



TARGET ZERO PLAN 2024 UPDATE

Brian Chandler, Project Manager, DKS Associates

Mark McKechnie, External Relations Director, WTSC

July 18, 2024

PURPOSE & REQUIREMENT



- **Target Zero Plan = Strategic Highway Safety Plan**
- Requirement of the Highway Safety Improvement Program (HSIP)
 - 23 U.S.C. § 148
- Statewide-coordinated safety plan that provides a comprehensive framework for reducing highway fatalities and serious injuries
- Identifies a State's key safety needs and guides investment decisions
Must be updated every 5 years
- Current version is the [2019 Target Zero Plan](#).

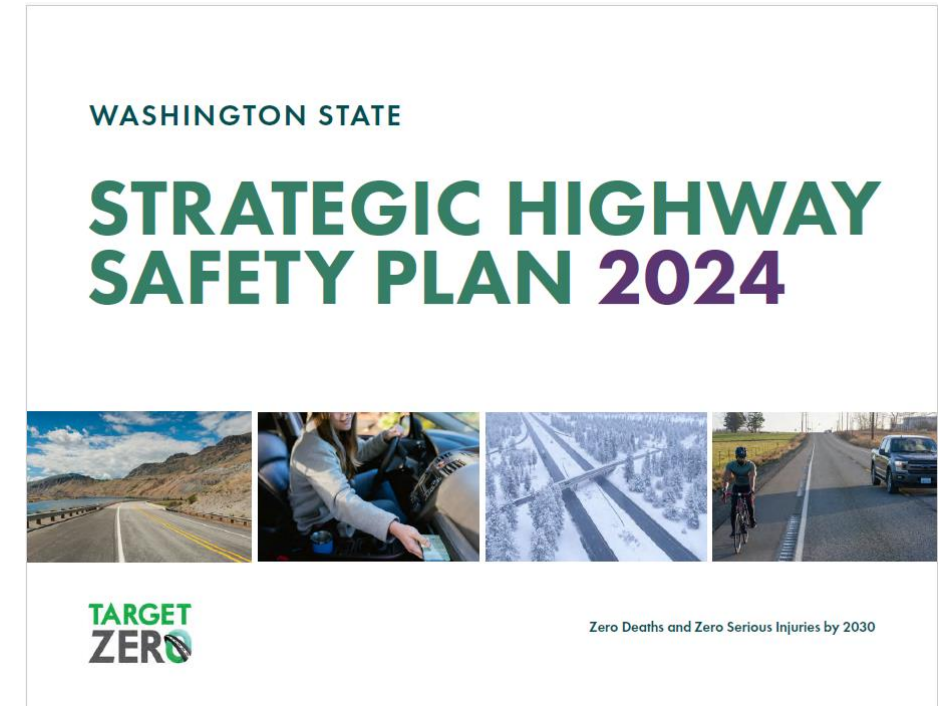
2024 UPDATE: AGENCY CO-SPONSORS

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



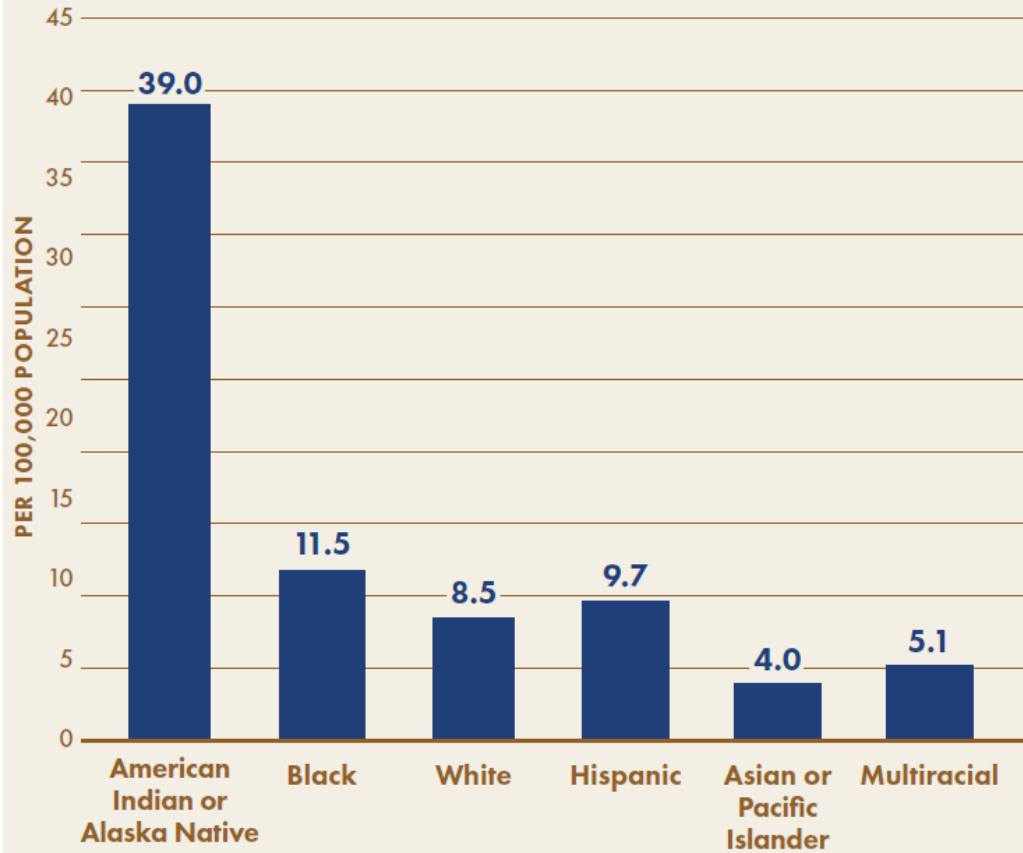
PRIMARY CHANGES IN 2024

- **Foundational Elements**
 - Prosocial Traffic Safety Culture
 - Equity Framework
 - Safe System Approach
- **Meaningful Engagement**
 - Local Agencies
 - Community-Based Organizations
 - Tribal Representatives
- **Usability Improvements**
 - Reduce page count, plain language, simplify graphics
 - Less data-dense

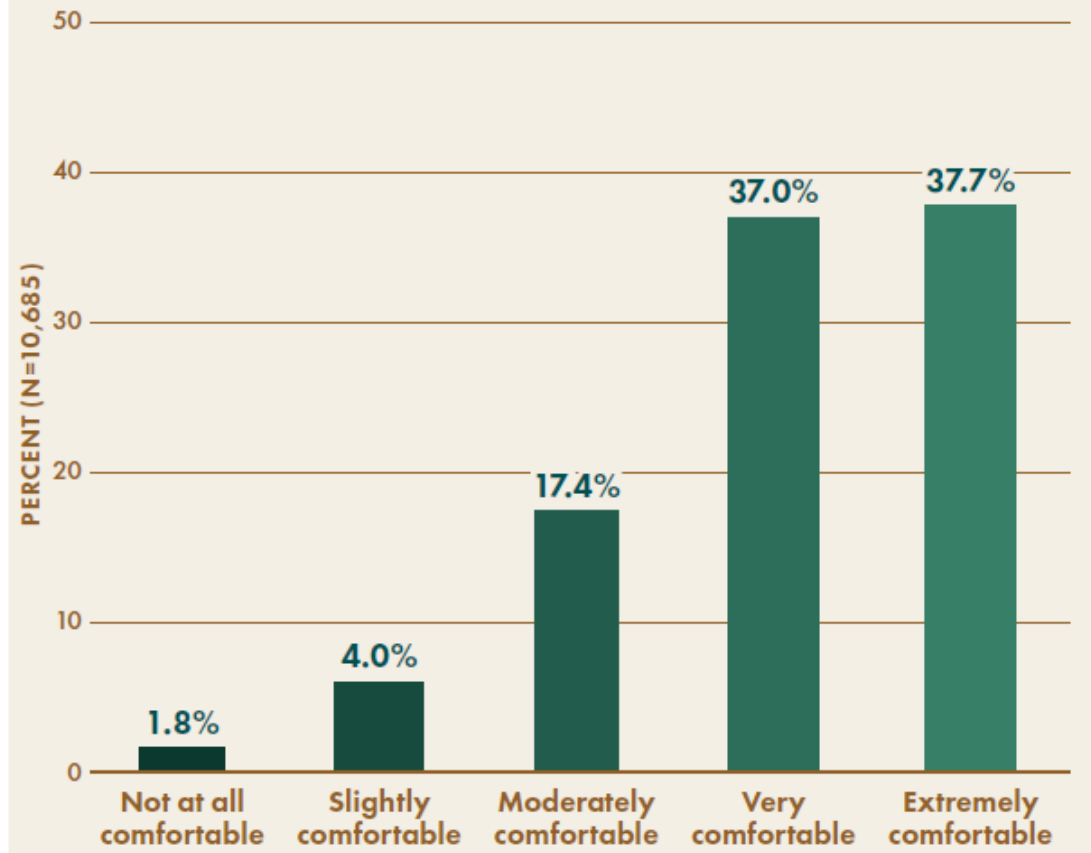


EQUITY FRAMEWORK | SAFETY CULTURE

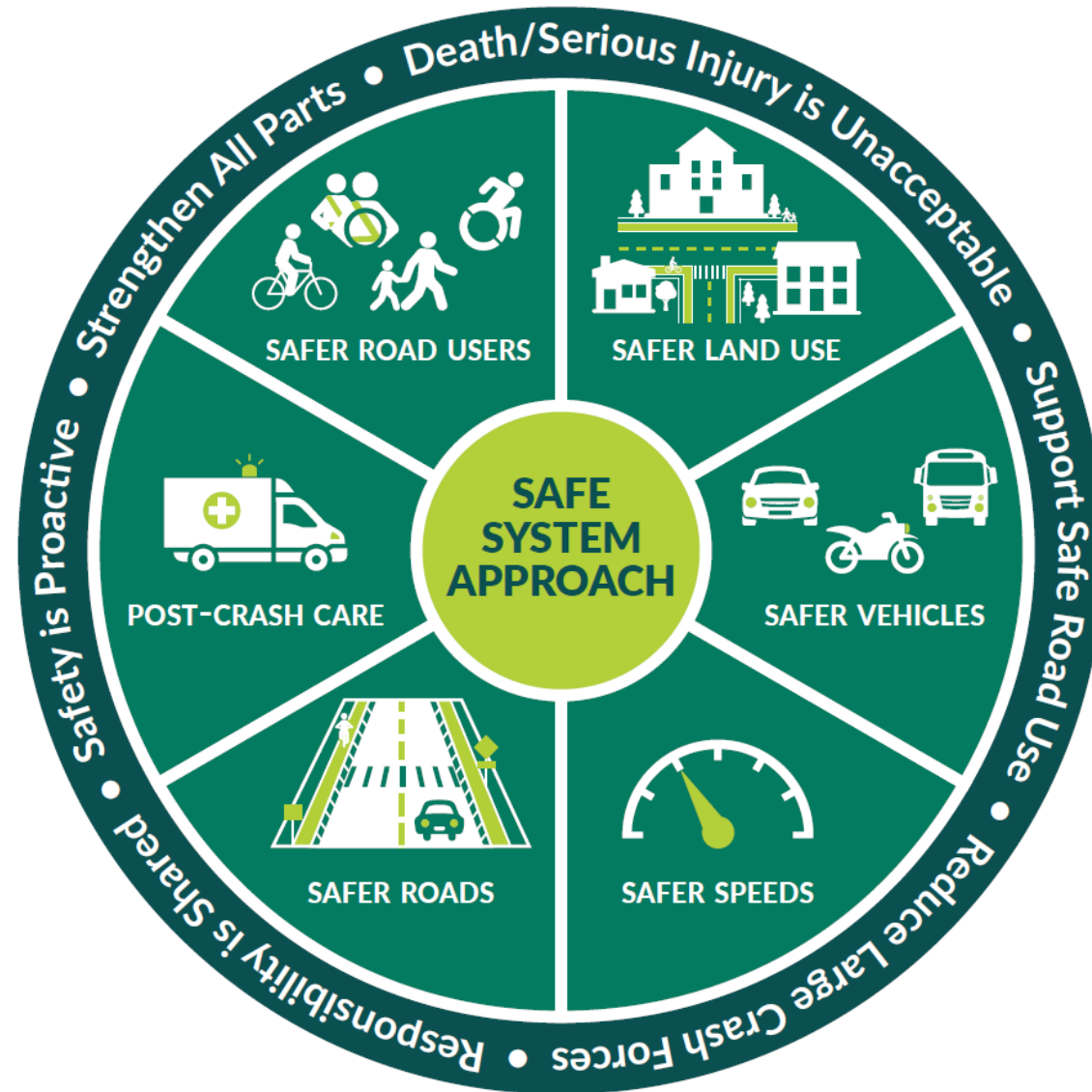
FATALITY RATE IN WASHINGTON STATE, 2020-2022



REPORTED COMFORT IN ENGAGING PROSOCIAL SAFETY BEHAVIORS



SAFE SYSTEM APPROACH



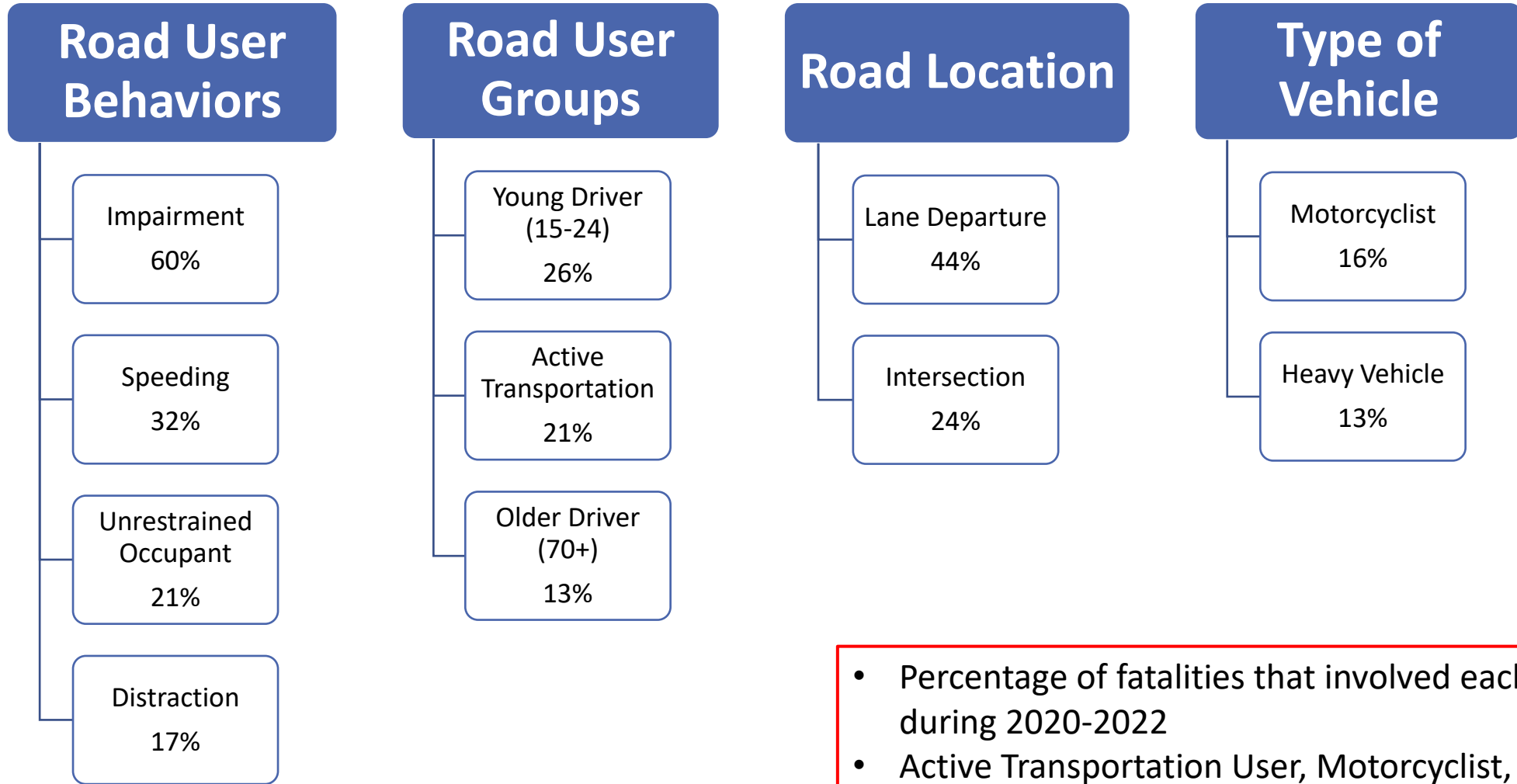
MEANINGFUL ENGAGEMENT

- **Foundations Workshop (State/Fed Partners):** September 2023
- **Intercept Surveys (King Co, Yakima Co):** Fall 2023
- **Community-Based Organization Listening Sessions**
 - October 2023 (3 virtual events) | April 2024 (2 virtual events)
- **Tribal Listening Sessions**
 - October 2023 (1 virtual event) | March 2024 (1 virtual event)
- **Local Agency Consultation**
 - April 2024 Transportation Professional Forum
 - May 2024 MPO/RTPO/WSDOT Coordination Meeting
 - June 2024 Association of County Engineers
- **Pre-Public Draft Review:** June 10-21, 2024
 - Broad input, including from the Governor's Office

“ For those making recommendations for changes on reservation, please... review some of the legal complications that reservations deal with related to land ownership, right of way procurement, road law enforcement, and other legal challenges Tribes experience.”

—Tribal listening session participant

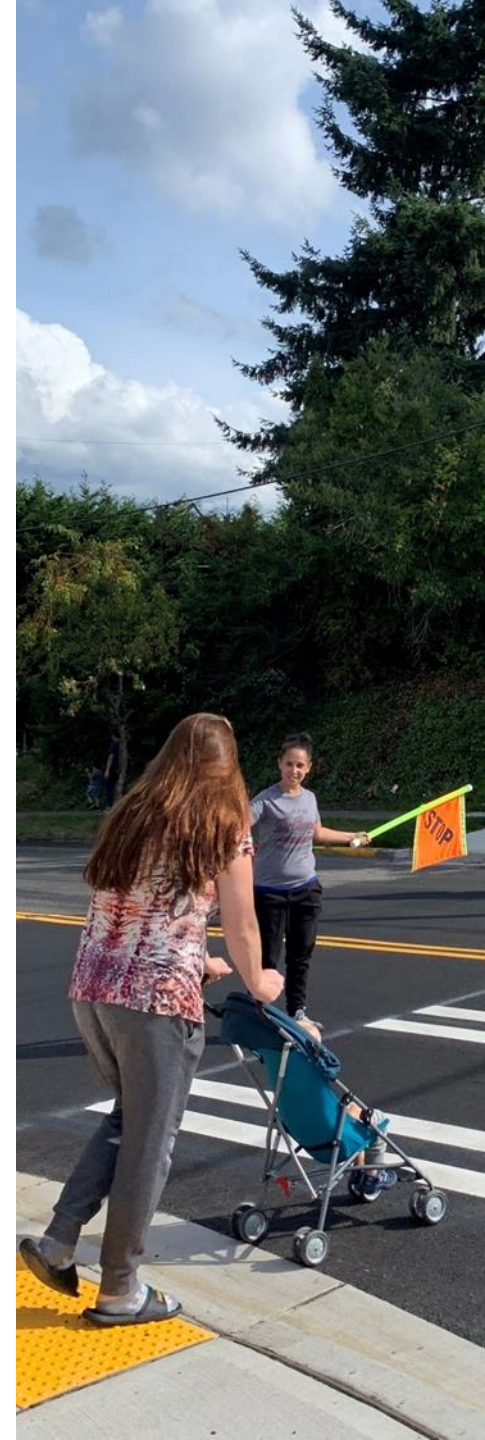
TARGET ZERO PLAN EMPHASIS AREAS



- Percentage of fatalities that involved each factor during 2020-2022
- Active Transportation User, Motorcyclist, Unrestrained are fatalities of those individuals

POLICY ISSUES

- **Impaired Driving**
 - 0.05% BAC
 - Ignition interlock program
 - Deterrence and enforcement
 - Sobriety checkpoints
- **Driver Training**
 - Affordable access to driver education
 - Requirements for training to obtain a license
- **Speeding**
 - Automated enforcement (HB 2384)



REMAINING SCHEDULE

- July 15 - August 14: Public Draft Review Period
- July 15 - August 29: Tribal Draft Review Period
- September: Draft Final to Governor's Office
- October: Final 2024 Target Zero Plan



Public Draft

<https://wtsc.wa.gov/targetzero-draft>

CONTACTS

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