



Target Zero Teams

Washington State Transportation Commission

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Washington Traffic Safety Commission

- Problem identification
- Essential information
- Media sample
- Data map
- Preliminary results

Overview

- Total traffic deaths
 - 2000 = 631
 - 2009 = 492
 - 23% decrease
- Impaired driving traffic deaths
 - 2000 = 270
 - 2009 = 265
 - 2% decrease
- In 2009 impaired-driver-involved traffic deaths accounted for 54% of all traffic deaths in Washington.

Problem

Target Zero Teams

- Highly-visible
- Data-driven
- Targeted
- Night time
- Full time
- DUI enforcement
- King, Pierce, Snohomish Counties

Essentials

- 21 Washington State Patrol Troopers
- 44 Local Law Enforcement Agencies
- Four Target Zero Managers
- Four Law Enforcement Liaisons
- Target Zero Prosecutors
- WSP Geographic Information System Analyst

Partners



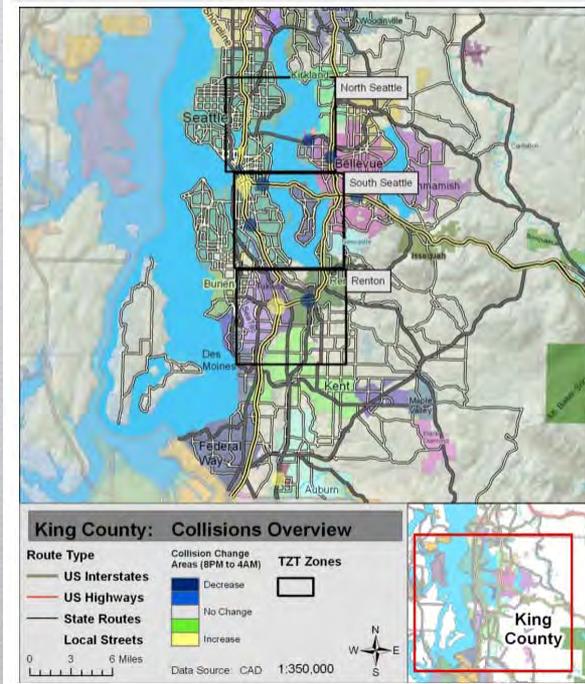
We're On The Team PSAs

UNDER THE INFLUENCE? UNDER ARREST!
TARGET ZERO TEAMS

CAD: INJURY & FATAL COLLISIONS OVERVIEW (8 PM TO 4 AM)

CHANGE AREAS ARE CALCULATED COMPARING DIFFERENT PERIOD'S DENSITY OF INJURY & FATAL COLLISIONS

ZONES



- Fatal & Injury Collisions Maps
- Calls for Possible DUI Maps
- Crime Data Maps
- Individual Zone Maps
- Collision Analysis
- Crime Analysis

King 42 Day Report

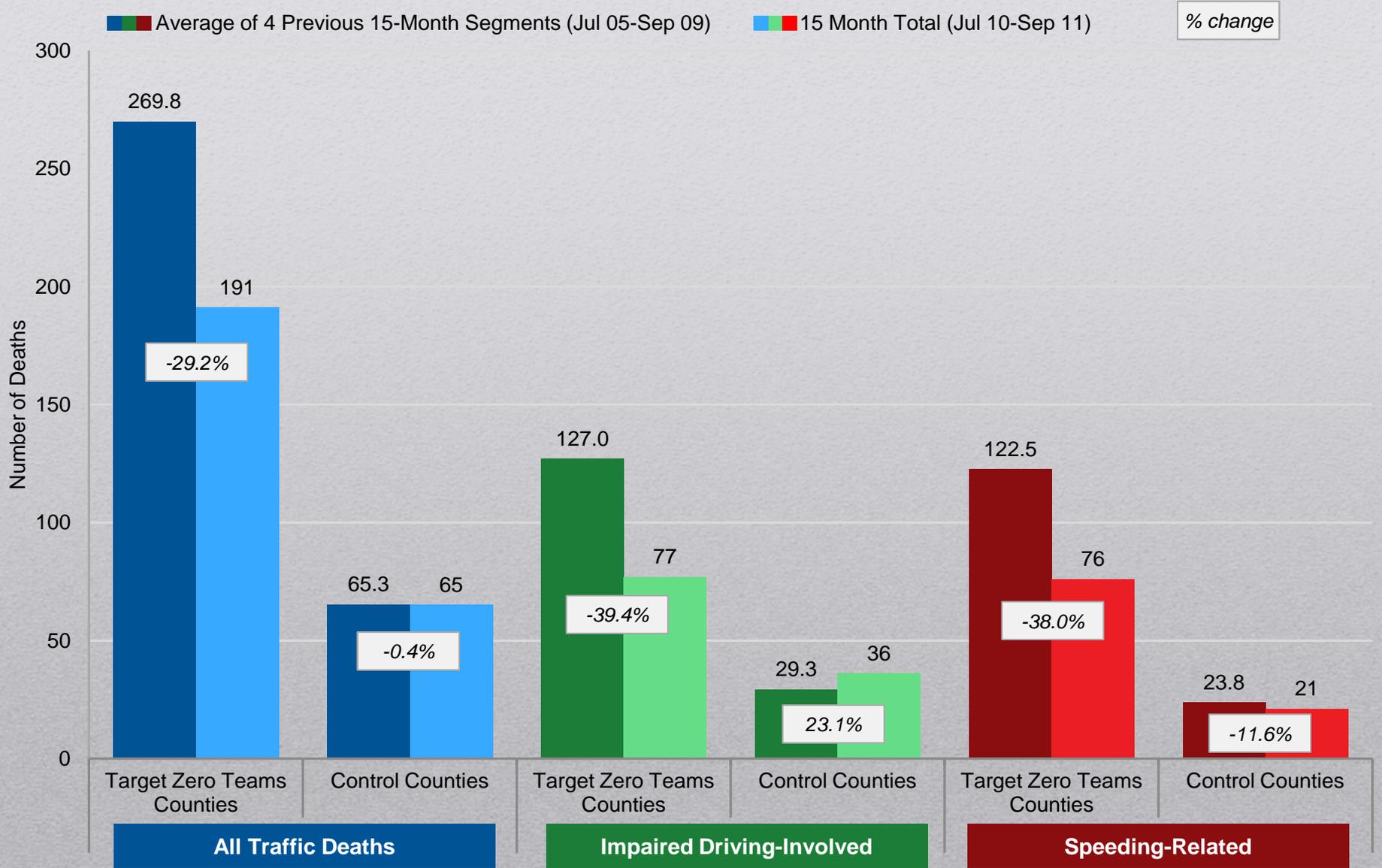
- Project goal = 40% reduction = 80 fewer deaths
- 18 months = 88 fewer deaths.
- \$6.1 million per death
- Crash cost avoidance = \$536,800,000

Over half billion in crash
cost avoidance


$$\begin{aligned} & \$536,800,000 \text{ Crash Cost Avoidance} \\ & \quad + \\ & \$10,125,432 \text{ (DUI, Speed, Seat Belt)} \\ & \quad = \\ & \$546,925,423 \text{ total} / \$4.5 \text{ million investment} \end{aligned}$$

122:1 Return on Investment

Change in Traffic Deaths: Target Zero Teams Counties vs. Control Counties



Data source: Fatality Analysis Reporting System (FARS) MDE as of 1/2/2012. Data for 2011 is preliminary and may change as more information becomes available.



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Contact
