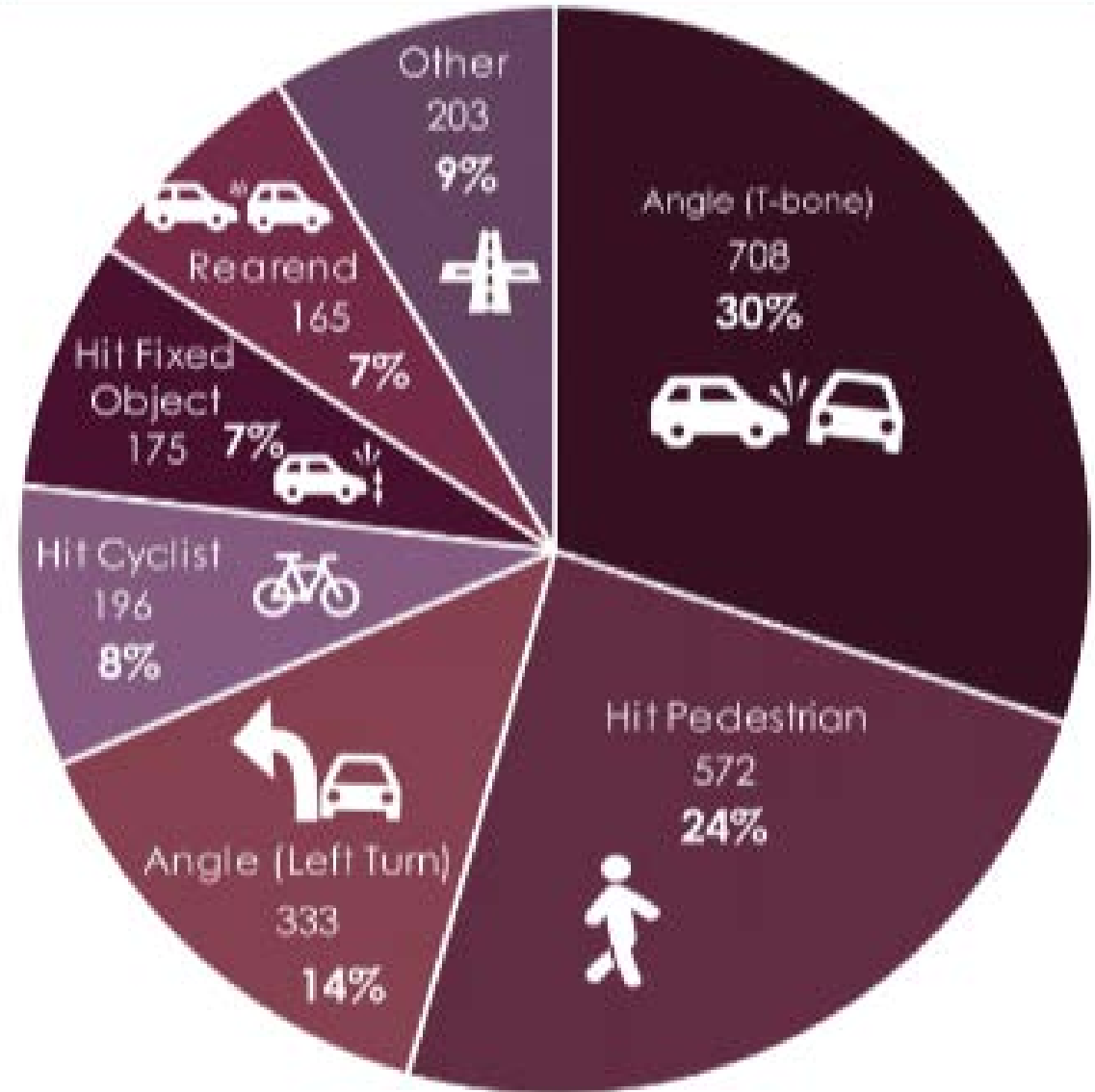


Intersections are a factor in 23% of fatal and serious injury crashes

Key Issues for Intersections:

- Angle crashes
- Nighttime conditions
- Vehicles hitting people who walk

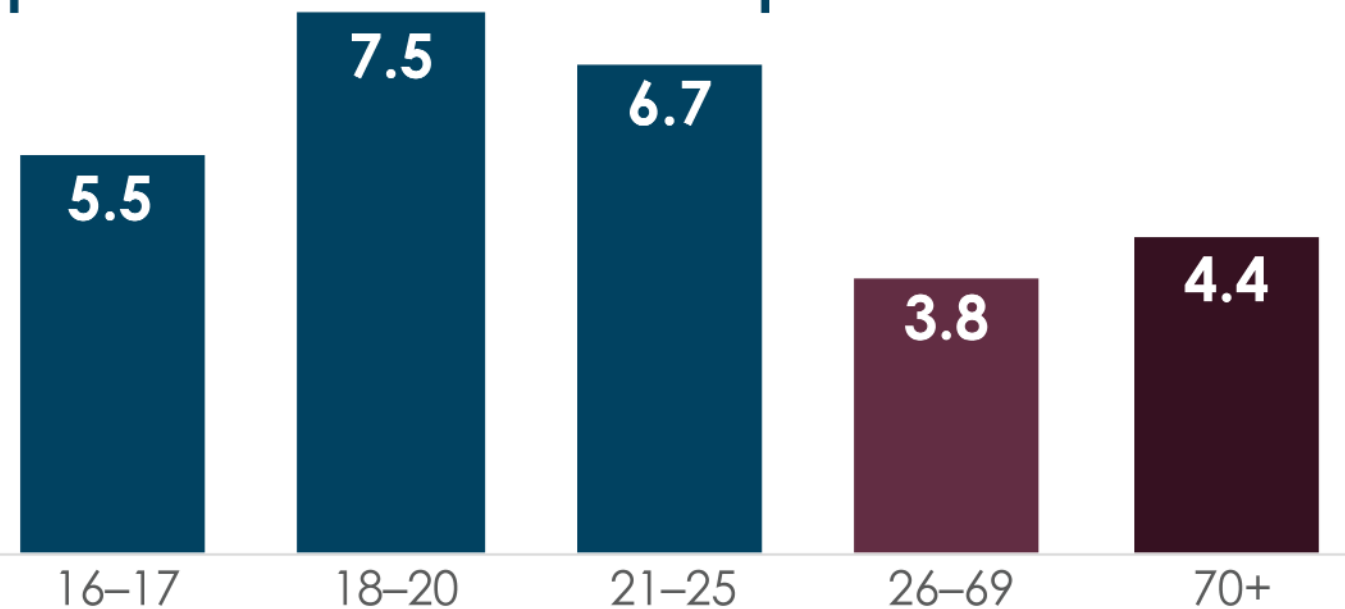
Intersection crash types
(fatal and serious injury crashes)
Washington State 2015-2017



Young Drivers—Overrepresented in Fatal Crashes

Fatal Crash Involvement Rates by Age Group
Involvements per 10,000 Licensed Drivers
Washington State (2015–2017)

Young Drivers



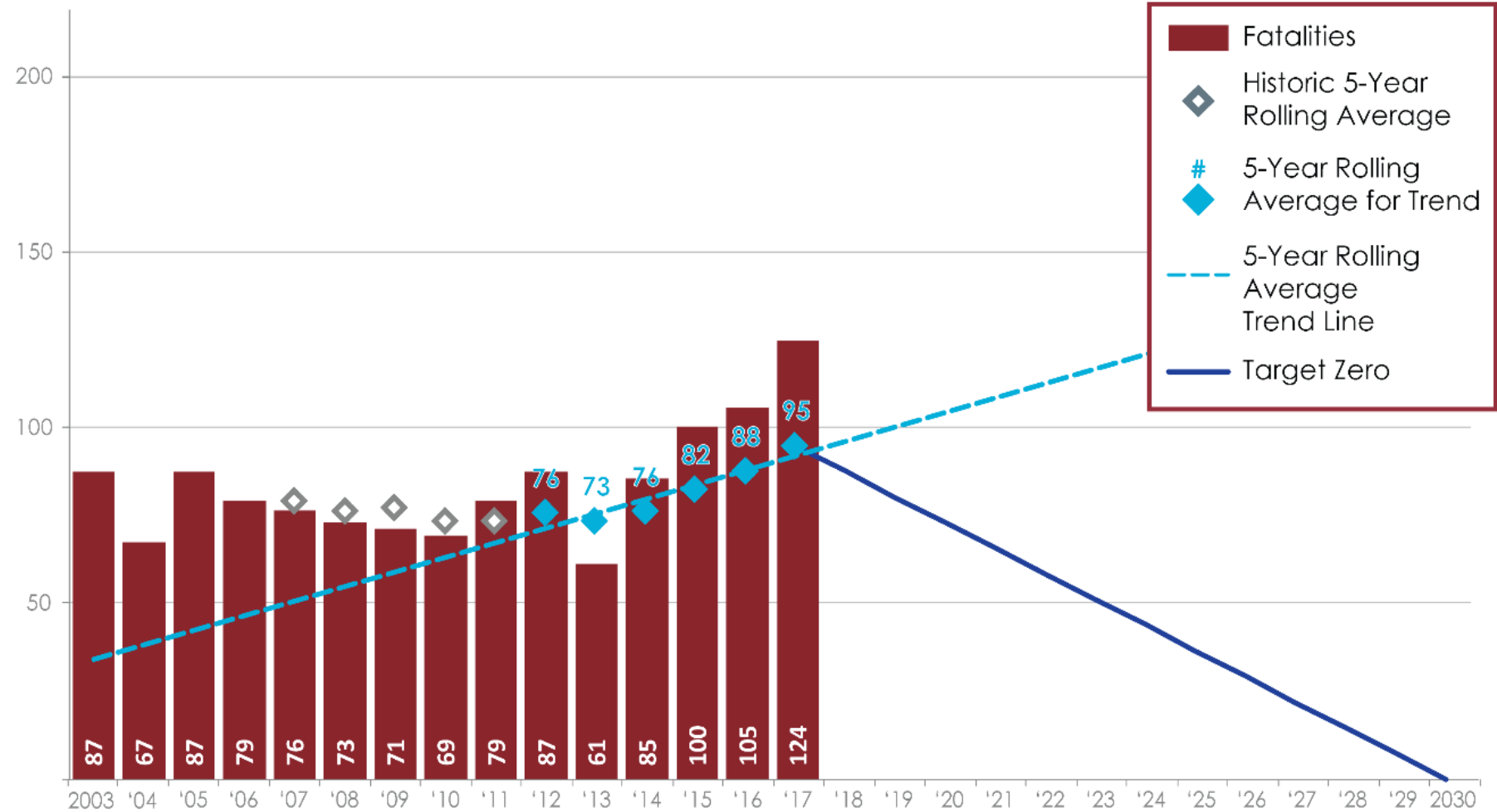
Key issues for young drivers

- Inexperience
- Developmental changes
- Missing the Graduated Driver License (GDL) Window

Deaths for people who walk and bike are increasing

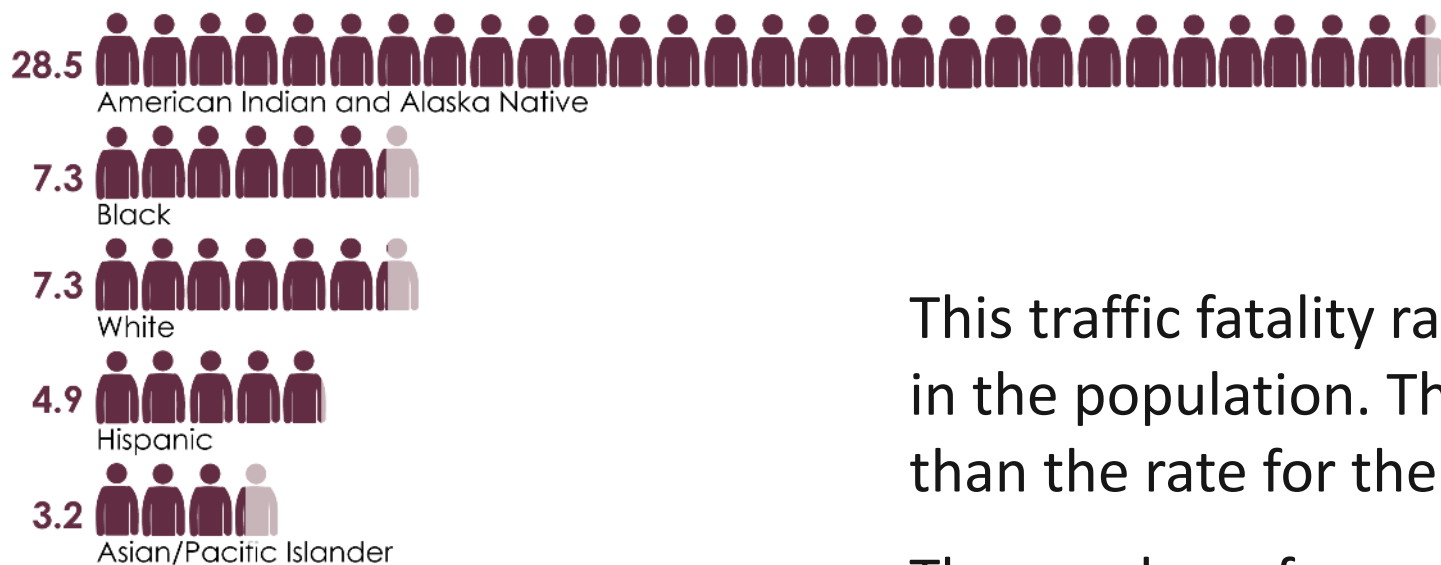
41% increase in fatalities for 2015-2017 compared to 2012-2014.

Traffic Fatalities Involving Pedestrians or Bicyclists in Washington State (2003–2017)



American Indians and Alaskan Natives have the highest fatality rate

Traffic Fatality Rate by Race/Ethnicity
Washington State (2008–2017)
Rate per 100,000 population

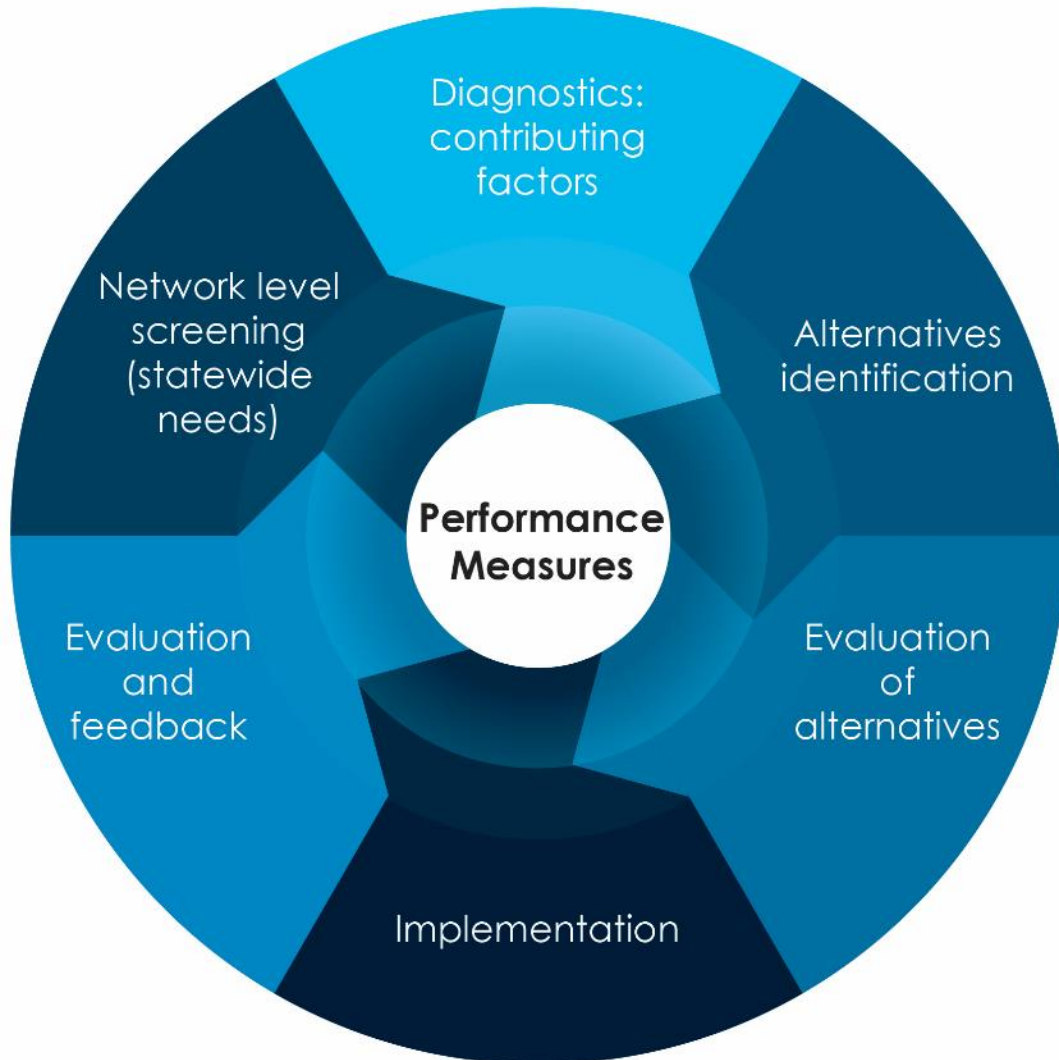


From 2008-2017, 257 American Indians and Alaskan Natives died in traffic crashes in Washington State, including both reservation and non-reservation roadways.

This traffic fatality rate is 28.5 deaths per 100,000 people in the population. This rate is more than four times higher than the rate for the next highest race/ethnicity.

The number of unrestrained vehicle occupant deaths is more than 8x higher than for other races combined.

Evaluation is a key to success



Washington's Evaluation, Analysis, and Diagnosis is recognized nationally as the "fifth E" of road safety, because the 5th E leads to improved decision-making.

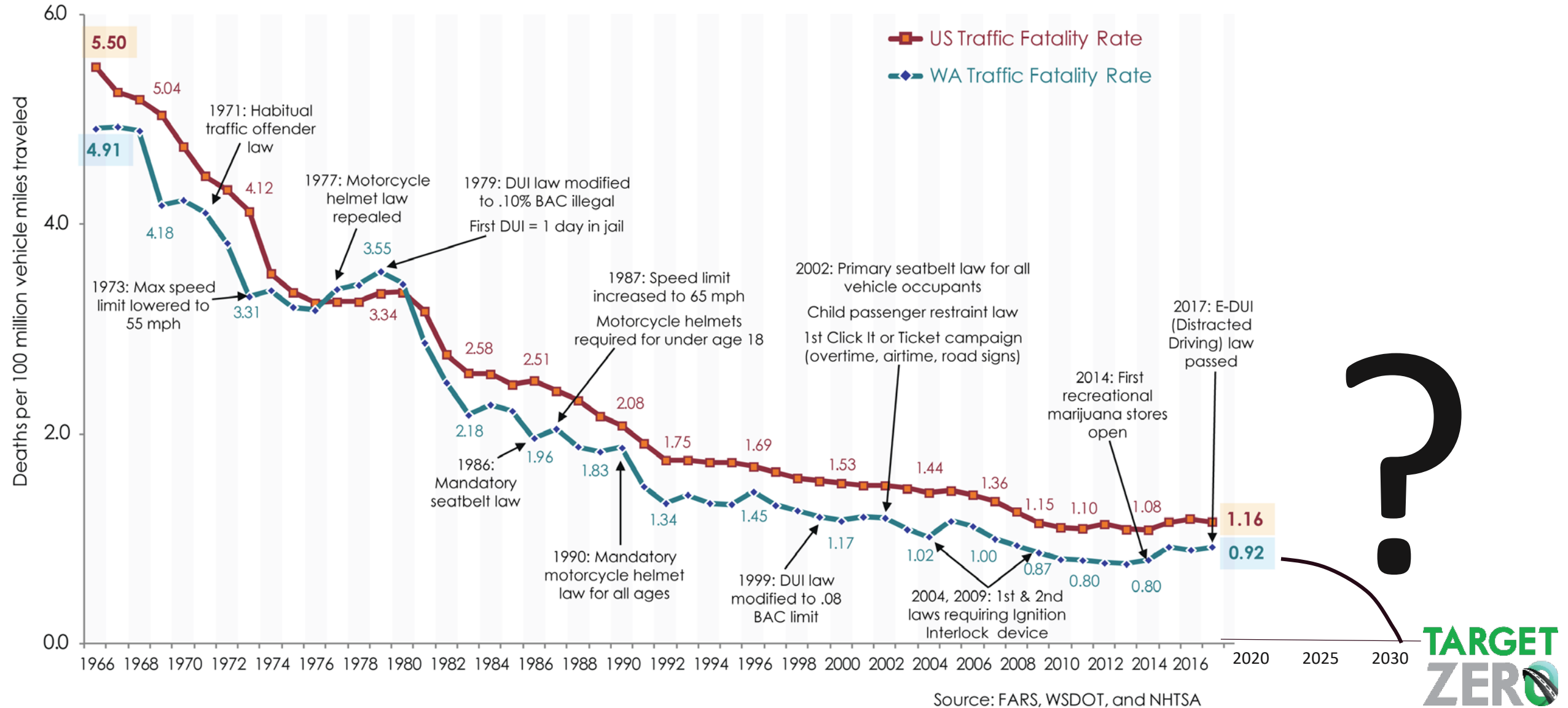
Targeted, data-driven decisions allow us to select the appropriate strategies within education and outreach, enforcement, engineering, and EMS.

By using a common set of metrics, all the safety partners in the state are able to work together towards the same goal: reducing traffic deaths and serious injuries to zero by 2030.

Traffic Fatality Rates

US and Washington State 1966–2017

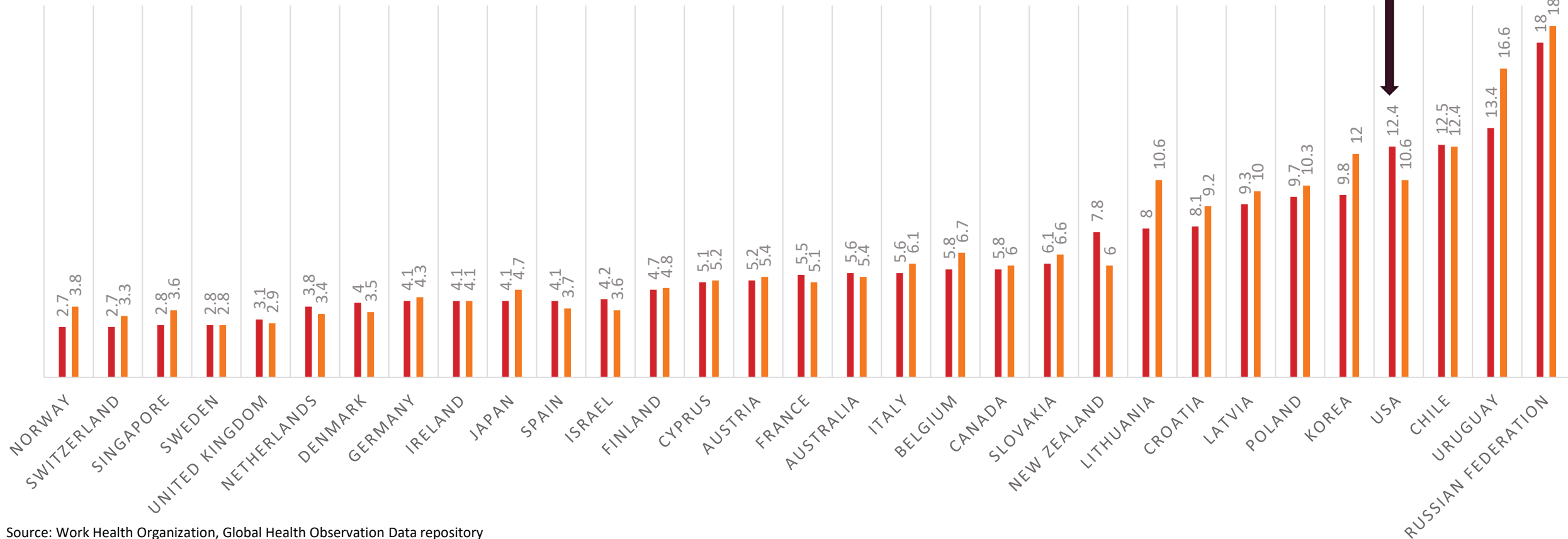
By Year and Major Traffic Safety Laws





ROAD TRAFFIC DEATH BY HIGH-INCOME COUNTRY RATE PER 100,000 POPULATION

■ 2016 ■ 2013



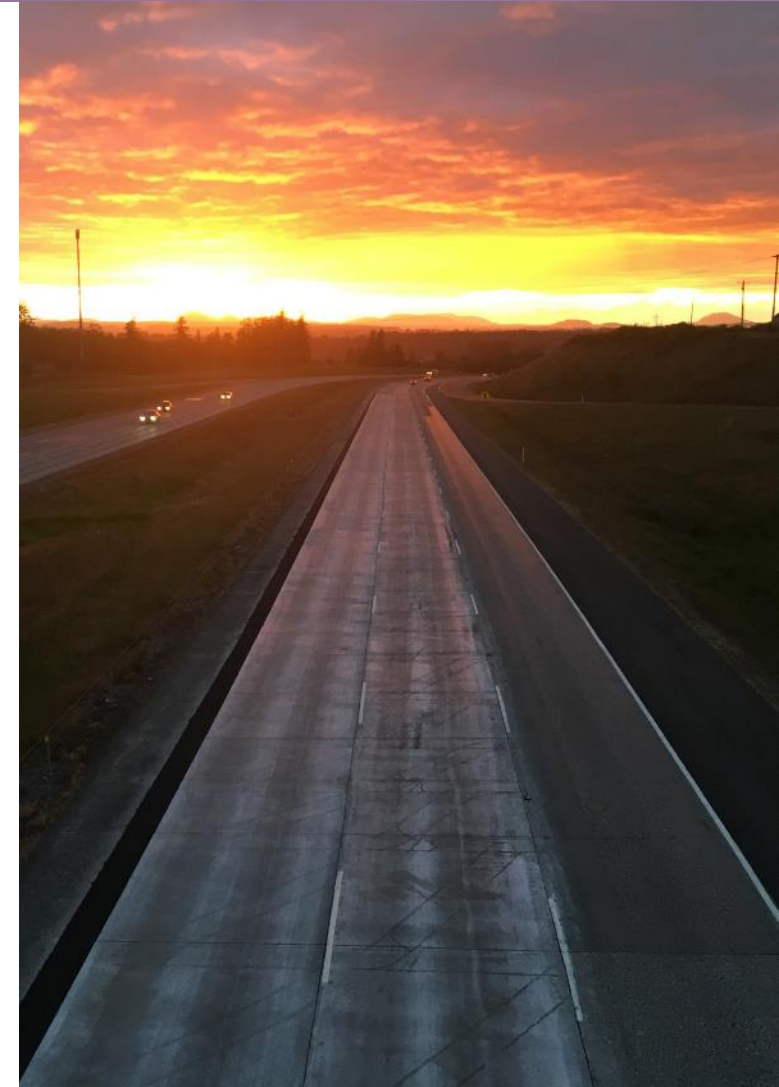
Source: Work Health Organization, Global Health Observation Data repository





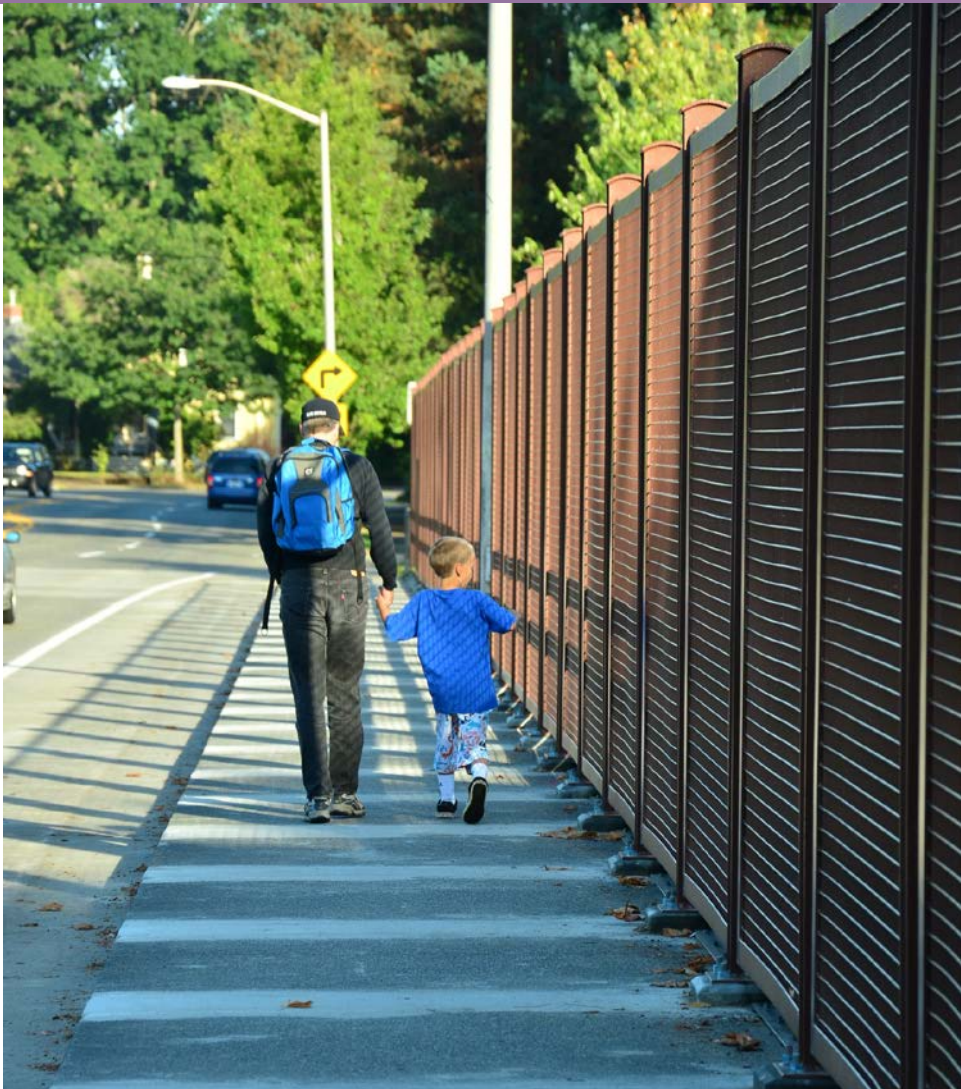
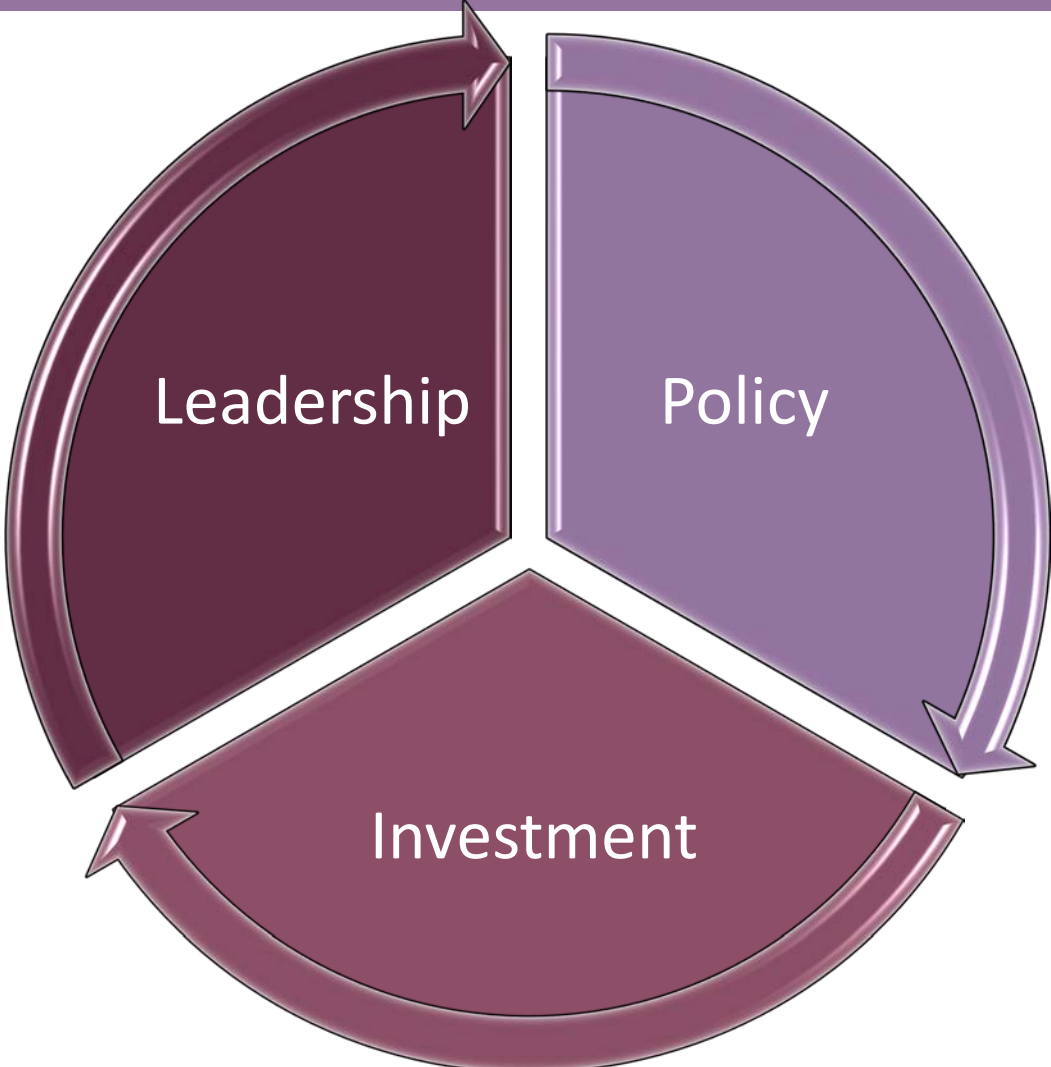
The 5 E's

- 1. Education and Outreach**
- 2. Enforcement**
- 3. Engineering**
- 4. Emergency Medical Services (EMS)**
- 5. Evaluation**





Getting to Zero





Thank You

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