Target Zero Teams

AAMVA AIC

August 22, 2012

Darrin Grondel, Director
Washington Traffic Safety Commission
- Total traffic deaths
  - 2000 = 631
  - 2009 = 492
  - 23% decrease

- Impaired driving traffic deaths
  - 2000 = 270
  - 2009 = 265
  - 2% decrease

(Paradigm Shift)

- In 2009 impaired-driver-involved traffic deaths accounted for 54% of all traffic deaths in Washington.
Target Zero Teams

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

Essentials
TZT on Facebook
SELECT A COUNTY

To see when and where special DUI patrols will be...

waTikileaks.com
South King County

**Friday August 19th**

**South King County**

**Start:** August 19, 2011 12:00 am  
**End:** September 5, 2011 12:00 pm

Beginning August 19, 2011, in addition to ongoing enforcement, 14 South King County law enforcement agencies will have officers out looking for impaired drivers. The extra patrols will occur through September 5, 2011.

**Friday August 19th**

**Downtown Bellevue**

**Start:** August 19, 2011 8:00 pm  
**End:** August 20, 2011 3:00 am

Extra DUI patrols for the Drive Hammered Get Nailed campaign will be happening Friday night in Downtown Bellevue.

**Saturday August 20th**

**Issaquah**
Billboard Media Event
Click it 2 Ride
Choose Your Ride.
Under the Influence? Under Arrest!

SNOHOMISH COUNTY DUI & TARGETZEROTEAMS

Billboard at Raceway
Alcohol Server & Seller Outreach
Coasters distributed to bars
Window clings placed at mini-marts on beer coolers
Posters distributed to alcohol servers. “Let your customers know we have strong DUI enforcement in this area.”
<table>
<thead>
<tr>
<th>21 Months</th>
<th>DUI</th>
<th>Speed</th>
<th>Restraints</th>
<th>Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSP D1</td>
<td>1,156</td>
<td>3,013</td>
<td>649</td>
<td>14,437</td>
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<tr>
<td>WSP D2</td>
<td>1,975</td>
<td>5,496</td>
<td>545</td>
<td>10,854</td>
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<td>WSP D7</td>
<td>1,737</td>
<td>7,543</td>
<td>588</td>
<td>13,811</td>
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<tr>
<td>WSP Totals</td>
<td>4,868</td>
<td>16,052</td>
<td>1,782</td>
<td>39,102</td>
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<tr>
<td>Pierce Local</td>
<td>311</td>
<td>615</td>
<td>24</td>
<td>4,680</td>
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<tr>
<td>King Local</td>
<td>343</td>
<td>702</td>
<td>88</td>
<td>7,553</td>
</tr>
<tr>
<td>Snohomish</td>
<td>171</td>
<td>469</td>
<td>31</td>
<td>4,939</td>
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<tr>
<td>Local Totals</td>
<td>773</td>
<td>1,744</td>
<td>145</td>
<td>16,321</td>
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<tr>
<td><strong>Total</strong></td>
<td>5,641</td>
<td>17,796</td>
<td>1,927</td>
<td>55,423</td>
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</table>

Over 55,000 Contacts
### Over $13 M in Activity

<table>
<thead>
<tr>
<th>21 Months</th>
<th>DUI</th>
<th>Speed</th>
<th>Restraints</th>
<th>Total $</th>
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<tr>
<td>Total Activity</td>
<td>5,641</td>
<td>17,796</td>
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<td>$1,975</td>
<td>$140</td>
<td>$124</td>
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<tr>
<td></td>
<td>$11,140,975</td>
<td>$2,491,440</td>
<td>$238,948</td>
<td>$13,871,363</td>
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<tr>
<td>County</td>
<td>2005-2009 Average Deaths July-June</td>
<td>Deaths July1, 2010 to June 30, 2011</td>
<td>Deaths 2005-2009 Average Deaths July to March</td>
<td>Deaths July1, 2011 to March 31, 2012</td>
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<tr>
<td>-----------</td>
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<td>-------------------------------------</td>
<td>-----------------------------------------------</td>
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</tr>
<tr>
<td>King</td>
<td>105.4</td>
<td>69</td>
<td>77.4</td>
<td>63</td>
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<tr>
<td>Pierce</td>
<td>57.6</td>
<td>41</td>
<td>45</td>
<td>30</td>
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<tr>
<td>Snohomish</td>
<td>45.8</td>
<td>39</td>
<td>33.8</td>
<td>30</td>
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<tr>
<td>Total Project</td>
<td>208.8</td>
<td>149</td>
<td>156.2</td>
<td>123</td>
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<tr>
<td>Lives Saved</td>
<td></td>
<td>59.8</td>
<td></td>
<td>33.2</td>
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</table>

93 Fewer Deaths
• Project goal = 40% reduction = 80 fewer deaths
• 24 months = 93 fewer deaths
• $6.1 million per death
• Crash cost avoidance = $567,300,000

Over half billion in crash cost avoidance
$567,300,000 Crash Cost Avoidance

+ $13,871,363 (DUI, Speed, Seat Belt)

= $581,171,363 total / $4.5 million investment

**129:1 Return on Investment**
Change in Traffic Deaths: Target Zero Teams Counties vs. Control Counties

- **All Traffic Deaths**: Target Zero Teams Counties saw a decrease of 23.1% with 241 deaths compared to Control Counties with 313.25 deaths. Control Counties had a 2.2% decrease.
- **Impaired Driver-Involved**: Target Zero Teams Counties had a 38.7% decrease with 91 deaths compared to Control Counties with 148.5 deaths. Control Counties had a 13.9% decrease.
- **Speeding-Related**: Target Zero Teams Counties had a 33.1% decrease with 94 deaths compared to Control Counties with 140.5 deaths. Control Counties had a 22.6% decrease.

Data source: Fatality Analysis Reporting System (FARS) MDE as of 5/11/2012. Data for 2011 is preliminary and may change as more information becomes available.
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