



¡Qué linda!



New Mexico DEPARTMENT OF
TRANSPORTATION
MOBILITY FOR EVERYONE



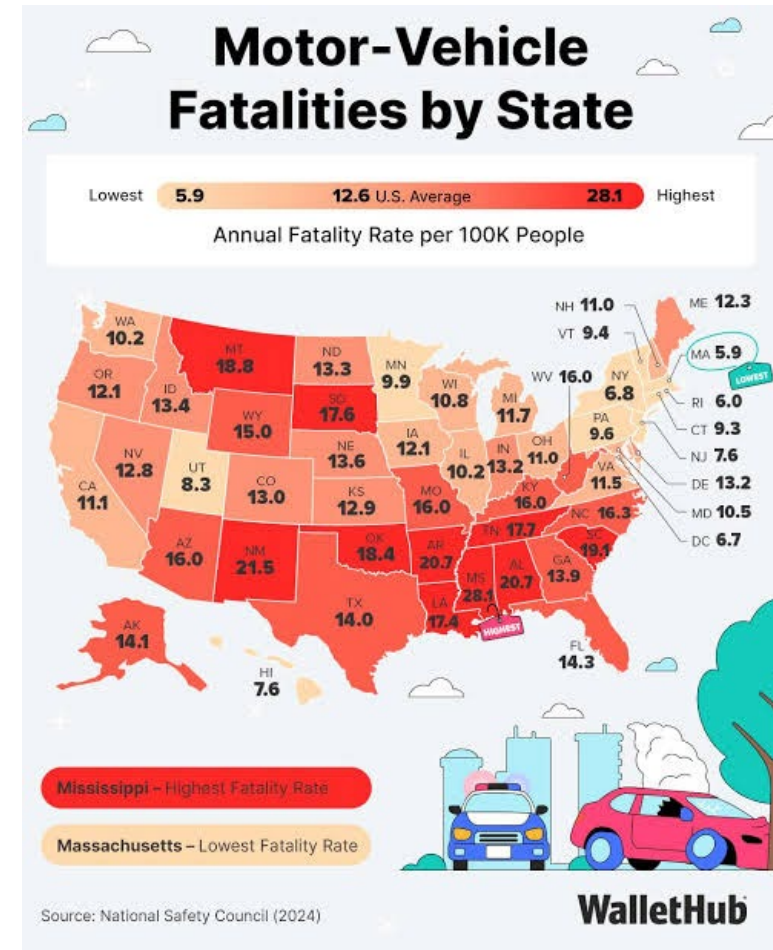
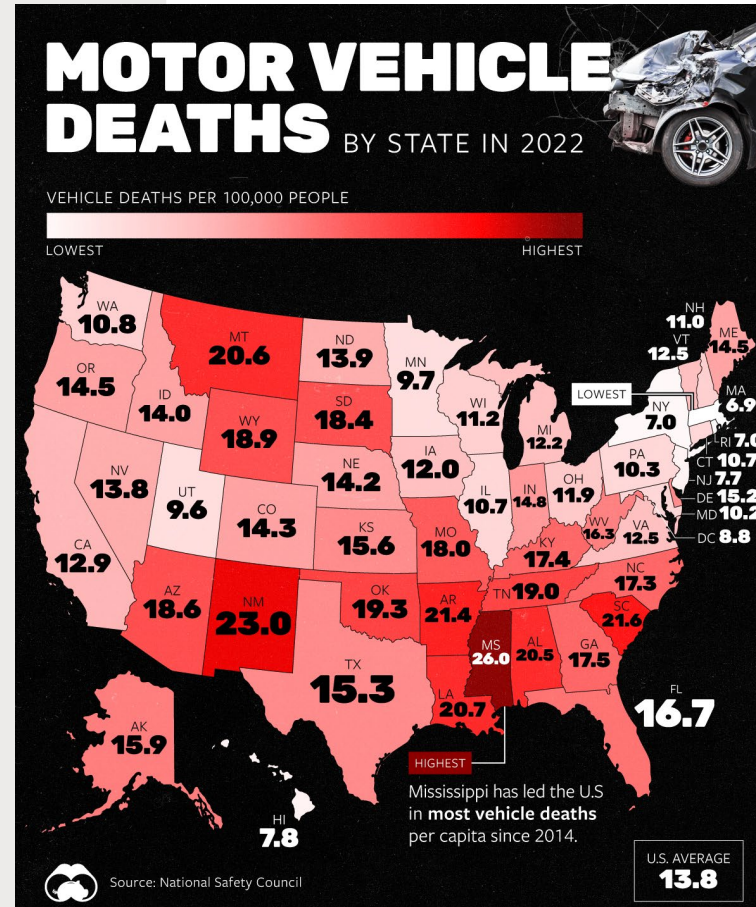
NMDOT Target Zero Initiative: Zero Traffic Related Fatalities by 2050

AMY WHITFIELD, SPECIAL DIRECTOR

NEW MEXICO DEPARTMENT OF TRANSPORTATION

New Mexico's Traffic Fatality Issue

- Ranking in the Top 5 Consistently
- Numbers Decreasing, But Not Steady



ZERO MEANS ZERO

ZERO TRAFFIC-RELATED FATALITIES BY 2050



- HM 85 (2023) Rep De La Cruz and Rep Hochman-Vigil
- Modeled from Vision Zero Network, Road to Zero Coalition, Toward Zero Program, etc.

Target Zero is a transformative initiative that will coordinate all the transportation safety work currently underway and sharpen the department's focus on safety in all our work. Target Zero visions a transportation system where every journey is completed safely, with zero driving-related deaths.



Photo Courtesy of Library of Congress Prints and Photographs Division
<https://blogs.loc.gov/law/2023/10/descansos-roadside-memorials/>



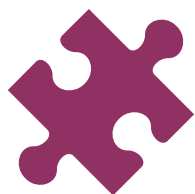
WE KNOW HOW TO GET TO ZERO
SAFE SYSTEM APPROACH

SAFE SYSTEM PYRAMID

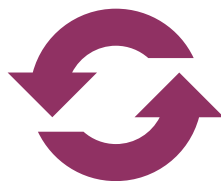
INDIVIDUAL
EFFORT



POPULATION
HEALTH IMPACT



Create



Coordinate



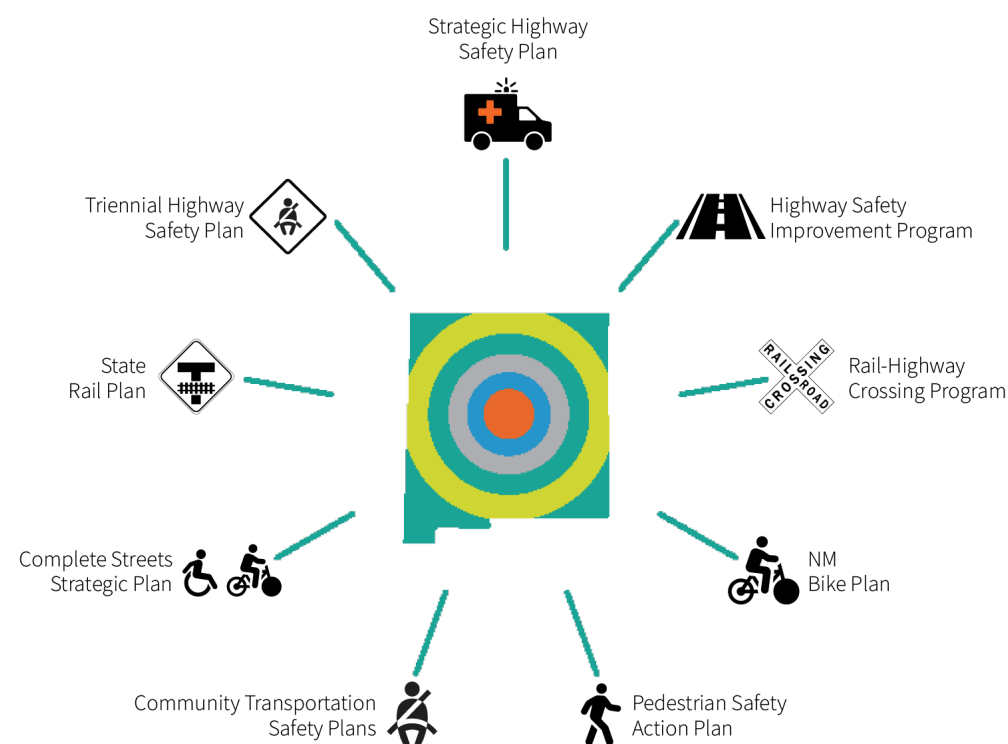
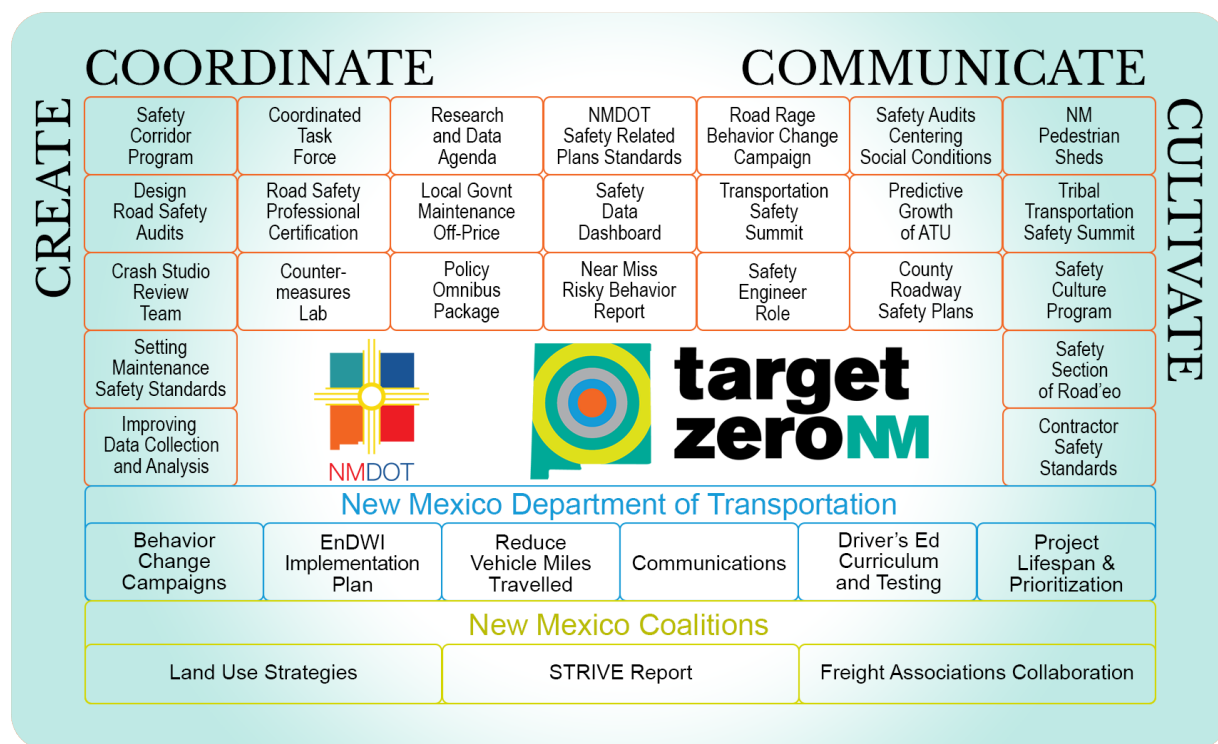
Cultivate



Communicate

THE ROLE OF TARGET ZERO

TARGET ZERO IS AN INITIATIVE; NOT A PLAN



THREE BUCKETS OF TARGET ZERO



- Increase Knowledge of Substantive Transportation Safety of New Mexico's Transportation Professionals
- Bring in New Forms of Data and Analysis
- Encourage and Incentivize Others to Adopt Zero Deaths Activities

WHAT IS THE COST OF ZERO FATALITIES?



- \$14.2 M per person killed on our public roads (DOT VSL Methodology)

The Cost of Safety Countermeasures

Countermeasure	Cost
Add 3-inch yellow retroreflective sheeting to signal backplates	\$1500 per location
Install centerline rumble strips	\$5,000 per mile
Install lighting at interchanges	\$700,000
Install raised pavement markers with restriping (center and edgelines)	\$15,500 per mile

OVERVIEW OF THE COMPREHENSIVE SAFETY CORRIDORS PROGRAM



WHAT IS A SAFETY CORRIDOR?

■ Shifting the definition a bit

Statute 66-7-301-A(4) . Speed regulation A. No person shall drive a vehicle on a highway at a speed greater than:

(4) the posted speed limit in construction zones posted as double fine zones or other safety zones posted as double fine zones as designated by the [state] highway and transportation department, provided that the posted speed limit shall be determined by an **engineering study** performed by the state highway and transportation department.



COMPREHENSIVE SAFETY CORRIDOR



- A selected roadway segment that has been identified because of a comparatively high number of severe injury and/or fatal crashes, that is eligible for a quick build solution and has documented high risk behaviors or the segment has cause for additional care required.
- Comprehensive Safety Corridors employ a combination of education, enforcement, and engineering to reduce risky driving.
- Comprehensive Safety Corridors build in evaluation to determine effectiveness of activities and determine when segments shall be decommissioned.

COMPREHENSIVE SAFETY CORRIDOR PROGRAM



- Identify “Safety Corridor” Locations in Each District
- Develop a plan for each corridor including:
 - Quick Build Approach(es)
 - On-Site Signage Education and Public Branding Strategies
 - High Visibility Enforcement
- Collect Quarterly Data for Review
- Submit Final Evaluation Results



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