



# Target Zero Action Plan

PSRC TOOLBOX

*November 7, 2025*

# Agenda



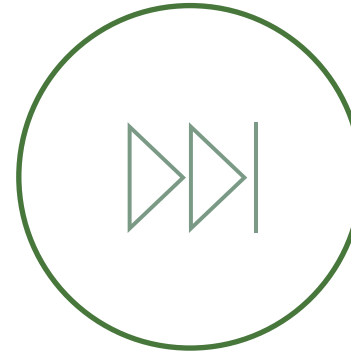
## PROCESS

Engaging the Community  
Systemic Analysis



## PLAN

Build on the LRSP  
Identify Solutions  
Prioritization



## IMPLEMENTATION

Adoption  
Early Actions



# ENGAGEMENT



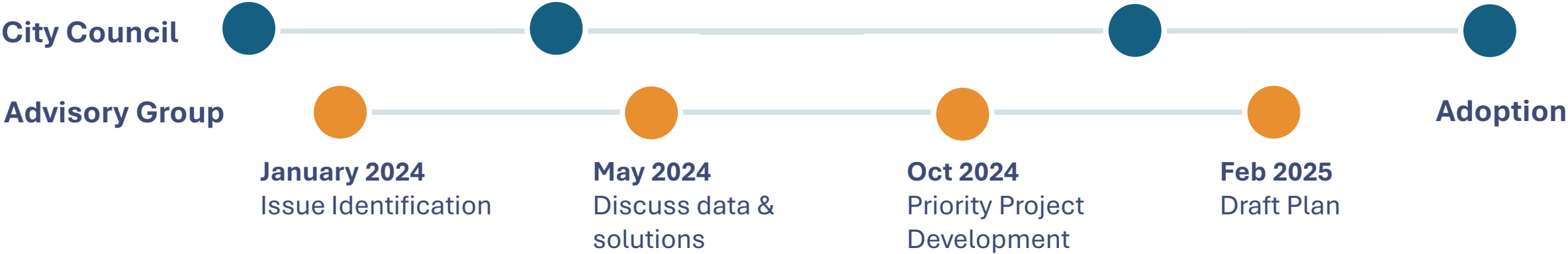
## Engagement & Surveys

### Sample of Events:

- Kent Parks/YMCA Community Day 2/24 & 9/14
- School District Bus Drivers In-Training Day 3/8
- Kent Arts Day at Kent Commons 3/9
- Eid Bazaar at Kent Senior Center 4/20
- Byblos Mediterranean Market 5/17
- Kent Bike Rodeo 5/18
- Kent Juneteenth 6/22
- National Night Out 8/6
- Street of Treats - Kent Downtown Partnership 10/26
- Luna Market for Día de Los Muertos 11/2
- Two Communitywide e-surveys



# ENGAGEMENT KEY MILESTONES



PHASE 1

Listening and Learning



PHASE 2

Integrating Community Input



PHASE 3

Project Prioritization

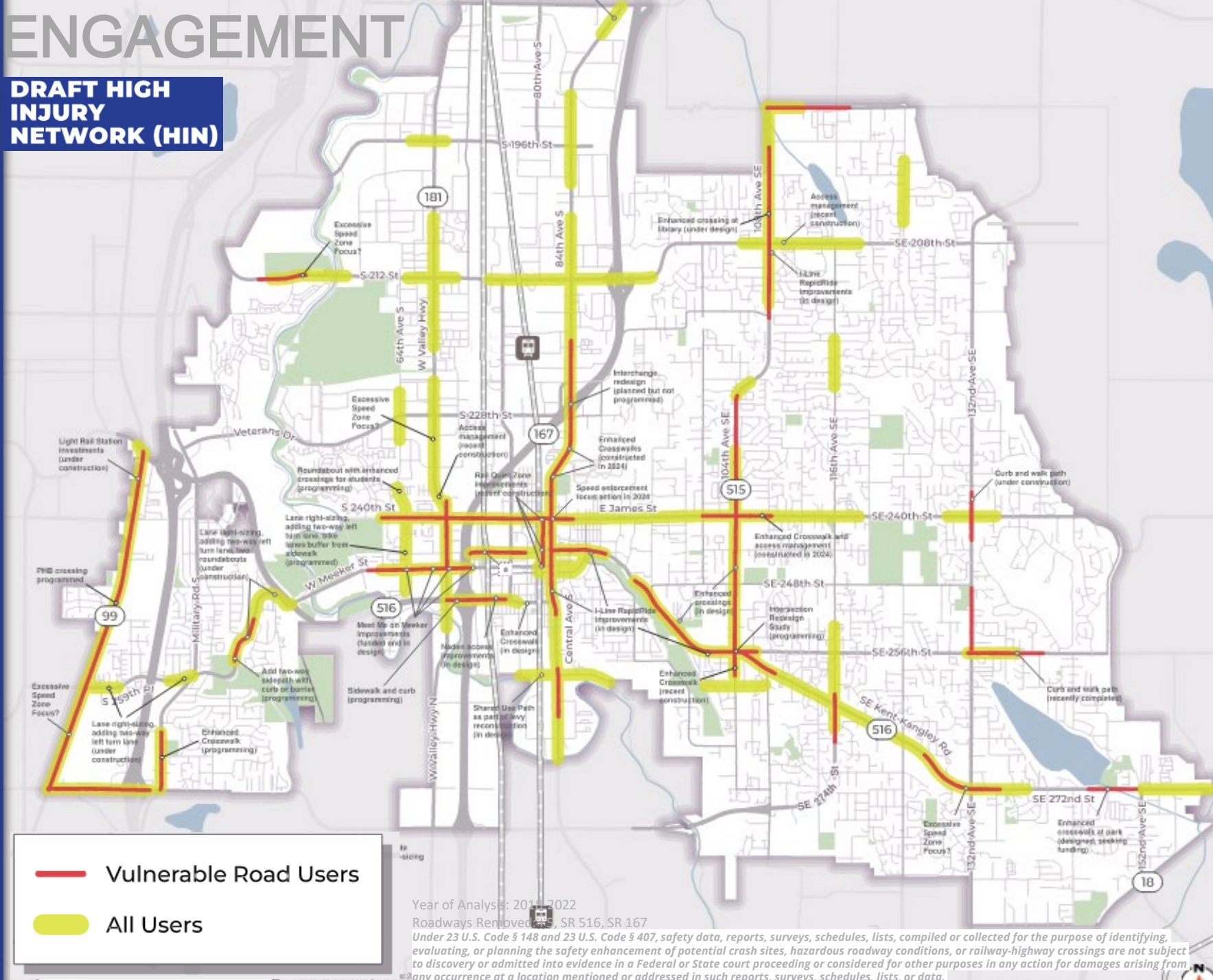


[Engage.kentwa.gov/](https://engage.kentwa.gov/)

kent -target -zero -action -plan



## DRAFT HIGH INJURY NETWORK (HIN)

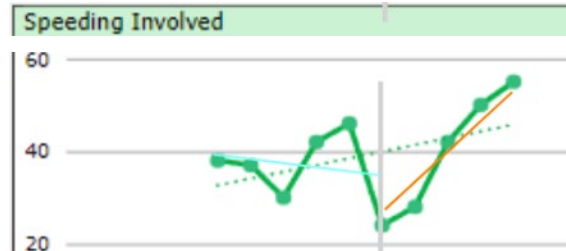
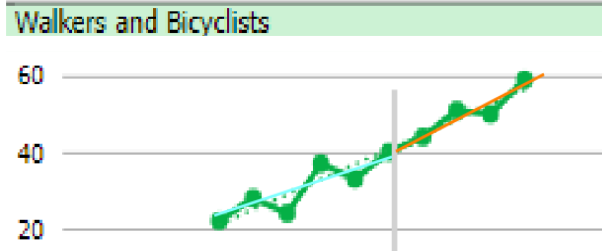
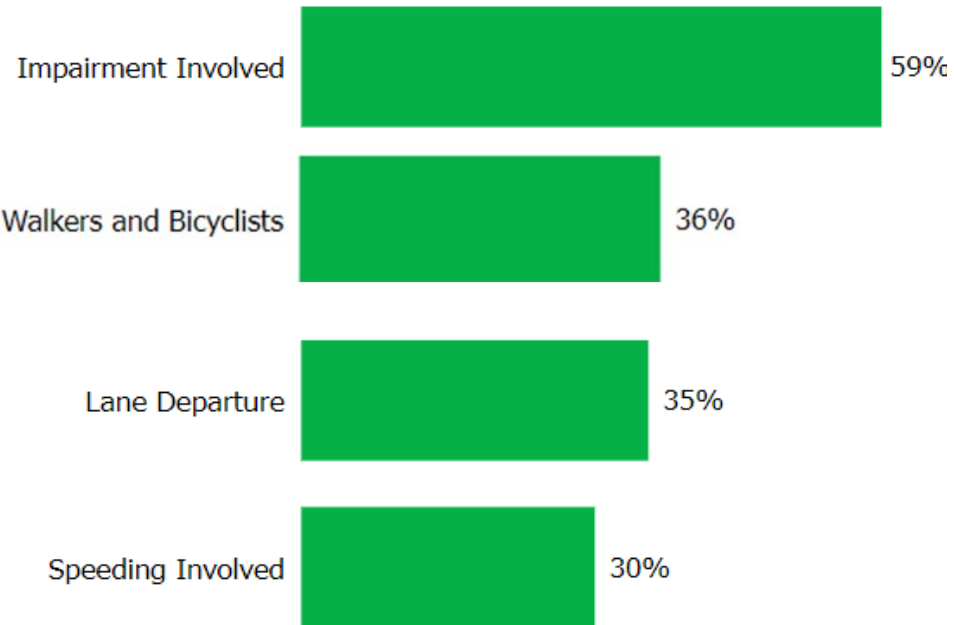


- VRU overrepresented in KSI
- Higher crashes on SRs.
- Inverse correlation with land use for VRU.
- Trucks not correlated.
- HIN outreach can highlight improvements.

## Target Zero Performance: County-Level Priorities, 2019-2023

Last updated:  
May, 2024

### List of Priority Level One Areas



## WTSC Target Zero

Washington Traffic Safety Commission (WTSC)

Areas of Emphasis for King County

- Impairment and Speed-involved up since 2020
- Impairment data lags WSDOT data by 1-2 years



# ENGAGEMENT

## Community Engagement Phase 2

- Align speed management with improvements.
- Educational campaigns to address impaired and distracted driving, and/or automated enforcement.
- Sidewalks with comfortable buffer from travel lanes.
- Street lighting.
- Raised crosswalks, curb bulbs, and improved pedestrian crossings.

- 
- Highest Scoring Project Focus Corridors**
- Highest Scoring Project Focus Areas**
- Map of the City of Kent, Washington, showing the highest scoring project focus corridors and areas. The map displays a network of streets with 20 numbered black circles indicating specific project focus areas. A legend in the top left corner defines the symbols: a teal line for 'Highest Scoring Project Focus Corridors' and a teal shaded area for 'Highest Scoring Project Focus Areas'. The map includes major roads like Pacific Hwy S, Central Av S, and East Valley Hwy, as well as local streets like S 212 St, S 228 St, and S 240 St. The city's boundary is outlined in purple, and various landmarks like parks and water bodies are shown in green and blue.

*Under 23 U.S. Code § 148 and 23 U.S. Code § 407, safety data, reports, surveys, schedules, lists, compiled or collected for the purpose of identifying, evaluating, or planning the safety enhancement of potential crash sites, hazardous roadway conditions, or railway-highway crossings are not subject to discovery or admitted into evidence in a Federal or State court proceeding or considered for other purposes in any action for damages arising from any occurrence at a location mentioned or addressed in such reports, surveys, schedules, lists, or data.*



# Project Package Safer Crossings for Vulnerable Road Users

Example :

## Engineering Solutions

Physical changes to the environment

Changes to traffic control devices

## Non-Engineering Solutions

Personal interactions (enforcement)

Driver education and information

ENGINEERING SOLUTIONS	NON-ENGINEERING OR PROGRAMMATIC SOLUTIONS
Accessible Pedestrian Signals (APS) with Leading Pedestrian Intervals (LPIs)*	Speed Enforcement
Crosswalk visibility enhancements*	Revise target or lower speed limits
Lane width reduction*	Targeted yielding enforcement
Complete sidewalk missing links or protected shoulder walkways (e.g., extruded curb)	Automated traffic enforcement cameras (detect speeding, red light running)
Rectangular Rapid-Flashing Beacon (RRFB)	Countermeasure- specific educational outreach
Enhanced crossings near transit stops	Safety campaigns and messaging for motorists
Enhanced crosswalks with pedestrian refuge island	Safety training for Limited English Proficiency populations, children, older adults, and people with disabilities
Pedestrian Hybrid Beacon (PHB) signals	Dynamic speed (radar) feedback signage
Corridor/Intersection Lighting	Automated speed warnings
Reduce distances between controlled crossings	High-Visibility Enforcement
Separated bikeways	Media and Progressive Ticketing <sup>12</sup>

*\* low cost, high effectiveness engineering solutions*

**TARGET ZERO**  
KENT ACTION PLAN

**Safe trick-or-treat!**  
Travel in groups, walk on sidewalk crosswalks, and stay in well-lit areas. Use reflective tape or stickers to help people see you at night.

**Slower speeds save lives**  
On average, children are more likely to be hit by a vehicle on Halloween than any other day of the year. Drive slowly and carefully for trick-or-treaters. If you're hosting a party where alcohol or other substances will be used, it's your responsibility to ensure all guests leave with a sober driver. Always wear your seat belt—it's your best defense against impaired drivers.

**If you Feel Different, You Drive Different!**  
Drive High, Get a DUI.  
If you see a drunk driver, call law enforcement.

We can all save lives by making smarter choices.

- Plan ahead to have a sober driver if you plan to drink alcohol or use an impairing drug.
- Don't let friends get behind the wheel if they're drinking alcohol or using drugs.
- If you're hosting a party where alcohol or other substances will be used, it's your responsibility to ensure all guests leave with a sober driver.
- Always wear your seat belt—it's your best defense against impaired drivers.

**Learn more about Kent's Target Zero Action Plan:**  
[Engage.KentWA.gov/kent-target-zero-action-plan](https://www.kent-wa.gov/kent-target-zero-action-plan)

1. 38% of traffic fatalities in King County between 2015 and 2019 involved a vehicle traveling above the posted speed limit.

2. 32% involved a vehicle traveling above the posted speed limit.

3. 59% of traffic fatalities in King County involved substance impairment.

Sources: [data.wa.gov](https://data.wa.gov), [nhtsa.gov](https://nhtsa.gov), [wtsc.wa.gov](https://wtsc.wa.gov)

**OBJETIVO CERO**  
PLAN DE ACCIÓN DE KENT

**Pedir dulce o truco de forma segura**  
Viaje en grupo, camine por las aceras, utilice los cruces peatonales y permanezca en zonas bien iluminadas. Utilice barras luminosas, lanternas y cinta o pegatinas reflectivas para ayudar a que las personas lo vean por la noche.

**Las velocidades más bajas salvan vidas**  
En promedio, los niños tienen más del doble de probabilidades de morir a causa de un accidente en Halloween en comparación con cualquier otro día del año. Conduzca despacio y vigile de cerca a los que piden dulce o truco. Si va a disfrutar de una fiesta donde se consuma alcohol o drogas, es su responsabilidad asegurarse de que todos los invitados se marchen acompañados de un conductor sobrio. Siempre lleve puesto el cinturón de seguridad, ya que es su mejor defensa contra los conductores ebrios.

**Si se siente diferente, conducirá de forma diferente**  
Si conduce luego de consumir alcohol o drogas, asegúrese de que todos los invitados se marchen acompañados de un conductor sobrio. Siempre lleve puesto el cinturón de seguridad, ya que es su mejor defensa contra los conductores ebrios.

**Obtenga más información sobre el Plan de Acción de Kent para reducir los choques mortales y graves:**  
[Engage.KentWA.gov/kent-target-zero-action-plan](https://www.kent-wa.gov/kent-target-zero-action-plan)

1. El 38 % de los muertos por accidentes de tráfico en el condado de Kent entre 2015 y 2019 involucraron a un vehículo que viajaba por encima del límite de velocidad.

2. El 32 % de los muertos por accidentes de tráfico en el condado de Kent involucraron a un vehículo que viajaba por encima del límite de velocidad.

3. El 59 % de los muertos por accidentes de tráfico en el condado de Kent involucraron a un conductor con intoxicación por alcohol o drogas.

Fuentes: [data.wa.gov](https://data.wa.gov), [nhtsa.gov](https://nhtsa.gov), [wtsc.wa.gov](https://wtsc.wa.gov)

**If you Feel Different, You Drive Different<sup>3</sup>**  
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If you see a drunk driver, contact law enforcement.

We can all save lives by making smarter choices.

- Plan ahead to have a sober driver if you plan to consume alcohol or use an impairing drug.
- Don't let friends get behind the wheel if they have been drinking alcohol or using drugs.

## Early Actions

- Speed focus on key corridor partnering with King County, Renton
- Quick-build extruded curb additions
- In-language education, outreach materials
- Speed limit adjustments to 4 WSDOT routes
- Apply to TIB grant for walking path on HIN
- DUI focus grant from WTSC
- Highway Safety Improvement Program (WSDOT)

Be Safe, Be Seen  
Halloween Outreach





