

Puget Sound Regional Council Regional Safety Forum

The Business Case for Target Zero: Is It the Right Answer?

Presented by:
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September 23, 2008



Overview

- Introduction
- The Crash Problem
- The Business Case for Target Zero
- Does TZ Support PSRC priorities?
- What is next for Target Zero?
- Questions
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Introduction

- Presentation Goals:
 - Define the crash problem in Washington.
 - Make the business case for Target Zero.
 - Outline where Target Zero will go next

The Crash Problem

- Washington experienced the following in 2007:
 - Fatal crashes – 568
 - Serious injury crashes – 2,337
 - Total crashes – 128,263
- It is estimated these crashes cost the state of Washington approximately \$5.8 billion dollars in societal costs each year.

The Crash Problem

- The FHWA recently updated its crash cost estimates (2007):
 - Fatality - \$5,800,000
 - Serious Injury - \$ 288,845
 - Visible injury - \$ 80,904
 - Possible Injury - \$ 53,626
 - Property Damage - \$ 6,209

The Crash Problem

- The CDC reports the number one cause of death for people between the ages of 4 and 34 in the U.S is motor vehicle crashes!
- The bottom line is that crashes impact every aspect of our lives to include mobility, congestion, and the preservation of our infrastructure.

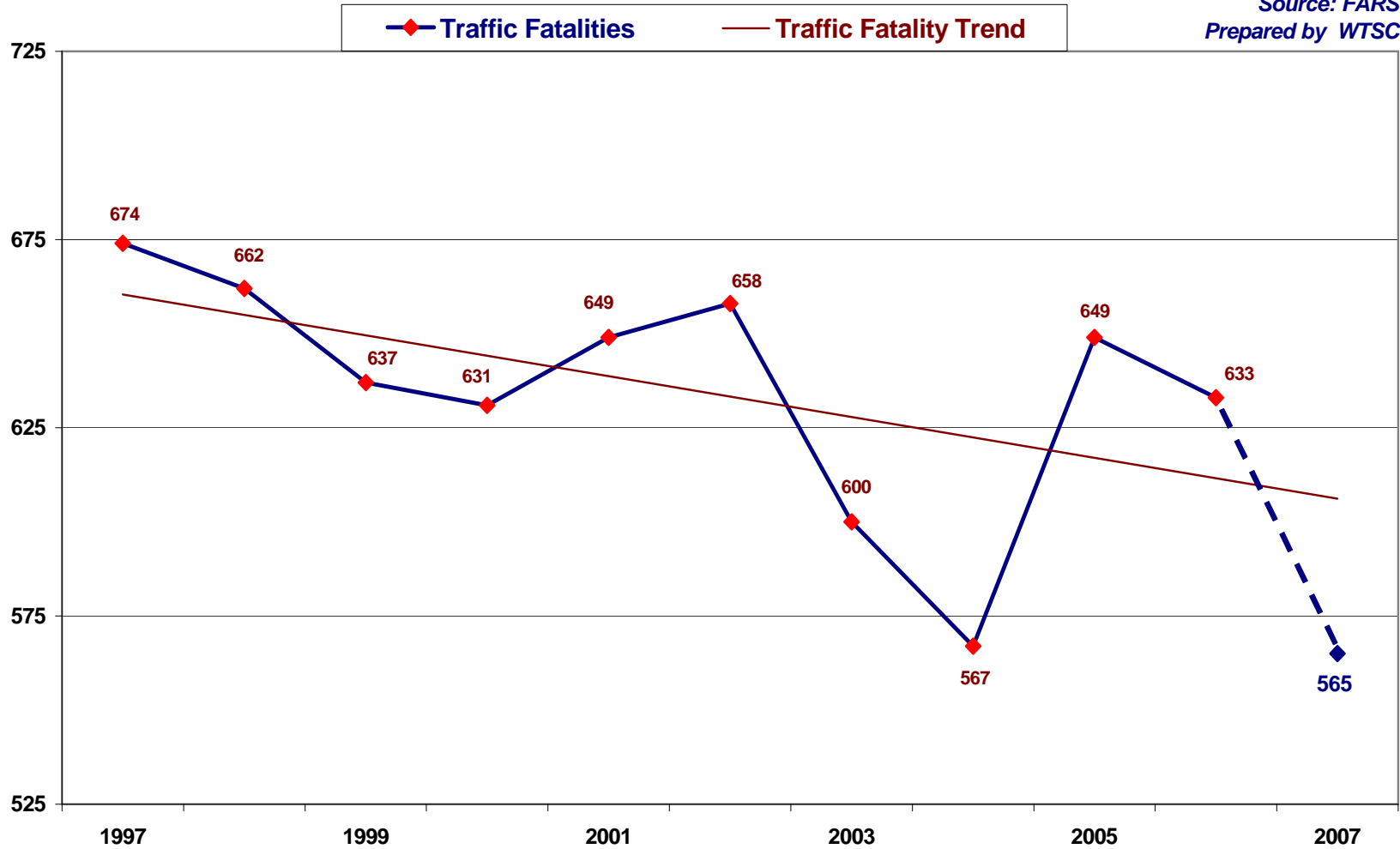
The Crash Problem

- WSDOT estimates that 25% of congestion in Washington is the result of “Traffic Incidents.”
- So how has Washington done when working to reduce fatal and serious injury crashes?

Washington Traffic Fatalities, 1997-2007*

By Year, *2007 figures based on preliminary data

Source: FARS
Prepared by WTSC

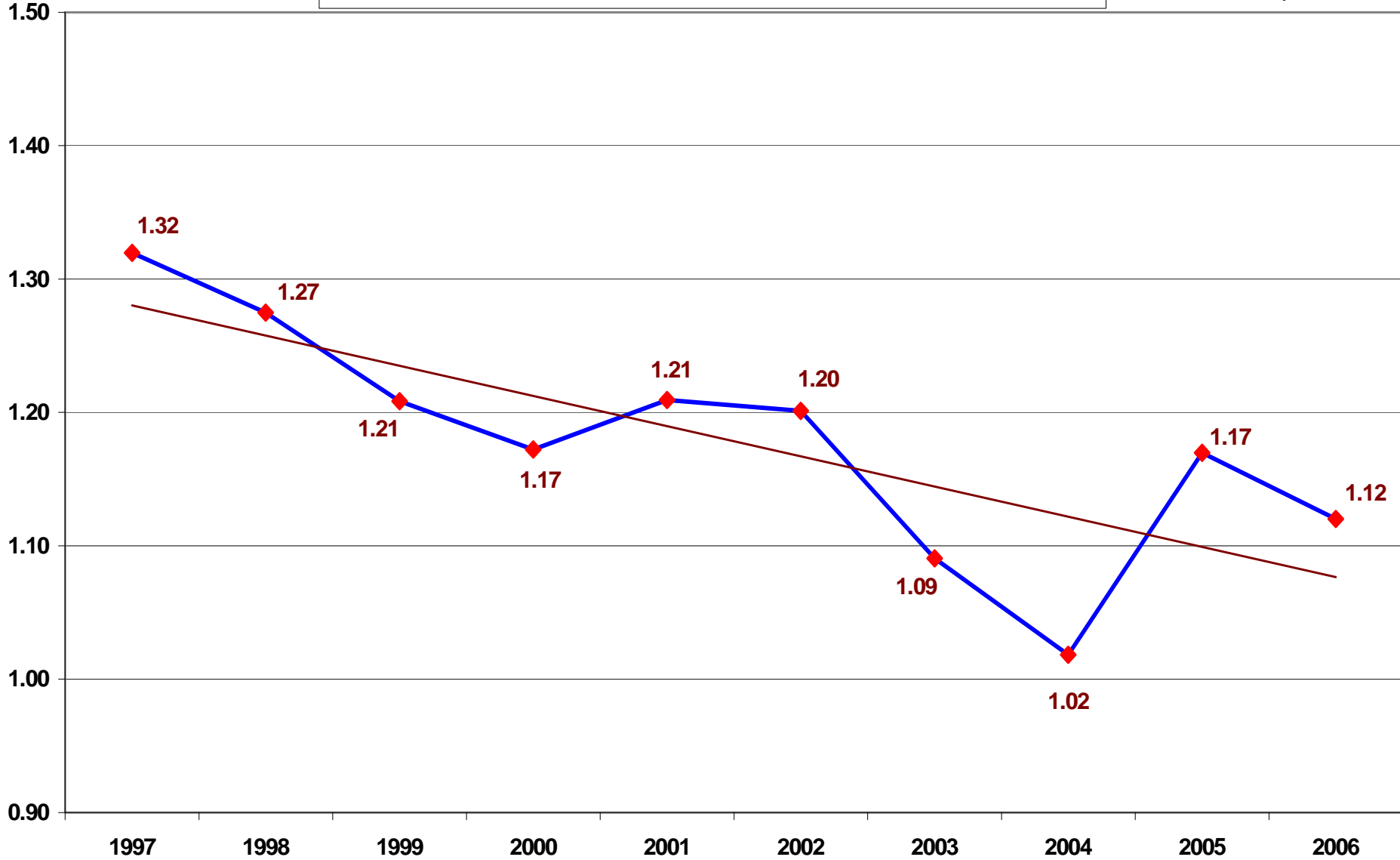


WASHINGTON TRAFFIC FATALITY RATE, 1997-2006

Traffic fatalities per 100 million vehicle-miles traveled

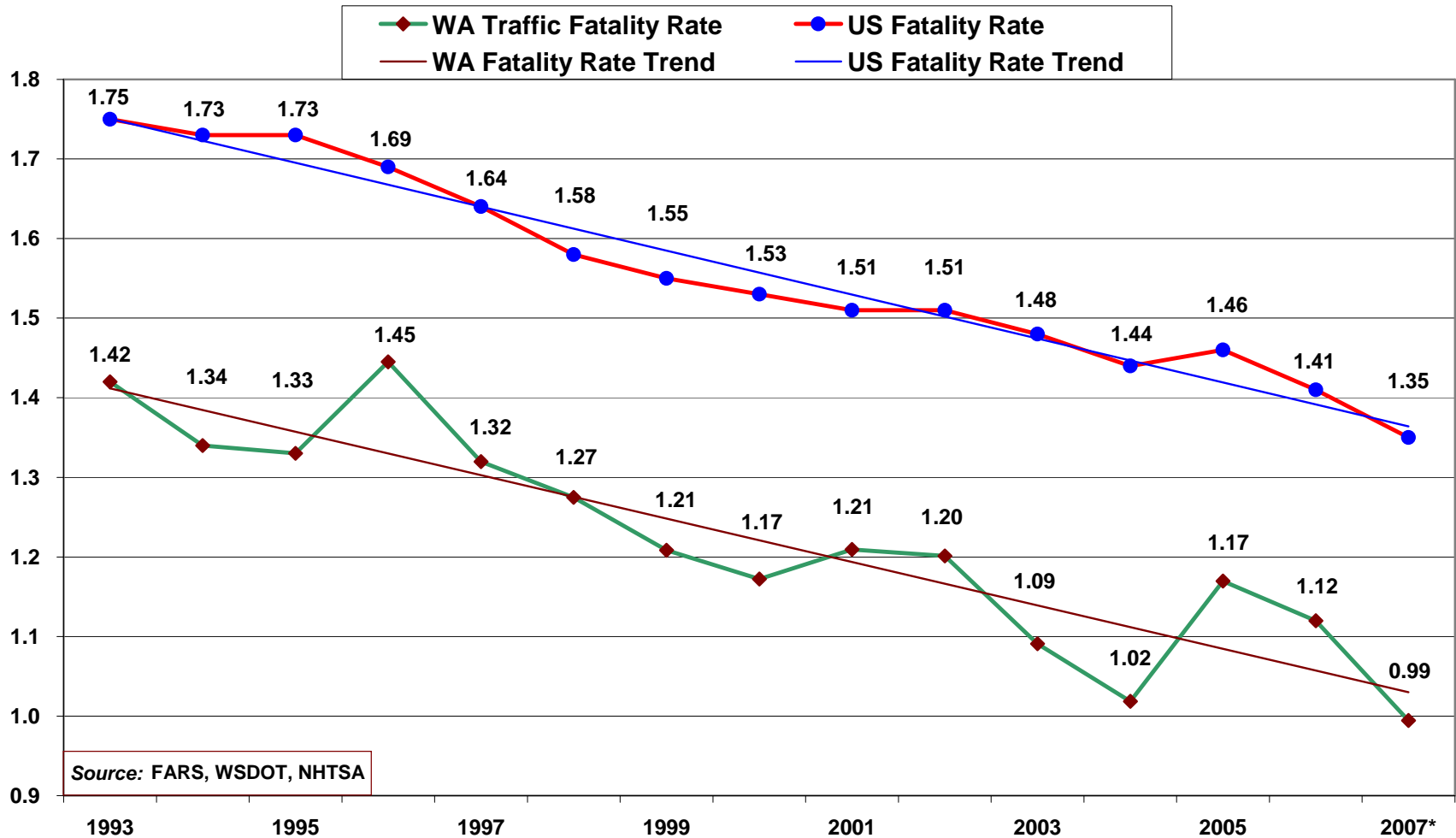


Source: FARS, WSDOT



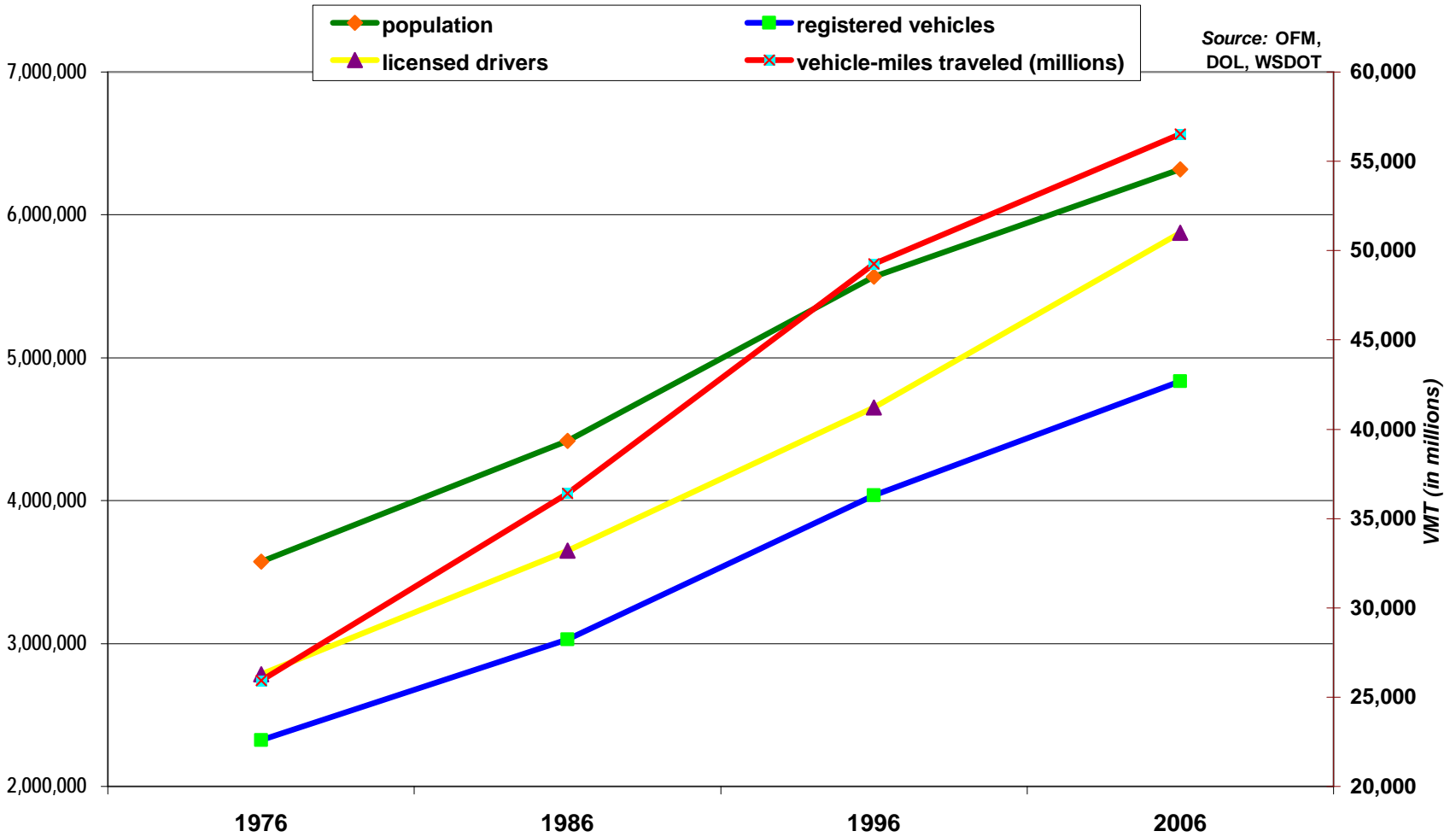
WASHINGTON and U.S. TRAFFIC FATALITY RATES, 1993-2007*

Traffic fatalities per 100 million vehicle-miles traveled, *2007 figures based on preliminary data as of 6/18/08



Washington Traffic Safety Exposure Data, 1976-2006

Population, Registered Vehicles, Licensed Drivers, and Travel Miles



Contrast and Comparison

<u>Measure</u>	<u>WA</u>	<u>MO</u>	<u>US</u>
Fatalities/VMT	1.12	1.59	1.41
Fatalities	633	1,096	42,642
Veh. Occ. Fatalities	550	992	36,136
Seat Belt Use	96.30%	75.20%	81.0%

Source: 2006 Washington FARS and NHTSA

The Business Case for Target Zero

- Crashes have a significant impact on:
 - Public safety and health;
 - Transportation efficiency;
 - Mobility;
 - Damage to our transportation infrastructure;
and
 - Our economy at all levels of government, city, county, state, and tribal.

The Business Case for Target Zero

- The states transportation systems is the one facet of government that affects every aspect of citizens lives.
- The states transportation system is a critical link to the health and welfare of all who live and work in Washington, as well as the states future prosperity.

The Business Case for Target Zero

- Therefore, the safety of the systems users must remain a high priority for transportation planners, health professionals, and those working in public safety.
- Target Zero has become Washington's Strategic Highway Safety Plan and our guide for addressing transportation safety.

Does TZ Support PSRC Priorities?

- **VISION 2040**

The region's long-term vision for ensuring the region thrives as it grows. VISION 2040 contains a regional growth strategy, implementation actions, multicounty planning policies and an environmental framework.

- **Destination 2030**

The region's long-range transportation plan outlines the future of regional road, transit, ferry, rail, and other systems through 2030. PSRC is now updating the plan to 2040, evaluating ways to keep the region moving and the economy prospering as the population grows.

Does TZ Support PSRC Priorities?

- Prosperity Partnership

Developing and advancing a Regional Economic Strategy for the central Puget Sound region.

- Transportation Improvement Program and PSRC Funding

Maintaining a regional Transportation Improvement Program of current transportation projects within King, Kitsap, Pierce, and Snohomish counties. Distributing about \$160 million in federal transportation funds annually to priority projects.

Does TZ Support PSRC Priorities?

- **Congestion Management Process**

Collecting data and identifying congested major transportation arterials and areas with intent of identifying and implementing appropriate congestion mitigation measures.

- **Data Systems and Analysis**

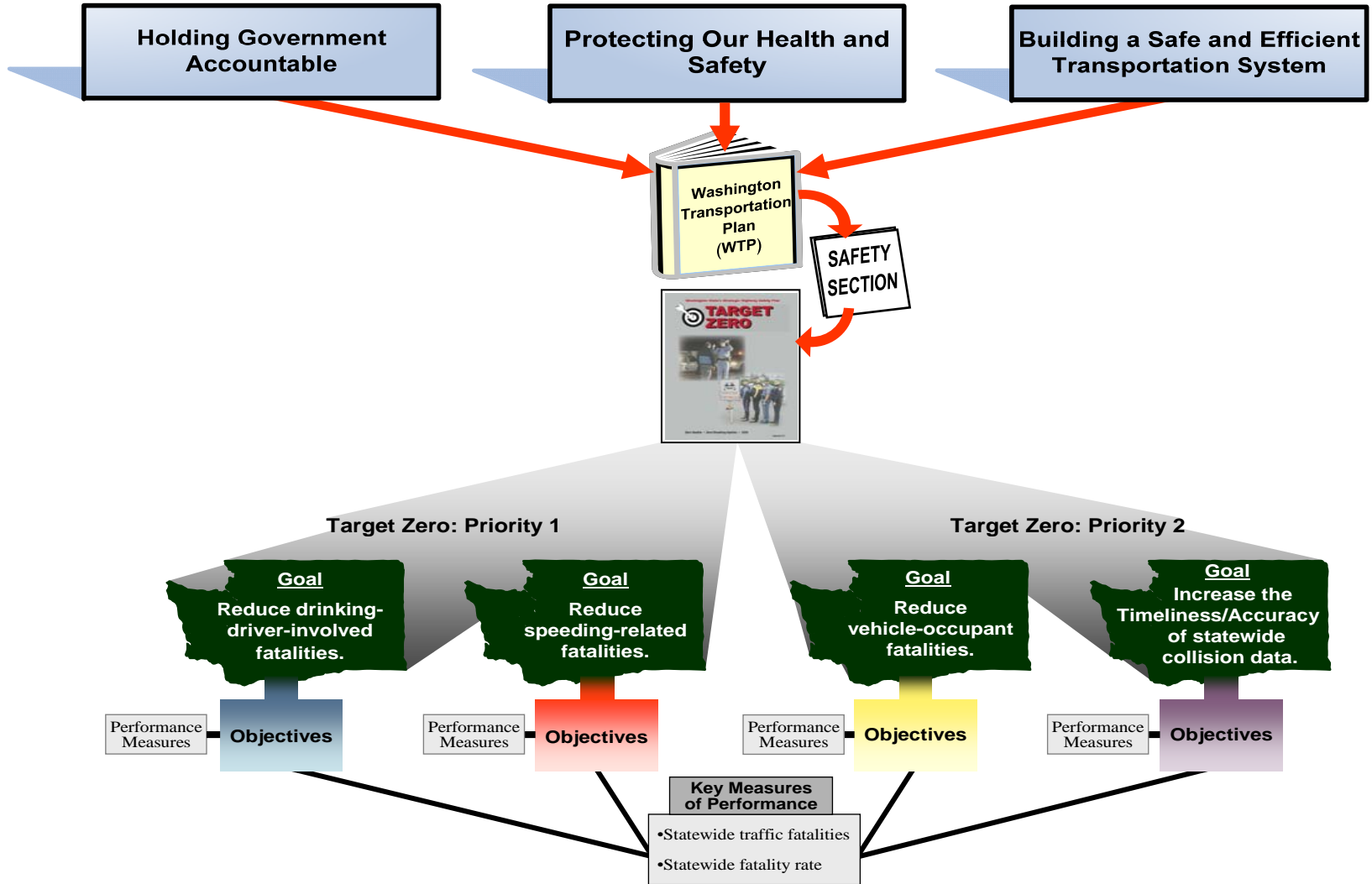
Maintaining a regional data development and research program in support of transportation, growth management and economic development planning in the central Puget Sound region, delivering data and technical assistance to local member governments and agencies, as well as to private firms and businesses, educational institutions, community organizations, citizens and others in the general public.

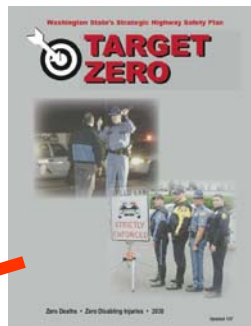
Does TZ Support PSRC Priorities?

- **Communications and Information Services**
Developing and providing materials and services, and assisting agency staff in reaching out to, involving and meeting the needs of the Council, members, other agencies, businesses, community organizations and the public.

So What Has This Meant To WA?

Linking WTSC Goals to the Governor's Priorities





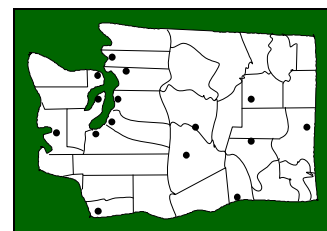
State Agencies



Implementation Required

Implementation Recommended

Local Agencies



Private Industry & Non-profit Groups



Indian Nations

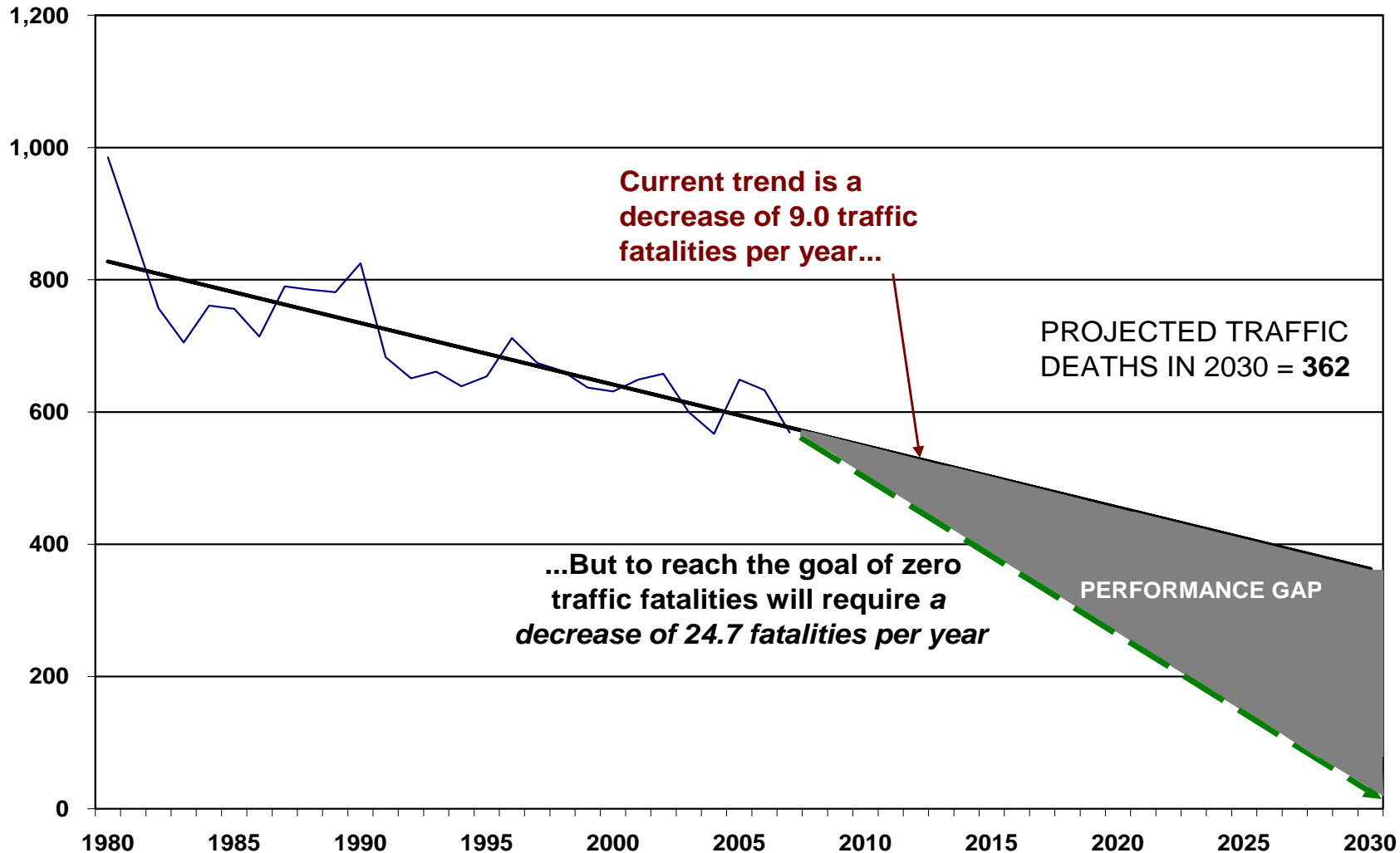


What is Next for Target Zero?

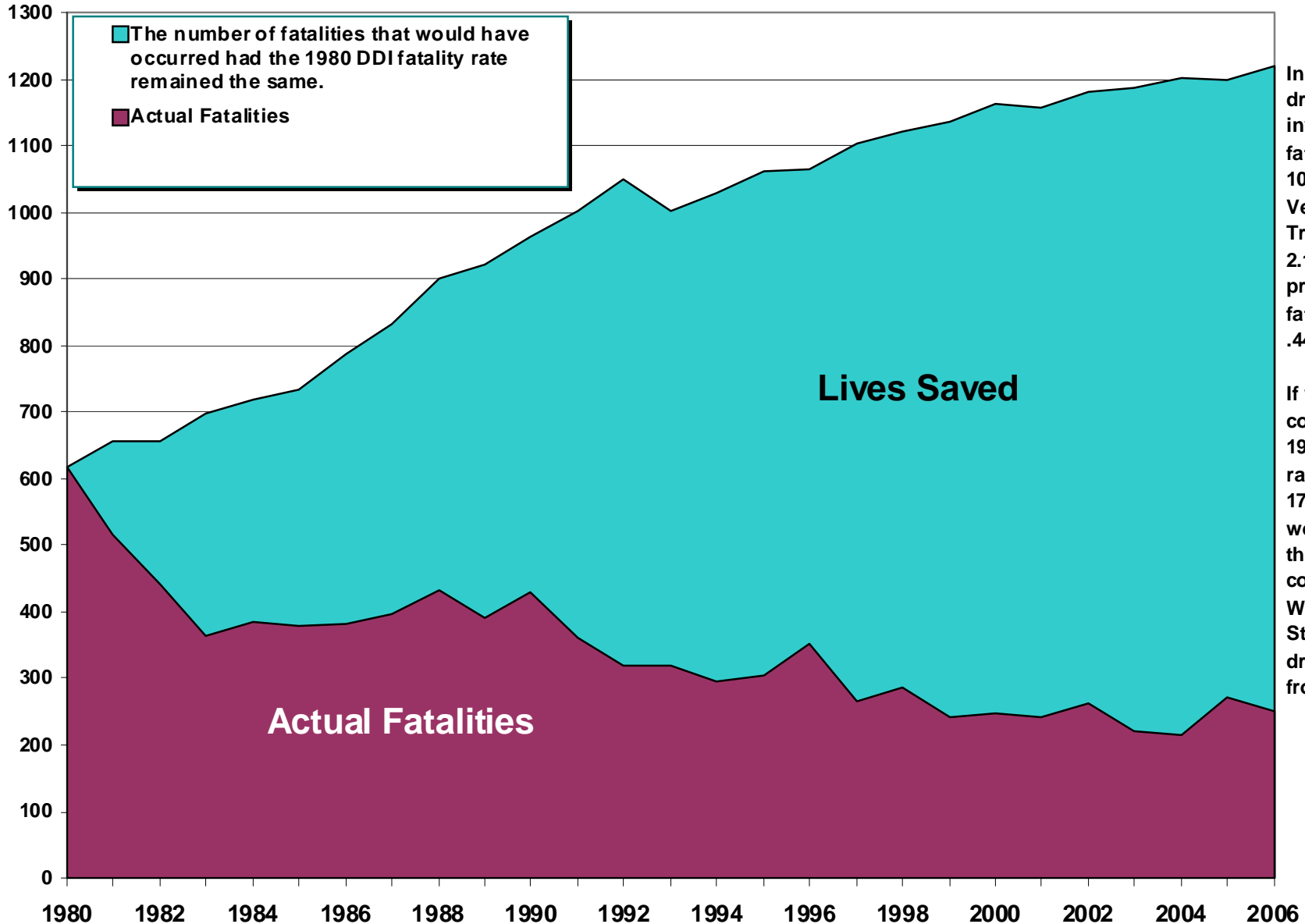
Washington Traffic Fatalities, 1980-2007

Projected to 2030 (preliminary data for 2007)

PREPARED BY WTSC - June 2008 (Source: FARS)



17,184 Lives Saved in Washington State Since 1980



In 1980, the drinking-driver-involved (DDI) fatality rate per 100 Million Vehicle-Miles-Traveled was 2.16. The preliminary 2006 fatality rate is .44.

If we had continued at the 1980 fatality rate, another 17,184 people would have lost their lives in collisions in Washington State involving a drinking driver from 1981-2006.

Questions

Contact Information

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