

NMDOT



# Target Zero Overview and Update

November 25, 2024

Secretary Ricky Serna and Amy Whitfield, Special Director Target Zero



**NMDOT**

House Memorial 85 (2023),  
Rep. Art de la Cruz and  
Rep. Dayan Hochman Vigil



**target**  
**zero** **NM**



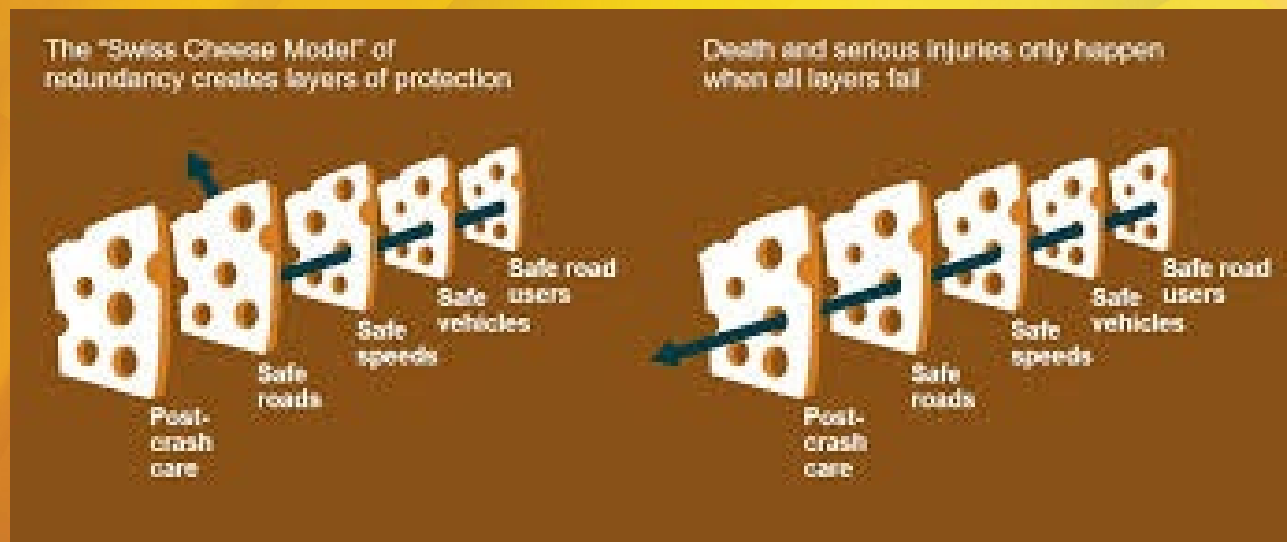
**VISION ZERO NETWORK**

# Zero Means Zero

## Zero Traffic-Related Fatalities by 2050

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.





# Key Principles of Target Zero in New Mexico:

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.

# How Does Target Zero get to Zero Deaths by 2050

- Target Zero Implementation Plan—October 2025
  - Operationalize what it takes to get to Zero Traffic Related Fatalities
  - Engages other state agencies that connect with the Safe System Approach
  - Identifies the will identify the resources and policy solutions needed
  - Determines how to best coordinate and amplify the safety work within NMDOT
- Build robust standards and processes within NMDOT that increase Safe System Approach in projects
- Conduct Road Safety Audits to identify root issues
- Convene gatherings of stakeholders to learn and commit to Safe Systems approach
- Build education and campaigns to improve New Mexico's Traffic Safety Culture
- Evaluate and improve, where needed, the data and data-driven decision making

# Target Zero Activities

- Hire of coordinator for Target Zero
- Transportation Safety Summit
- Road Safety Audit Funding
- Pedestrian Safety Month Activities
- First Road Safety Audit
- Countermeasures Lab

June 2024

August 2024

September 2024

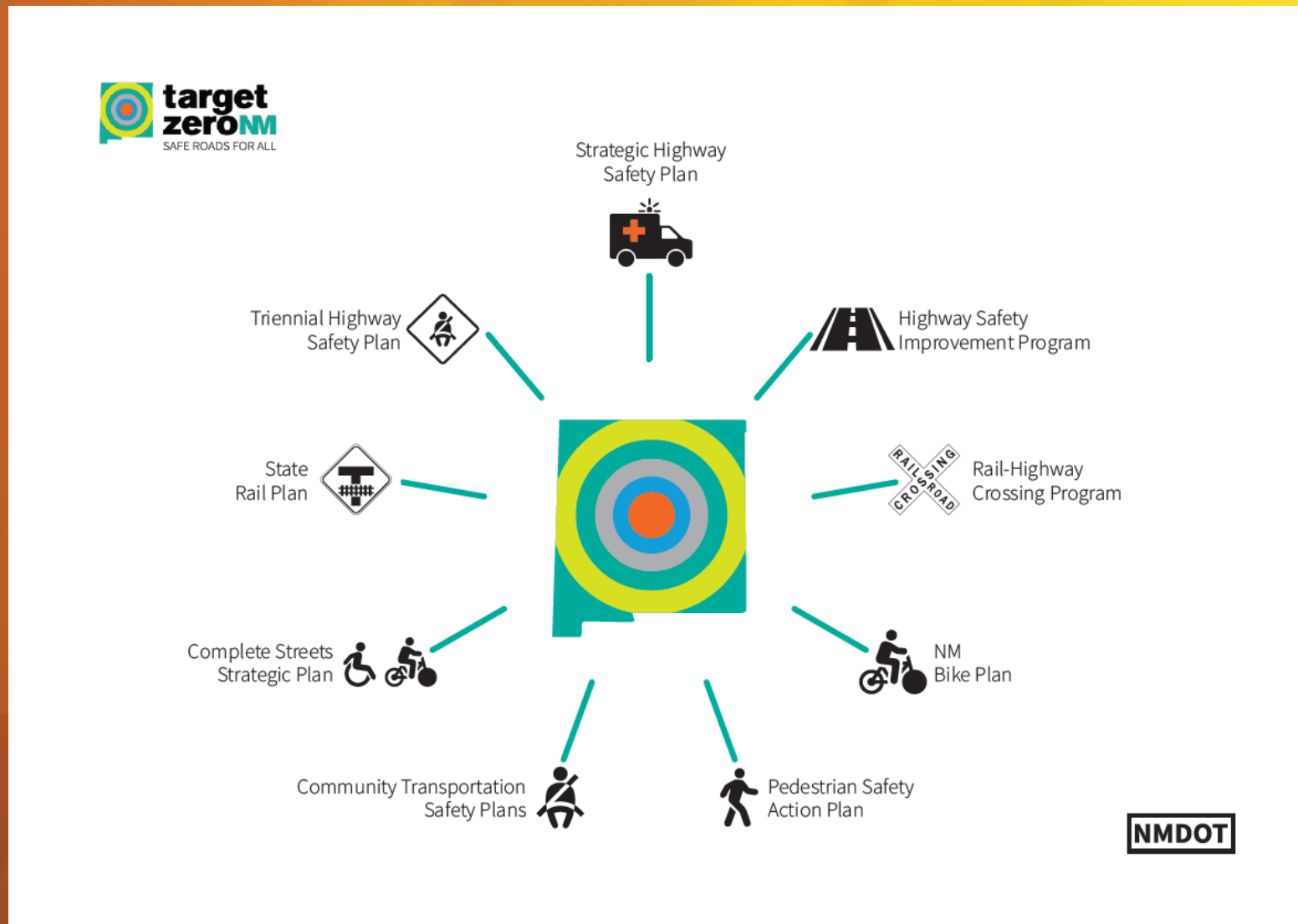
October 2024

November 2024

November 2024



# Coordination of NMDOT Safety Plans



# Transportation Safety Summit

- August 27<sup>th</sup> and 28<sup>th</sup>
- 295 Registered
- 7 National Speaker
- 12 Traffic Safety Workshops
- ½ Day for Stakeholder Input



# Education Campaigns to Improve Traffic Safety Culture in New Mexico



# Road Safety Audit



- Over the next year 15 Road Safety Audits across the state that go beyond the typical road safety audit
- Identifying the root causes of traffic fatalities and sharing what is needed to build the comprehensive system
- Will result in highlighting the responses needed to have a comprehensive, redundant, system that prevents traffic fatalities

# Questions