



## MEMORANDUM

**TO:** TPB Technical Committee  
**FROM:** Janie Nham, TPB Transportation Planner  
**SUBJECT:** Performance-Based Planning and Programming (PBPP) Regional Safety Targets  
**DATE:** November 22, 2023

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At the November 15 TPB meeting, staff briefed the board on the federal requirement for metropolitan planning organizations (MPOs) to set annual transit and highway safety performance targets and presented draft 2020-2024 targets for the board's consideration. Following the presentation, TPB members raised a number of safety questions and issues, including potential safety work activities to pursue in 2024, vehicle design, pedestrian visibility, and jurisdictional-level data. This memorandum provides information to further inform the discussion.

### POTENTIAL SAFETY WORK ACTIVITIES FOR 2024

TPB staff is currently considering a range of safety activities to undertake in the upcoming year to supplement the TPB's established safety program. The following concepts have been proposed:

- **2024 Safety Study** – This “deep dive” study would be similar to the Safety Study completed in 2021. Staff currently anticipates that the study would include two components:
  - Quantitative analysis of state crash data, as well as possibly data from data vendors, with the aim of understanding crash contributing factors and geographic distribution. The analysis would also include an evaluation of crashes within and outside of regional Equity Emphasis Areas.
  - Qualitative analysis of survey information to be collected from member jurisdictions to understand current barriers to implementing safety strategies. The qualitative analysis would also include a literature review of contributing factors not captured in crash reports.
- **Safety event** – Options include a safety work session or a stand-alone forum, particularly to explore multi-disciplinary collaboration on safety.
- **Guest speaker** – Staff would invite a federal agency safety official or national safety expert to discuss how the TPB can engage with the federal government on safety, particularly regarding factors that are outside of the TPB's authority, or other related topics.
- **Explore regional coordination on “zero deaths” goals and approaches** – While most TPB members have adopted a “zero deaths” approach, there may be opportunities to strengthen these activities through regional coordination.
- **Continued engagement at federal level via submission of comments** – Staff would continue to submit comments on the board's behalf in response to proposed federal safety actions, such as vehicle design.
- **Enhancement of the TPB Safety website** – Staff would develop additional content for the website based on frequently requested items and links to information by jurisdictional and agency staff.

## **PEDESTRIAN SAFETY OUTREACH**

In addition to the aforementioned activities, staff will continue to support existing ongoing safety activities, including the COG/TPB Street Smart education campaign. The region-wide program specifically aims to reduce the number of pedestrian and bicyclist deaths by offering safety education through print, radio, television, and social media advertising, as well as on-the-ground outreach. Campaign components address driver behavior, safety tips for pedestrians and bicyclists, and enforcement. Staff will explore enhancing campaign components with the Street Smart funding agencies and Advisory Group.

Enhancing visibility will continue to be an element of Street Smart. This message is simultaneously balanced with driver awareness education to encourage shared responsibility on roadways.

The following list includes a sampling of pedestrian visibility education messaging. In its research, staff did not locate any stand-alone campaigns specifically focused on pedestrian visibility but rather pedestrian visibility messaging that was a component of larger safety education efforts.

- Montgomery County, MD – [Look Out for Each Other](#)
- Prince George’s County, MD – [Vision Zero Media Toolkits](#)
- Fairfax County, VA – [Take A Moment](#) (see, “Safety in Every Season”)
- New York City, NY - [Vision Zero Dusk and Darkness Campaign](#)
- State of Delaware, Office of Highway Safety - [Walk Smart, Arrive Alive](#)

## **2020-2024 HIGHWAY SAFETY TARGETS FOR THE NATIONAL CAPITAL REGION**

On November 15, staff presented its recommendations for the 2020-2024 highway safety targets for the TPB’s consideration. The TPB is required to set targets each year in five performance categories: the number of fatalities, the fatality rate, the number of serious injuries, the serious injury rate, and the number of nonmotorist fatalities and serious injuries. The presentation from the November meeting, part of a joint presentation on draft transit safety and highway safety targets, can be accessed through the following link:

[Item 7 – Draft PBPP Transit and Highway Safety Targets Presentation](#)

To date, no comments on the proposed targets have been received. Pending any last-minute comments, the following highway safety targets are anticipated to be final. The TPB will be asked to adopt a resolution approving the targets at its December 20 meeting.

Performance Measure (5-year rolling average)	Adopted 2019- 2023 Targets	<b>DRAFT</b> 2020- 2024 Targets	Difference	Percent Difference
# of Fatalities	253.0	<u>253.0</u>	0.0	0.0%
Fatality Rate (per 100 MVMT)	0.588	<u>0.588</u>	0.0	0.0%
# of Serious Injuries	1,757.4	<u>1,675.7</u>	-81.7	-4.6%
Serious Injury Rate (per 100 MVMT)	3.733	<u>3.222</u>	-0.511	-13.7%
# Nonmotorist Fatalities & Serious Injuries	486.9	<u>473.5</u>	-13.4	-2.8%

Following adoption, the adopted targets will be transmitted to the State Departments of Transportation (DOTs) in accordance with agreements in place.