Strategic Highway Safety Plan

Mark Medalen, Program Manager
Washington Traffic Safety Commission
Washington Traffic Safety Commission

- Washington’s highway safety office
- Established in 1967
- 20 employees
- Funded by federal gas tax dollars distributed back to states for required highway safety projects – Traffic Safety Grants. DOL manages our Motorcycle Safety Grant
- Fortunate that we are an individual agency – Many state highway safety offices are a few people inside the state highway patrol or DOT office. Much better success as a separate agency with Commission structure
The Target Zero Vision

In 2000, Washington became the first state to adopt a goal of:

Zero traffic deaths and serious injuries on roadways by the year 2030
MAP-21 SHSP Requirements

- Addressing all 4 E’s
- Consultative Approach
- Governor’s Endorsement and Signature
- Data-Driven Problem ID
- Performance-based Goals
- Effective Strategies
- Coordination with other state and national plans
Collaboration of 4E’s

Engineering
- Dept. of Transportation
- City and County Public Works

Enforcement
- State Patrol
- Local LEL’s
- City Police
- County Sheriffs

Emergency Medical Services
- Dept. of Health
- Behavioral Health and Recovery

Education
- Traffic Safety Commission
- Dept. of Licensing
- OSPI

Key Partners
Consultative Update Process

Data Analysts
- Dept. of Licensing
- Dept. of Health
- Dept. of Transportation
- State Patrol
- WA Traffic Safety Commission

Project Team
- County Law Enforcement
- Dept. of Licensing
- Dept. of Health
- Dept. of Transportation
- Puget Sound Regional Council
- Tribal TZ Manager
- State Patrol
- WA Traffic Safety Commission

Steering Committee
- AAA Washington
- Dept. of Behavioral Health Recovery (DSHS)
- Dept. of Health
- Dept. of Licensing
- Dept. of Transportation
- Governor’s Office/OFM
- Harborview
- NW Assoc. Tribal Enforcement Officers
- State Patrol
- Superintendent of Public Instruction
- Tribal Transportation Planning Organization
- Target Zero Exec. Council
- WA State Association County Engineers
- WA Traffic Safety Commission
## Data-driven Priorities

<table>
<thead>
<tr>
<th>Washington State 2009-2011</th>
<th>Fatalities</th>
<th>Serious Injuries</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>% of Total</td>
</tr>
<tr>
<td><strong>Priority One</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Alcohol and/or Drug Impaired Driver</em></td>
<td>704</td>
<td>50.1%</td>
</tr>
<tr>
<td><em>Run Off the Road</em></td>
<td>615</td>
<td>43.7%</td>
</tr>
<tr>
<td><em>Speeding-Involved</em></td>
<td>555</td>
<td>39.5%</td>
</tr>
<tr>
<td><em>Young Driver Age 16-25-Involved</em></td>
<td>487</td>
<td>34.6%</td>
</tr>
<tr>
<td><em>Distracted Driver-Involved</em></td>
<td>426</td>
<td>30.3%</td>
</tr>
<tr>
<td><em>Intersection Related</em></td>
<td>290</td>
<td>20.6%</td>
</tr>
<tr>
<td><em>Traffic Data Systems</em></td>
<td>**</td>
<td>**</td>
</tr>
</tbody>
</table>
## Priority Two

<table>
<thead>
<tr>
<th>Washington State 2009-2011</th>
<th>Fatalities</th>
<th>Serious Injuries</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>% of Total</td>
</tr>
<tr>
<td><strong>Priority Two</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestrained Passenger Vehicle Occupant</td>
<td>348</td>
<td>24.8%</td>
</tr>
<tr>
<td>Unlicensed Driver-Involved</td>
<td>253</td>
<td>18.0%</td>
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<tr>
<td>Opposite Direction Multi-vehicle</td>
<td>221</td>
<td>15.7%</td>
</tr>
<tr>
<td>Motorcyclist</td>
<td>206</td>
<td>14.7%</td>
</tr>
<tr>
<td>Pedestrians</td>
<td>193</td>
<td>13.7%</td>
</tr>
<tr>
<td>Emergency Medical Services and Trauma System</td>
<td>**</td>
<td>**</td>
</tr>
</tbody>
</table>
## Priority Three

<table>
<thead>
<tr>
<th>Washington State 2009-2011</th>
<th>Fatalities</th>
<th>Serious Injuries</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>% of Total</td>
</tr>
<tr>
<td><strong>Priority Three</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Older Driver-Involved (age 75+)</td>
<td>126</td>
<td>9.0%</td>
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<tr>
<td>Heavy Truck-Involved (GVWR &gt; 10,000 lbs.)</td>
<td>115</td>
<td>8.2%</td>
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<tr>
<td>Drowsy Driver-Involved</td>
<td>45</td>
<td>3.2%</td>
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<tr>
<td>Bicyclist</td>
<td>26</td>
<td>1.8%</td>
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<tr>
<td>Wildlife</td>
<td>8</td>
<td>0.6%</td>
</tr>
<tr>
<td>Vehicle-Train</td>
<td>2</td>
<td>0.6%</td>
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<tr>
<td>Work Zone</td>
<td>9</td>
<td>0.6%</td>
</tr>
<tr>
<td>School Bus-Involved</td>
<td>3</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

Note: Numbers are preliminary, subject to change
In order to reach Target Zero in 2030, fatalities must be reduced by 22 per year (from 5yr Avg)\textsuperscript{*}
Motorcycles

• Fatalities and Serious Injuries are going down in all categories EXCEPT Motorcycles
• This mirrors an alarming national trend
• Motorcycles = 4% of registered vehicles, but 14% of all traffic fatalities. Why?? Bruce Chunn’s data
Motorcycles

Washington Traffic Fatalities
2002 = 658
2012 = 444 *Preliminary

Washington Motorcycle Fatalities
2002 = 53
2012 = 83 *Preliminary

Source = FARS
Motorcycles

- Fatal and serious injury motorcycle crashes are almost always preventable
- Whether vehicle driver or rider error
- Most crashes in recent years have been rider error. Not caused by another driver
- Must work together to stop crashes

Target ZERO
Motorcycles

LOOK TWICE - SAVE A LIFE
WATCH FOR MOTORCYCLES

RIDE SAFE  RIDE SOBER
RIDE ENDORSED
Effective Strategies

- Proven Safety Countermeasures, FHWA, Office of Safety
- Data-Driven Approaches to Crime and Traffic Safety (DDATCS)
More information

Target Zero can be found at
www.targetzero.com

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