



National Summit for Rural Traffic Safety Culture 2010

What are the challenges and benefits of adopting a zero death goal?

Breakout Group 04

Challenges and Barriers

- status quo – inertia.
- Economic considerations – may not be best use of funds – or – may refuse to trade away safety.
- No national goal makes it difficult to bring everyone on board. Lack of having everyone on board makes national goal elusive.
- Lack of measures makes it weak. Strong goal and stated objectives add power to the program.
- Keeping the health community engaged is difficult but essential.
- Difficulty getting money to local city and county groups and Indian Nations.
- Challenge of inflexible fund use rules. Funding should be flexible where state has a high quality program and is performing well.



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Barriers

- Fear of being held responsible for stretch goal established by others.
- Current business keeps us occupied, hard to break the cycle and start a new process –may need to get everyone together.
- Challenge of developing a collaborative approach, getting beyond the governmental units isolation. Participant must not try to win for their self. Allow group to enjoy the success.
- Data needed to support movement.



Promising Approaches

- TZD versus absolute zero and identified date – TZD is more acceptable for getting underway.
- A “corridor program” in a high crash area may be a way to trial this before going for an entire state.
- Increased use of road safety audits, done right, builds relationships and breaks down barriers between disciplines.
- FHWA moving with state for system-wide roadway improvements and away from reactive safety strategies.
- Construction efficiency of system-wide applications.
- Strategic highway safety plan/present TZD knowledge exists and can easily picked up by the next interested user.



Success Stories

- Minnesota's TZD has worked, has delivered and no one has been fired. Is also working elsewhere.
- Washington State's Target Zero has met all intermediate goals to eliminate traffic deaths by 2030. The legislators are now asking if requested legislative actions are in accordance with Target Zero.
- Setting aggressive interim goals has been a powerful tool where used is a world best practice. Where the goal is seen as real and intended to be achieved, it has been effective.
- High visibility enforcement has demonstrated its ability to change driver behavior.
- Secretary LaHood's recent activity has demonstrated what a "champion" can do for an issue.



Information Gaps/Needed Research

- Data remains challenging.
- Process measures/performance measures of success are needed.
- Need to do a better job of marketing the safety program to the public.
- Personal impacts of traffic safety could be drawn upon more powerfully.



NEEDED RESEARCH

- Research should underpin the establishment of goal.
- Data needs to be simplified and made understandable by the public. What does it mean?



In closing...

- The Target Zero/Toward Zero Death concept has already demonstrated an ability to overcome inertia.
- It is a powerful tool for creating a climate of change.

