



# King County Target Zero Strategic Plan 2024-2027

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## I. Executive Summary

The King County Target Zero Traffic Safety Strategic Plan for 2024-2027 was created using an inclusive process of brainstorming, input, and direct feedback from traffic safety professionals and community partners in King County, WA, and state agencies. The King County traffic safety Mission, Vision, and Values created in 2021 are reflected in the goals, objectives, key performance indicators, and proposed tactics of the 2024-2027 Strategic Plan. Partners that participated in the Strategic Planning Conference on June 6, 2024, are Appendix A. This plan builds from and expands on principle outlined in the 2021-2023 strategic plan.

Traffic fatalities have doubled in King County in the last 10 years, from 83 in 2014 to 167 in 2023. Traffic collisions, injuries and fatalities have a lasting impact on people's lives and can forever alter their trajectory. We are a community of families and neighbors, including those that struggle from being unhoused, and those who live in historically marginalized communities that have been disinvested in. The purpose of the King County Target Zero Coalition and the new strategic plan is to support traffic safety planning to reduce the number and severity of injuries and fatalities of those walking, rolling, driving, and traveling within the community. As a coalition, we seek to center all work on traffic safety on the principles of racial equity and social justice and emphasize the needs of underserved groups/areas of the county within our planning and implementation. The Steering Committee identified equity evaluation and planning tools for the plan development. The King County Target Zero Strategic Plan uses a Safe System approach which is widely viewed by the United States Department of Transportation, Washington State Department of Transportation, Washington Traffic Safety Commission, King County Council, and many local partners to be critical to reduce injuries and deaths on our roadways. The Safe System approach brings together multi-disciplinary and multi-jurisdictional partners to collaborate and combine resources to reduce traffic fatalities and injuries. Additionally, the King County Target Zero Strategic Plan uses a Spectrum of Prevention paradigm that works across the community influence from individuals to all the way up to policy and legislative influence to reduce injuries and fatalities.

In 2023, there were 167 fatalities due to motor-vehicle related collisions in King County, 53 of which involved pedestrians. This is a 100% increase in all motor-vehicle related fatal collisions and a 165% increase in pedestrian involved motor-vehicle related fatal collisions, since 2014. In addition, there were 924 serious injuries crashes in 2023. In adopting the Safe System approach the King County Target Zero Coalition recognizes that all deaths and serious injuries on our roadways are unacceptable and strives to reduce injuries and deaths to zero by 2030. Every individual that dies on our roadways is a person with a family, friends, and colleagues impacted by their loss. Each life matters. In King County, the estimated annual societal cost of traffic collisions is \$6.7 billion dollars per year (in 2023 dollars). This shows the huge cost of traffic collisions impacting the economy and underscores the necessity for robust and comprehensive

planning efforts to reduce this burden and prevent serious injuries and deaths within our community as well as support economic growth.

The strategic plan covers these main topic areas:

- **Background** – why the plan was created, key data elements of interest and how the plan was developed with the help of community partners.
- **Mission, Vision, Values** – the collective mission, vision, and values of King County Target Zero work as developed with traffic safety and community experts.
- **Data Overview, Observations, Gaps, and Opportunities** – provides an overview of regional data associated with traffic collisions, fatalities and serious injuries. Additionally provides context for qualitative data gathered through Child Death Review, Tribal/CBO/Community Engagement and the Data Walk exercise as part of the Strategic Planning process.
- **Goals, Objectives, Key Performance Indicators (KPIs), Tactics** – provides the blueprint for planning objectives and tactics that can be used to achieve the planning principles, along with a timeline for focus in planning work. The planning topics are outlined using the safe system topic areas: Safer Speeds, Post Crash Care, Safer Roads, Safer Road Users, Safer Land Use, Safer Vehicles.
- **Coordinated Planning Format** – outlines how partners will be engaged, and the work will be formatted to appropriately address the objectives and engage necessary expertise.
- **Review Process and Update** – creates a structure for review and update (as needed) to the strategic plan.

From this strategic plan, an operational plan will be created each year to detail the year's priority areas and create the individual tactics required to support those planning initiatives. A copy of the strategic plan as well as the operational plan will be provided to all traffic safety partners and leadership within the King County area as well as state interests on a yearly basis and comments and strategic input will be incorporated. A key principle of the overall work is to identify and focus on the areas and strategies we can support most effectively. Recognizing that resources are limited to achieve all of the outlined focus areas, the coalition also will work to identify additional funding and support within the community to invest in these vital efforts.

These recommendations and priorities reflect consensus and individual input from the various meetings and processes. Some items have high feasibility, cost/benefit, and readiness to address, and others are emerging, with less of an evidence basis. To be inclusive and to respect those providing input along with matching existing required program deliverables, they are all included here. Many of the priority items are beyond the available funding, purview, authority for the King County Target Zero Traffic Safety Coalition work. However, there may be items that others have ability to address, or they may be aspirational now, but doable soon. All priority items are therefore included in this Strategic Plan to achieve Target Zero.

## II. Background

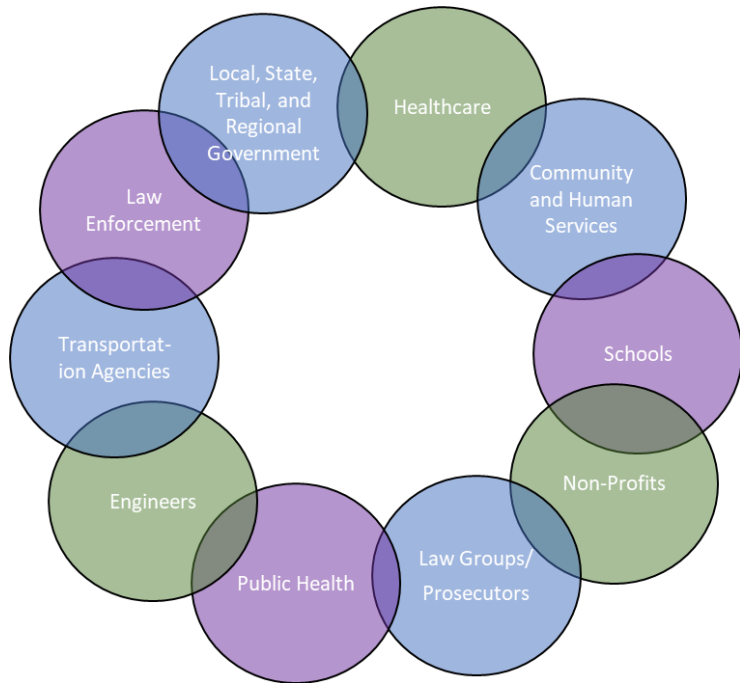
The [King County Target Zero Traffic Safety Coalition](#) was established as a task force by Public Health-Seattle & King County (PHSKC) in 1998 to support traffic safety planning within King County. The task force was created with limited funding from the Washington Traffic Safety Commission along with flexible state public health funding.

From its creation, the King County Target Zero Coalition brought together representatives from law enforcement, public health, community and human services, liquor control, non-profits, traffic engineers, and transportation agencies, and others. In recent years, the Coalition has expanded substantially to incorporate voices and perspectives from all partners and has worked to reflect the needs of the community it serves.

The Coalition focuses on reducing traffic collisions and traffic-related injuries and fatalities in King County and supports the state's [Strategic Highway Safety Plan: Target Zero](#) plan to eliminate traffic fatalities and injuries by the year 2030.

### Safe System Approach

A Safe System is a human-centered approach that can help achieve zero fatalities by reinforcing multiple layers of protection to both prevent crashes and minimize the harm when crashes do occur. Instead of relying solely on individual-level behavioral change, a Safe System approach addresses every aspect of crash risks: safer roads, safer speeds, safer vehicles, safer users, safer land use, and effective post-crash care. This represents a shift towards a more holistic way of thinking about road-related crashes, injuries, and fatalities, rooted in shared responsibility.



**Coalition partner agencies and disciplines**

The Safe System approach incorporates six main principles:



- Deaths and serious injuries are unacceptable
- Support safe road use
- Reduce large crash forces
- Responsibility is shared
- Safety is proactive
- Strengthen all parts

The goal of a Safe System approach is to reduce fatal and serious injuries by designing infrastructure and vehicles in a manner that anticipates human error and accommodates human injury. This provides a “safety net” for people.

Racial disparities in safety efforts and traffic outcomes compound our road safety issues. Low-income

neighborhoods and communities of color have traditionally received fewer investments in roadway infrastructure and greater enforcement, these communities have less safe road designs overall, and Black, Indigenous, and People of Color, (BIPOC) and lower-income individuals are more likely to be killed or suffer severe traffic injuries than their white counterparts.

The current road system reflects a history of flawed decisions about land use, opportunity, investment, and racial, ethnic, and economic inequity. An American Indian/Alaskan Native person in King County is more than 5 times more likely to be killed in a crash on our road system than an average resident. For Black people in King County, they are 1.7 times more likely to be killed in a crash on our road system than an average resident. A Safe System approach can help address structural and institutional racism by correcting for prior under investments in historically marginalized communities and closing gaps in safety between people of different races and socioeconomic backgrounds.

Achieving health equity requires valuing all individuals and populations, recognizing, and rectifying historical injustices, and providing resources according to need. Prioritizing low-income and communities of color for implementation of the Safe System approach can help move the needle towards traffic safety gains and health equity. These concepts are important to all traffic safety work and are in alignment with [King County's](#) North Star Values. Numerous agencies have endorsed the Safe System approach including the USDOT, WADOT, Washington Traffic Safety Commission, King County, Puget Sound Regional Council and many other local jurisdictions in King County and around the State of Washington.

## Spectrum of Prevention

The [Spectrum of Prevention](#) is a framework that identifies multiple levels of prevention, ranging from strengthening individual knowledge to changing organizational practices and policies. By addressing prevention at each level, the Spectrum of Prevention aims to create comprehensive strategies that promote health and well-being in communities. This method acknowledges the intricate interactions between personal, social, economic, and environmental aspects that shape an individual's behavior.

There are six connected action levels that make up the spectrum:

1. Strengthening individual knowledge and skills
2. Promoting community education
3. Educating providers
4. Fostering coalitions and networks
5. Changing organizational practices
6. Influencing policy and legislation



These ideas emphasize the significance of collaboration and a comprehensive approach to transportation safety. By implementing the Spectrum of Prevention toward Target Zero, communities can work together to create safer environments for all individuals on the road. By targeting multiple areas simultaneously, the likelihood of success in reducing injuries and fatalities is increased. By utilizing the Spectrum of Prevention framework, communities can address health issues comprehensively by implementing strategies at various levels. Working together and taking a multifaceted approach to transportation safety is key to achieving the ultimate goal of zero traffic-related deaths.

## Safe Systems Pyramid

In recent presentations from the CDC a new [Safe System Pyramid](#) has been proposed as a way to incorporate the paradigms of the Safe System approach with the Spectrum of Prevention and public health processes. This process takes the theoretical concepts and



creates an operational lens engaging a public health approach to the Safe System concepts. Communities such as the State of Colorado and the Active Transportation Safety Council as part of the Washington Traffic Safety Commission have both adopted and used this pyramid as part of organizing their work. The King County Traffic Safety Coalition will use this methodology in the Operational Plan that will accompany this Strategic Plan.

## **Positive Traffic Safety Culture**

The Montana State University Center for Health & Safety Culture defines traffic safety culture as “the shared belief system of a group of people, which influences road user behaviors and stakeholder actions that impact traffic safety”. Human behavior is often influenced by beliefs. Supporting a positive traffic safety culture and the norms around safe driving behavior will help support a reduction of injuries and deaths on our roadways. To promote health, we must first promote the healthy behavior we want to see. Providing individuals with the knowledge that most people have positive traffic safety behavior and do the right thing, promotes more people to engage in those positive behaviors. This approach is vital to the development of programs, messaging, education, media and marketing, and data presentation. It is critical to the communications we have with elected officials, program staff, and the public. The King County Target Zero program along with the Washington Traffic Safety Commission has adopted a positive traffic safety culture as a key element to supporting positive behavior in our communities and reducing injuries and deaths on our roadways.

## **Centering Equity**

Equity is central to the work of transportation safety and supporting a healthy and safe environment for all people to live. In King County, traffic collisions, injuries and fatalities have a lasting impact on people’s lives and can forever alter their trajectory. We are a community of families and neighbors, including those that struggle from being unhoused, and those who live in historically marginalized communities that have been disinvested in. Numerous historical decisions and policies such as redlining, segregation and disinvestment in disadvantaged communities and communities of color, particularly Black and American Indian/Alaskan Native communities, have led to stark differences in the outcomes and lived experiences of communities when it comes to traffic and transportation safety. Black and brown individuals nationally have been disproportionately affected by inequitable enforcement throughout our history, this included impacts from traffic related enforcement. Additionally, traffic related collisions have disproportionate impacts on individuals who are unhoused and experiencing homelessness. To begin to heal the wounds of these policies and support a more equitable transportation and traffic safety system we must center equity in all our programming and support policies and programs to systematically break down these practices and build a more equitable community for all.

On June 11, 2020, King County declared [racism a public health crisis](#). All of King County government is committed to implementing a racially equitable response to this crisis, centering



on community. The United States Department of Transportation (USDOT) outlines that “transportation has always been inseparable from America’s struggle for racial and economic justice. At its best, transportation can be a powerful engine of opportunity, connecting people to jobs, education, and resources—whether they live in a big city, a rural community, or anywhere in between. Ensuring equity and accessibility for every member of the traveling public is one of the Department of Transportation’s highest priorities.” – Secretary Pete Buttigieg. The Washington Traffic Safety Commission (WTSC) has recognized the effects of racism and inequity on our traffic safety mission and has embraced an equity centered approach to reducing injuries and deaths on our roadway. Additionally, the USDOT, Washington Department of Transportation, WTSC, and King County have supported the adoption of the Safe System approach as critical to ensuring that all policies, programming and development moving forward brings together all partners and communities and focuses on equity as a key principle.

The purpose of the King County Target Zero Coalition and the 2024-2027 strategic plan is to support traffic safety planning to reduce the number and severity of injuries and fatalities of those walking, rolling, driving, and traveling within the community. Furthermore, we seek to center all work on traffic safety on the principles of racial equity and social justice and emphasize the need of underserved groups/areas of the county within our planning and implementation. Additionally, the Steering Committee, who govern the work of the King County Target Zero Coalition, has the dual mission of prioritizing the Target Zero work and ensuring equity in all our programming. In 2023, the Steering Committee undertook an equity evaluation of all King County Target Zero work and the recommendations and action items outlined through that process are reflected in the proposed focus areas below.

### **Partner Engagement in Strategic Planning**

A King County Traffic Safety Strategic Planning Conference was held on Thursday, June 6, 2024 from 9am – 3pm at the Tukwila Community Center. The purpose of the conference was to bring together multiple jurisdictions, agencies, and partners to develop the objectives and tactics for the 2024-2027 King County Target Zero Strategic Plan. A total of 83 participants were able to attend from the following types of organizations. A complete list of participating agencies can be found in Appendix A:

- Community Organizations (11)
- Public Works/Engineering (21)
- Local/Regional/State Government (11)
- Law Enforcement (12)
- EMS (2)
- Public Health (13)
- Healthcare (3)
- Driving Schools (1)
- Prosecutor (1)
- Transportation (4)
- Contractors (3)
- Other (1)

The meeting focused on the following main objectives:

- Engage partners from around the King County area in the Target Zero work.
- Review current traffic safety data for King County.
- Hear from Washington Traffic Safety Commission on the State-level strategic planning efforts.
- Identify key goals and strategies for the Target Zero work in the next 3 years through breakout sessions.

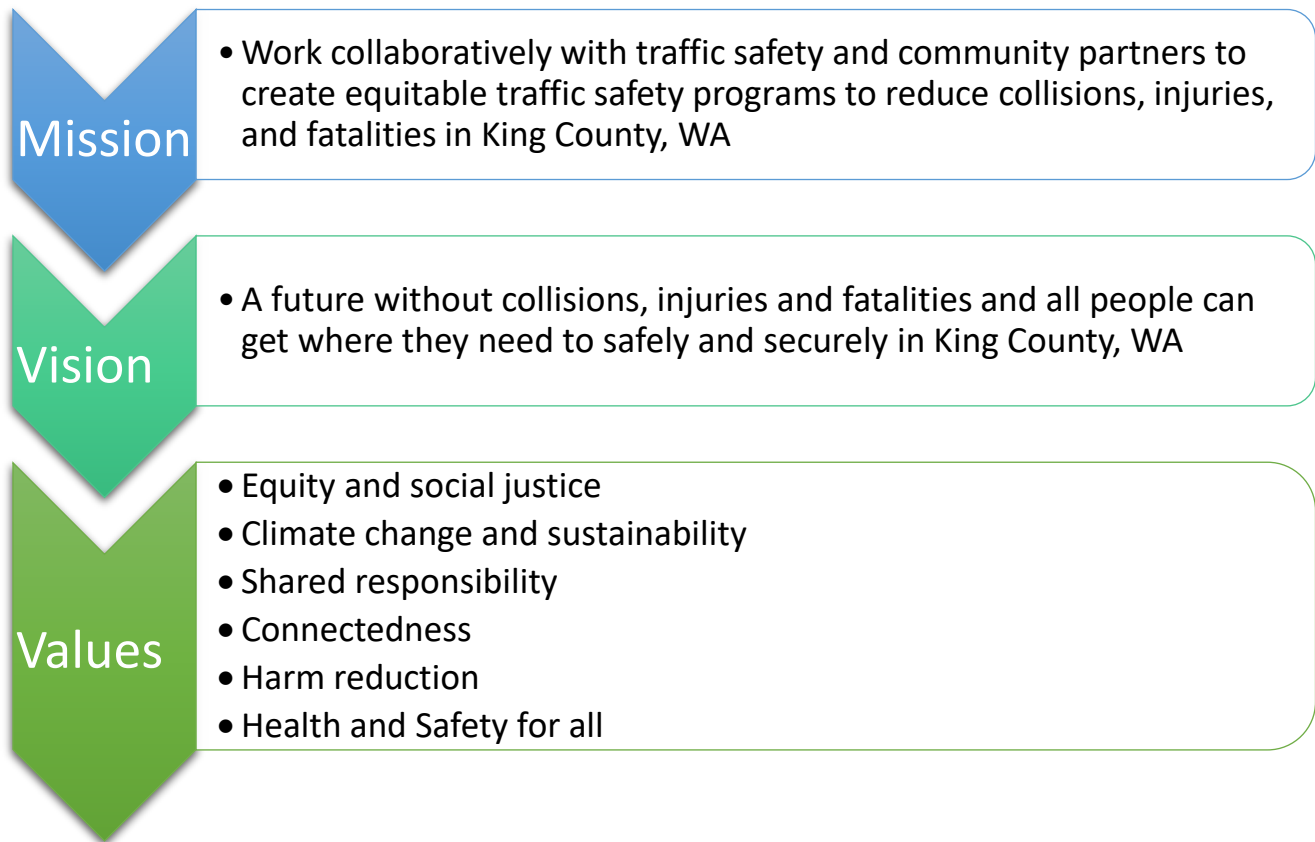
## **Plan Purpose and Scope**

**Purpose:** The purpose of the King County Target Zero Coalition and the strategic plan is to support traffic safety planning to reduce the number, severity and impact of injuries and fatalities of those walking, rolling, driving, and traveling within the community, as most collisions are preventable with a system focused approach. Furthermore, we seek to center all work on traffic safety on the principles of racial equity and social justice and emphasize the need of underserved groups/areas of the county within our planning and implementation.

**Scope:** The King County Target Zero Strategic Plan includes strategies relevant to traffic safety on roadways throughout the county - from local streets to highways, from urban to rural areas, serving users of all modes. The strategic plan is meant to guide the work of the King County Target Zero program and provide consistent principles that can be utilized by local jurisdictions and Coalition partners. King County has great diversity of roadways and communities, including urban environments, rural areas, county, state and interstate highways, parks, pedestrian and bicycle routes, and a great variety of public transportation networks (bus, light rail, train, rideshare, etc.). This strategic plan seeks to support the connections between and across these networks and associated planning and traffic safety processes at the city, county, state, and federal levels including efforts associated with Vision Zero, Target Zero, Active Transportation, Equity and Social Justice, and many more.

### III. Mission, Vision, Values

The Mission, Vision, and Values statements were created through a collaborative process with traffic safety and other community partners. The Mission statement defines the King County Traffic Safety Coalition’s current actions and work within the community. The Vision outlines our hopes for the future in traffic safety. Finally, the Values outline the key principles in which we use to govern our work and ensure we are on the right track. The Mission, Vision, and Values are key to ensuring our work continues to be effective, equitable, and serves our entire King County community.



## IV. Data Overview, Observations, Gaps, and Opportunities

### King County Traffic Collision Data Trends

Fatalities and serious injuries are the highest experienced in decades in King County and Washington State.

In 2023 in King County there were:

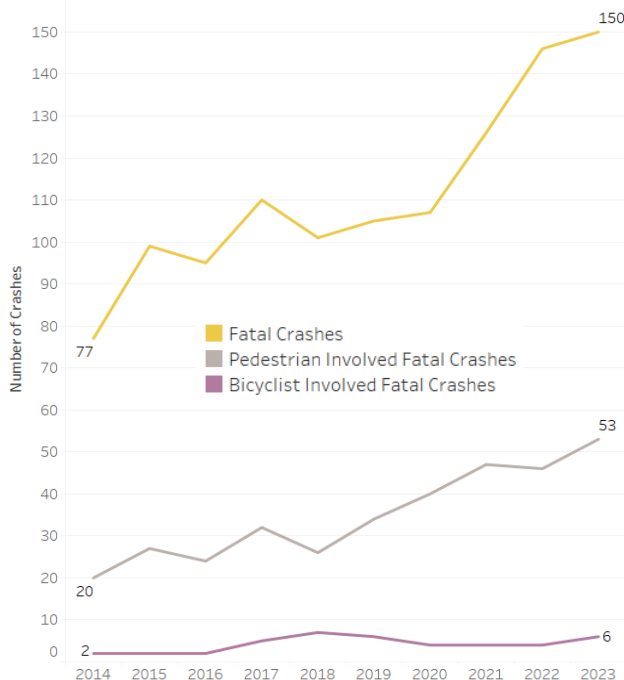
- 167 fatalities (100% increase from 2014)
- 924 serious injury crashes (58% increase from 2015).

Most alarming increases are fatalities due to:

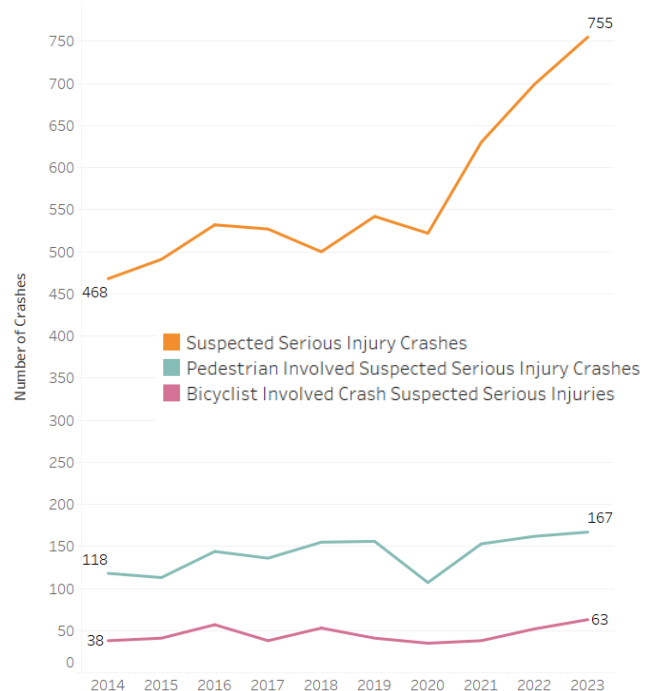
- alcohol and/or drug impairment (102% increase from 2014),
- amongst walkers and bicyclists (168% increase from 2014)
- unrestrained occupants involved in fatal and serious injury crashes (95% increase from 2014).

The rate of traffic related fatalities in King County has also increased substantially from 3.87 per 100,000 in 2014 to 6.26 per 100,000 population in 2022. King County Societal Cost due to traffic collision is \$6.7 Billion Annually in 2023; based in 2023 dollars and is an estimate based on the following variables: medical care, emergency services, market productivity, household productivity, legal costs, insurance administrative costs, workplace costs, property damage and congestion. Data from WSDOT

Fatal Motor Vehicle Crashes by Type and Year - King County, WA, 2014-2023\*  
(Source: WTSC Coded Crash Files)

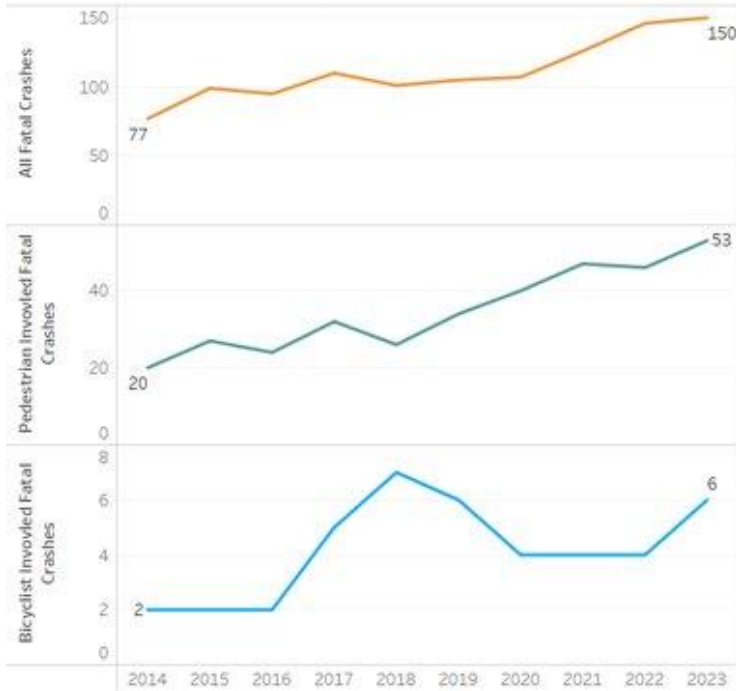


Suspected Serious Injury Crashes by Type and Year - King County, WA, 2014-2023  
(source: WSDOT Crash Data)



## Increasing trend in fatal and serious injury motor vehicle crashes in King County, WA

Fatal Motor Vehicle-Involved Crashes by Type and Year - King County, WA, 2014-2023\*  
(Source: WTSC Coded Crash Files)

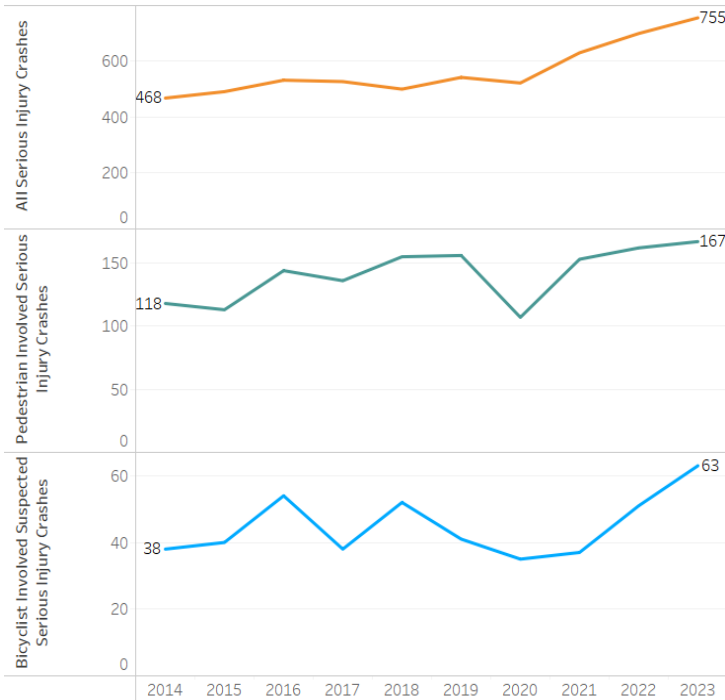


95% Increase  
All Crashes

165% Increase  
Pedestrian  
Involved

200% Increase  
Bicyclist Involved

Suspected Serious Injury Crashes by Type and Year - King County, WA, 2014-2023  
(source: WSDOT Crash Data)



62% Increase  
All Crashes

42% Increase  
Pedestrian  
Involved

66% Increase  
Bicyclist Involved

**Characteristics of fatalities (n=672) from crashes involving motor vehicles — King County, WA, 2019-2023\***

This table outlines the characteristics of those to have died in motor-vehicle related collision in King County in the past five years. Of note is that 32.7% of fatalities were in pedestrians which is only slightly lower than the percent of fatalities who were drivers of a motor vehicle. Additionally, males are over twice as likely to be fatalities than females and younger drivers (ages 18-30 years) account for 26.5% of all fatalities. American Indian/Alaskan Native individuals are 5 times as likely, and black individuals are 1.7 times as likely, to die in a fatal crash than the average for King County and their white counterparts.

	Count (n=672)	Percent	Rates per 100,000 in King County 2014-2022 (Average=5.03)
<b>Person Type</b>			
Bicyclists or Other Cyclist	24	3.6%	-
Driver of a Motor Vehicle	240	35.7%	-
Motorcyclists	98	14.6%	-
Passenger of a Motor Vehicle	90	13.4%	-
Pedestrian	220	32.7%	-
<b>Sex</b>			
Male	479	71.3%	7.31
Female	183	27.2%	2.75
<b>Age Group (yrs)</b>			
0-4	2	0.3%	0.56
5-9	2	0.3%	
10-14	4	0.6%	
15-17	12	1.8%	6.91
18-20	32	4.8%	
21-24	68	10.1%	
25-30	78	11.6%	
31-35	56	8.3%	5.47
36-40	61	9.1%	
41-45	53	7.9%	
46-50	44	6.5%	
51-55	48	7.1%	
56-60	43	6.4%	
61-65	49	7.3%	
66-70	36	5.4%	
71-75	23	3.4%	7.27
75-80	20	3.0%	
81+	37	5.5%	
Unknown	4	0.6%	-
<b>Race and Ethnicity</b>			
American Indian/Alaska Native	16	2.4%	25.51

Asian/Pacific Islander	79	11.8%	3.32
Black	81	12.1%	8.77
Hispanic	89	13.2%	6.14
Multiracial	35	5.2%	2.50
White	348	51.8%	4.98
Other/Unknown	24	3.6%	

**Leading contributing factors/road user group in serious injury & fatal motor vehicle crashes — King County, WA, 2023\***

Motor Vehicle Fatalities	Serious Motor Vehicle Injuries
<ul style="list-style-type: none"> <li>• Impaired Driving</li> <li>• Walkers and Bicyclists</li> <li>• Lane Departures</li> <li>• Speeding</li> <li>• Young Drivers 15-24 yrs</li> </ul>	<ul style="list-style-type: none"> <li>• Intersection Related</li> <li>• Motor Vehicle Driver Age 16-25 yrs</li> <li>• Lane Departure</li> <li>• Distracted Driver</li> <li>• Speeding Driver</li> </ul>

**Impaired and speeding driver-involved was more common in young adults (15-24 yrs.) motor vehicle crash fatalities than older adults (≥25 years) — King County, WA, 2019-2023\***

- Trends in fatal collisions are increasing overall among young adults
- Over half of youth and young adult fatalities involved an impaired driver
- Half of youth and young adult fatalities involved a speeding driver
- Similar percent of young and older adult fatalities involved a distracted driver

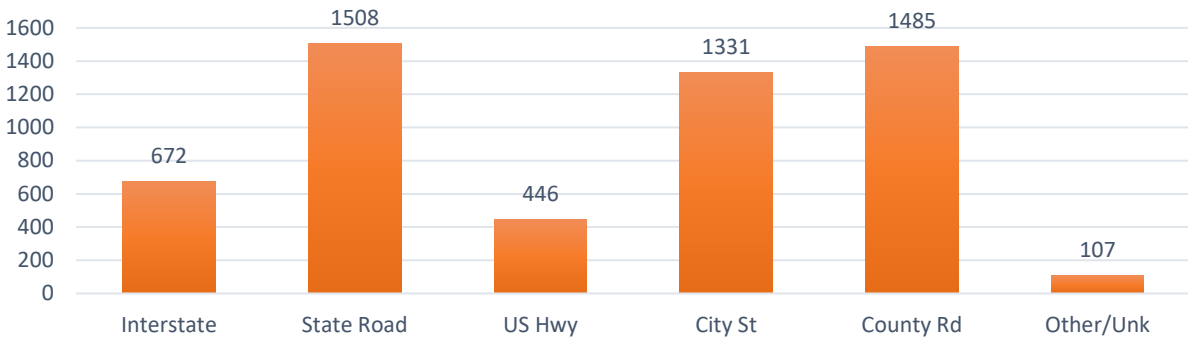
**Driver behaviors in fatalities from crashes involving motor vehicles — King County, WA, 2019-2023\***

- 4 out of 10 motor vehicle crash deaths involved an impaired driver
- A speeding driver was involved in 3 out of 10 motor vehicle crash deaths
- A distracted driver was involved in 1 out of 7 motor vehicle crash deaths

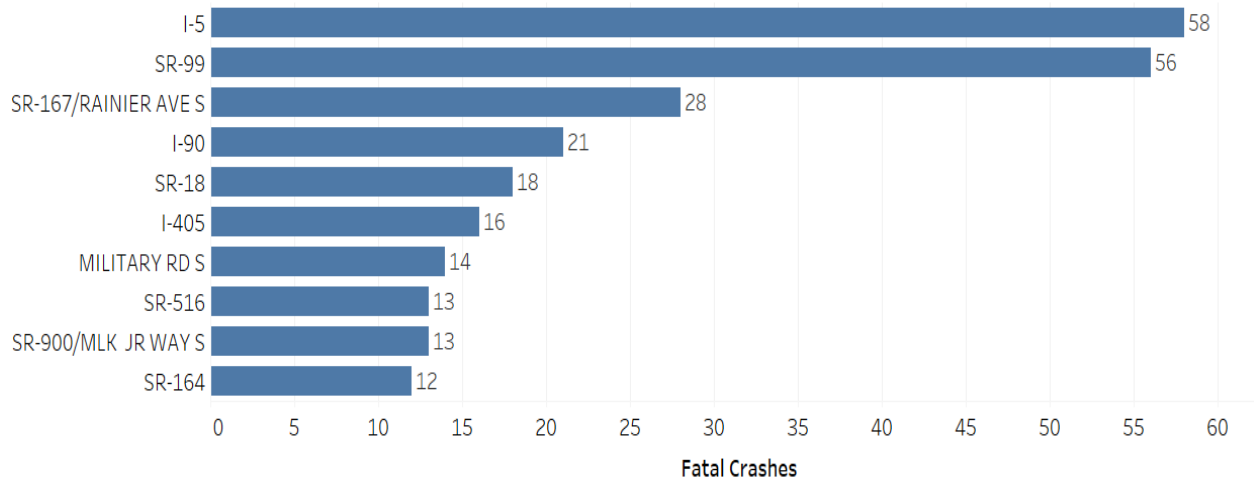
**Characteristics of drivers involved in fatal motor vehicle crashes — King County, WA, 2019-2023\* (comparing young drivers [15-24yrs] to older drivers [≥25 years])**

- Similar proportions of young and older drivers were involved in a previous crash
- 2.5 times as many young drivers in fatal motor vehicle crashes were speeding
- 1.5 times as many older drivers in fatal motor vehicle crashes were distracted
- 1.75 times as many older drivers in fatal motor vehicle crashes failed to yield

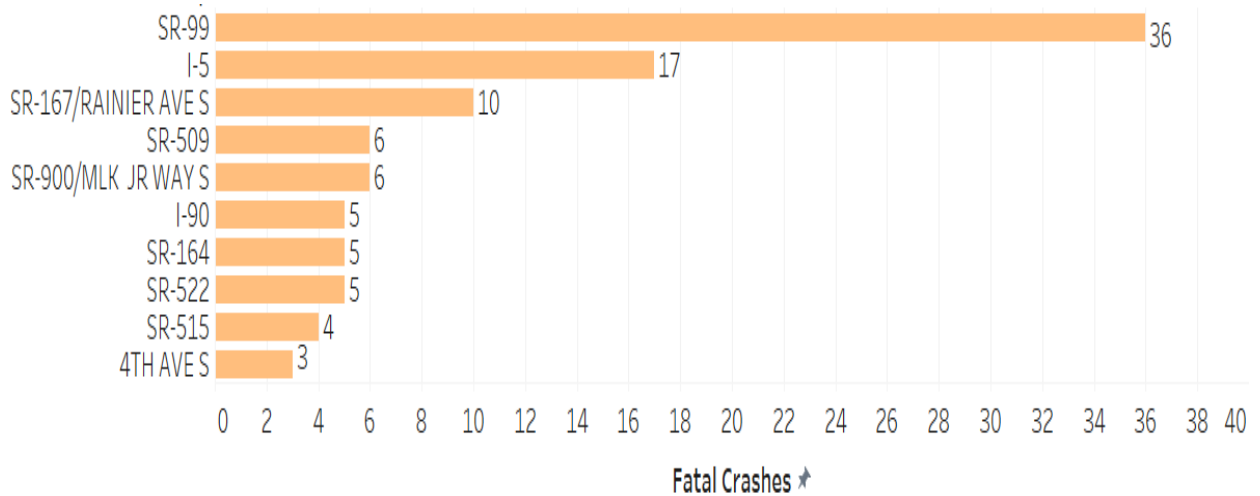
**State Roads, City Streets and County Road account for the majority of fatal motor-vehicle crashes — King County, WA, 2019-2023\***



**10 Leading roadways with ≥3 fatal motor vehicle crashes — King County, WA, 2019-2023\***



**10 Leading roadways with ≥2 PEDESTRIAN-involved fatal motor vehicle crashes, King County, WA, 2019-2023**



\* All 2023 Data is Preliminary



**SR-167/Rainier Ave S among top 3 most frequent roadways for all and pedestrian-involved fatal motor vehicle crashes — King County, 2019-2023**

Rank	All Fatal Motor Vehicle-Involved Crashes	Pedestrian-Involved Fatal Motor Vehicle Crashes
1	I-5	SR-99
2	SR-99	I-5
3	SR-167/Rainier Ave S	SR-167/Rainier Ave S
4	I-90	SR-509
5	SR-18	SR-900/MLK Jr Way S
6	I-405	I-90
7	Military Rd S	SR-164
8	SR-516	SR-522
9	SR-900/MLK Jr Way S	SR-515
10	SR-164	4TH AVE S

**Washington State Behavior and Attitudes Self-Reported Survey, King County (N=2,368)**

The state-wide driver behavior survey provides insight into the behaviors and attitude of drivers around Washington State including on the topics of road user behavior, road user risk perceptions, traffic safety enforcement, family and employer rules and expectations, traffic safety culture and bystander intervention, and survey respondent demographics.

Self-reported Consequence	2023 Statewide Survey Respondents	
	King County	Statewide
<i>At least one citation received in last 12 months for...</i>		
Not using a seat belt	5%	3.5%
Speeding	10%	8.1%
Driving through red light/not stopping at stop sign	8%	5.2%
Driving under influence	3%	2%
Distracted driving	4%	2.5%
Crash involvement in past 12 months		
≥1 crash that was not their fault	13%	11%
≥1 crash that was their fault	7%	6%

**Majority of drivers perceived driving under the influence was high in their community, yet few admitted to doing so**

Perceived Sometimes or More Frequent High-Risk Driving Behavior in Community	Self-Reported High-Risk Driving Behavior (past month or year)
<ul style="list-style-type: none"> <li>• 82% Drove <math>\geq</math>10 mph over speed limit</li> <li>• 57% Drove after consuming alcohol</li> <li>• 59% Drove after consuming cannabis</li> </ul>	<ul style="list-style-type: none"> <li>• 73% Drove <math>\geq</math>10 mph over speed limit</li> <li>• 5% Drove after consuming alcohol</li> <li>• 5% Drove after consuming cannabis</li> </ul>

**Low percentage reporting family rules or a workplace policy about speeding or driving after consuming cannabis**

	2023 King County Respondents	
<i>Have family rule or workplace policy about...</i>	Family Rule	Workplace Policy
always using a seat belt	83%	28%
never driving after consuming alcohol	75%	70%
never driving after consuming cannabis	31%	30%
never exceeding the speed limit	34%	24%
never using a cell phone while driving	62%	26%

**Decrease support for speed enforcement than other enforcement categories and by demographic characteristics**

	2023 Annual Traffic Safety Survey Respondent Group			
<i>How much do you SUPPORT law enforcement enforcing...</i>	King County Over all (n=2368)	BIPOC* (n=479)	Ages 18-24 (n=225)	$\leq$ high school graduate (n=320)
Driving while using a cell phone	68.1%	60.1%	49.8%	59.1%
Driving $\geq$ 10 mph over the speed limit	51.5%	47.2%	39.1%	44.1%
Driving under the influence of alcohol	74.6%	67%	58.2%	62.8%
Driving under the influence of cannabis	67.3%	61.4%	50.2%	54.1%
Driving through a red light or not stopping at a stop sign	71.9%	64.5%	57.3%	59.2%
Driving while not wearing a seat belt	60.5%	56.6%	49.3%	49.1%

## Engagement in proactive traffic safety behavior in past 30-days

	2023 King County Respondents			
	Took Safety Action			Comfort Level
<i>Proactive Traffic Safety Behavior (past 30-days)</i>	Not in Situation	Yes	No	High
Ask someone to use a seat belt	56%	32%	12%	51%
Prevent someone who was going to drive who was perhaps too impaired to drive safely	69%	15%	15%	40%
Ask someone who was speeding or driving aggressively to slow down	53%	26%	21%	27%
Ask someone who was using their cell phone or distracted to focus on driving	53%	26%	21%	34%

## Tribal, Community Based Organization (CBO), and Community Engagement

Throughout the fall and winter of 2023, the Washington Traffic Safety Commission undertook several efforts to gather input on traffic safety from tribal communities, community-based organizations and community residents in Yakima County and Southern King County. This process used multiple modalities to gather feedback and lessons learned have been used to guide the creation of the objectives defined for this strategic plan.

### Tribal Engagement

A Tribal virtual listening session was hosted by WTSC and WSDOT on October 24, 2023, with five attendees from various tribes in the state. The meeting included a representative from the Yakama Nation, a representative from the Northwest Tribal Technical Assistance Program Center (NWTTAP), and a representative from the Tulalip Tribes. Tribal attendees expressed concern on the accuracy and sensitive nature of tribal traffic injuries of data on traffic injuries and fatalities. Participants also urged for equity in funding from federal and state sources for tribal infrastructure and requested equal transportation infrastructure investment in tribal areas. Participants emphasized the need for additional traffic enforcement and training and improved medial response as well as surfacing driver behavior issues (speeding, pursuits on reservations, impaired driving, seat belt use, driver education). Participants suggested a collaborative decision-making process with partners to support all road users. Finally, participants expressed concern over the use of the title “Target Zero” due to its negative connotations.

### Community Based Organization Engagement

WTSC hosted three listing session with Community Based Organizations (CBOs) across Washington State. Across all sessions a total of 18 organizations participated representing

organizations that support traffic safety, active transportation, and communities of color most affected by transportation related injuries and fatalities. CBOs expressed a need to provide and maintain active transportation facilities for all road users, increase enforcement for unsafe behaviors (including automated enforcement), design roads to support positive driving behavior, provide ongoing driver education, increase language accessibility of safety signage, and focus on transit access and safety. Additionally, the groups urged for a community-informed definition of safety and the importance of engaging youth in the planning.

### **Community Engagement**

WTSC conducted public community engagement at local in-person events and through an online survey in English and Spanish in Yakima County and South King County. There were 100 people contacted through the in-person events and 34 people contacted through the online survey portion. Participants received a \$10 prepaid card in recognition of their time. Participants in the community engagement generally supported enforcement, especially enforcement for speeding in school zones or impaired driving. Many also mentioned that the visibility of law enforcement would be a deterrent. Additionally, road maintenance and adequate infrastructure were themes of priorities. There was strong support for driver education and a communal responsibility in drivers to choose safety.

### **Child Death Review**

A Child Death Review (CDR) process has been in place in King County since 1998, reviewing all deaths, including traffic collision related deaths, in youth aged 0-17 yrs. that occurred in King County, every other year. The CDR process uses data from multiple sources including medical examiner autopsy reports, death scene investigations, medical records, law enforcement reports, emergency medical services records, public health records, local health board records, Child Protection Services history, court records, and Washington Traffic Safety Commission and other traffic related experts to review each case. The recommendations created through the CDR process are critical to shaping the priorities and objectives for King County traffic safety work and are incorporated into the goals and objectives outlined in this document. See Appendix B for a full outline of the CDR process and recommendations from the three most recent CDRs on traffic safety.

### **Data Walk Exercise**

Participants of the strategic planning conference were asked to provide observations, data gaps and opportunities following the data presentation. All participants were able to provide their comments, thoughts, and feedback on sticky notes on the posters displayed in the room. The

below is a roll-up of the comments and feedback that were provided. A full list of participant comments is included in Appendix C.

### **Observations**

Participants recognized the severity of the situation we are in concerning injuries, fatalities among all road users including pedestrians. Participants also outlined the inequities if impacts for different regions and race/ethnicities. Individuals highlighted the importance of behavioral factors in collisions including distractions, speed, impairment. Additionally, partners commented on the lack of data on serious injury collisions, types of distraction, demographics related to causal factors, and spending for safety. Partners identified that the majority of fatalities are occurring on state roads and wide principal arterials. Individuals raised issues with underreporting of illegal behavior in self-reported survey, young driver fatalities increased more than older driver fatalities, low percentage of worker place and family policies requiring safe driver habits, and concerns of Tribal partners with the “Target Zero” name. Partners highlight challenges of time-consuming engagement that produces low response as well as community-based organizations outlining a sense of communal responsibility.

### **Additional Data Needs**

Participants outlined numerous areas for additional data needs including characteristics of pedestrian fatalities, crash rates, contributing factors for leading roadways, data on post-crash care, vehicle occupancy and type, intersection involved, driver fatigue, older driver skills, time of day and weather of collisions, and youth impairment. Additionally, partners outlined the need to evaluate land use patterns, characteristics of those who survive collisions, impact of healthcare access, impacts to unhouses individuals, and race/ethnicity impacts, risk data using GPS/cellphone data and telematics. Partners identified the need to understand how many people are driving to work, the impacts of the King County Board of Health Bicycle Helmet law repeal, as well as transit use and access. Partners outlined the need to ensure we understand those effected by traffic collision and equity issues but disaggregating the data by race, ethnicity, income level, socio-economic status, disability status, disparities in traffic enforcement, etc. as available.

### **Opportunities**

Participants identified opportunities in identifying reasons for current increases in fatalities, focus on on/off ramp for pedestrian safety, identifying reason behind support/or lack of for enforcement, identifying high-injury network, identify risk and protective factors to support safety, identifying root causes of crashes, ways to be proactive in safety response, prioritize tactics to support investments, supporting post-crash care and trauma response, increase pedestrian crossing safety, tease out influence of cannabis use on impaired driving, and alternatives to driving and solutions. Partners identified opportunities in equity by engaging tribal partners in discussions of safety and safety campaigns, increasing language access of signage, and incorporate more racial disparities conversations. Individuals highlighted the

needs to support young drivers with education, engage youth in planning, and focus on vehicles that carry the most mass in a collision. Individuals identified a need to promote safety with their friends and family and narrow perceived norms and reclaim space around wide or overbuilt roadways. Partners identified a need to identify jurisdictions responsible in state road segments, motivations behind seatbelt use, support impaired pedestrian movement. Partners suggested an opportunity to create community transportation organizing ambassadors compensated by governments.

## V. Goals, Objectives, Key Performance Indicators (KPIs), Proposed Tactics

Objectives outlined below were identified through a brainstorming and consensus building exercise during the June 6<sup>th</sup>, 2024 Strategic Planning Conference with King County partners. Participants of the meeting were asked to brainstorm possible objectives for the Safe System categories. Participant was assigned to stations that were categorized by the six Safe System topic areas. Items outlined below are listed in the Safe System categories in which they were proposed by the group to ensure fidelity of their meaning from participants. Participants were then asked to use red, yellow, and green colored dots to rank their preference for the proposed objectives from all the groups; Green = top priority, yellow = secondary priority, and red = not a top priority. Following the meeting the brainstormed objectives were categorized, combined, and outlined in the below objectives and proposed tactics based on their scoring. Key performance indicators were created by the King County Target Zero program to reflect achievable goals for each of the outlined objectives for planning. Key performance indicators will be continually evaluated due to the dynamic nature of traffic safety work and resources available and updated as appropriate.

The Goals, Objectives, Key Performance Indicators and Proposed Tactics below are outlined to encompass the breadth and depth of the Target Zero Coalition work, not just to represent the work of the Target Zero program staff, but to be inclusive of the work of community, government, agencies, partners, and organizations. As these objectives and proposed tactics were developed and prioritized by the Coalition at the Strategic Planning Conference, the Target Zero Program encourages all partners to adopt and implement these tactics where appropriate within their communities. All the objectives listed were deemed high priorities for planning by the group at the Strategic Planning Conference. Among these objectives the priorities have been identified as High, Medium, or Low based on their scoring by the group at the Strategic Planning Conference. These priorities are those that were supported across the Coalition, individual agencies and jurisdictions may prioritize them differently based on local needs. Many of these objectives and tactics will be addressed and discussed through the Coalition committees/workgroups/task forces and we encourage all local jurisdictions and partners to participate in those groups to support their regional planning. Following the adoption of the Strategic Plan an Operational Plan will be created yearly to outline the work of the Target Zero program staff and partners as it relates to the grants and program requirements as well as the elements below over which the Target Zero program has influence.

## Safer Speeds

**Goal:** Reduce speeding and speed related crashes, injuries, and fatalities on King County roadways through multi-factor and multi-discipline approaches.

Number	Objectives	Key Performance Indicators	Proposed Tactics	Priority
1	Design: Use road engineering design to reduce speeding	<ol style="list-style-type: none"> <li>1. Implement roadway design in identified risk areas to reduce average or 85% speed</li> <li>2. Reduce injuries and fatalities associated with speeding</li> </ol>	Implement Federal Highway Administration <a href="#">Proven Safety Countermeasures</a> and the National Highway Traffic Safety Administration <a href="#">Countermeasures that Work</a> to support traffic safety, including items outlined by local partners such as: road design that reduces ability to speed that could include road diets, speed cushions, narrowing lanes, roundabouts, traffic calming, etc.	High
			Encourage changes in signal operations to reduce speed including resting red signals, etc.	
			Consider how road design and vegetation can support slower speeds	
			Evaluating corridors for speed reduction options	
2	Design: Change speed limit settings and increase signage for drivers	<ol style="list-style-type: none"> <li>1. Reduce speed in identified risk areas</li> <li>2. Reduce injuries and fatalities associated with speeding</li> <li>3. Increase signage in known risk areas as appropriate</li> </ol>	Design speed limits to support safety targets	High
			Change how we set speed limits to increase safety, not flow of traffic	
			Encourage road managers to install additional speed feedback signs where appropriate	
			Encourage road managers to install new and additional speed limit signage where appropriate and ensure existing signage is unobstructed	
3	Enforcement: Increase high visibility enforcement (HVE) for speed	<ol style="list-style-type: none"> <li>1. Increase number of citations and HVE scheduled events for speeding through coordinated HVE</li> </ol>	Increase the use of high visibility enforcement in communities	High
			Consider income-based fines and fees structure	
4			Encourage increased use in the community	Medium



	Enforcement: Increase automated enforcement for speed	<ol style="list-style-type: none"> <li>1. Increase the uptake of automated enforcement for speed in additional communities in King County</li> <li>2. Reduce injuries and fatalities associated with speeding</li> </ol>	<p>Encourage creating income-based fines and education</p> <p>Move camera enforcement for ticketing out of Law Enforcement duties</p>	
5	Education: Increase education of youth and parents on the dangers of speeding	<ol style="list-style-type: none"> <li>1. Increase knowledge of school age (all ages) children concerning the dangers of speeding</li> <li>2. Reduce the number of injuries and fatalities among young drivers due to speed</li> </ol>	<p>Peer to Peer programs like Teens in the Driver's Seat</p> <p>Using social media outreach to support youth education</p> <p>Parent education of dangers of speeding</p> <p>Education of youth in school curriculum on the impact of speed</p> <p>Empowering youth to create change in their communities</p>	Medium
6	Policy: Reduce the ability of vehicles to speed using speed limiting technologies	<ol style="list-style-type: none"> <li>1. Support the implementation of speed limiting technologies in city/county or business fleets</li> </ol>	<p>Encourage use of speed limiting technology among city/county or business fleets</p> <p>Use of speed limiting technology in fleet and delivery vehicles</p>	High
7	Policy: Encourage businesses to adopt speed policies for all drivers	<ol style="list-style-type: none"> <li>1. Increase the number of respondents reporting that their employer has a policy concerning speed</li> </ol>	<p>Encourage businesses to adopt speed policies</p> <p>Work with delivery and app-based businesses to adopt speed policies for all drivers</p>	Low
8	Policy: Change penalties for speeding infractions	<ol style="list-style-type: none"> <li>1. Partner with WTSC and other advocates to promote graduated scale for fines and fees</li> </ol>	<p>Lower the number of tickets required to get one's license suspended</p> <p>Introduce/reintroduce alternatives to tickets: traffic schools, reeducation of drivers, evaluation, etc.</p> <p>Research best practices for alternatives for tickets</p> <p>Consider increasing fines per infraction</p>	Medium
9	Collaboration: Promote the insurance companies to incentivize reducing speeds	<ol style="list-style-type: none"> <li>1. Partner with local insurance providers and groups to support the increase incentivization of reducing speeding</li> </ol>		Low

## Post-Crash Care

**Goal:** Increase access to first responder and post-crash trauma care; reduce response times and barriers to trauma care for all road users in a collision in King County.

Number	Objectives	Key Performance Indicators	Proposed Tactics	Priority
1	Data: Identify and incorporate additional healthcare and EMS data into traffic safety data resources	<ol style="list-style-type: none"> <li>1. Create data gathering, analysis and linkage strategies to incorporate EMS and healthcare data into traffic safety data analysis</li> <li>2. Ensure data is accessible to appropriate partners</li> </ol>	Including data on response times, access to care, gaps in care, connections to trauma responder systems, etc.	High
2	Collaboration: Identify ways to reduce response time and time to care	<ol style="list-style-type: none"> <li>1. Partner with EMS, first responders and trauma system partners to identify strategies to supporting reducing response times and increase care needs for traffic related crashes</li> </ol>	<ul style="list-style-type: none"> <li>Support improvements in access to care</li> <li>Identify alternative routes to response</li> <li>Develop engineering to support response efforts</li> <li>Support identifying ways to appropriately respond to community needs</li> <li>Support automated crash detection</li> <li>Reduce response times for first responders</li> <li>Support coordination among trauma partners to patient care needs</li> </ul>	Medium
3	Education: Provide public education to support post-crash care	<ol style="list-style-type: none"> <li>1. Increase knowledge among all road users and all ages on the importance of post -crash care and ways to support</li> </ol>		Medium

## Safer Roads

**Goal:** Reduce crashes, injuries, and fatalities on King County roadways through roadway design, engineering, education and policy advocacy with a specific focus on underserved historically disadvantaged communities.

Number	Objectives	Key Performance Indicators	Proposed Tactics	Priority
1	Policy: Support alternatives to driving to reduce vehicle use	1. Partner with transportation and land developers to identify ways to include transportation infrastructure in all planning	Support public transportation expansions to reduce vehicle use Partner to identify ways to reduce barriers to transit use for all users	Medium
2	Design: Support the implementation of engineering controls to support safety	1. Implement roadway design in identified risk areas to reduce collisions 2. Reduce injuries and fatalities for all road users	Implement Federal Highway Administration <a href="#">Proven Safety Countermeasures</a> and the National Highway Traffic Safety Administration <a href="#">Countermeasures that Work</a> to support traffic safety, including items outlined by local partners Encourage greater use of speed bumps Increase lighting along roadways for all road users Increase striping colors, lane painting, and refreshing lane markings Implement roundabouts to increase safety Encourage leading pedestrian intervals to support active transportation users Identify other low cost and high impact engineering controls Experiment with new and innovative safety improvements Increase crossing treatments at transit and rail stops Create wider shoulders and increase space for active transportation road users Complete ADA policy implementations e.g. audio crosswalks, curb ramp accessibility	High

			<p>Narrow road widths to reduce speed where possible</p> <p>Install raised crosswalks to reduce speed and increase safety</p> <p>Use temporary infrastructure projects to get quick solutions on the road</p> <p>Develop and implement lighting and signage for older drivers</p> <p>Provide protected intersections</p> <p>Create hardened center lanes</p>	
3	Education: Implement education of communities to support understanding safety and road design	<ol style="list-style-type: none"> <li>1. Increase knowledge of all road users on how to use the roadway safely</li> <li>2. Reduce the number of injuries and fatalities among all road users</li> </ol>	<p>Education of public on the use of roundabouts and other roadway designs</p> <p>Support the involvement of community members to design of engineering controls</p> <p>Implement culturally aware public education</p> <p>Create education of rural communities in a culturally appropriate way to support safety</p> <p>Education on safe rolling equipment</p>	High
4	Policy: Support the identification and implementation of funding preservations and maintenance	<ol style="list-style-type: none"> <li>1. Identify and support policies, grants, other funding streams to support roadway maintenance and safety</li> </ol>	<p>Support changes to how roadways are funding to be more similar to how utilities are funding, pay for use.</p>	High
5	Design: Support the implementation of engineering changes to support active transportation	<ol style="list-style-type: none"> <li>1. Partner with transportation and land use developers to promote inclusion of safe infrastructure for all road users in all planning</li> <li>2. Reduce the injuries and fatalities among active transportation road users</li> </ol>	<p>Support complete sidewalks</p> <p>Create dedicated bike lanes where possible</p> <p>Support mode separation</p> <p>Safer crosswalks to support pedestrians, leading pedestrian intervals, automatic walk (no push)</p> <p>Dedicated lanes/areas for walkers and rollers</p> <p>Prioritize multi-modal facilities</p>	High
6	Policy: Prioritize marginalized communities with	<ol style="list-style-type: none"> <li>1. Prioritize equity by supporting a focus on marginalized</li> </ol>		High

	community input in implementing safety changes	communities throughout all planning 2. Continue to ensure equity in all King County Target Zero Planning through systematic review		
7	Policy: Support policy changes to support road safety	1. Partners with policy experts and WTSC to support policy related to transportation safety, especially active road user safety	Implement road safety policies that could include no turn on red policies and others as appropriate	Low

### Safer Road Users

**Goal:** Increase knowledge of community and all road users on safe road use behavior through education, policy advocacy, incentivize appropriate behaviors and increase active transportation options to reduce crashes, injuries, and fatalities on King County roadways.

Number	Objectives	Key Performance Indicators	Proposed Tactics	Priority
1	Education: Education of road users on appropriate road safety and road use	1. Increase knowledge of all road users on appropriate road safety and road use 2. Reduce the number of injuries and fatalities among all road users	Implement all age education (from toddler through adults) Driver education expansion, re-education, and access, including in schools Incorporate education into health class speakers Create safety information, tools, videos Implement school-based bike safety Implement mobility education Collaborate with other transportation groups Use data, provide program information and data back to the community. Support helmet use for all ages Implement education on laws Provide elementary school education in multiple languages and culturally informed ways	High

			<p>Increase visibility of safe routes to school programs</p> <p>Implement education on walking impaired</p> <p>Center marginalized community voices</p> <p>Create education through educational touch points: media, DMV, dealerships, PSAs, radio, on the roads and walkways, clear language, more graphics, kids centered renewals</p> <p>Support peer education programs</p> <p>Work with community organizations already doing the work in underserved communities to support grassroots organizations and engagement within a community in traffic safety.</p>	
2	Policy: Support public policy to reduce unsafe driving behavior	1. Partner with policy experts and WTSC to support policy related to unsafe driving behavior	<p>Support passing and implementation of the .05 BAC Per Se Law</p> <p>Support passing laws supporting stricter and broader implementation of the ignition interlock program</p> <p>Support the implementation of speed cameras and other automated enforcement</p> <p>Support policy to fund high quality public transportation</p> <p>Support policies for ticket diversion</p> <p>Support policy for mandatory retesting for drivers</p>	High
3	Policy: Advocate for policy changes to support reducing disparities and promoting equity in traffic safety	1. Partner with policy experts and WTSC to support policy related to equity in traffic safety	<p>Support changes to fines and fees structure for ticketing and citations</p> <p>Supporting and reviewing alternatives to traditional traffic enforcement</p> <p>Support young driver education and access</p> <p>Research standardized vehicle technology to support safety</p> <p>Support vehicle licensing type based on vehicle technology tested on</p>	Medium
4	Collaboration: Create incentives for	1. Partner with local insurance providers and groups to support	<p>Incentivize good driving behavior</p> <p>Replace ticket cost for education</p>	High

	positive traffic safety behavior	the increased incentivization of good driving behaviors	Support reduced fair through ride share programs for a sober ride home	
5	Policy: Support public transportation to reduce the need for personal vehicles	1. Partner with transportation providers to expand transportation services for all users.	Encourage the expansion of transit hours (after the bars close) Support the implementation of free bus rides Evaluate ride share discounts or vouchers to support transportation	Medium
6	Data/Enforcement: Advocate for the evaluation of race and ethnicity data traffic enforcement in King County.	1. Partner with WTSC to identify ways to evaluate high visibility enforcement work for equity	This includes: 1) inclusion of race data in all traffic ticketing, injury, and crash data, 2) inclusion of race data in high visibility enforcement data, 3) evaluation of high visibility enforcement work for equitable implementation across communities.	High
7	Data: Evaluate the impact of Target Zero programs	1. Develop an evaluation plan for the Target Zero programs to ensure efficacy and equity	Evaluate for efficacy, equity and sustainability, through comprehensive data and process evaluation. Engage community partners and members with the evaluation.	Low

## Safer Land Use

**Goal:** Increase incorporation of land use practices into the planning and implementation of safety for all road users to include understanding of current active transportation behaviors and support incorporating engineering, land use planning, policy advocacy, education and research to reduce crashes, injuries and fatalities on King County roadways.

Number	Objectives	Key Performance Indicators	Proposed Tactics	Priority
1	Data: Understand and measure baseline active transportation user exposure	1. Partner with data professionals, WTSC, PSRC, and local partners to identify and implement ways to gather exposure data for active transportation users	To determine equitable and safe active transportation participation	Medium

2	Design: Support engineering solutions to support active transportation	<ol style="list-style-type: none"> <li>Partner with local engineer and transportation planners to support engineering solutions for active transportation users including identify grant funding</li> <li>Implement engineering solutions to reduce injuries and fatalities of active transportation users</li> </ol>	Implement Federal Highway Administration <a href="#">Proven Safety Countermeasures</a> and the National Highway Traffic Safety Administration <a href="#">Countermeasures that Work</a> to support traffic safety, including items outlined by local partners	High
			Install protected bike lanes where appropriate	
			Develop connected sidewalks where appropriate	
			Launch road safety assessment with elected officials	
			Install lighted pedestrian crossings to include street lighting and rapid flashing beacons	
			Increase use of all-way walk crossings as indicated	
			Increase roundabout use as appropriate	
			Install more clear signage as needed	
			Support infrastructure design that supports the movement of first responders	
			Ensuring equitable financial investment and distribution to support traffic safety.	
3	Policy: Advocate for the inclusion of active and safe transportations options in land use standards and regulations	<ol style="list-style-type: none"> <li>Partner with transportation and land use developers to support the inclusion of transportation infrastructure in all planning</li> </ol>	Require sidewalks in residential areas as appropriate	Priority #1 High
			Encourage removing parking minimums	
			Consider parking maximums	
			Develop more spaces for active transportation vehicle parking	
			Incorporate dense and active transportation supported communities in urban areas	
			Encourage mixed use zoning	
			Support transit oriented and incentivized housing and land development	
			Incorporate bikes into design	
			Support data driven land use decisions to increase safety	
4	Education/Design: Education of partners	<ol style="list-style-type: none"> <li>Increase knowledge of including traffic safety in land use design</li> </ol>	Education of elected leaders and officials in decision making seats	Low



	and public on incorporating safety into land use design	among land use and building partners	Coordination among engineering partners to support safety Educate public on road facilities	
5	Data: Research additional data elements to connect the traffic safety and land use conversations	1. Identify and implement additional data metrics to support the measurement of the connection between traffic safety and land use	Evaluate data for race, socio-economic status, serious injuries and fatalities and land use Incorporate data on community, socioeconomic and sociodemographic characteristics to provide a deeper understanding of inequities Identify metrics to reduce speed in and near housing developments Evaluate roads that could be decommissioned to support active transportation and reduce carbon emissions Identify crash patterns tied to land use and housing costs Identify safety threshold metrics for safe land use Analyze fatality data for overlap and connections between multiple risk factors. Analyze fatality data for sub-county trends. Incorporate new forms of data and integrate data to provide a holistic picture of inequities.	High

## Safer Vehicles

**Goal:** Increase safety in the vehicles on King County roadways through policy advocacy, implementing new technology, education and advocacy for programs to support vehicle maintenance, creating equitable fines and fees structure, and policy implementation to reduce crashes, injuries and fatalities.

Number	Objectives	Key Performance Indicators	Proposed Tactics	Priority
1			Install on big trucks Install on habitual offenders	High

	Design: Installation of Speed Limiters to reduce speeding	<ol style="list-style-type: none"> <li>1. Encourage implementation of speed limiting technologies in city/county or business fleets</li> <li>2. Support policy makers and WTSC in implementing speed limiters for habitual offenders similar to ignition interlock</li> </ol>	Install on fleet vehicles	
2	Education: Increase driver education on new vehicle usage and features	<ol style="list-style-type: none"> <li>1. Partner with driver education professionals to increase knowledge driver education on new vehicle technology and usage</li> </ol>	<p>Support equitable and accessible education on all vehicle technology and use</p> <p>Educate parents on parental control options to support safety</p>	High
3	Policy: Advocate for change to vehicle ratings, sizing, and licensing	<ol style="list-style-type: none"> <li>1. Advocate with policy partners to support changes to vehicle standards to support safety</li> </ol>	<p>Create new vehicle ratings for pedestrian safety</p> <p>Standardize safe following distance guidelines</p> <p>Support laws to support safe technology</p> <p>Support different drivers licensing based on vehicle size and technology</p> <p>Install emergency braking</p> <p>Support regulation of size of vehicles</p> <p>Automakers to increase visibility of vehicles</p> <p>Decrease vehicle size and weight</p> <p>Support vehicle and road design that incorporates all road users</p>	High
4	Policy: Support programs to financially support vehicle maintenance programs and safe driving	<ol style="list-style-type: none"> <li>1. Partner with law enforcement, policy partners, WTSC, and others to support programs for vehicle maintenance</li> </ol>	<p>Implement car safety inspections</p> <p>Insurance incentives for youth for safe driving</p> <p>Distribute fix it ticket vouchers</p> <p>Installation of after-market technology for older vehicles</p>	Medium
5	Policy: Incentivize safety standards and vehicle maintenance	<ol style="list-style-type: none"> <li>1. Partner with policy partners, WTSC, and others to support policies to promote safety through the meeting of safety standards</li> </ol>	<p>Increase licensing fees for heavy trucks in an equitable way</p> <p>Following Federal policy development for implications at State Level in vehicle safety standards</p>	Low

6	Policy: Support implementation of regulations and technologies to support safety	1. Support the implementation of regulations and technologies to support safety in all Target Zero programming	Advocate for the implementation of the HALT act that requires all new vehicles come equipped with passive impaired driving detection	High
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## VI. Coordinated Planning Format

A coordinated planning effort will be used to implement the objectives and tactics outlined in the strategic plan as well as the yearly operational plans that outlines Target Zero work items.

**Planning Process:** Standing and ad hoc Coalition groups will use continual improvement planning methods. Planning will engage participants from a wide diversity of disciplines and focus areas. The committees will use a standard planning process that incorporates opportunities for evaluation and continual improvement to ensure efficacy and equity in all our planning initiatives.



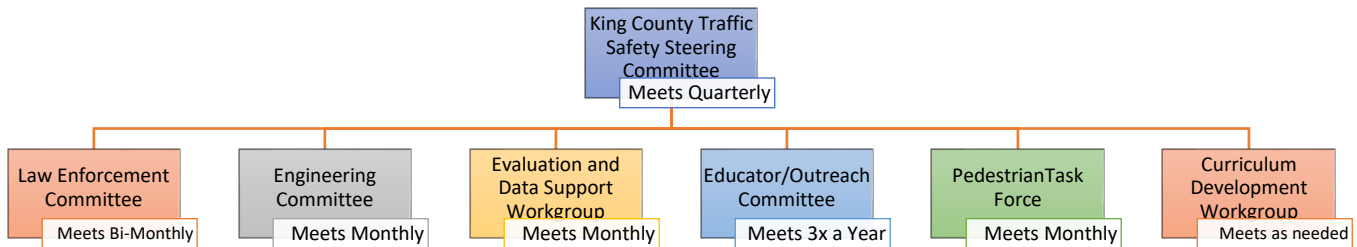
**Planning Committees:** Sub-committees and workgroups will carry out planning work. This structure will help support bringing together additional partners to address a multitude of multi-disciplinary topics in traffic safety planning for King County.

Committee/ Workgroup	Purpose	Participants	Meeting Schedule
Steering Committee	<ul style="list-style-type: none"> <li>Support the development and execution of the goals and investments of traffic safety work for King County.</li> <li>Review current work progress and provide support to reduce barriers to success</li> <li>Provide strategic input on program implementation when needed</li> <li>Ensure a focus of equity and social justice in all program planning and implementation</li> </ul>	Invited participants from across the traffic safety spectrum that effectively represent the community we serve in King County to include: <ul style="list-style-type: none"> <li>Law enforcement</li> <li>Community organizations</li> <li>City/regional government participants</li> <li>Public health/Healthcare</li> <li>Engineering/public works</li> <li>Schools (including driving schools)</li> <li>Prosecutors</li> <li>Other as appropriate</li> </ul>	Quarterly
Law Enforcement Committee	<ul style="list-style-type: none"> <li>Review and provide input on grant requirements concerning</li> </ul>	<ul style="list-style-type: none"> <li>Law enforcement</li> <li>Other community partners as interested</li> </ul>	Bi-Monthly

	<p>programs and high visibility enforcement programs</p> <ul style="list-style-type: none"> <li>• Support program goals and tactics involving law enforcement participation</li> <li>• Explore alternatives to enforcement strategies</li> </ul>		
Engineer Committee	<ul style="list-style-type: none"> <li>• Support the program goals and tactics involving engineering</li> <li>• Provide engineering input on any other applicable work</li> </ul>	<ul style="list-style-type: none"> <li>• Public works/engineering</li> <li>• Other community partners as interested</li> </ul>	Monthly
Evaluation and Data Support Workgroup	<ul style="list-style-type: none"> <li>• Support the evaluation of program work with a specific emphasis on equity and social justice needs</li> <li>• Support the identification of needed data to support programming for traffic safety with a specific emphasis on equity and social justice needs</li> <li>• Support standardization and transparency in transportation data and planning to the best of their ability</li> </ul>	Open to all participants interested in supporting evaluation and data needs for traffic safety work. Specifically target participants that represent the diversity of the community to ensure the appropriate representation in the data gathering and evaluation process	Monthly
Educator/ Outreach Committee	<ul style="list-style-type: none"> <li>• Support the work of community educator and outreach personnel on disseminating education about traffic safety topics</li> <li>• Provide training and resources on traffic safety education best practices</li> <li>• Integration of safer road user education and outreach</li> </ul>	Open to all participants interested in information and collaboration on education and public outreach materials and topics. Suggested representation from first responders and all community organizations that do public education and outreach	3 times a year
Pedestrian Task Force	<ul style="list-style-type: none"> <li>• Identify areas and topics of emphasis in South and all of King County</li> <li>• Identify projects to fund to support pedestrian safety</li> <li>• Review and provide feedback on projects to fund proposed by community partners to support pedestrian safety</li> </ul>	Open to all participants interest in Pedestrian Safety with specific emphasis on South King County area.	Monthly
Curriculum Development Workgroup	<ul style="list-style-type: none"> <li>• Support the development of educational curriculum and media messaging materials as required by goals</li> </ul>	Participation will vary depending on the curriculum needed to develop and the target audience	As Needed*

\* Meeting schedule and frequency will depend on topic and requested need from other committees or groups

### Graphic Representation of Traffic Safety Planning Structure



An all-partner meeting will be conducted once a year to bring together all participants from around King County in traffic safety work, to evaluate the learnings from the previous year, identify key areas for work for the coming year and allow for cross discipline sharing on key topic areas.

Additionally, Target Zero Managers and coalition members will attend relevant King County and state partner meetings to share additional information and gather feedback on work projects and implementation efforts. Specific community-level engagement events may be convened to gather additional, feedback, input, and support from community partners. All planning efforts will be focused on equity and social justice principles, and to achieve that goal may require the coordination with additional planning groups, community groups, the public and other organizations as appropriate.

## VII. Review Process and Updates

**Strategic Plan Review:** The strategic plan will be officially reviewed every three years. At this time community partners will be convened to conduct a thorough review of previous goals, objectives, and key performance indicators to see which have been met and which are still outstanding. The group will gather additional up to date data and go through a consensus process to develop a new three-year strategic plan. The plan will seek review and buy in from all relevant community partners and officials.

**Goal Review:** Goals will be reviewed on a yearly basis by the steering committee to ensure they are still relevant to the King County traffic safety work and evaluate their level of completion compared to the key performance indicators. A survey will be distributed to Coalition partners yearly to gauge work on the goals and tactics not under the direct purview of the Coalition. A summary of the survey will be distributed to partners and reviewed by the steering Committee.

A short, written summary of any changes, additions, or edits at this time will be attached to the current strategic plan to document the changes. All changes will be reviewed and approved by the steering committee and the committees and workgroups they are pertinent to.

**Goal/Objective Addition Process:** Additions and changes to the strategic plan are not meant to be taken lightly as they may impact the ability to complete other work priorities. If at any time in the three-year strategic plan process a need arises to make additions to a goal, objectives, or key performance indicator. A short, written proposal (2-paragraphs max) should be prepared to support the changes. This justification will be presented to the steering committee for approval to amend the strategic plan and plans should be made for the support and timeline of completion of this additional work. The changes should be attached to the current strategic plan for documentation. Additions could be made for the following reasons:

- To address grant funding requirements
- Addition to work plan due to work of other partner agencies or local officials (e.g. state-level work, local elected officials, Board of health, etc.)
- In response to dramatic increase in incidents of a specific traffic hazard as shown by local King County or state-level data
- Recommendations created through the King County Child Death Review
- Other reasons as deemed appropriate by the steering committee.

## Appendix A: Participants in Planning

### Participating Organizations in June 6<sup>th</sup> Strategic Planning Conference

- 911 Driving School - Bellevue
- AAA Washington
- Bellevue Police Department
- Black Diamond Police Department
- Cascade Bicycle Club
- Central Region EMS and Trauma Care Council
- City of Bellevue
- City of Des Moines
- City of Federal Way
- City of Kent
- City of Kirkland
- City of Sammamish
- City of Seattle
- City of Shoreline
- City of Tacoma
- CM Girmay Zahilay
- Disability Rights Washington
- Harborview Medical Center
- Institute of Transportation Engineers
- JMT
- Kent Police Department
- King County 911 Program Office
- King County Metro
- King County Prosecutor's Office
- King County Sheriff's Office
- King County Sheriff's Office/SeaTac Police
- Mothers Against Drunk Driving
- Neighborhood House
- NW Insurance Council
- Partner in Employment
- PRR
- Public Health - Seattle & King County
- Puget Sound Regional Council
- Renton Police Department
- Sandy Williams Connecting Communities
- Seattle Department of Transportation
- Seattle Neighborhood Greenways
- Seattle Police Department
- Snohomish county Sheriff's
- Target Zero Pierce County
- University of Washington
- Washington Department of Transportation
- Washington State Department of Health
- Washington Traffic Safety Commission



## Appendix B: Child Death Review Recommendations

A Child Death Review (CDR) process has been in place in King County since 1998, reviewing traffic collision related deaths, in youth age 0-17yrs. that occurred in King County, every other year. The CDR team uses data from multiple sources including medical examiner autopsy reports, death scene investigations, medical records, law enforcement reports, emergency medical services records, public health records, local health board records, Child Protection Services history, court records, and Washington Traffic Safety Commission and other traffic related experts to review each case. Cases are reviewed and identified by the King County Medical Examiner's Office staff each month and sent to the CDR coordinator at Public Health – Seattle & King County. The King County Medical Examiner provides detailed information including death investigation reports and police reports to the CDR coordinator. The CDR coordinator additionally gathers information from schools, medical records, Child Protective Services, court teams, etc. and compiles written case summaries. Case summaries are distributed to CDR participants a week before the meeting for review and additional data gathering.

During the CDR process, the CDR coordinator provides a high-level overview of each identified case and addresses any preliminary questions or missing information. The King County Medical Examiner then reviews their findings from the case. Participants from schools, law enforcement, child protective services, medical facilities, etc. are then asked to provide any additional information. Following each case, the group will discuss any possible recommendations for future prevention measures. Recommendations are distributed to participants and presented to community partners following all CDRs. Following the review the recommendations are presented to the Washington Traffic Safety Commission by the King County Target Zero Managers. The group discusses additional priorities and strategies for prevention and identifies key action items locally and state-wide. The recommendations created through the CDR process are critical to shaping the priorities and objectives for King County traffic safety work and are incorporated into the goals and objectives outlined in this document. Please see Appendix B for a full outline of recommendations from the three most recent CDRs on traffic safety.

### **Recommendations from July 14, 2021 Traffic Review**

#### **Education**

- Provide pedestrian safety education to immigrant and refugee communities.
- Advocate for additional supervision and rider training for ATVs, including the appropriate sizing and passenger safety
- Increase training including re-certification within tribal communities on car seat safety
- Public messaging and awareness of cannabis impairment and impacts on safety while driving
- Outreach with high schools and private driver's education schools to discuss the dangers of speeding

- Promote education on parking lot and street safety for young children, especially when families have multiple young children
  - DOH Child Profile safety flyers should include information on parking lot safety and multi-tasking as a parent with multiple young children
  - Discussions at well-child exams
  - Teach children about parking lot and street safety within childcare settings as part of early learning achievement rating system standards
  - Posters could also be put up in high-traffic offices such as pediatrician offices, WIC, food pantries, churches, etc.
- Public messaging for hit/run collisions to not pursue and call 911; aggressive driving emphasis with enforcement work

### **Engineering**

- Research which road features (including engineering guidelines and street standards) can be implemented to protect pedestrians.
- Research yellow flashing lights, including serious injuries and fatalities involving them and relevant education provided by Department of Licensing.
- Parking lots at busy shopping centers should have signage warning people to keep a close eye on young children & have wider parking stalls available for families with young children
- Advocate for more streetlights in rural areas
- Support increased funding for infrastructure for bicycle and pedestrian safety, particularly within marginalized communities

### **Programmatic**

- Completing a thorough death scene investigation when there's indication a traffic fatality may have been intentional (asking family about mental health status of the driver, past suicidal ideation, etc.)

### **Policy**

- Research elderly driver safety, including best practices, laws in other states, retesting, and programs to improve driving skills. Use findings in recommendation letter to be sent to the Washington Traffic Safety Commission.
- Research mandated and incentivized motorcycle training for motorcycle endorsement.
- Advocate for tiered motorcycle licensing system, including graduated driving license for motorcyclists.
- Research if there is home ownership/property ownership liability regarding ATV trails and sources, similar to having a pool at the home.
- Advocate for additional laws surrounding ATV on private land and courses
- Intermediate Driver License standards should be in line with best practice
  - Licensure restrictions increase to 1 year
  - Change licensing curfew times from 1-5am to 9pm-5am (take into consideration equity concerns and ensure youth who need to work or have other activities at night be except from curfew)
  - Support licensing curriculum improvements, including driver's education in schools

- Family Resource Centers should be funded (perhaps by Best Starts for Kids) to be located in housing complexes with high proportion of younger children in marginalized communities
- Discontinue the practice within schools of responding to youth beginning to disengage from school with suspensions/expulsions; additionally, when a youth is suspended for drug/alcohol use, require a drug/alcohol assessment to ensure access to needed services
- Advocate for use of reflective gear with youth – clothes, backpacks, bike lights
- Provide cannabis use and crash data to Liquor & Cannabis Board

#### **Other Strategies**

- In line with best practice, discontinue use of the term “accident” in traffic fatality summaries, with use of terms collision/crash/incident instead
- Continued connection with Muckleshoot Tribe and other tribal entities to support coordination on Child Death Review work

#### **Recommendations from August 10, 2022 Traffic Review**

##### **1) Influencing Policy and Legislation**

- a. Increase funding for toxicology reports on all decedents(I have just drivers in my notes) in traffic fatalities. WA State Toxicology Lab currently has a 10 to 12 month backlog waiting for results.
- b. Restrict size of motorcycle youth under 18 years-old can operate
- c. Review intermediate drivers licensing laws
- d. Identify locations on HWY 99/Pacific Highway South where there are 4 lanes without dividers, recommend widening

##### **2) Changing Organizational Practices**

- a. Recruit CDR committee participation from Puget Sound Educational Service District (ESD) for traffic fatality review (Whitney has already reached out to Lane Krumpos with ask)
- b. Recruit WA Department of Licensing in traffic fatality reviews

##### **3) Fostering Coalitions and Networks**

- a. Outreach to school and youth programs to get feedback on driver’s education access

##### **4) Educating Providers**

- a. Share more broadly with CDR committee members, school districts, other providers in King County

##### **5) Promoting Community Education**

- a. Identify and increase opportunities for low income youth to take driver’s education before age 18 (Equity)
- b. Implement Anti-Racism and Pro-Equity Trainings within each organization (and their contractors) participating in Child Death Reviews
- c. Work with motorcycle dealers association in Washington State to assist with educating buyers re: youth and safety

## 6) Strengthening Individual Knowledge and Skills

- a. None identified

### Recommendations from May 8, 2024 Traffic Review

#### Recommendations:

- 1) Moving violations should be based on percentage of income rather than a flat rate, potential for impacting folks regardless of socioeconomic status.
- 2) Increase language access for parents when their children/youth have traffic/moving violations.
- 3) Implement a program that engages parents in education if a teen has been cited for excessive speeding, racing, etc. (implement #2 above to support this effort)
- 4) Add a penalty enhancement when a driver has multiple infractions for speeding 20+ over the speed limit – include additional penalty when driver and/or passengers are unrestrained at the time.
- 5) Vehicle manufacturers should be required to install *speed limiters* that can be used to select a speed that the car should not exceed.
- 6) Brick mailbox structures are significant fixed object hazards and should not be allowed in street right-of-way.
- 7) Traffic safety partners will continue to pursue recommendations and craft a letter for leadership and officials on the findings of Child Death Review and other local efforts.

#### Resources:

- 1) [Senate Bill 5800](#): Improving minor driver's licensing in Washington State.
- 2) [Teens in the Driver Seat](#): National peer-to-peer safety program for middle school and high school students.
- 3) [U in the Driver Seat](#): A peer-to-peer educational program for college students dedicated to reducing car crashes.
- 4) [Statewide Survey Dashboard - Washington Traffic Safety Commission](#): Shows data from WA Traffic Safety Commission survey of WA residents. See King County responses on left side of page that includes attitudes and behaviors related to speeding, phone use.
- 5) [Strong Graduated Licensing Laws Maximize Benefits](#) article from Insurance Institute of Highway Safety (IIHS)

#### Other Discussion Topics:

- 1) Are there any examples of restorative justice practices for traffic infractions or parties involved in traffic fatalities?
- 2) There are ways to detect speed with sensors that do not involve cameras, several pilots are in progress right now in King County that use this technology.
- 3) The Washington State Traffic Commission (WSTC) funded enforcement shifts to increase enforcement by various police departments. In King County they have arrested 72 for

DUI, issued 412 distracted driving infractions, and 1,316 speed citations between October 1, 2023, and April 30, 2024.

- 4) Large street racing events have been a focus for law enforcement agencies with successful prevention, but smaller street racing events are difficult to track or as planners are utilizing “covert” social media pages and online portals. See [media](#) coverage of a concerning street racing event in Seattle last week.
- 5) Efforts are underway to improve the corridor that stretches between Renton and Kent that was the location of two fatalities and recent Renton multiple fatality crash.
- 6) Build up transit system to support mass transit options.
- 7) Graffiti removal helps prevent additional graffiti.
- 8) The driver’s test currently in use was developed in the 1950s.

## Appendix C: Data Walk Exercise

Below are the comments provided during the data walk as written by participants in the exercise.

### Observations

- These are people! They have friends, family, coworkers, pets, jobs, and houses
- All roads are not the same State Route 167 and Rainier S. change from wide to narrow and no homes to residential
- Interesting that PEDs/cyclists responses (to reported experiences) surrounded safety concerns, while drivers reported perceived frustrations/delay concerns
- Lack of data on the people involved in serious injuries
- Crashes seem more skewed to South King County
- The majority of fatal crashes are occurring on wide principal arterials that serve both highway and urban arterial functions
- State routes are killing people
- We are in pedestrian safety emergency
- Speed is always a factor in fatal collisions. Biased data reporting?
- Under “self” reporting seems common
- Data collection specifics. Distracted is too broad
- I thought it was interesting that impairment didn’t show up as a leading factor in serious injuries
- CBO take away: “create a sense of communal responsibility” how are we doing this?
- Interesting that fatalities in older drivers are steady 2021-2023, but younger drivers fatalities are way up
- Surprised by low percentage of workplace policies requiring safer driving habits
- Recognize that death toll is higher due to underreporting, fear of ICE if undocumented, deaths after 30 days
- Pedestrian distractions (distracted while walking)
- Obvious questions why the increase?
- Order questions. How does demographic data relate to causal factors – roadways design, alcohol impairment, etc.
- Add data on safety inputs. New spending on separating use
- Interesting seeing how low the comfort level is for safety action behavior
- “Pedestrian Distraction” Is not going to kill others! Don’t let it become a priority topic
- Family Rule for some items was very low
- DWI is still and always been a leading cause of collisions
- DUI increased
- It’s hard to image there isn’t an underreporting of illegal behavior

- Equating crashes in societal costs puts a dollar value to people's lives. I don't want my friends and family to be reduced to a dollar value
- Disproportionate number of people of color
- Second the concerns about asking drivers about ped/bike behaviors that are perfectly legal
- Questions about "drivers experiences around ped/bike" are bad
- Don't lead drivers to think legal behaviors are a problem doesn't support "together we get there" mindset
- Reframe questions! Don't blame victim ( i.e. peds not using marked crosswalks)
- The 3 factors under "driver experiences around peds/cyclists" are all legal activities by peds/cyclists and framing them as a problem is concerning
- Challenge – significant and time-consuming engagement is frustrating to communities when there is no/little resource for follow through
- "Target Zero" name is offensive to tribes. Something like "arrive together" or "arrive alive" may be more inclusive

#### **Additional Data Needs**

- Post crash care – what is the amount of time that is critical for fire/emergency response to respond to an event vs. traffic calming (speed cushions)
- Percentage of fatal/serious injury pedestrians under the influence
- Percentage of pedestrians involved in fatal/serious injury crossing in prohibited areas (i.e. between crosswalks, mid-block etc.)
- Percentage of pedestrians crossing on no walk signals
- For leading roadways with pedestrian involved crashes, would be useful to know more about contributing factors for each roadway
- Crash rates are important. What is the exposure? Traffic volumes? Lane-miles?
- For the leading motor vehicle roadways, additional information on contributing factors for each roadway would be useful
- Are freeway pedestrian fatalities/serious injuries broke out by whether true pedestrians compared to those outside broken down vehicles or roadworker or LE/First Responder
- Data on make/models of cars would be good to see
- How come I-5 has more pedestrian involved fatal crashes? Is it people walking to get gas or fixing a tire?
- Death on scene data is available from law enforcement
- Death after collisions data is available via WA Trauma Registry
- Add post-crash care data details
- What are the land use patterns associated with the 10 leading roadways with  $\geq 3$  fatal crashes in King County?
- Land use – what are the trends by land use? What tools do practitioners have?
- How many people driving a vehicle for work purposes are involved in road crashes?

- Pedestrian fatality/injury on I-5 is confusing. Does this include on/off ramps? If so, what are the conditions of those?
- Where is the data on fatigue?
- More data on when “older” drivers skills deteriorate and cause more crashes
- What is the street facility where crashes occur (lane width, curb, protected bike lane, sidewalk, etc.)
- Add ADA transition plan status completion levels
- Any association with helmet law changes
- Unhoused population data?
- Other details like time-of-day weather conditions.
- Who is surviving these accidents? Does income and or race play a role? Are under resourced communities more dangerous?
- More data on youth impaired driving
- Distinguishing traffic collisions – type would be helpful (single vehicle, multi-vehicle, intersection, non-intersection)
- More data needed on: impact of health care access on fatality/serious injuries rate differences for white vs non-white populations
- I’d like to know the racial break-down of survey respondents

### **Opportunities**

- Need a major focus on on/off ramp safety for pedestrians
- SRs – is this the stretches where cities set speed limits and decide designs? Break down by jurisdictional responsibility to find who can change things
- Do we have a way to register under the influence for cannabis use?
- Regarding support (or lack thereof) of enforcement: what is the reason behind lack of support? Is it that respondents think its no big deal? Concerns of equitable enforcement?
- Collect more risk data using GPS/cellphone data and telematics
- Overlay sidewalk data and posted speed limit in the ped/bike to identify engineering needs
- Post Crash Care – what are the issues in this element? Tools for practitioners?
- Wide, overbuilt roadways create opportunities for reclaiming space for active transportation users
- Are we leveraging AI tools to extract unexpected corollaries?
- King County high injury network?
- Need to ask people why they don’t wear their seat belt
- Pursue shared risk and protective factors to grow safer drivers. Overall healthier, more prosperous people
- Data seems to emphasize reactive approaches to traffic safety – what about proactive? I’m not sure what those questions would look like yet though



- Lack of prioritization of traffic safety investments to be most effective at reducing crashes
- The recent increase in serious/fatal crashes would not be related to roadways design issues, focus more on the causes of the recent increase?
- Cross-reference post-crash data with EMS/healthcare access
- Young people need equal, quality access to Driver Education Providing more community leadership opportunities to have ownership in elements of traffic safety
- Opportunities to partner with health organizations for post-crash care
- Distracted Driving
- For distracted driving, maybe start installing permanent sign to within local roads to remind drivers not to use their phones as a more affordable approach
- Opportunities to make pedestrian crossings uncomfortable away from crosswalks
- Evaluate concentration of crashes by facility type; then root cause; then identify strategies to address (i.e. ped crashes on I-5 in King County)
- Has there been any thought into media influence on younger drivers?
- Opportunity to narrow gap in perceived norms
- Focus on those who carry the most mass and speed into crash. It isn't the pedestrian
- How do we message pedestrians about impairment?
- Youth drivers
- How can we help people feel more comfortable promoting traffic safety with their friends and family?
- Equity – how can we talk about the racial disparity – it is a sensitive topic
- Opportunity – bring the tribes together for a discussion about safety
- Community engagement! Are there any questions about alternative to driving as solutions?
- Resources tribes and tribal-serving organizations to develop their own campaigns and strategies
- Like the idea of education, like the idea of speed cameras, survey results might be biased in some cases
- Opportunities- community transportation organizing ambassadors compensated by governments
- How does public support (or lack there of) for enforcement of speed guide decisions making to improve traffic safety?
- CBO engagement – increase language accessibility of safety signage