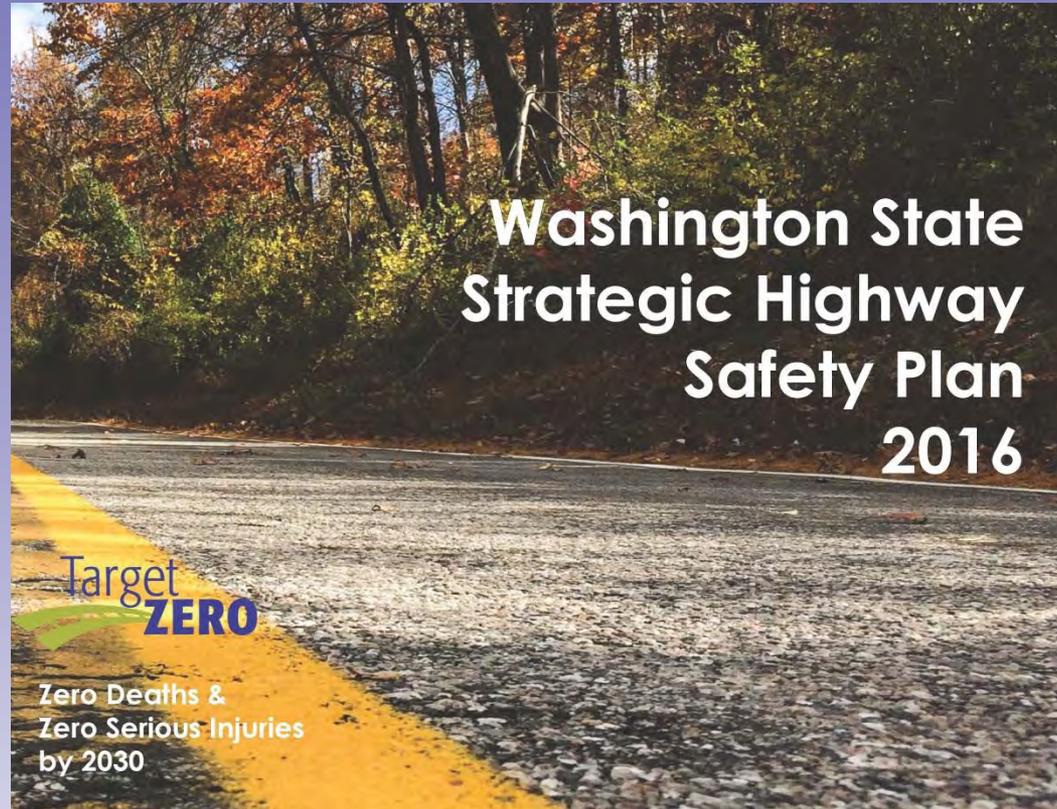


# Washington Traffic Safety Commission



Washington State  
Transportation Commission  
October 18, 2016

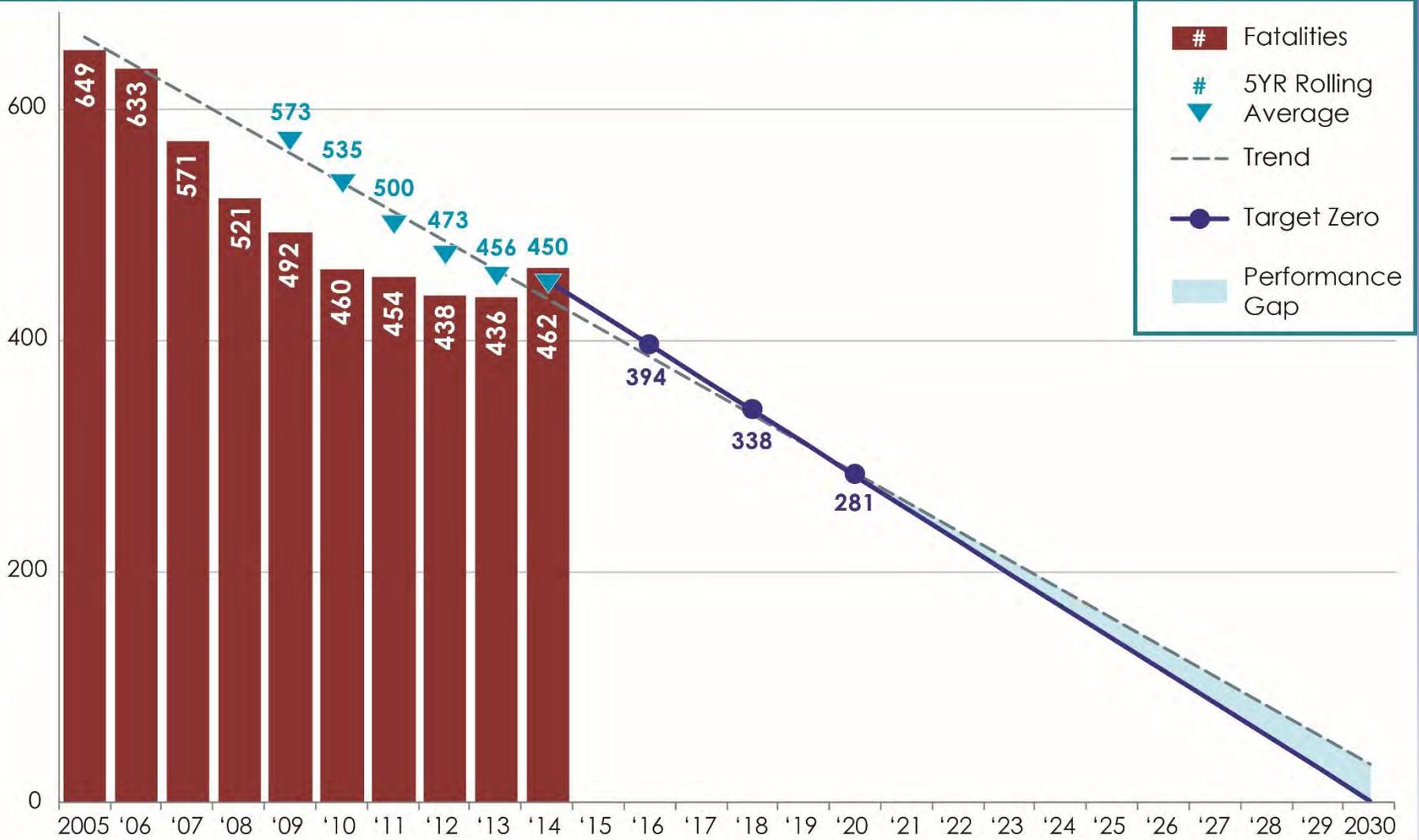
# The Target Zero Plan



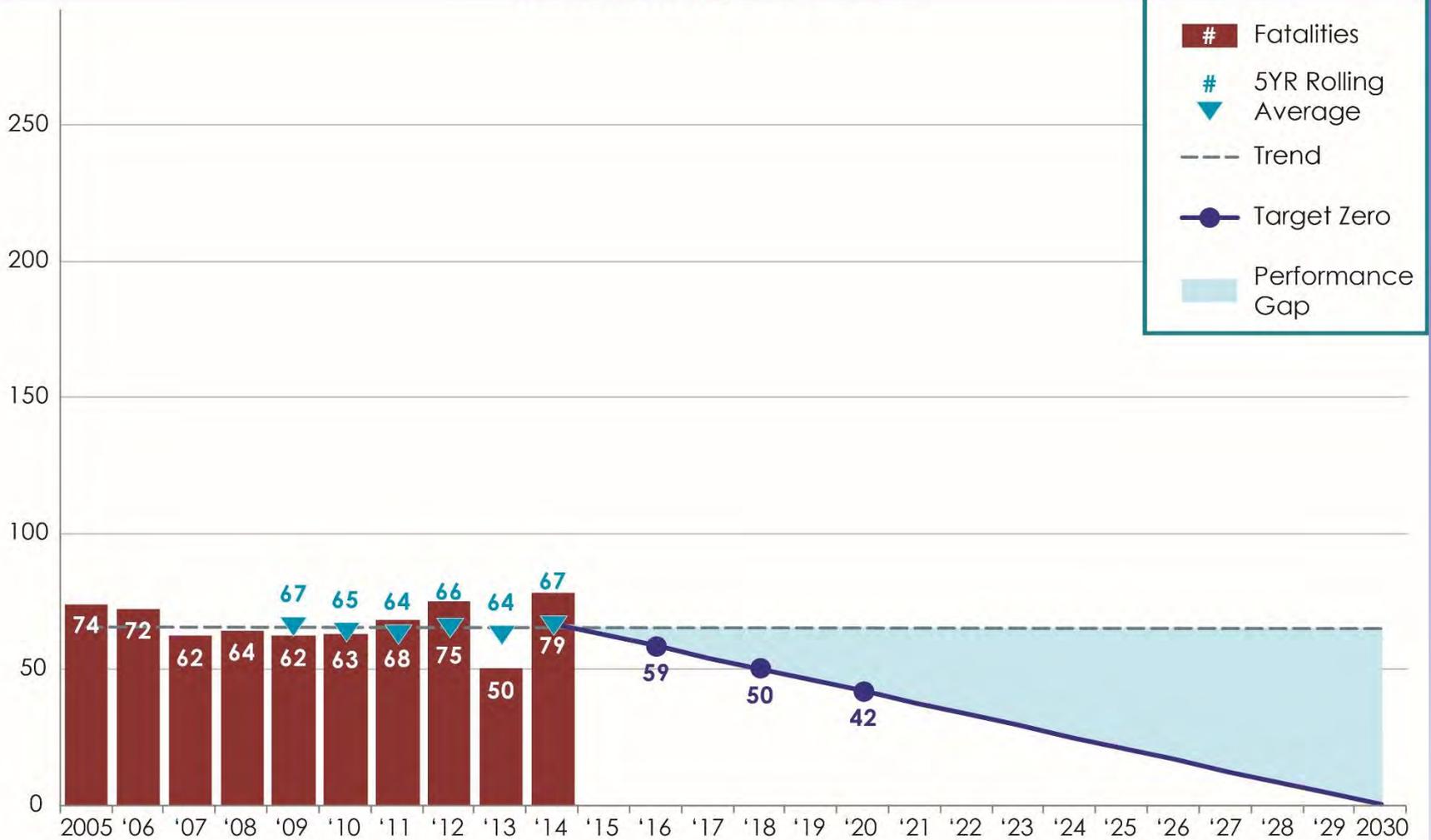
[wtsc.wa.gov/target-zero/](http://wtsc.wa.gov/target-zero/)



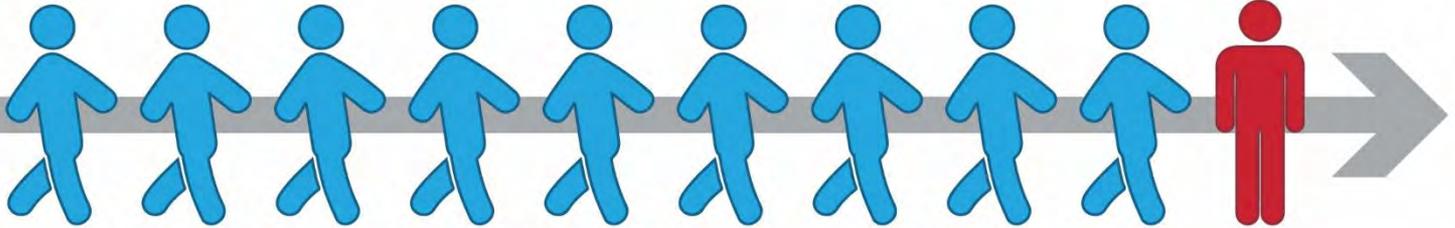
# Traffic fatalities in Washington State



# Traffic fatalities resulting from crashes involving pedestrians in Washington State

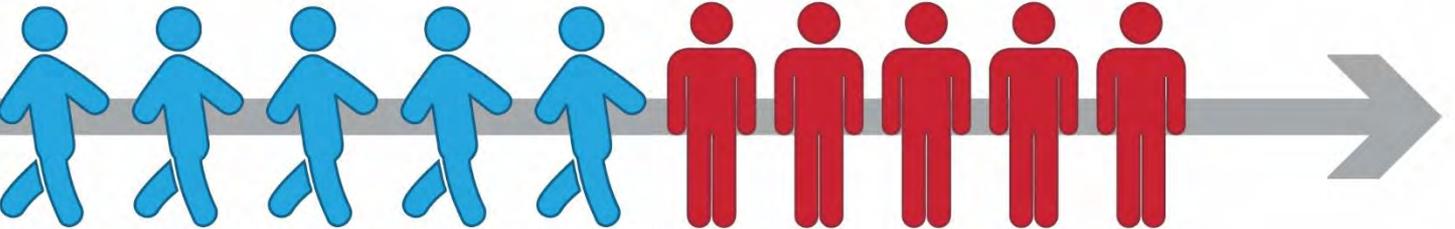


20  
MPH



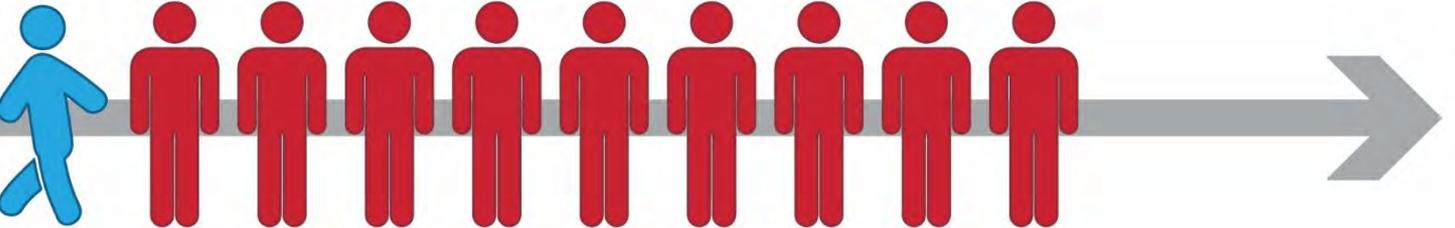
9 out of 10 pedestrians survive.

30  
MPH



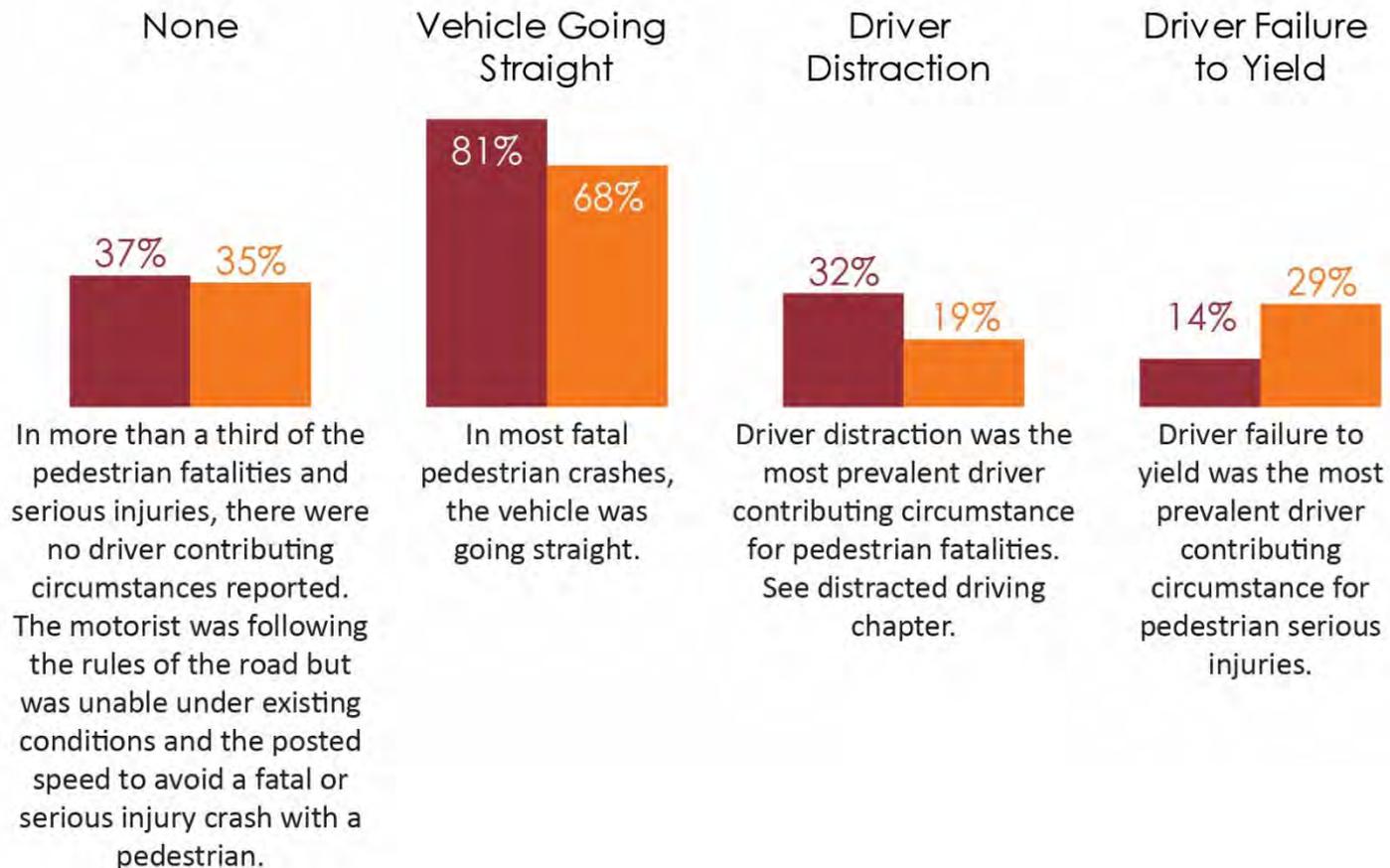
5 out of 10 pedestrians survive.

40  
MPH



Only 1 out of 10 pedestrians survive.

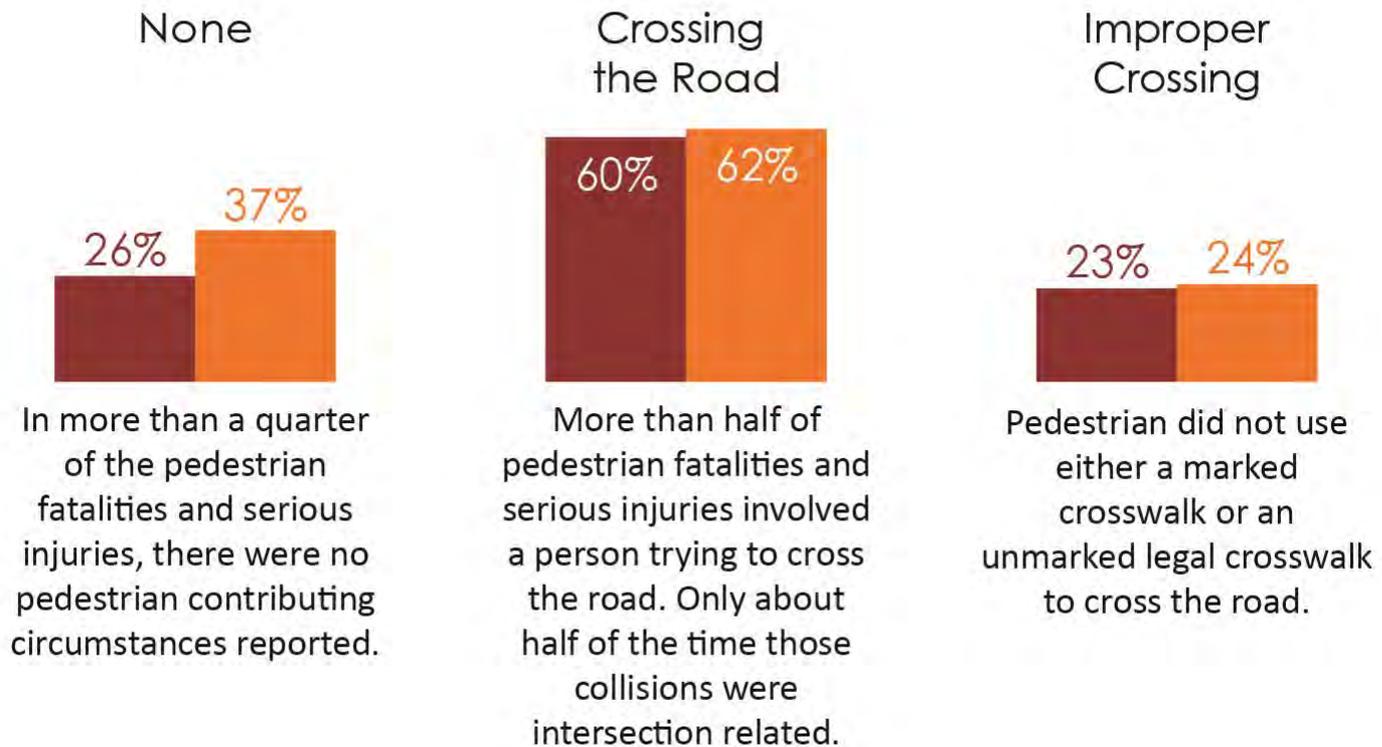
# Driver Factors in Pedestrian Fatal and Serious Injury Crashes



# Driver Factors in Pedestrian Fatal and Serious Injury Crashes



# Pedestrian Factors Fatal and Serious Injury Crashes



# Pedestrian Factors Fatal and Serious Injury Crashes

## Pedestrian Impairment



Pedestrian impairment is the most prevalent pedestrian contributing circumstance in pedestrian fatalities.

## Pedestrian Distraction



See distracted driving chapter.

## Pedestrian Failure to Yield



# Target Zero Pedestrian Pledge PSA

# Pedestrian Safety Advisory Council

- Established by RCW 43.59.155
- Charged to review and analyze data related to pedestrian fatalities and serious injuries to identify points at which the transportation system can be improved and to identify patterns in pedestrian fatalities and serious injuries.



# PSAC Membership

- Feet First, Advocacy
- State Public Health
- Injury Prevention
- State and Local Law Enforcement
- City and County Engineering
- Active Transportation Planning
- Metro
- Medical Examiner
- Tribal planner
- State Traffic Engineering

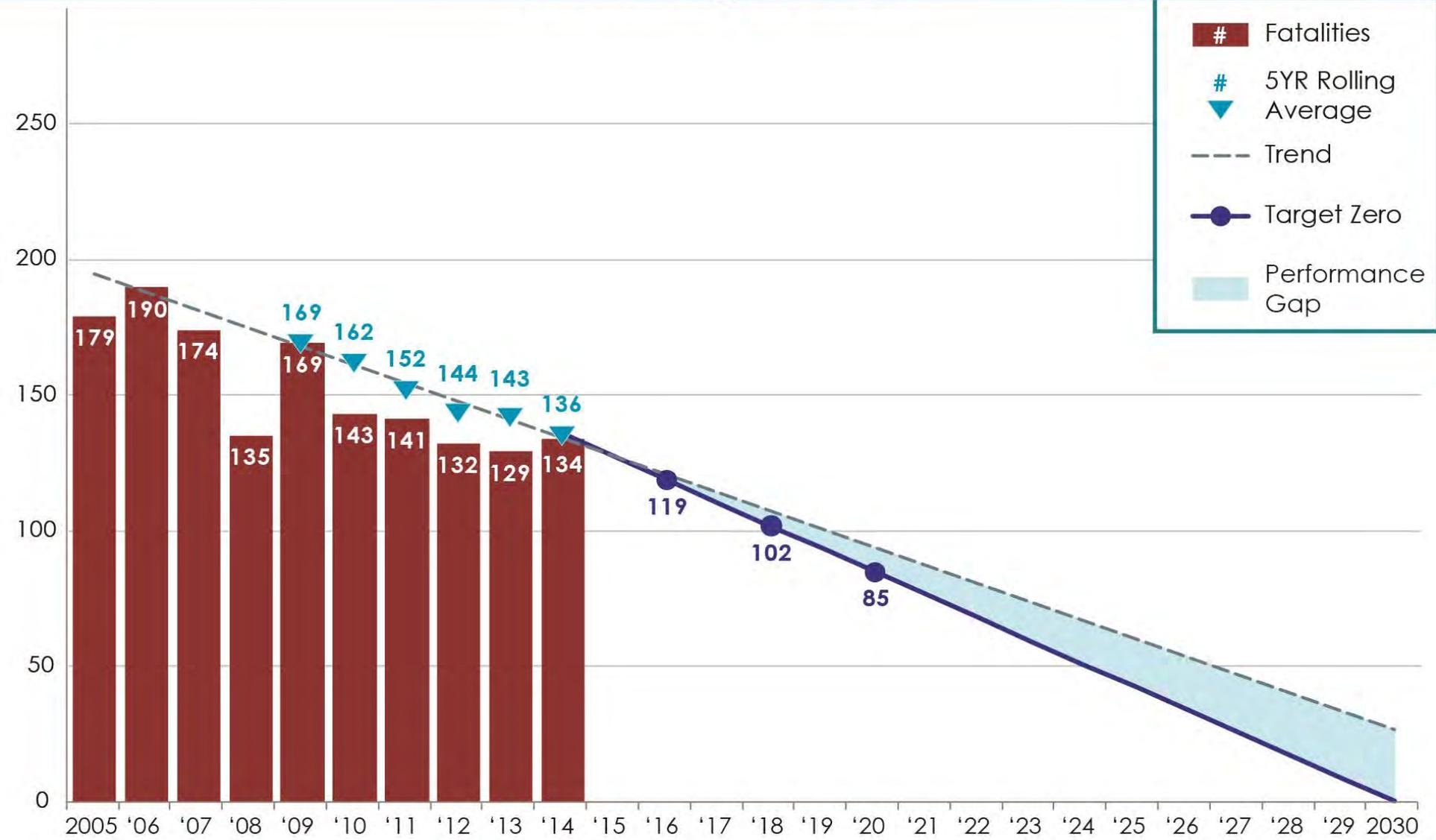


# Sample Recommendations

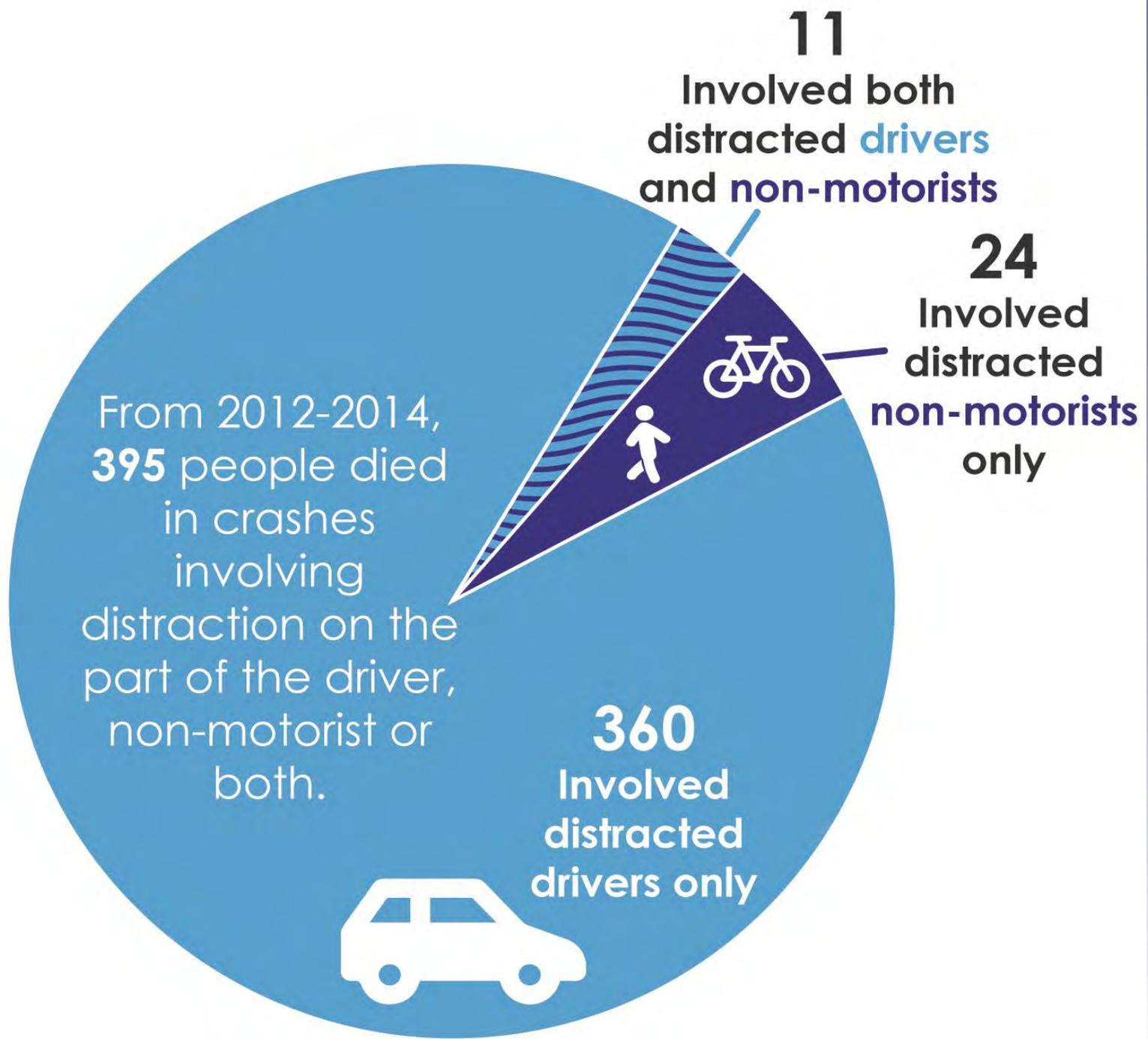
- Encourage counties, cities, tribes reduce speeds on roads used by pedestrians
- Design roads to reduce speed
- Highlight evidence for proven, effective strategies
- Identify over-represented user groups
- Identify actionable design applications



# Traffic fatalities resulting from crashes involving distraction in Washington State

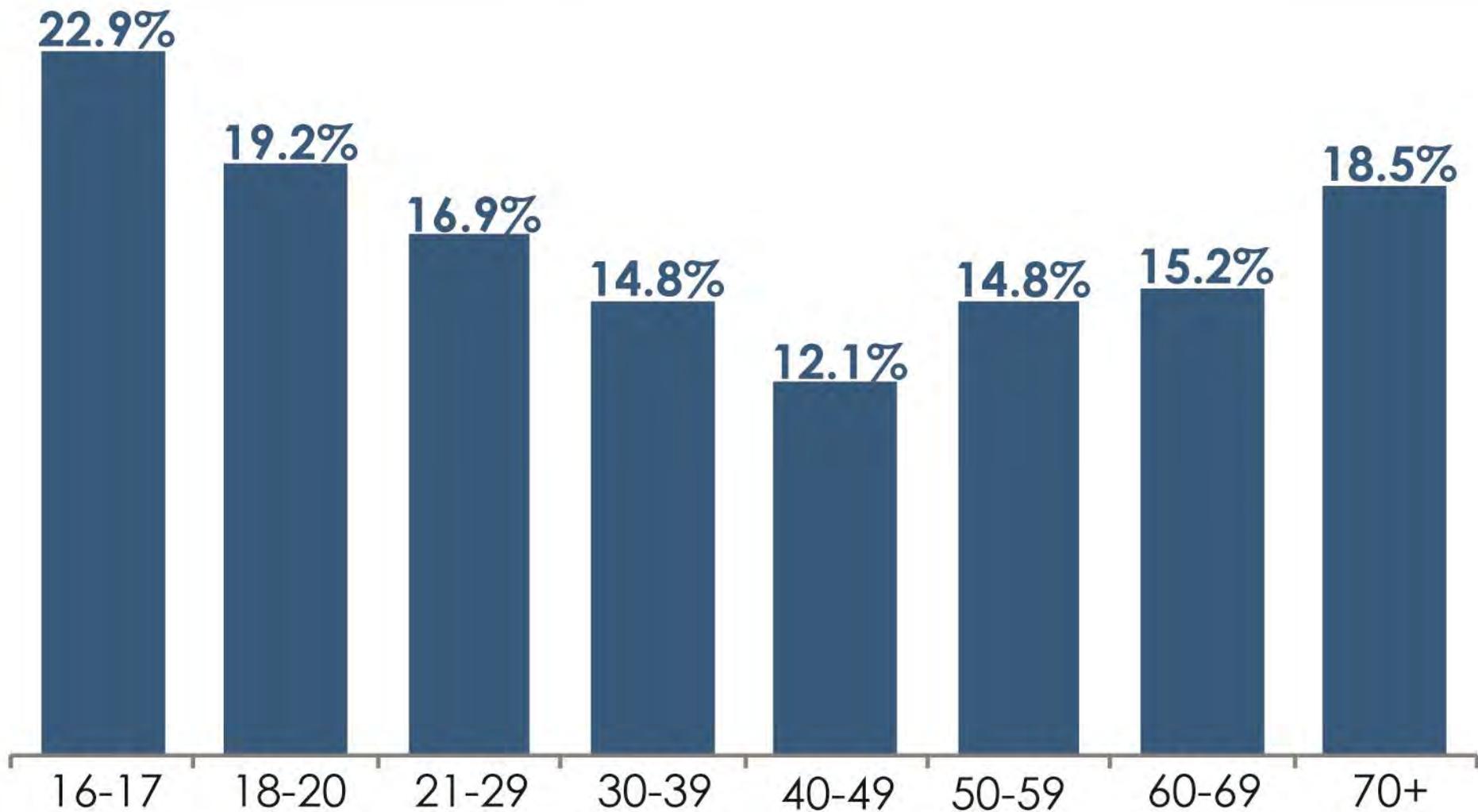


# Distraction Involved Crashes



# Percent of distracted drivers in fatal and serious crashes by age

## Washington State 2012–2014



23x Increased crash risk when entering information into a phone.



# Distracted Driving Pledge PSA



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