



Washington's plan to end traffic deaths and serious injuries by 2030

Target Zero provides a comprehensive, data-driven, framework of specific goals, objectives, and strategies for reducing traffic fatalities and serious injuries. It serves as a statewide strategic highway safety plan and will be incorporated into the plans and programs of key traffic safety agencies.

The plan involves:

- Prioritizing traffic safety needs and objectives
- Identifying proven, effective strategies
- Setting timelines for decreasing traffic deaths and disabling injuries
- Guiding government investment in traffic safety
- Encouraging agency partnerships that make the best use of government resources

Target Zero focuses efforts on priorities that *change driver and occupant behavior*. There are four levels of priorities based on the percentage of traffic fatalities from 2006 – 2010. The top two levels of priorities for Target Zero currently are:

Level 1 (contribute to $\geq 40\%$ of traffic fatalities)

- Speeding
- Run off the Road
- Impaired Driving

Level 2 (contribute to between 20% and 40% of traffic fatalities)

- Young Driver Age 16-25
- Seat Belt and Occupant Protection
- Distracted Driving
- Intersections
- Traffic Data Systems

Traffic fatality rates in Washington have decreased, down 6.5% from 2009 to 2010 (from 492 to 460). Achievements which have contributed to this decline include a decrease in fatal collisions involving: (1) impaired driving and (2) driving over the speed limit.

Current projects underway to continue the trend towards zero traffic fatalities and injuries by 2030 include:

- **Enforcement:** Target Zero teams have been formed to help reduce the number of deaths and serious injuries. Driver behavior data is used to help law enforcement officers pinpoint locations with a high number of serious collisions.
- **Education:** Awareness campaigns have been developed and rolled out, giving drivers the information needed to make the best choices.
- **Engineering:** These projects help to reduce the severity of collisions and improve overall road safety.
- **Emergency Medical Services:** These provide high-quality and rapid emergency and medical response to injury collisions.

Learn more at the [Washington Traffic Safety Commission's website](#).