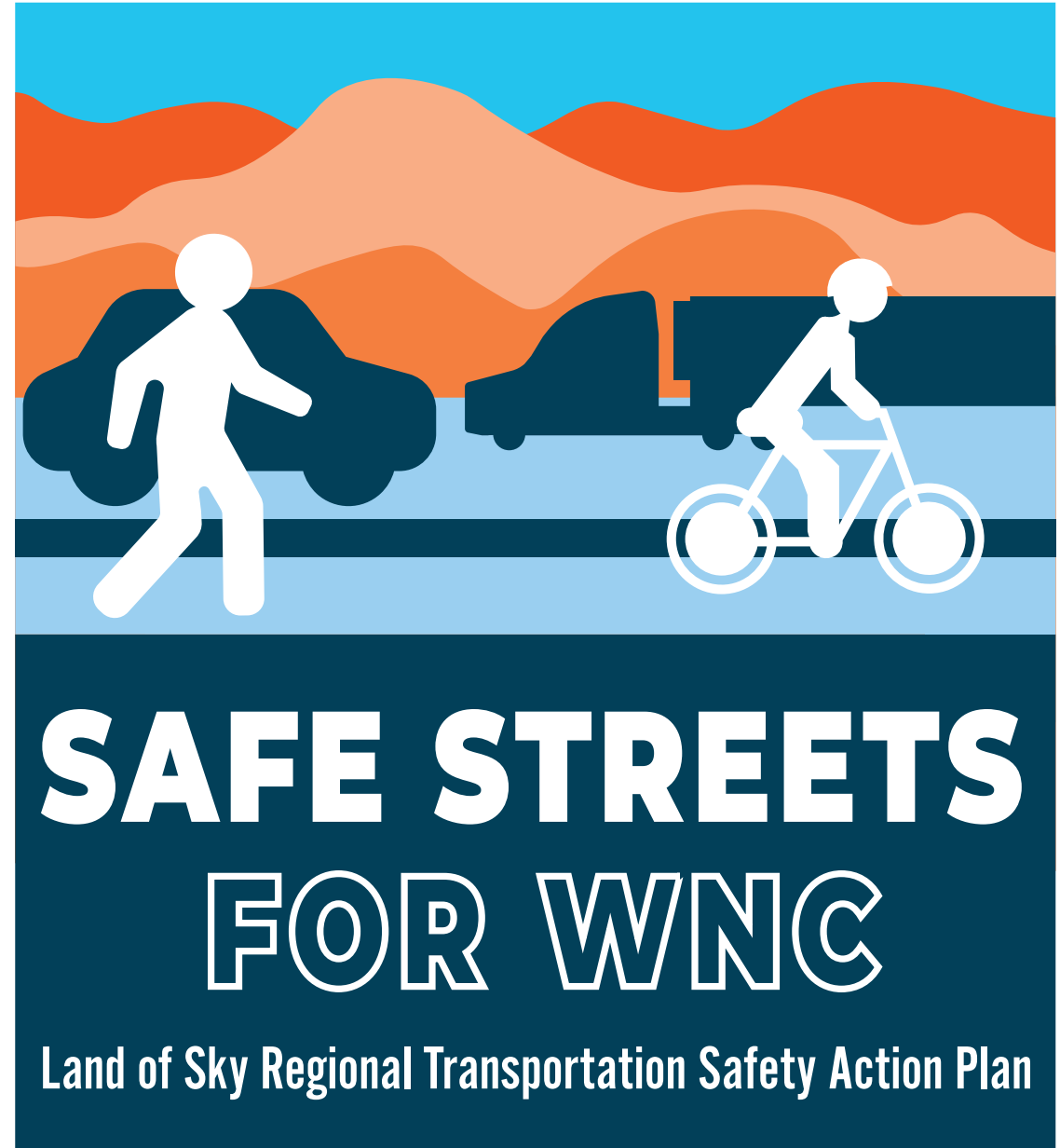


Goals and Target Setting

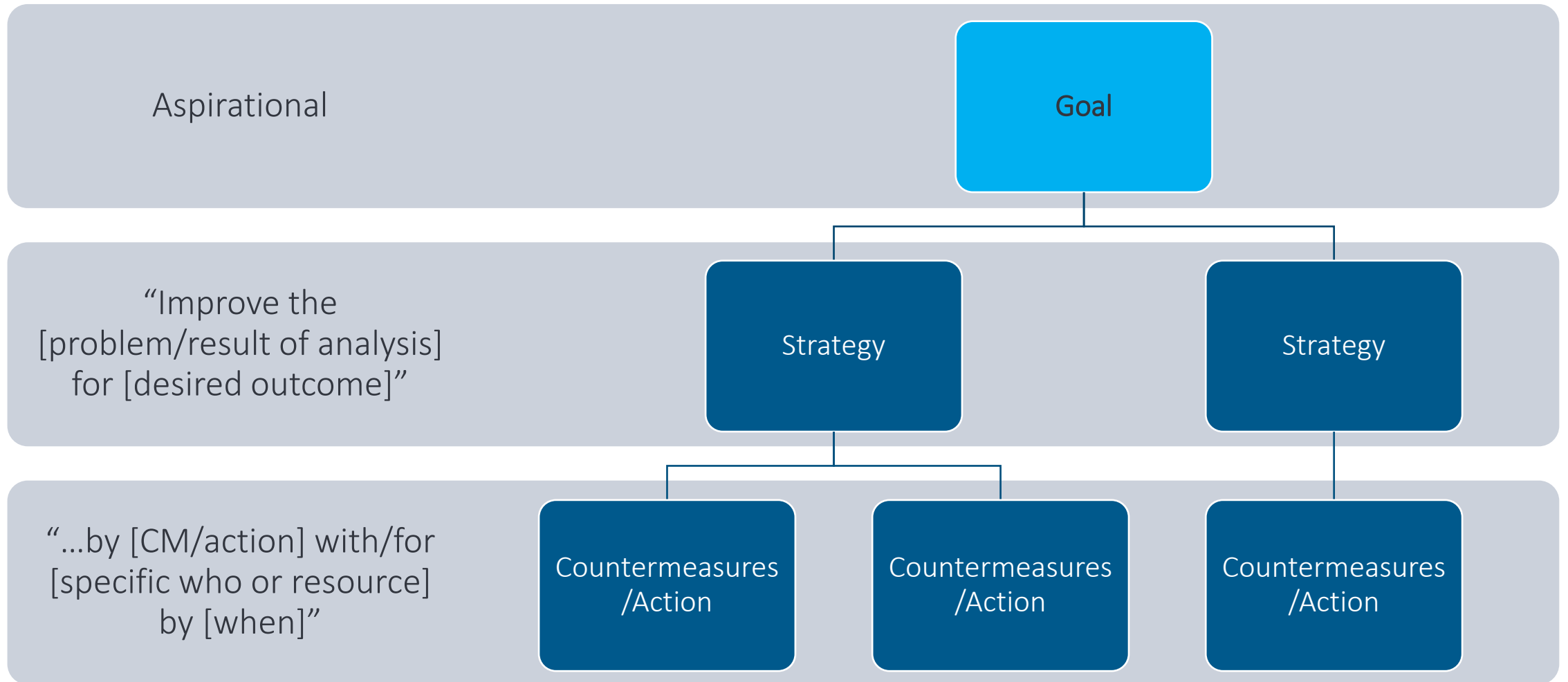
March 2025



Strategic Framework



Safety
PM
Targets



Targets vs. Goals

Targets:

- Annual or interim objectives
- Updated more frequently than a goal
- Can align with the goal

Goals:

- High-level
- Ambitious
- Long-term
- Span an extend time period



Goals

Recap

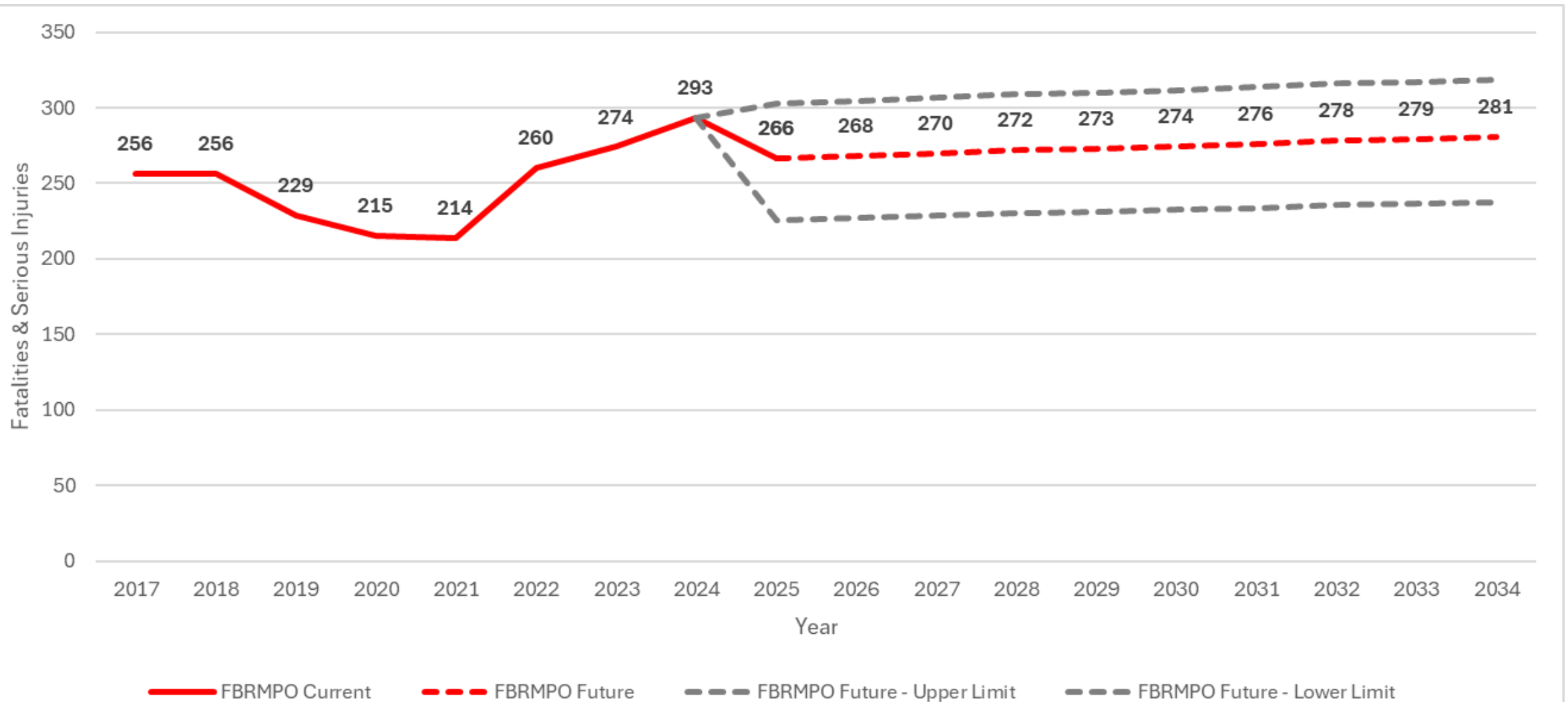


Goal Setting Approaches

- **Zero-Based Goal:** Goals that specifically identify zero as the goal, either zero alone or working towards zero with incremental decreases and/or by a specific year.
"Zero fatalities or serious injuries by 2050."
- **Reduction Goal:** Goals that specifically identify a specific end date for the reduction goal.
"Reduce fatalities and serious injuries by half by 2035"
- **Average Reduction Goal:** Goals that use year rolling average to determine objective reductions in fatalities and serious injuries.
"Reduce fatalities and serious injuries by 5 percent annually"
- **Rate-Based Goal:** Goals that use rates to determine objective reductions in fatalities and serious injuries.
"Reduce the rate of death and serious injury crashes by 50% by 2035. "

Approaches include a vision for the **end goal**, and a specified horizon or **end date**.

Historic and Future Trends: 5 County Region



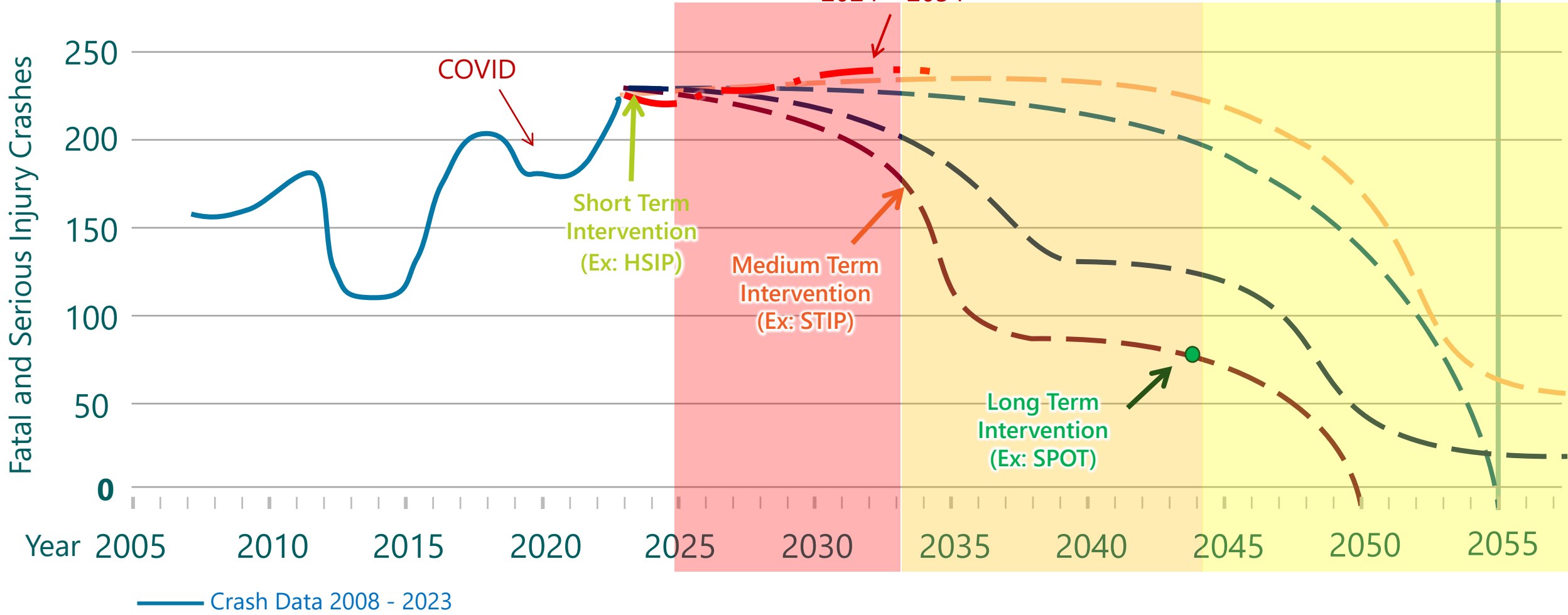
Selecting a Safety Goal

Which scenario(s) best fits the vision for safety for the region?

Which scenario(s) tell a story that is acceptable for the near and long term for the region?

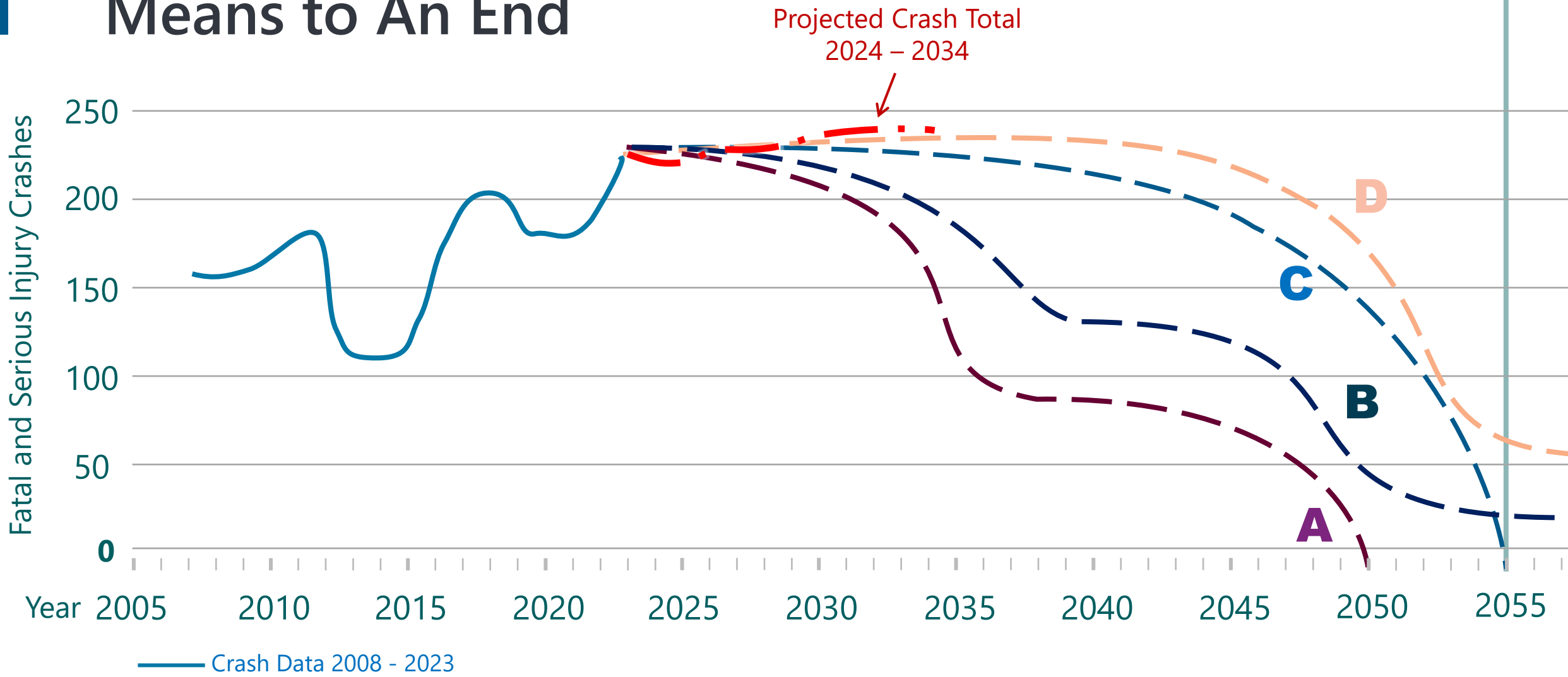
Is there a variation or blend of scenarios that tells a better story?

Means to An End



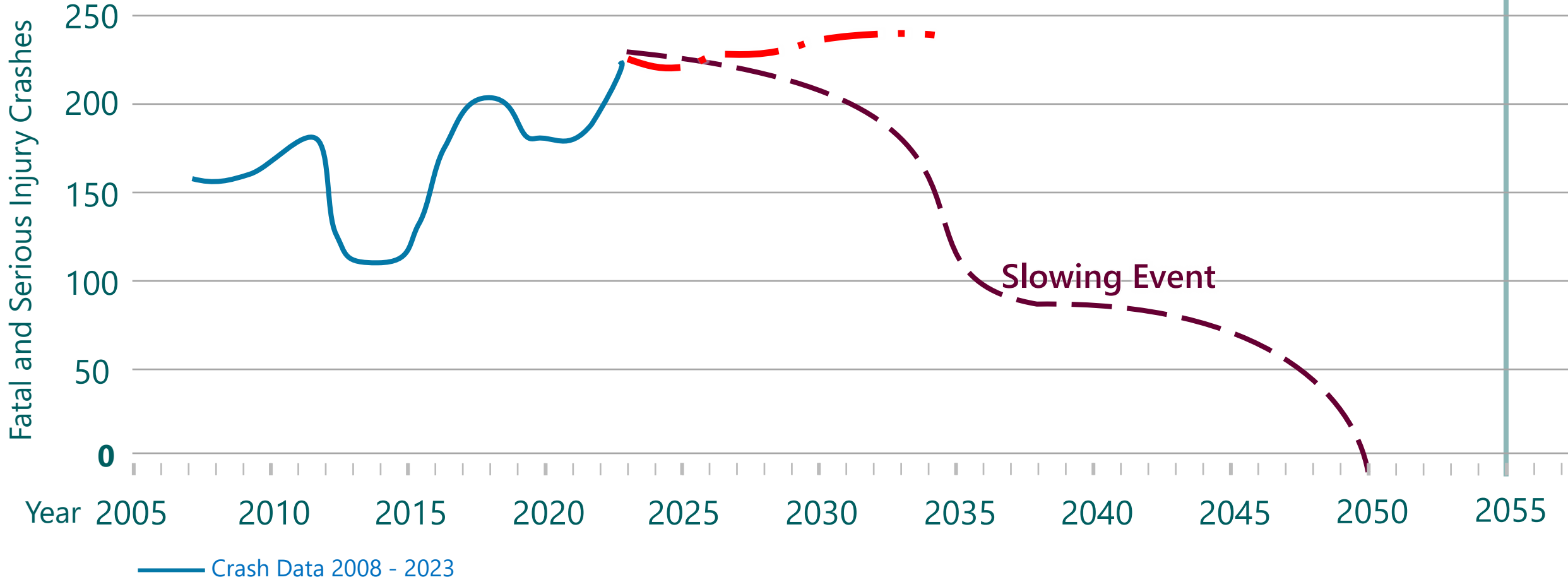
— Crash Data 2008 - 2023

Means to An End

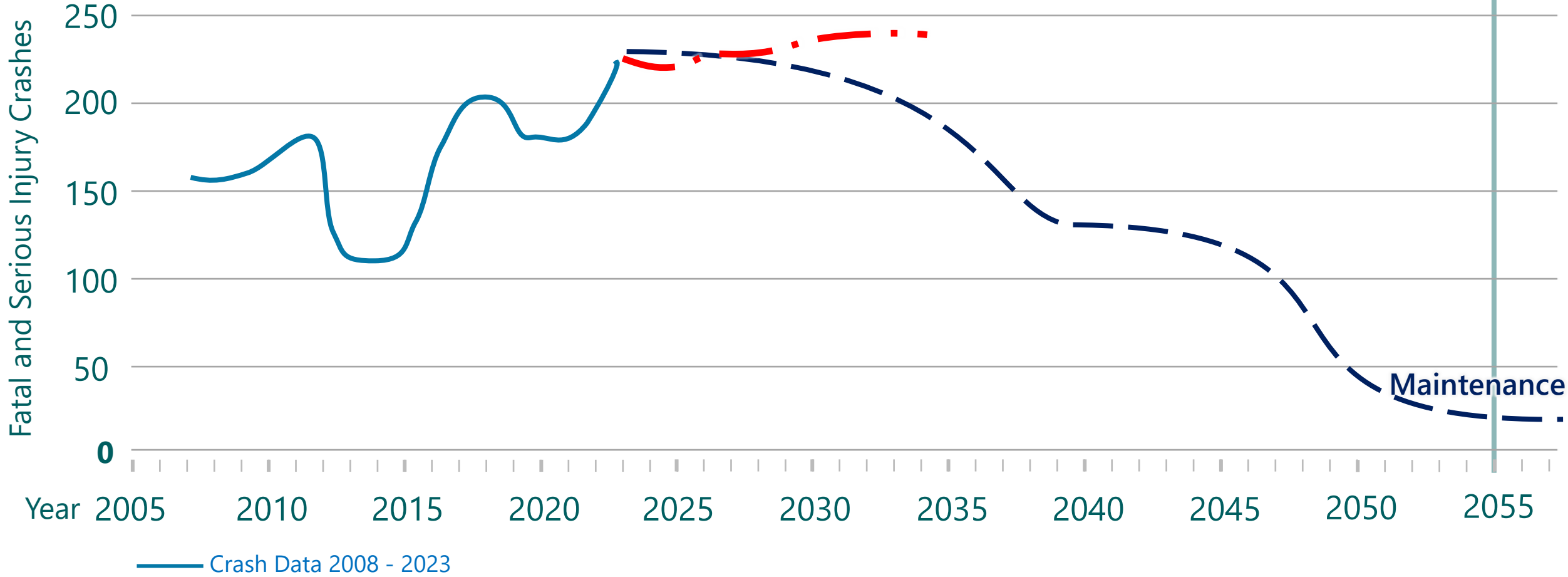


— Crash Data 2008 - 2023

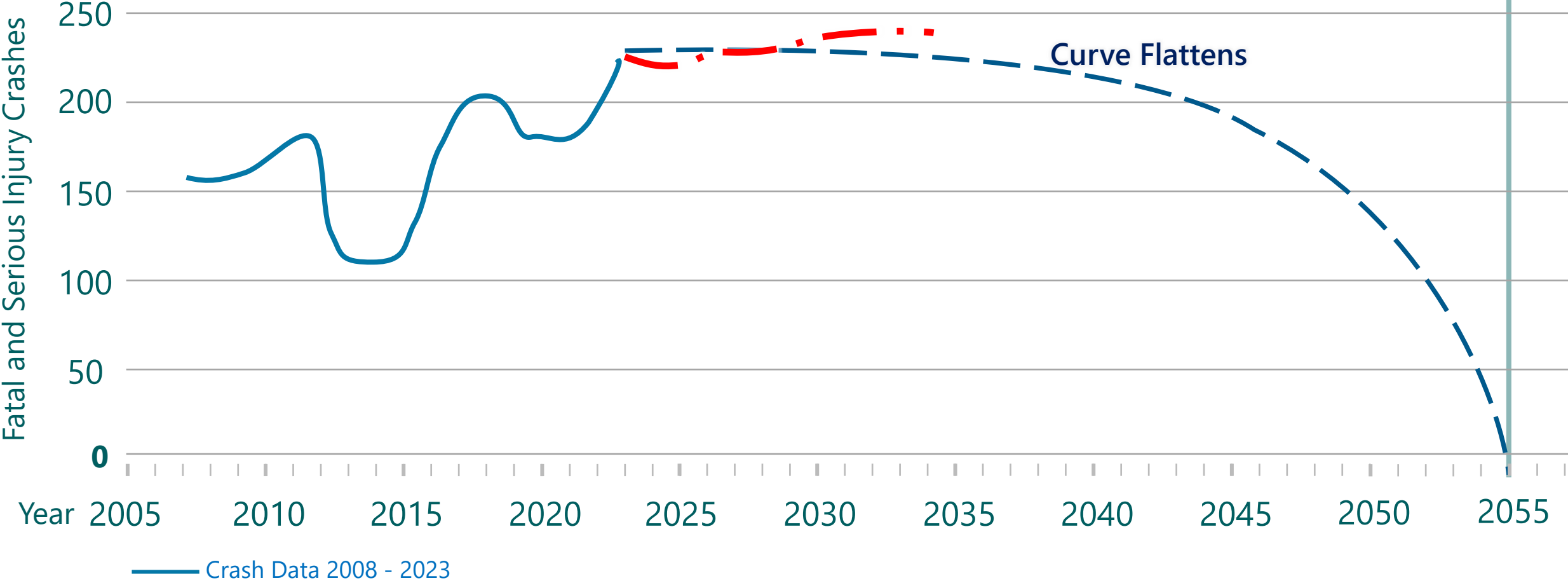
A: 50% Reduction by 2035, Zero by 2050



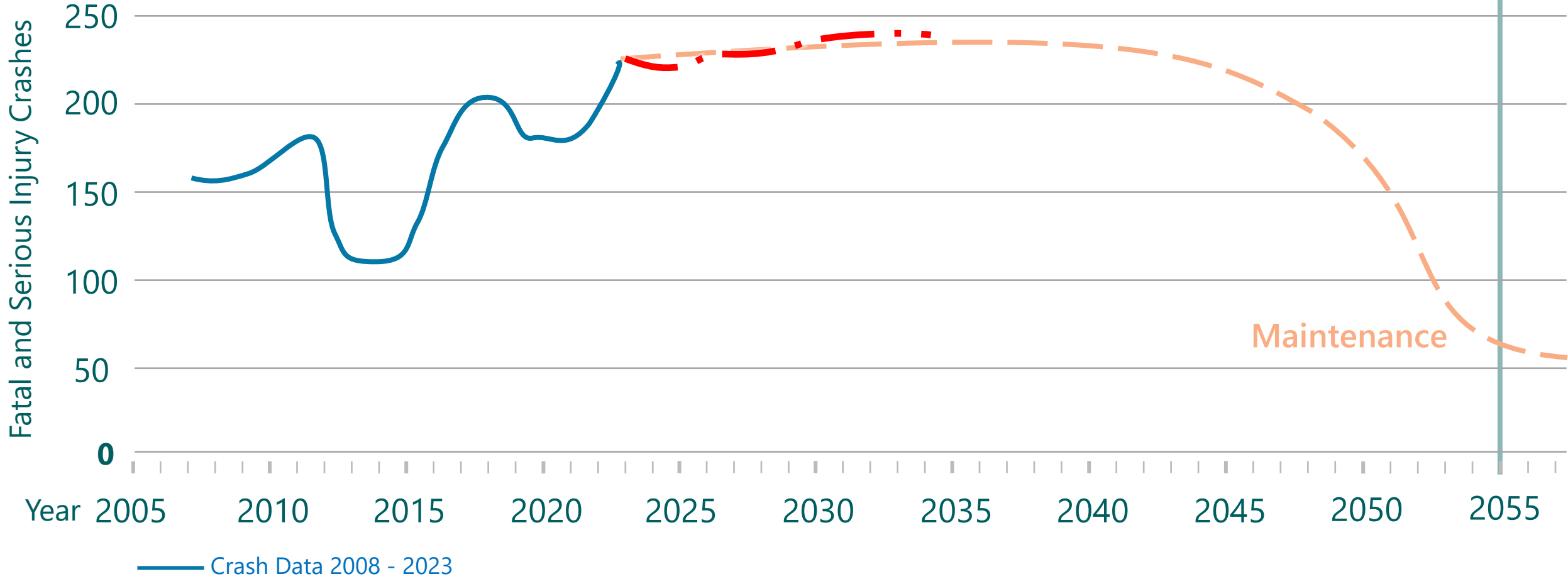
B: 40% Reduction by 2040



C: Steady Reduction, Moving Toward Zero by 2055



D: Steady Reduction, 75% Reduction by 2055





Targets

Recap



Safety PM Targets

- Safety Performance Management (Safety PM) requires MPOs to establish five safety targets:
 - *Number of Fatalities*
 - *Fatality Rate*
 - *Number of Serious Injuries*
 - *Serious Injury Rate*
 - *Number of Non-Motorized Fatalities and Serious Injuries*
- Targets are assessed using a five-year rolling average
- MPOs have two options for establishing safety targets:
 1. *Adopt State DOT Targets*
 2. *Develop and establish a quantifiable safety target for the MPO.*

Options for Setting FBRMPO Safety Targets

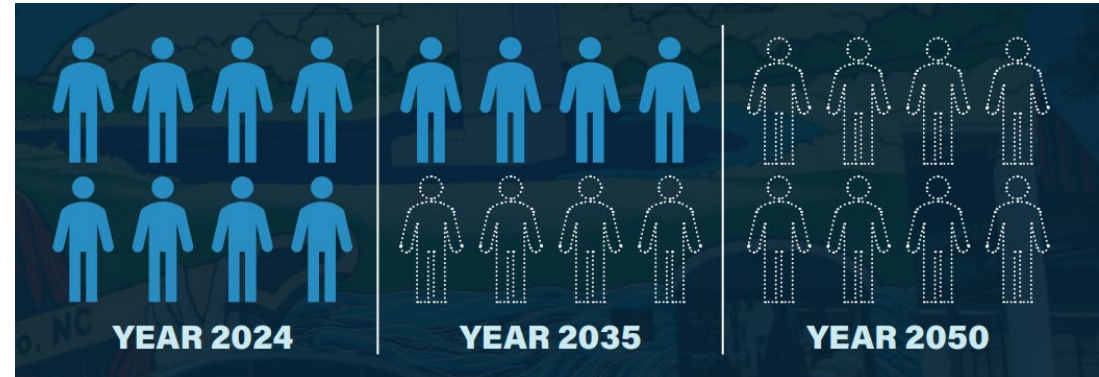
1. Adopt State Targets

OR

2. Realistic

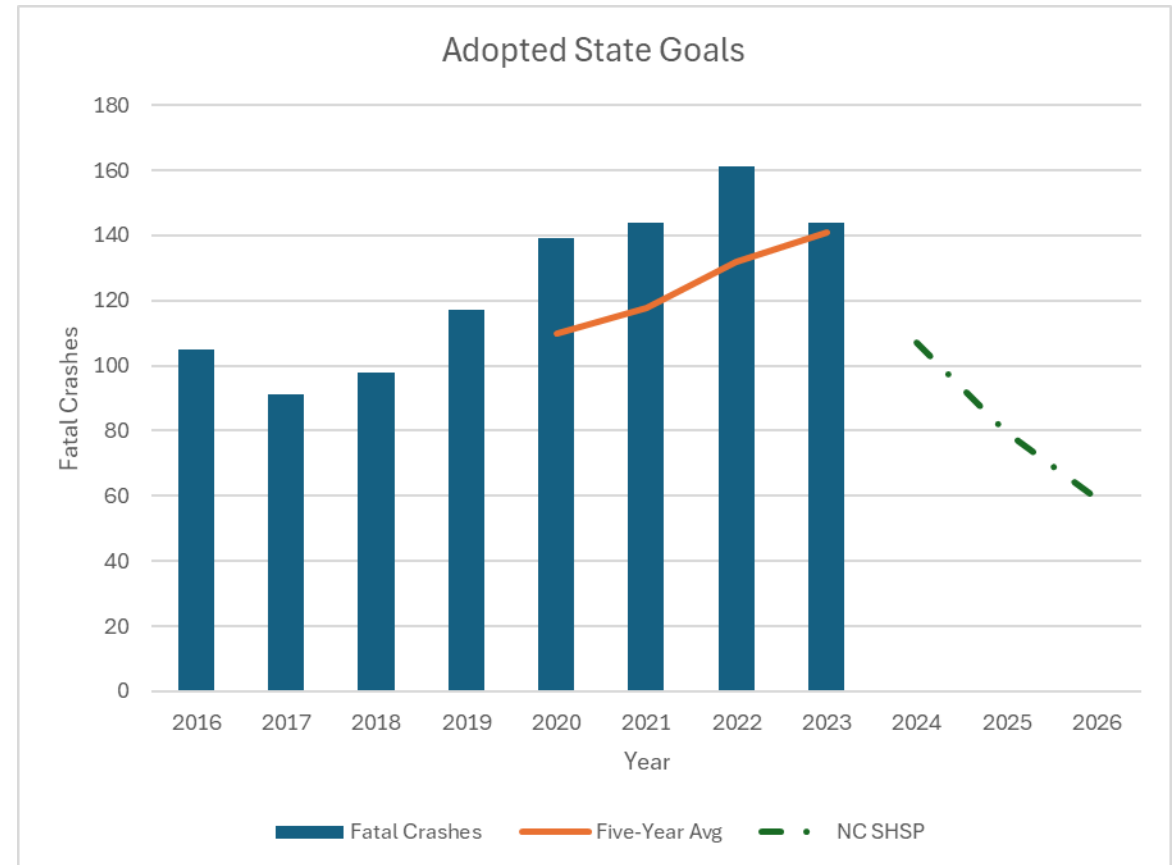
3. Goal-Driven

4. Hybrid



State Safety Targets

- Adopt State targets for MPO, which are based on goals established in the SHSP
- Goal: **Reduce fatalities and serious injuries by half by 2035, moving toward zero by 2050.**



Selecting a Safety Performance Measure Target

Setting Approach

Which scenario(s) best fits the selected goal for safety for the region?

Which scenario(s) closely align with the projected trends?

Target Setting Options

