



¡Qué linda!



New Mexico DEPARTMENT OF
TRANSPORTATION
MOBILITY FOR EVERYONE



Target Zero: Coordinating Across Transportation Safety Work to End Traffic Fatalities by 2050

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NEW MEXICO DEPARTMENT OF TRANSPORTATION

ZERO MEANS ZERO

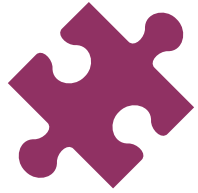
ZERO TRAFFIC-RELATED FATALITIES BY 2050



- 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 or serious injuries.





Create



Coordinate



Cultivate



Communicate

THE ROLE OF TARGET ZERO

WHERE IS NEW MEXICO IN SAFETY

- New Mexico has the **highest rate** of pedestrian fatalities in the nation, according to the Governor's Highway Safety Association, with 99 pedestrians killed in 2023 alone. Third consecutive year we've held this top ranking.
- **3rd in the nation** for crash fatalities according to the National Highway Traffic Safety Administration's Fatality Analysis Reporting System.
- Forbes Advisor Study ranked New Mexico as the state with **the worst drivers** in January 2025.
<https://www.forbes.com/advisor/car-insurance/worst-drivers-by-state/>
- **Most dangerous** state to drive in by Everly Life Road Safety Index Report.
- Ranked **38th in the Nation** in Highway Performance and Cost-Effectiveness by Reason Foundation. <https://reason.org/highway-report/28th-annual-highway-report/>
- 8 measures: number of fatal car accidents, Number of drunk drivers, number of fatal car accidents involving a distracted driver, number of fatal car accidents involving a drowsy driver, number of fatal car accidents involving a driver who was driving too fast for conditions, speeding or racing,
- total accidents, road traffic fatalities per capita (double weight), and pedestrian fatalities per capita,
- 13 categories: including highway expenditures per mile, Interstate and primary road pavement conditions, urbanized area congestion, bridge conditions, and fatality rates



WHAT DOES IT TAKE TO GET
TO ZERO FATALITIES



Proven Safety Countermeasures

SPEED MANAGEMENT

-  Speed Safety Cameras
-  Variable Speed Limits
-  Appropriate Speed Limits for All Road Users

ROADWAY DEPARTURE

-  Wider Edge Lines
-  Enhanced Delineation for Horizontal Curves
-  Longitudinal Rumble Strips and Stripes on Two-Lane Roads
-  SafetyEdgeSM
-  Roadside Design Improvements at Curves
-  Median Barriers

INTERSECTIONS

-  Backplates with Retroreflective Borders
-  Corridor Access Management
-  Dedicated Left- and Right-Turn Lanes at Intersections
-  Reduced Left-Turn Conflict Intersections
-  Roundabouts
-  Systemic Application of Multiple Low-Cost Countermeasures at Stop-Controlled Intersections
-  Yellow Change Intervals



PEDESTRIANS/BICYCLES

-  Crosswalk Visibility Enhancements
-  Bicycle Lanes
-  Rectangular Rapid Flashing Beacons (RRFB)
-  Leading Pedestrian Interval
-  Medians and Pedestrian Refuge Islands in Urban and Suburban Areas
-  Pedestrian Hybrid Beacons
-  Road Diets (Roadway Reconfiguration)
-  Walkways

Crosscutting

-  Pavement Friction Management
-  Lighting
-  Local Road Safety Plans
-  Road Safety Audit

AASHTOWARE SAFETY



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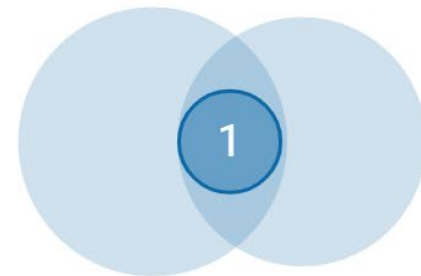
Route US285M, MP 67 - 72

Select A Treatment >

☰ Add Filter



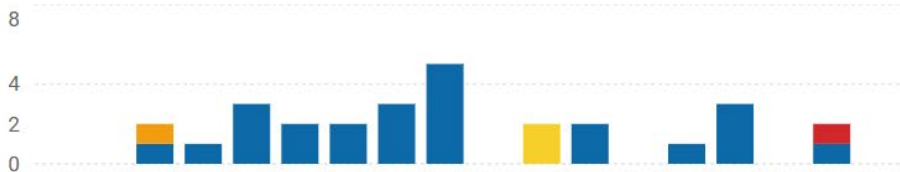
Countermeasures Metrics Raw Table



Top Countermeasures	Max Benefit	Unique
1 Roundabouts	\$16.3M	0.0%
2 Reduced Left-...	\$10.8M	0.7%
3 Lighting	\$8.6M	2.6%

Milepoint Summary

Crashes Cost



1. Roundabouts

+ Filter

Treatments: [Convert Signalized Intersection To Modern Roundabout \(CMF ID: 226\)](#), [Conversion Of Stop-Controlled Intersection Into Single-Lane Roundabout \(CMF ID: 211\)](#)

Benefit Estimates

8

AASHTOWARE SAFETY



Safety Analysis



New Safety Analysis*

December 31, 2020 - December 31, 2023

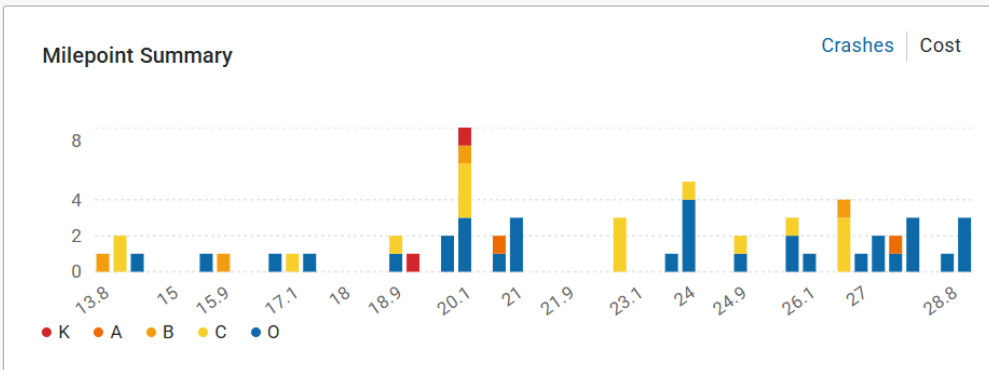
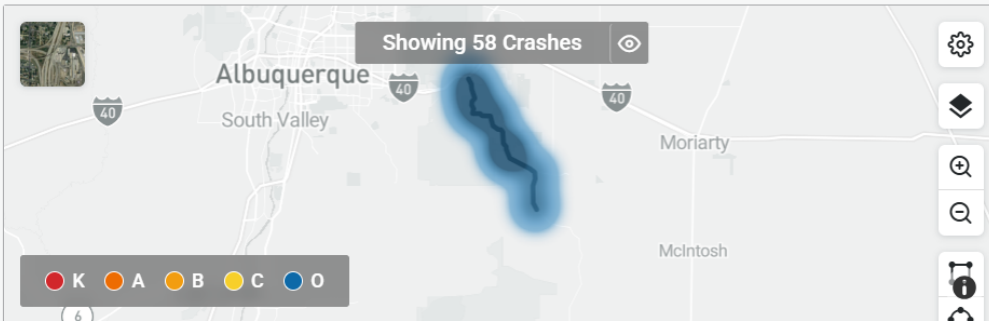
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Route NM337P, MP 14 - 29

Select A Treatment >

Add Filter



Countermeasures Metrics Raw Table

Benefit Estimates

Service Life (years)	20 - 20
Benefit	\$4,384,754 - \$10,702,786
Annual Cost Savings	\$288,341 - \$703,813
Annual Crash Reduction	0.15 - 0.36
Annual Severe Crash Reduction	0.07 - 0.18
Unique To Project	100.0% - 100.0%

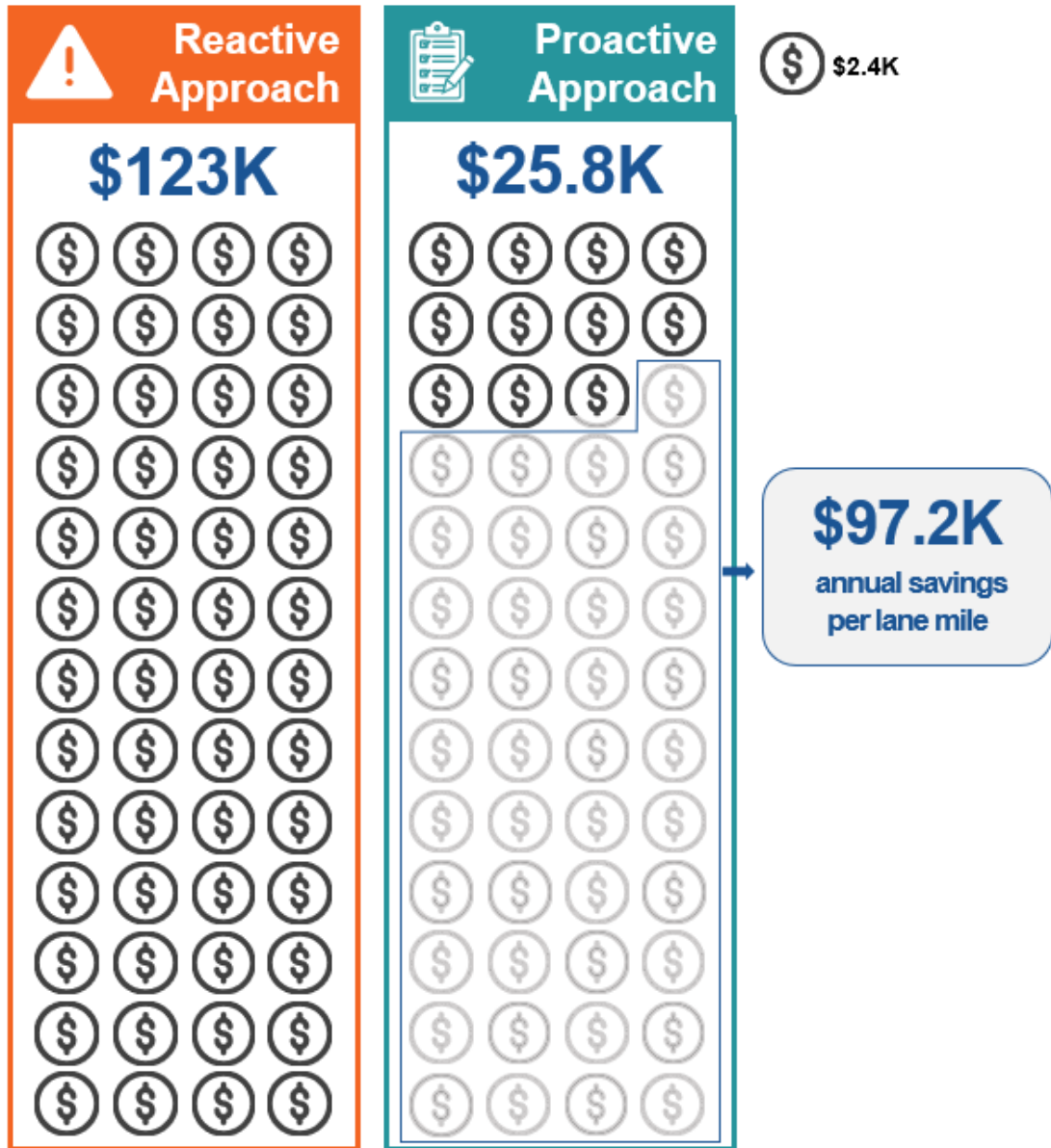
2 Addressable Crashes

1 (K) Fatal Injury • 0 (A) Suspected Serious Injury • 0 (B) Suspected Minor Injury • 0 (C)
Possible Injury • 1 (O) Property-Damage Only

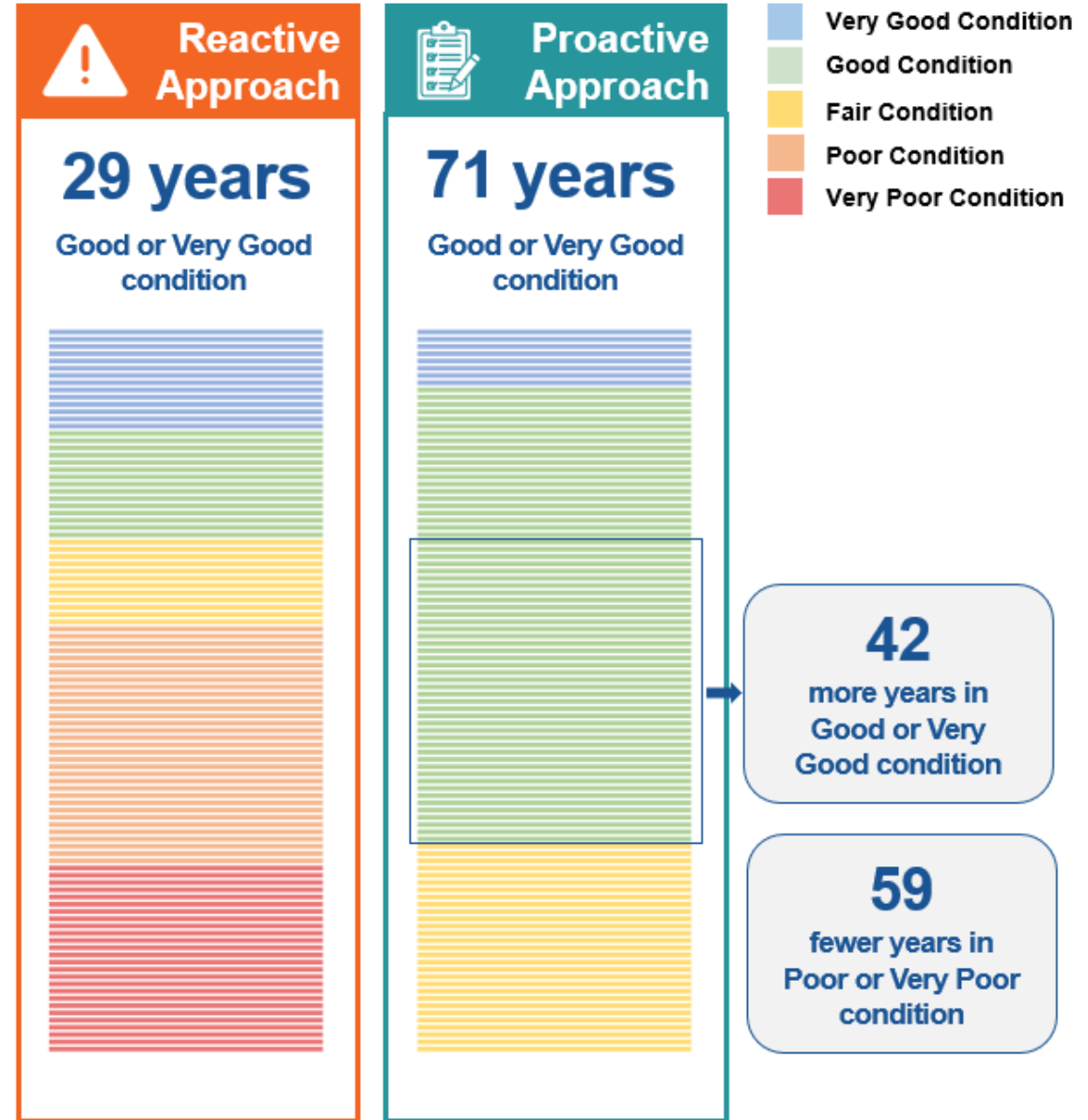
Milepoint Summary for Reduced Left-Turn Conflict

Crashes Cost

Annual Cost per Lane Mile



Condition



Project Lifespan

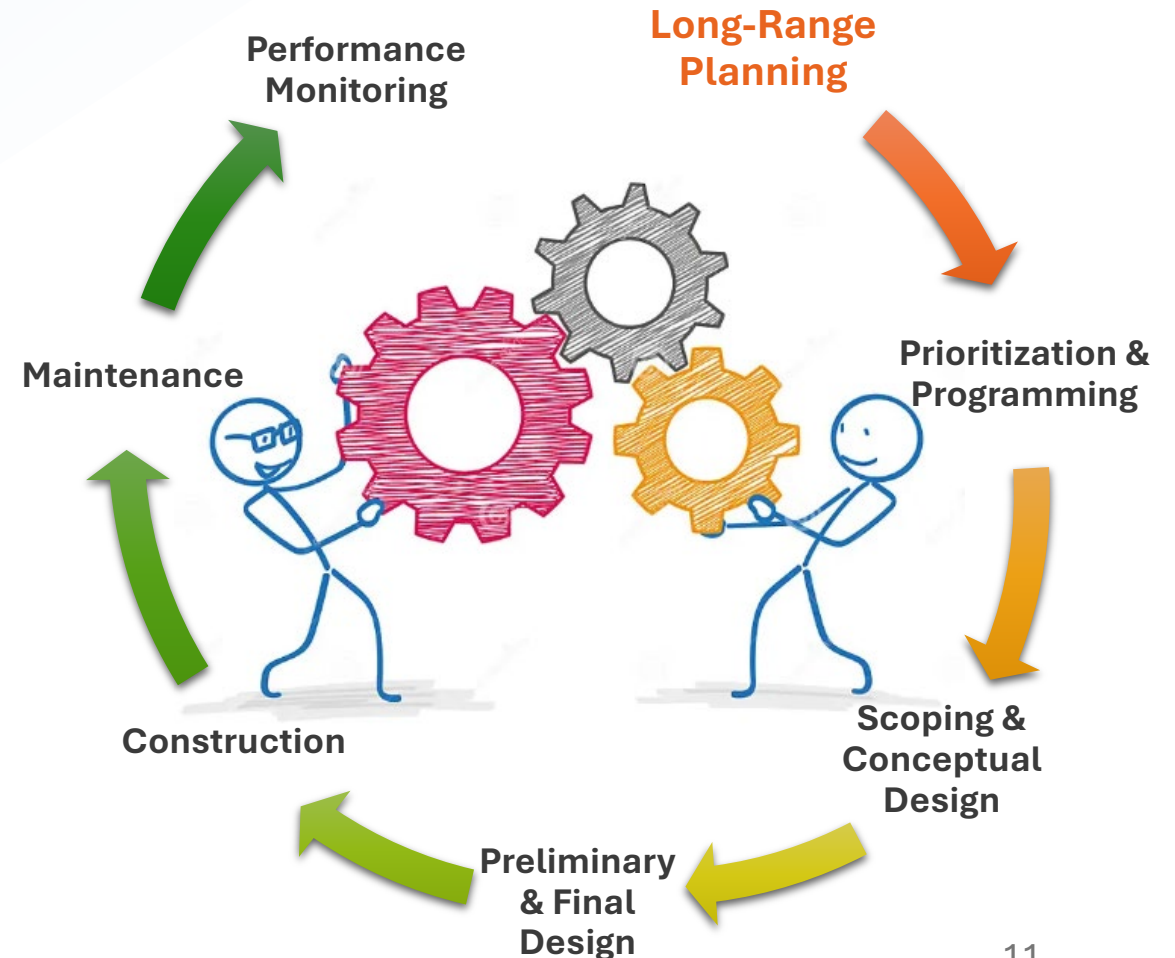
The Project Lifespan Initiative seeks to establish a robust foundation of data from all DOT business units during the earliest stages of Long-Range Planning, continuously enriching that data as projects evolve—ultimately driving smarter decisions and more resilient infrastructure across New Mexico.

Core Principles of the Initiative:

- **Process Enhancement:** Designed to streamline and simplify existing workflows, not complicate them.
- **Respect for Existing Systems:** Current processes will remain unchanged unless the designated process owner explicitly requests a modification.
- **Focus on Communication & Data Retention:** Clear communication and robust data management are central to the initiative's success.
- **Thoughtful Integration:** Integration with existing platforms (eGIS, STIP, PMTM, etc.) will occur only with full support from system owners and when it demonstrably enhances operational efficiency.

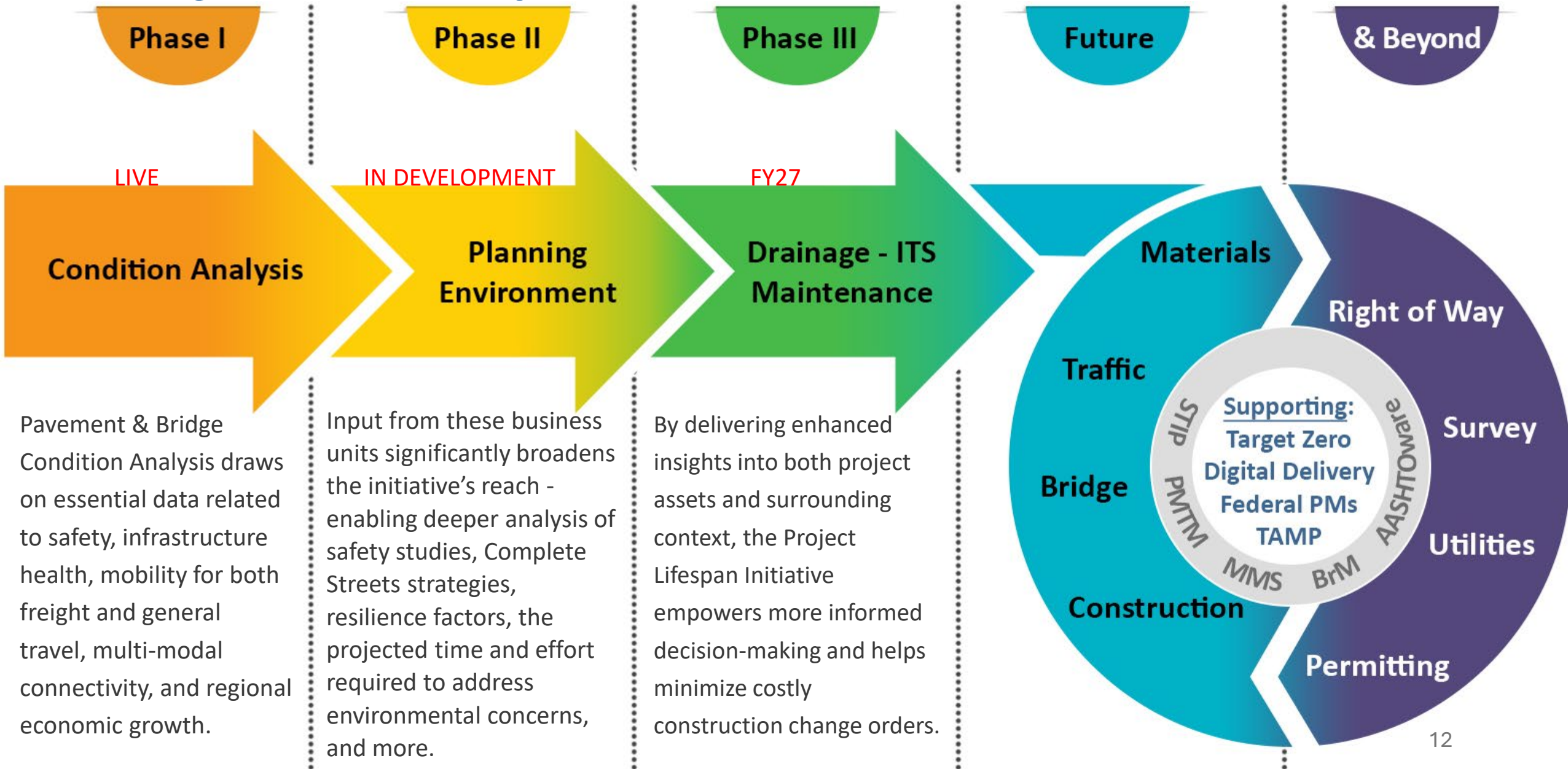
From Idea to Outcomes

Harnessing Data to Shape Projects and Deliver Greater Value to NM Travelers



Project Lifespan

From Idea to Outcomes



Phase I

Phase II

Phase III

Future

& Beyond

LIVE

IN DEVELOPMENT

FY27

Condition Analysis

Planning Environment

Drainage - ITS Maintenance

Materials

Right of Way

Traffic

Survey

Bridge

Utilities

Construction

Permitting

Supporting:
Target Zero
Digital Delivery
Federal PMs
TAMP

STIP

PMTM

MMS

BrM

AASHTOWare

Pavement & Bridge Condition Analysis draws on essential data related to safety, infrastructure health, mobility for both freight and general travel, multi-modal connectivity, and regional economic growth.

Input from these business units significantly broadens the initiative's reach - enabling deeper analysis of safety studies, Complete Streets strategies, resilience factors, the projected time and effort required to address environmental concerns, and more.

By delivering enhanced insights into both project assets and surrounding context, the Project Lifespan Initiative empowers more informed decision-making and helps minimize costly construction change orders.

ROAD SAFETY AUDITS (RSA)



Collection

NMDOT Road Safety Audits (RSA)

A collection of RSA Projects and Case Studies.

NMDOT Planning Division: Multimodal Planning and Programs Bureau-Highway Safety Improvement Program

Get started

The following StoryMap collection contains RSAs from 2012 to 2024 by NMDOT. Each StoryMap conducted by the NMDOT has their RSA Report. [StoryMap 1](#) discusses the keypoints of the RSA Guidebook and RSA Projects.

RSA Case Studies:

Six RSA Case Studies were chosen based on several reasons: the geographical context; rural/urban setting; pedestrian and bicycle safety; and the evolution of RSAs conducted over



1 Road Safety Audits (RSAs)



2 RSA Case Study: 2013



3 RSA Case Study: 2018



4 RSA Case Study: 2019



5 RSA Case Study: 2022



6 RSA Case Studies: 2023



7 NMDOT Road Safety Audit Reports

MOST PREVALENT CONTRIBUTING FACTORS

Most Prevalent Contributing Factors in Crashes

1. Driver Inattention (17.5%)
2. Failed to Yield Right of Way (7.4%)
3. Following Too Closely (5.2%)
4. Other Improper Driving (4.2%)
5. Excessive Speed (2.8%)
6. Disregarded Traffic Signal (2.2%)
7. Improper Lane Change (2.2%)
8. Under the Influence of Alcohol (2.0%)
9. Avoid No Contact Vehicle (1.9%)
10. Driver Distracted by Other Activity (1.9%)

Most Prevalent Contributing Factors in Crash-related Fatalities

1. Under the Influence of drugs (12.9%)
2. Driver Inattention (12.4%)
3. Under the Influence of Alcohol (12.0%)
4. Excessive Speed (7.6%)
5. Other Improper Driving (6.9%)
6. Pedestrian Error (4.1%)
7. Drove Left of Center (4.2%)
8. Speed Too Fast for Conditions (2.8%)
9. Failed to Yield Right of Way (2.2%)
10. Avoid No Contact Vehicle (.7%)

DRIVERS' EDUCATION CHANGES

How does it work?

Module 1 > Intersections - Far View

Instructions:

- This is a view of the scenario from the driver's perspective.
- Please click on the area of the scene where you believe there is a clue that indicates a hidden hazard could be ahead.

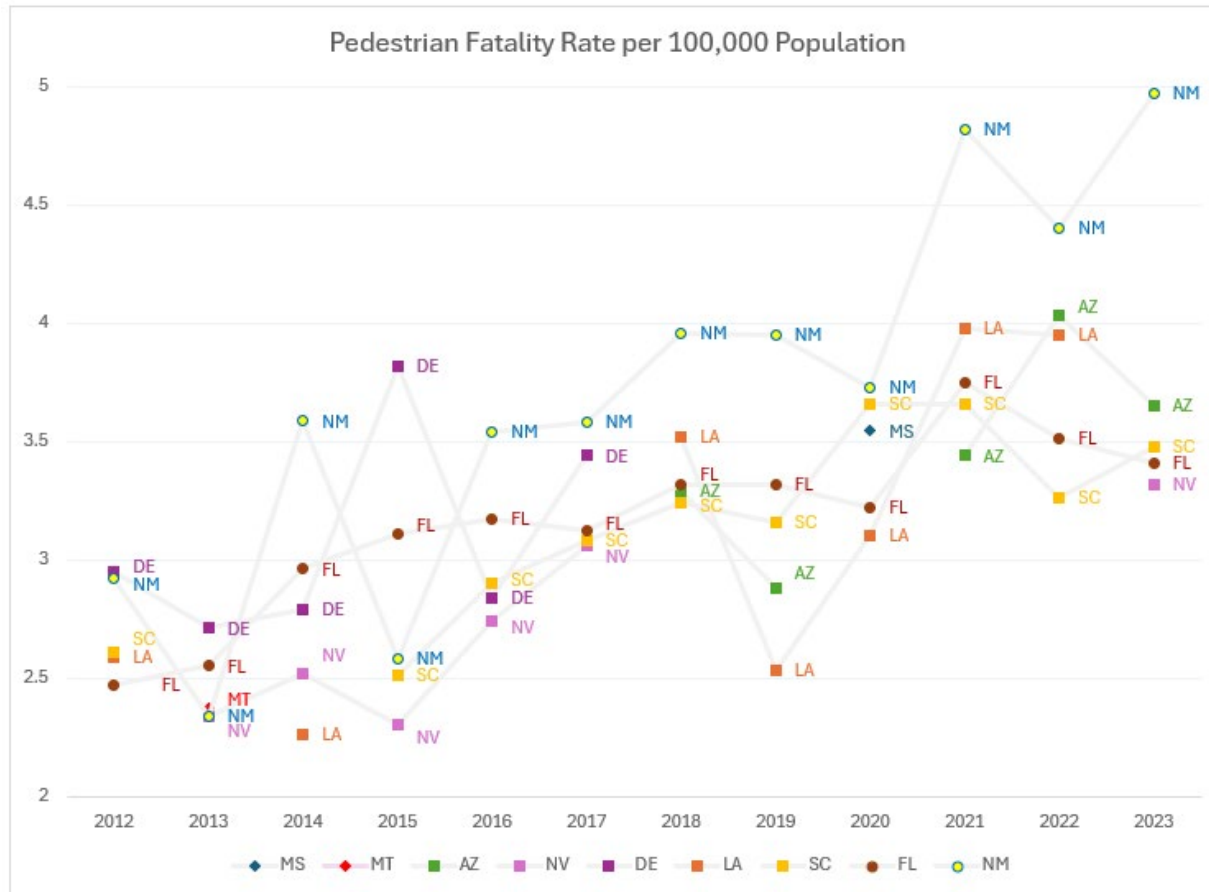


Controls

View



Next >



States in the Top 5 are increasing and decreasing year over year and switching spots, but Top 5 has stayed relatively consistent

FARS Encyclopedia <https://www-fars.nhtsa.dot.gov/States/StatesPedestrians.aspx>

TOP 5 RANKED STATES FOR PEDESTRIAN FATALITIES (2012-2023)

WHAT IS THE DIFFERENCE BETWEEN BEING #1 AND #50

New Mexico*

- Land: 121,365 sq mi¹
- Population: 2.130 M¹
- Median Household Income: \$60,980²
- 33 Hospitals, 1 Level I Trauma Center, 3,951 Staffed Beds³
- Percent of People Covered by Medicaid/CHIP: 33.5%⁴
- Homeless Point-in-Time Count: 3,241⁵
- Average age of vehicle: 13.9 years⁶
- Unemployment Rate: 4.3%⁷
- Real GDP Quarterly Estimate: \$112B⁸
- Visitor Spending Impact: \$8.6 B⁹
- Suicide Rate: 37.2 per 100,000¹⁰
- Drug Overdose Deaths: 51.6 per 100,000¹⁰
- 4 yr old access ranking: 12¹¹
- Meets 9 out of 10 benchmarks in ECE Quality Standards¹¹
- Traffic Fatalities Countermeasures Implemented: 7¹²

Iowa*

- Land: 56,273 sq mi¹
- Population: 3.241 M¹
- Median Household Income: \$71,400²
- 37 Hospitals, 2 Level I Trauma Center, 5,907 Staffed Beds³
- Percent of People Covered by Medicaid/CHIP: 20.6%⁴
- Homeless Point-in-Time Count: 2,315⁵
- Average age of vehicle: 7.67 years⁶
- Unemployment Rate: 3.4%⁷
- Real GDP Quarterly Estimate: \$201B⁸
- Visitor Spending Impact: \$10.9⁹
- Suicide Rate: 17.5 per 100,000¹⁰
- Drug Overdose Deaths: 15.3 per 100,000¹⁰
- 4 yr old access ranking: 5¹¹
- Meets 8 out of 10 benchmarks in ECE Quality Standards¹¹
- Traffic Fatalities Countermeasures Implemented: 2¹²

TOP 10 Crash Hotspots, Pedestrians (2024)				
Intersection	City	County	Owner	Number of Pedestrian Crashes
CENTRAL & LOUISIANA	ALBUQUERQUE	BERNALILLO	City/Municipal	25
CENTRAL & SAN PEDRO	ALBUQUERQUE	BERNALILLO	City/Municipal	17
CENTRAL & EUBANK	ALBUQUERQUE	BERNALILLO	City/Municipal	16
CENTRAL & WYOMING	ALBUQUERQUE	BERNALILLO	City/Municipal	16
COORS (NM 45) & CENTRAL	ALBUQUERQUE	BERNALILLO	NMDOT & City/Municipal	14
CERRILOS & SILER & CLARK	SANTA FE	SANTA FE	City/Municipal	12
SAN MATEO & MONTGOMERY	ALBUQUERQUE	BERNALILLO	City/Municipal	12
CENTRAL & ~3RD	ALBUQUERQUE	BERNALILLO	City/Municipal	10
I40 & 4TH	ALBUQUERQUE	BERNALILLO	NMDOT & County Highway Agency	10
I40 & 2ND	ALBUQUERQUE	BERNALILLO	NMDOT & County Highway Agency	8

TOP 5 Crash Hotspots, Fatal Crashes

Intersection	City	County	Owner	Number of Fatal Crashes
COORS (NM 45) & ILLIF	ALBUQUERQUE	BERNALILLO	NMDOT & City/Municipal	3
CENTRAL & EUBANK	ALBUQUERQUE	BERNALILLO	City/Municipal	3
CENTRAL & WYOMING	ALBUQUERQUE	BERNALILLO	City/Municipal	3
I25 & MONTGOMERY	ALBUQUERQUE	BERNALILLO	NMDOT	3
CENTRAL & OLD COORS	ALBUQUERQUE	BERNALILLO	City/Municipal	3

- Communication with Local road owners to ensure they know what is needed
- Providing technical assistance to increase inclusion of the work needed in their capital master plan
- Building into funding for local infrastructure standards for safety assessment and inclusion of safety countermeasures

WHAT IS THE COST OF ZERO FATALITIES?

Motor Vehicle Crash Deaths: Costly But Preventable

NEW MEXICO

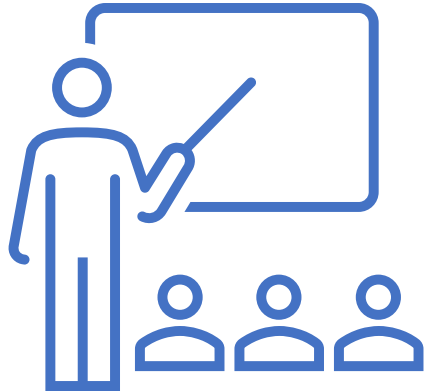


\$3.9 Million MEDICAL COSTS
+ **\$569.6 Million** WORK LOSS COSTS

\$573.5 Million
total cost of traffic crash deaths
in New Mexico in 2018.

- Increasing Maintenance Funding
- Supporting Local Transportation Departments with Funding to Implement ADA Plans
- Supplementing Rural Transit Funds
- Set Aside Funding for Targeted Safety on Highways with Higher Fatality or Serious Injury Rates

Kansas Department of Transportation Safety Corridors Pilot Year Cost - Summary



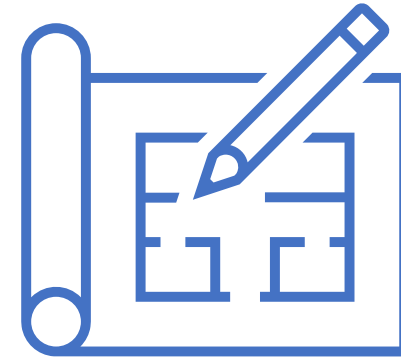
Education

\$250k



Enforcement

\$225k



Engineering

\$2.2M

FY24 Safety Corridor Program Cost \$2.675M

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KEY PRINCIPLES OF TARGET ZERO IN NEW MEXICO:

HUMAN LIFE FIRST | DATA DRIVEN APPROACHES | EQUITY FOR ALL COMMUNITIES | ACCOUNTABILITY

- 1. Safety and Human Life First:** NMDOT's efforts under Target Zero prioritize the safety and well-being of individuals using New Mexico's transportation system.
- 2. Data-Driven Approach:** Target Zero in New Mexico relies on accurate data, analysis, and the strategies outlined in the Target Zero 2050 Implementation Plan to identify risks, implement effective measures, and track progress toward the zero-fatality goal.
- 3. Equity:** Ensuring that safety improvements benefit all communities across New Mexico, with a focus on historically underserved or high-risk areas and road users, is a central tenet of Target Zero.
- 4. Accountability:** NMDOT, along with other stakeholders, is accountable for their roles in implementing Target Zero strategies and creating safer roadways throughout the state.