



STATE OF WASHINGTON  
WASHINGTON TRAFFIC SAFETY COMMISSION

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January 28, 2009

Mr. John M. Moffat, Regional Administrator  
NHTSA, Region 10  
Jackson Federal Building  
915 Second Avenue, Suite 3140  
Seattle, WA 98174-1079

Dear Mr. Moffat:

This is in regards to the National Highway Traffic Safety Administration's (NHTSA) requirement for the filing of an Annual Report on the states Highway Safety Plan for 2008. Please find enclosed an electronic copy of Washington's Annual Report for 2008.

We have worked closely with your staff to develop a report that not only meets the federal requirements, but more importantly displays the progress Washington has again made this year in traffic safety. We appreciate the collaborative process used to develop this report, and will be posting it on the agency's website in the near future.

If you have any questions or concerns, please contact me at your convenience.

Respectfully,

A handwritten signature in blue ink that reads "Lowell Porter".

Lowell M. Porter,  
Director





WASHINGTON  
**Traffic Safety**  
COMMISSION

**2008 Annual Report**

Reducing deaths and serious injuries resulting from motor vehicle collisions by implementing programs designed to address driver behaviors through coordinated efforts of federal, state and local agencies.



WASHINGTON  
**Traffic Safety**  
COMMISSION

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# Executive Summary



## Performance Goals and Trends

Washington's traffic fatality rate of 1.00 for 2007 is below both the national average of 1.37, and the goal established by the National Highway Traffic Safety Administration (recently revised to 1.35 for 2009). Although not reaching the short term goal of 0.98 as outlined in our states Strategic Highway Safety Plan; Target Zero, we are still making significant progress toward our vision of zero traffic related deaths and serious injuries by 2030.

In 2007 we realized a substantial decrease in traffic deaths, as overall fatalities dropped more than 10%, from 633 in 2006, to 568 in 2007, the lowest level in over 10 years. As we approach the end of 2008, it appears that Washington will experience about thirty fewer traffic deaths than in 2007.

The annual report submitted for 2007 indicated that, "We are optimistic that the steps WTSC and other key traffic safety agencies in the state have taken... will reverse the lack of progress we have experienced in recent years." It seems that the results we anticipated may be beginning to occur.

## Aligning our Efforts with Target Zero - Investing in high priority programs and implementing effective countermeasures

### Priority One Programs

**Impaired driving:** Although implementing state wide, short term high visibility enforcement impaired driving campaigns (HVEC) appeared to be effective in the 1980s and 1990s, we have seen little progress in reducing impaired driving deaths since 1999.

We modified our HVEC with the introduction of X-52, sustained enforcement of both impaired and speeding drivers 52 weeks a year. This more sustained enforcement model provides for at least one region of the state conducting a HVEC every week.

## Executive Summary

**Speed:** Although Washington State's speeding pilot projects were effective in reducing average speeds and speed related crashes, they were not very efficient. It soon became apparent that the cost of taking these small pilot projects statewide would be prohibitive. In 2008, we applied the same HVEC model for speeding as we used for impaired driving. In fact, the HVECs for impaired driving and speed will be coordinated in such a way that drivers will see one or the other almost constantly.

### Priority Two Programs

**Traffic Records Systems Improvement:** Washington continues to invest Section 408 and other state and federal highway safety funds in programs to make our traffic records systems more accurate, comprehensive and timely. We have established a traffic records committee that represents all the traffic records users and data base owners in the state. This group has established a comprehensive a Strategic Traffic Records Plan and will continue to coordinate state, local and tribal efforts to implement the plan.

The progress in implementing a paperless crash and citation reporting system (eTRIP) and steps taken to collect injury data from EMS reports (WEMIS) are key components of the Strategic Traffic Records Plan. The Washington Association of Sheriffs and Police Chiefs (WASPC) agreed to host services for a Local Law Enforcement Agency Coordinator for SECTOR, and studies continue in determining cost savings and avoidance by law enforcement and the courts through the use of this records systems program.

**Occupant Protection:** Although Washington achieved over 96% safety belt use we recognized that this was still a day time use rate only. Assuming that the night seat belt use rate is lower than during the day and acknowledging that the night fatality rate is four times that we experience in the day, some program changes appeared necessary. Beginning in the fall of 2007 and continuing through 2008, we moved our seat belt emphasis patrols, including CIOT, to night time hours. This effort is ongoing and continues to be a coordinated effort between Washington State and the National Highway Traffic Safety Administration.

### Traffic Safety Legislation

The only major traffic safety legislation that passed in 2008 was a bill that made significant changes to our ignition interlock law. More details about legislation can be found in the legislative section of this report.

WTSC is also working hard to improve traffic safety over a broad spectrum of programs described further in this document.



# Introduction

## Crash Summary

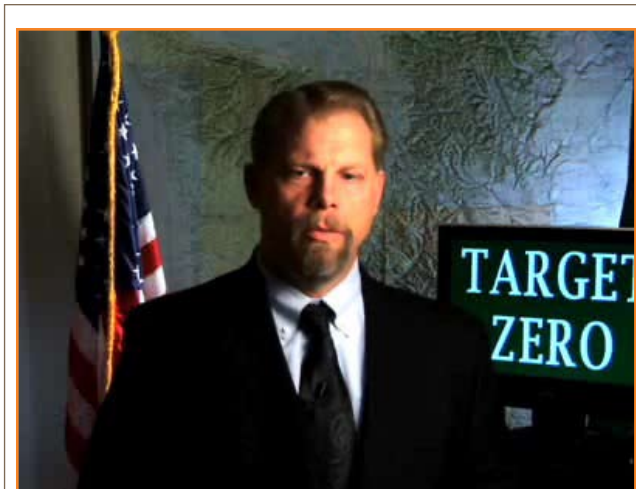
In 2007, Washington State realized a 10% reduction in traffic fatalities statewide, due in large part to the continued implementation and integration of “Target Zero” Washington’s Strategic Highway Safety Plan. This equates to 58 lives saved when compared to traffic deaths in 2006. This success story enabled Washington to reach a significant milestone in traffic safety not previously realized. Washington’s death rate (deaths per 100 million miles traveled) dropped to 1.00, a level not previously experienced in our state. The National Highway Traffic Safety Administration (NHTSA) set a national traffic safety goal of death rate of 1.00 deaths per 100 million miles traveled by 2008. Washington is one of only a few states to reach this goal, a full year ahead of the national goal. These traffic safety performance measures (traffic deaths and the death rate) demonstrate that Washington continues to make significant progress towards the states goal of zero traffic deaths by 2030 (Target Zero). The Washington Traffic Safety Commission (WTSC) is confident that with continued collaborative work to implement Target Zero, Washington State can realize similar levels of success in the coming year.

## Accomplishments

In 2008, Washington achieved a statewide seat belt use rate of 96.5%, the third highest in the nation. This is an important element of the state’s Target Zero goal to reduce the number of people killed on our state’s roadways to zero by 2030. This is a significant accomplishment

given that Washington moved all of its “Click It or Ticket” activities (public education/awareness and enforcement) to the nighttime hours. The states law enforcement community is committed to maintaining their strict enforcement during the day while strongly supporting this new nighttime strategy. We believe this initiative will continue to strengthen Washington’s traffic safety performance while at the same time reducing the numbers of those killed each year on our state’s roadways.

The WTSC continues to fill an important leadership role in the statewide implementation and integration of Target Zero. This plan sets both short and long term traffic safety goals and establishes accountability and performance measures for all state agencies with a role in traffic safety. This aggressive and data-driven plan ensures that state resources are invested in the highest priorities identified in the plan, and that we employ proven strategies and best



## Introduction

practices. Moreover, it provides an excellent guide for local communities to follow when supporting Target Zero initiatives.

### Challenges

When analyzing the state's fatal and serious injury crash data for the past calendar year, we again see that our two main traffic safety challenges remain impaired driving and speed-related crashes. WTSC has reorganized the agency's structure and program areas to reflect these priorities along with the importance of maintaining a high seat belt use rate. These structural and program changes are also reflected in the work of the state's 25 Traffic Safety Task Forces and their support of Target Zero at the local level. The WTSC believes that as Washington refines this realignment of priorities and resources, the state will achieve an even stronger foundation for future traffic safety success statewide. This will not occur without hard work and continual focus by all partners and stakeholders in the state's traffic safety community.

The WTSC continues to find ways to better coordinate the state and federal budget cycles and processes which frequently do not work together smoothly. Applying for federal traffic safety grants is a complex and time consuming process spread over an entire year. Grant funding, if approved, arrives sprinkled unevenly over a 12-month period. This process creates challenges when attempting to target resources (people, time, and money) on specific traffic safety problems throughout Washington. The WTSC continues to work closely with our federal partners in the U.S. Department of Transportation (USDOT), other state agencies, and the local communities to make this process more efficient, and more importantly more effective.



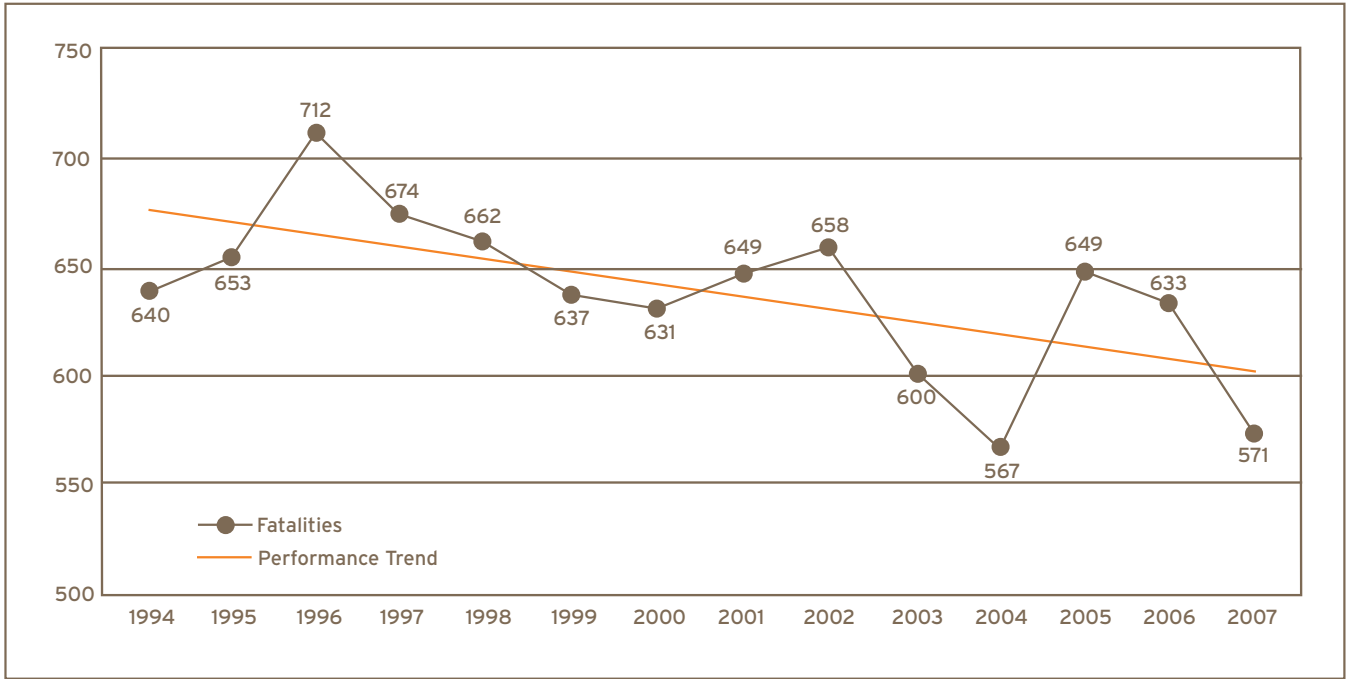


# Crash Data and Trends

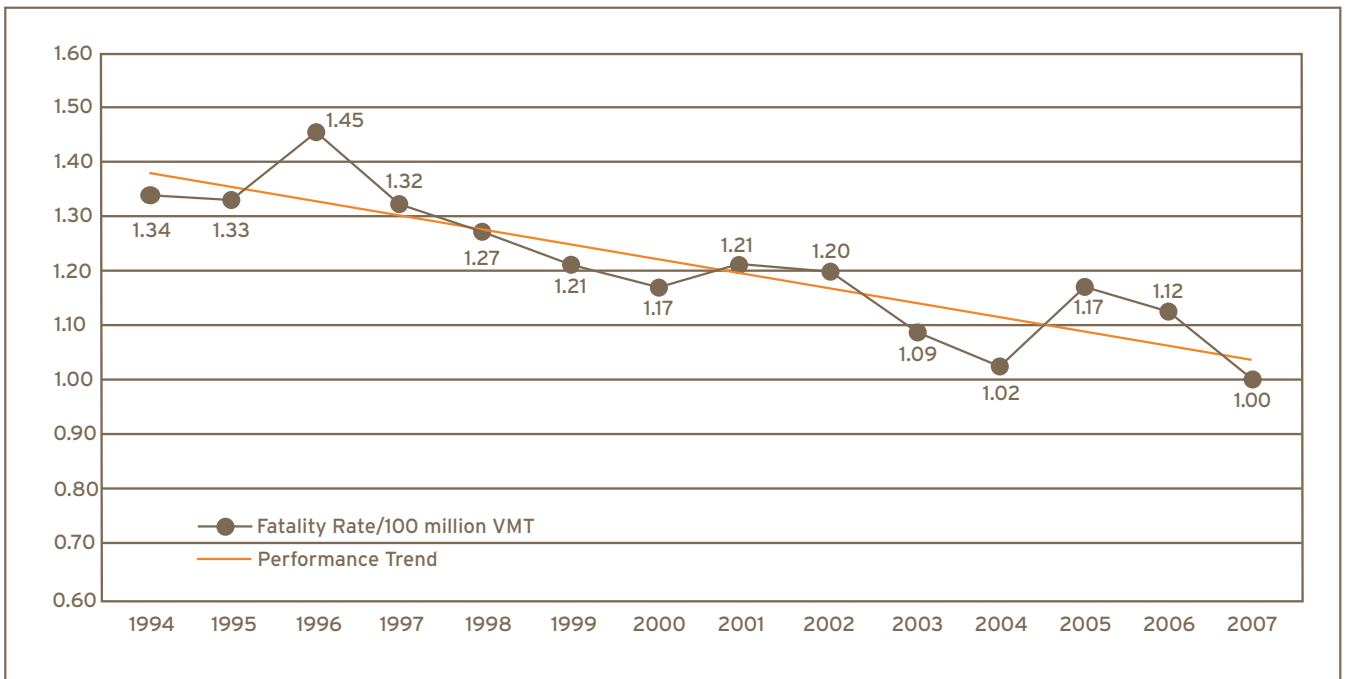
	Baseline Data 1994 - 1997				Progress Report Data 1998 - 2007										
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	
Fatalities	640	653	712	674	662	637	631	649	658	600	567	649	633	571	
Fatality Rate/100M VMT	1.34	1.33	1.45	1.32	1.27	1.21	1.17	1.21	1.20	1.09	1.02	1.17	1.12	1.00	
Safety Belt Use Rate	77.0%	80.0%	81.0%	78.0%	79.1%	81.1%	81.6%	82.6%	92.6%	94.8%	94.2%	95.2%	96.3%	96.4%	
Drinking Driver Related Fatalities	296	305	353	266	286	243	248	243	262	221	214	271	251	232	
Drinking Driver Rate/100M VMT	0.62	0.62	0.72	0.52	0.55	0.46	0.46	0.45	0.48	0.40	0.38	0.49	0.44	0.41	
Speed Related Fatalities	220	251	249	242	247	226	241	234	260	234	225	247	253	225	
Vehicle Occupant Fatalities	499	525	558	555	524	526	511	509	513	449	419	476	470	415	
Pedestrian Fatalities	86	74	92	73	77	60	68	75	70	77	60	74	72	62	
Bicyclist Fatalities	15	13	14	16	10	9	12	8	11	10	7	13	7	14	
Motorcyclist Fatalities	35	37	41	28	51	38	37	55	54	59	75	74	80	69	
Child Safety Seat Use Rate	54.4%	57.0%					76.8%			56.1%	70.9%	46.5%	52.8%	50.8%	
Booster Seat Use Rate							22.1%		46.7%	44.7%	49.4%	28.7%	31.6%	17.2%	

# Performance Goals and Trends

**Goal: Fatalities** Reduce the Number of Traffic Fatalities to 580 by 2008 and to 535 by 2012  
**Baseline** 1994 = 640 Fatalities

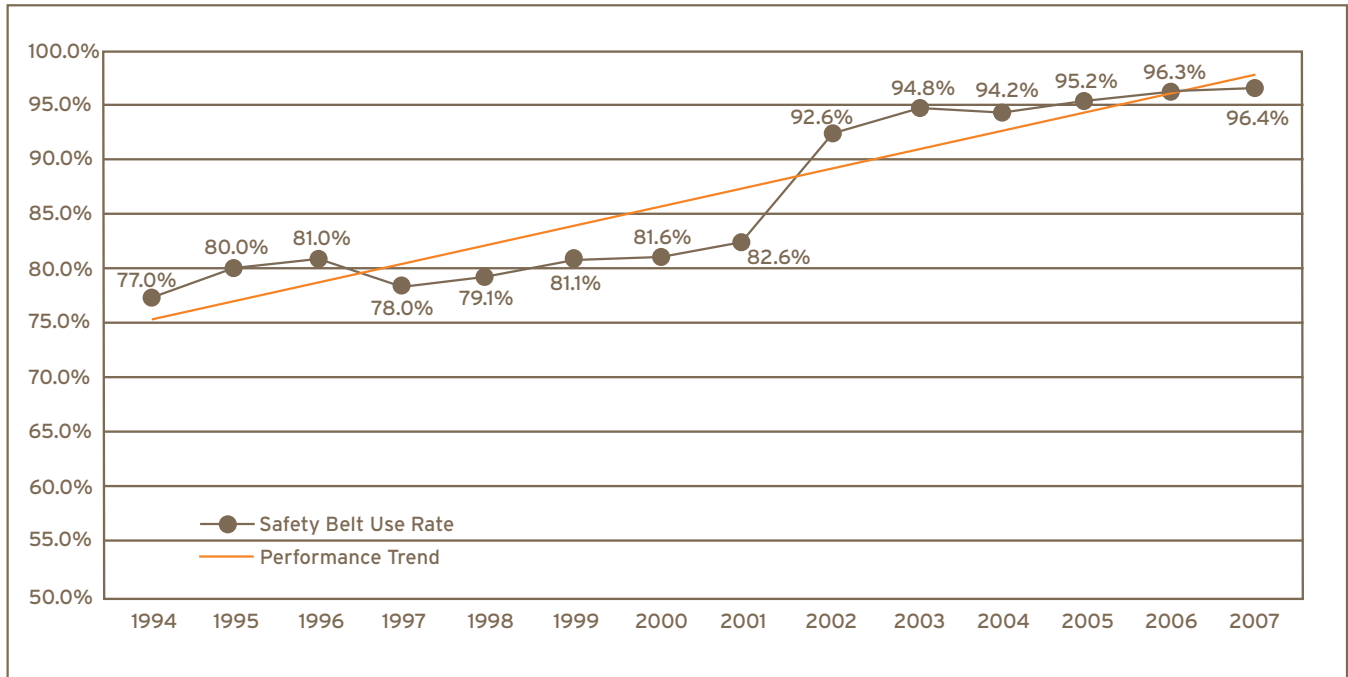


**Goal: Fatality Rate/VMT** Reduce the Fatality Rate to .98 in 2008 and to .86 by 2012  
**Baseline** 1994 = 1.34 Deaths per 100 M VMT

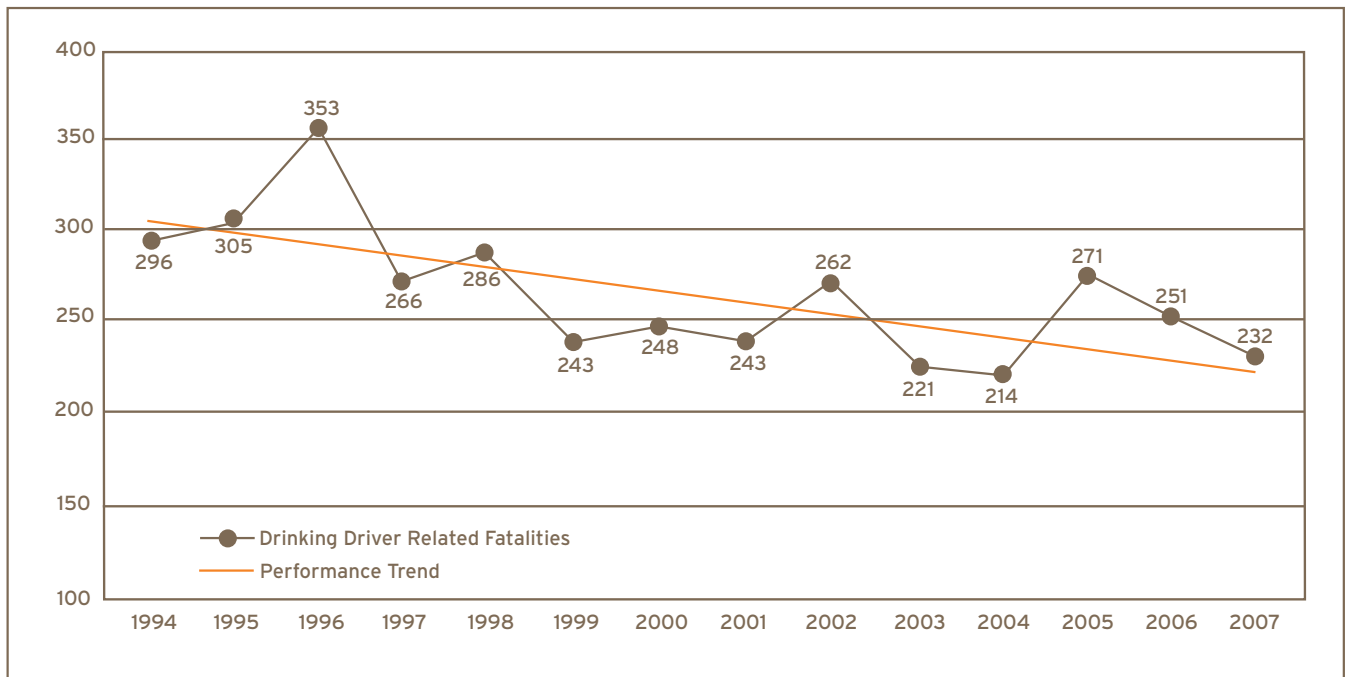


# Performance Goals and Trends

**Goal: Seat Belt Use Rate** Increase Seat Belt Use Rate to 97% by 2008  
**Baseline** 1994 = 77%



**Goal: Drinking Driver Related Fatalities** Reduce to 165 by 2008 and to 118 by 2012  
**Baseline** 1994 = 296 Fatalities



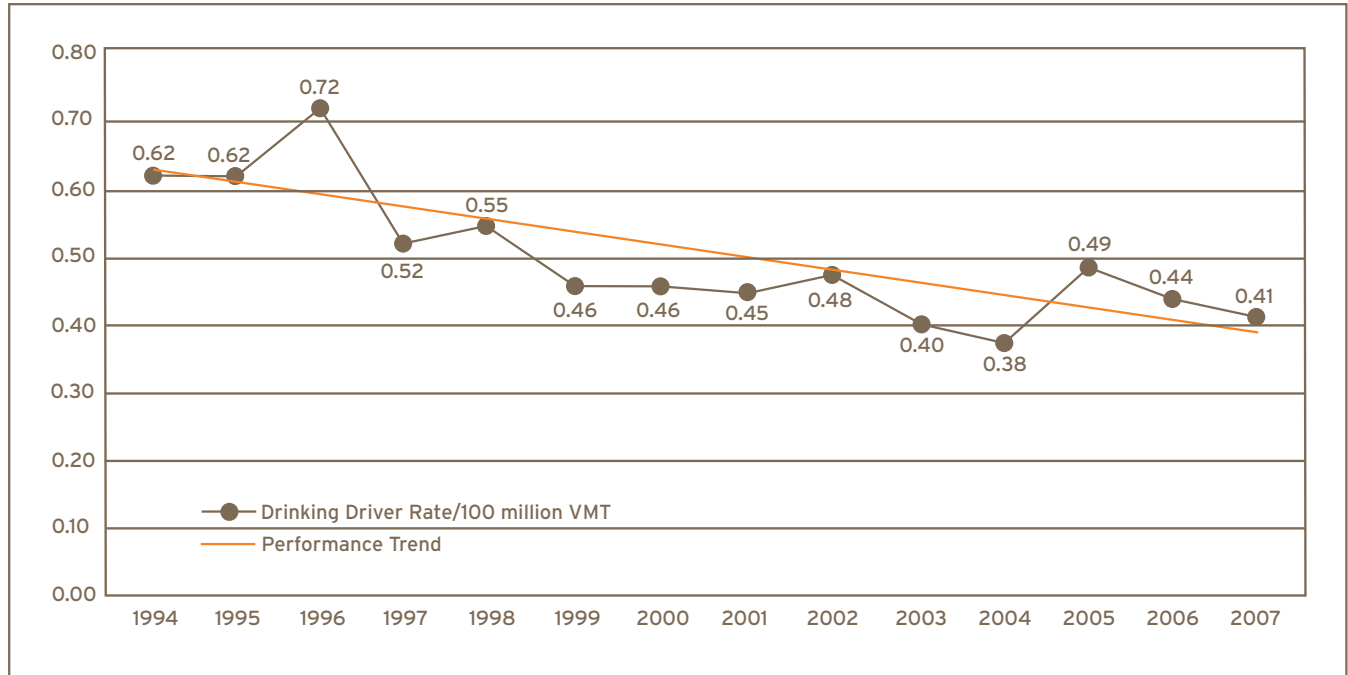
# Performance Goals and Trends

**Goal: Drinking Driving Related Fatal Rate per 100 M VMT**

Reduce Rate to .28 by 2008 and to .18 in 2012

**Baseline**

1994 = 0.62

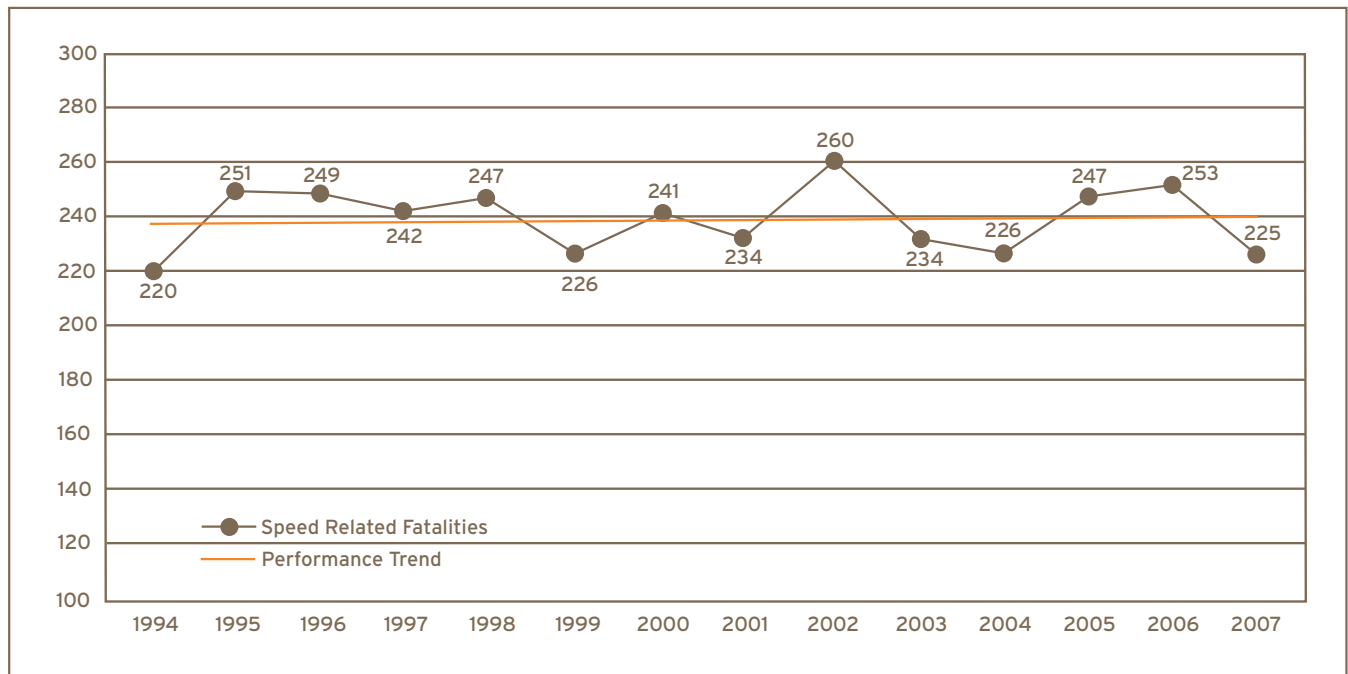


**Goal: Speed Related Fatalities**

Reduce Speed Related Fatalities to 225 by 2008 and to 121 by 2012

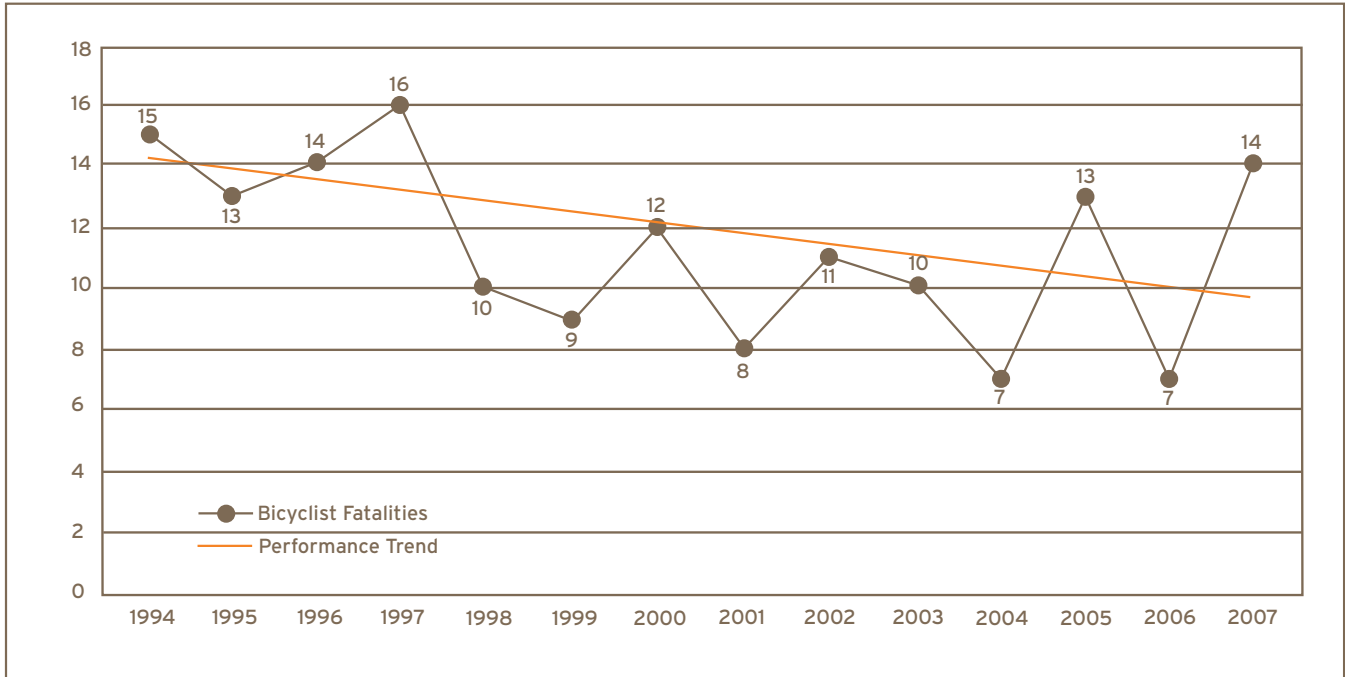
**Baseline**

1994 = 220

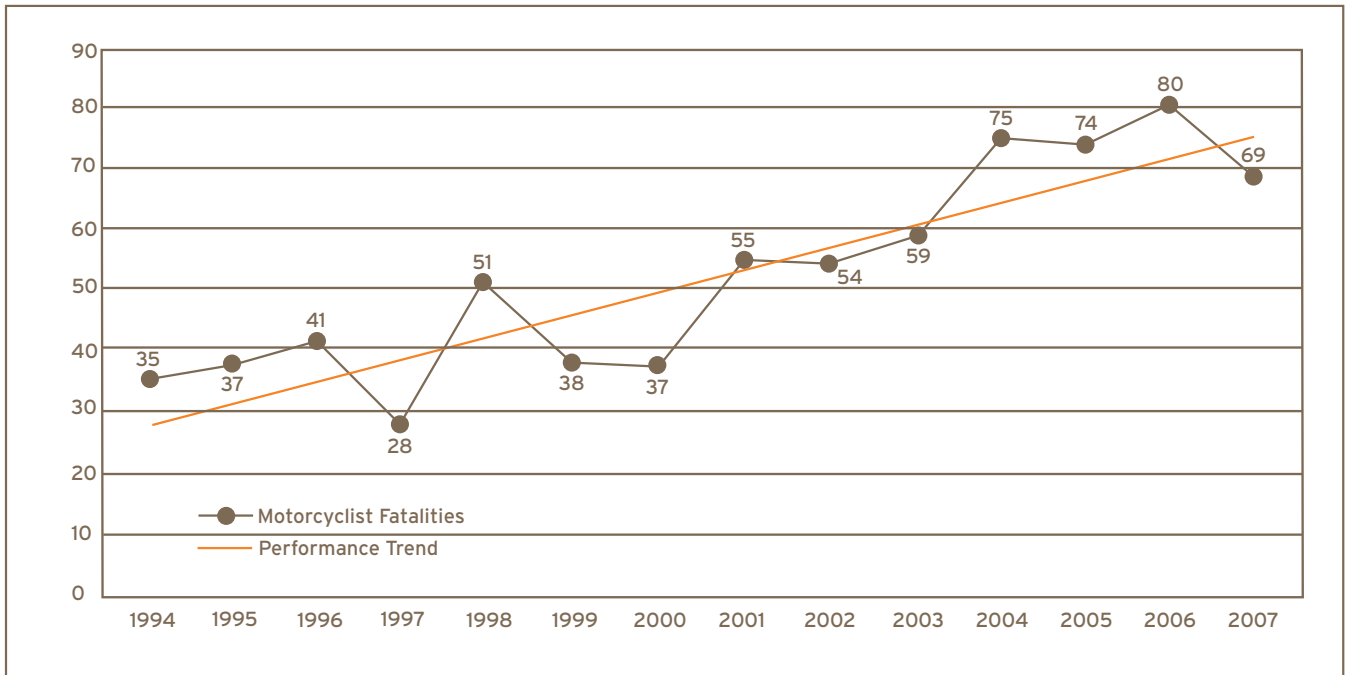


# Performance Goals and Trends

**Goal: Bicyclist Fatalities** Reduce Bicyclist Fatalities to 8 by 2008 and to 7 by 2012  
**Baseline** 1994 = 15

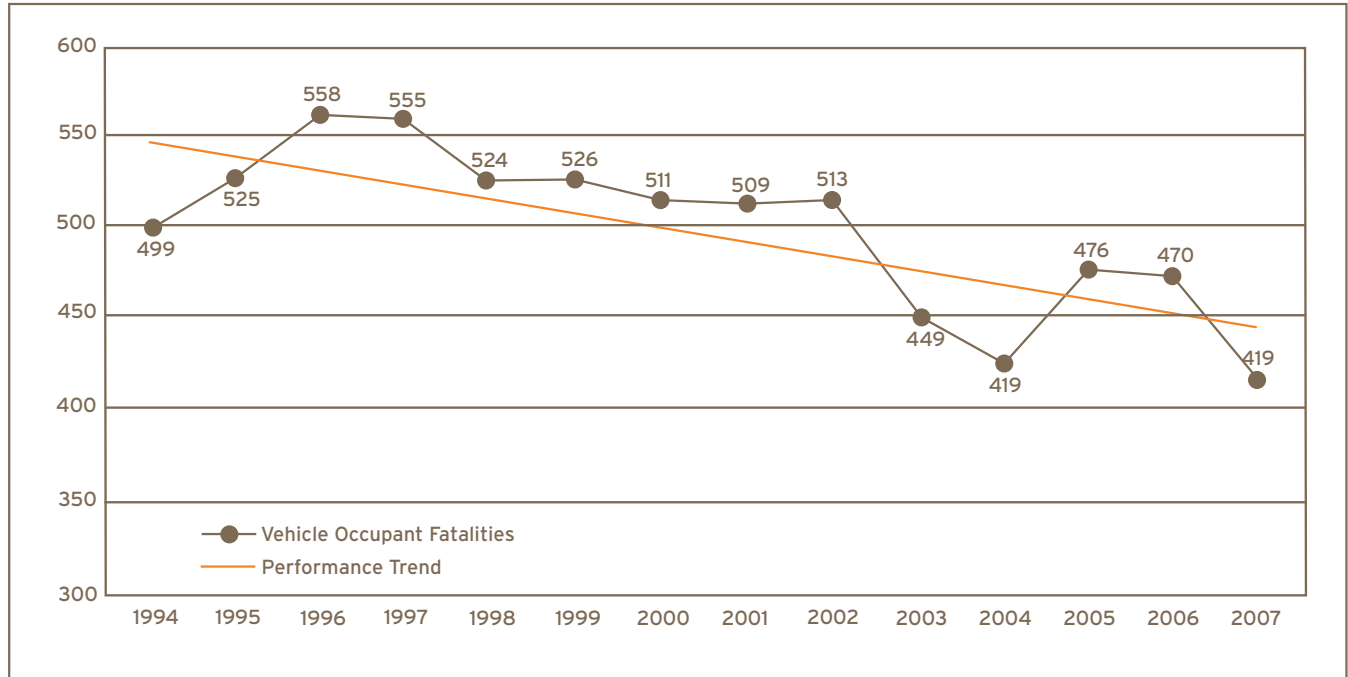


**Goal: Motorcyclist Fatalities** Reduce Motorcyclist Fatalities to 55 by 2008 and to 35 by 2012  
**Baseline** 1994 = 35

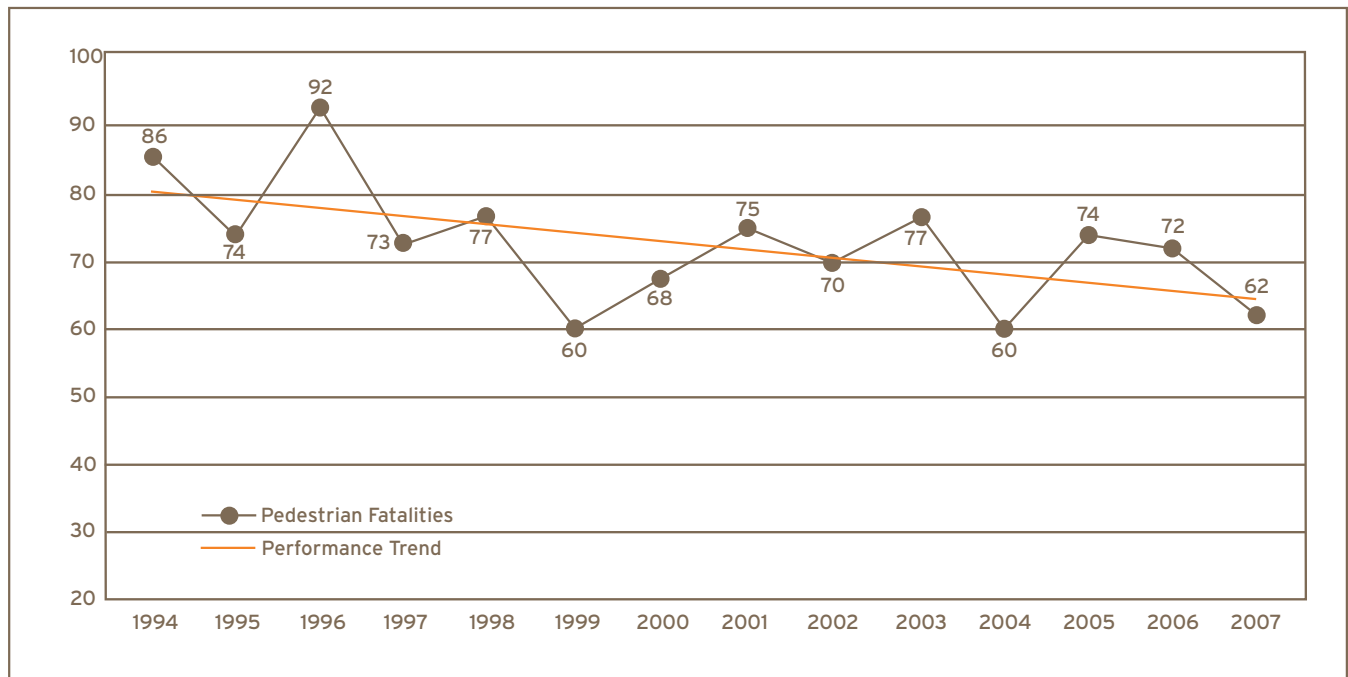


# Performance Goals and Trends

**Goal: Vehicle Occupant Fatalities** Reduce Vehicle Occupant Fatalities to 426 by 2008 and to 366 by 2012  
**Baseline** 1994 = 499

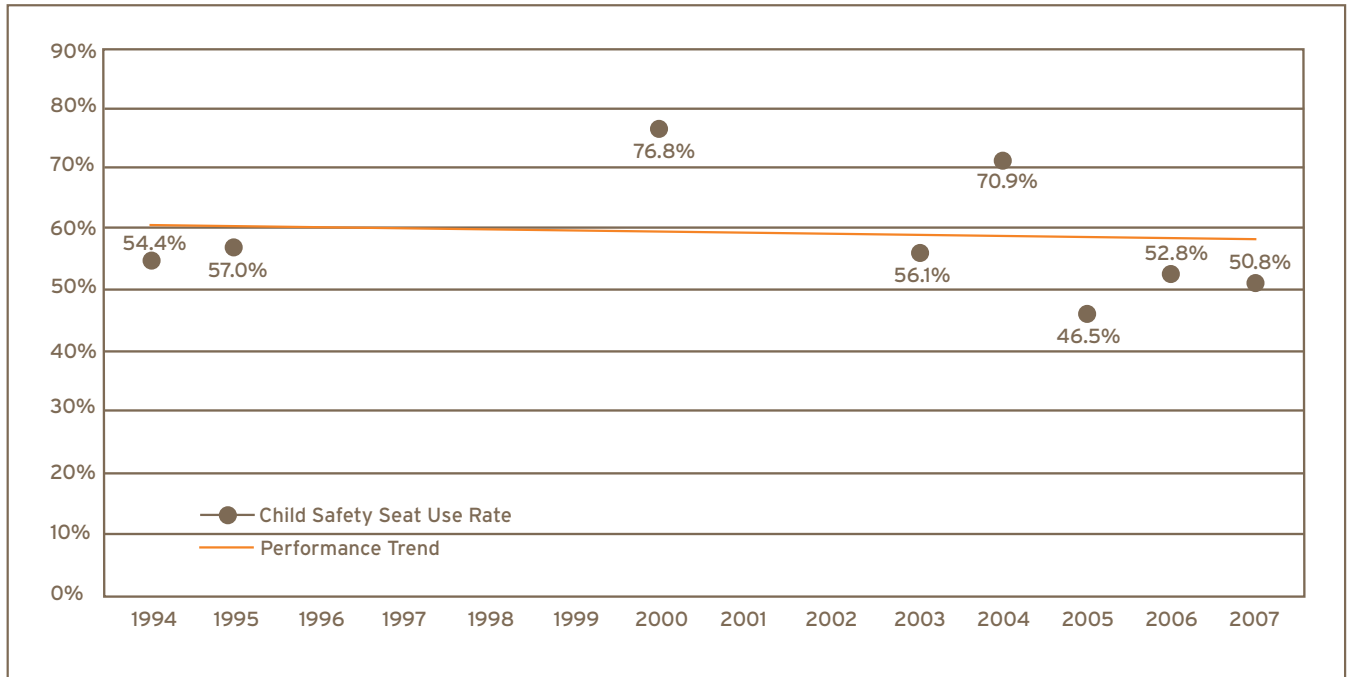


**Goal: Pedestrian Fatalities** Reduce Pedestrian Fatalities to 55 by 2008 and to 46 by 2012  
**Baseline** 1994 = 86

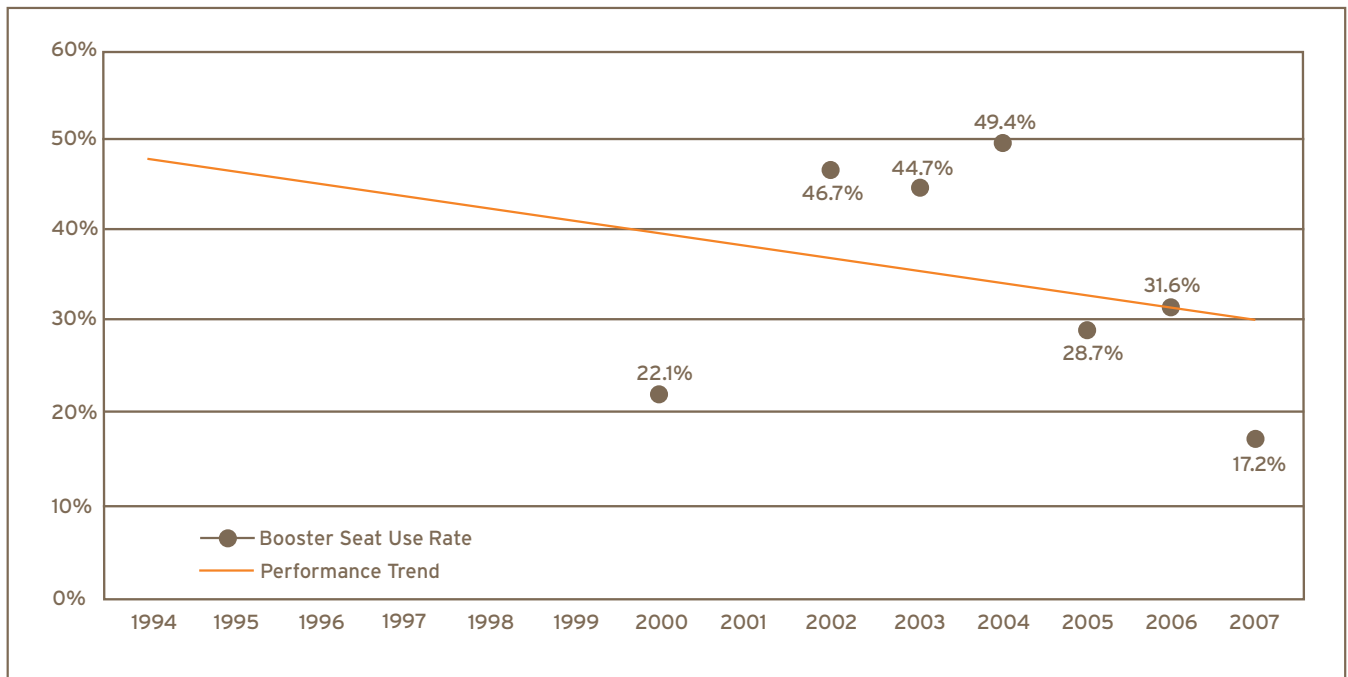


# Performance Goals and Trends

**Goal: Child Safety Seat Use Rate** Increase Child Safety Seat Use Rate to 80% by 2008 and to 90% by 2012  
**Baseline** 1994 = 54.4%



**Goal: Booster Seat Use Rate** Increase Booster Seat Use Rate to 75% by 2008 and to 90% by 2012  
**Baseline** 2000 = 22.1%



# Impaired Driving Program



## Goals and Trends

The goals and objectives of the WTSC's Impaired Driving Program can be found in pages seven through twelve of this 2008 Annual Report.

## Strategies

Although many varied strategies were employed in our effort to reduce the injuries and deaths that result from crashes involving impaired drivers, the main strategy remains combining a strong public education component with intense, visible DUI enforcement. These efforts are supported by Washington's efforts to expand Brief Intervention Alcohol Screening, DUI Courts, Judge and Prosecutors DUI training, and funding for the Drug Evaluation and Classification (DEC also known as DRE) program. Other strategies can be found in the Noteworthy Program section below.

## Results

Drinking-driver crashes in Washington decreased to 232 in 2007 from 251 in 2006 and 271 in 2005. This represents a 16% decrease in drinking driver involved fatalities over the 2002-2006 yearly average of 277 persons killed.

## Impaired Driving Program Summary

### WTSC Impaired Driving Program (K807-05)

#### X52: Extra Patrols Every Week

The WTSC launched the X52 program February 15, 2008. This sustained, multi-jurisdictional, high-visibility, impaired driving and speeding enforcement program was designed to give the public the message that extra patrols are taking place in Washington every week. The impaired driving enforcement efforts are described in this section of the report.



WTSC provided \$325,000 in overtime funding to over 100 local law enforcement agencies to conduct X52 DUI patrols. Agencies were required to work with at least two other agencies in the same location on X52 DUI patrol nights to ensure that plenty of law enforcement



## Impaired Driving Program



vehicles were evident to any motorists in the area. Patrol locations were chosen due to higher levels of DUI-related collisions.

WTSC purchased \$225,000 in radio ads to publicize the X52 DUI patrols. Traffic safety task force coordinators, who coordinated these patrols in their counties, conducted earned media efforts announcing the patrols. These efforts were designed to let the public know extra patrols were taking place where they lived and worked.

As of June 30, 2008, X52 DUI patrols have contacted 5,372 motorists, issued 1,824 citations (including 582 for speeding), and arrested 214 individuals for driving under the influence.

### August/Labor Day 2008 "Drive Hammered Get Nailed"

The WTSC participated in the National Impaired Driving Crackdown from August 15 to Sept 1, 2008. Over 100 law enforcement agencies participated in the \$225,000 overtime grant program. The WTSC purchase \$200,000 worth of TV air time for our Drive Hammered Get Nailed "Double Vision" ad and the NHTSA "Birthday Party" Spanish language ad which ran in areas with larger Hispanic populations. Our earned media news releases localized the extra enforcement by highlighting local DUI victims who were honored by dedicated DUI patrols. A new "Drive Hammered Get Nailed" rack card was developed for law enforcement officers to hand to motorists who they contact while on DUI patrols. The "Double Vision" and "Birthday Party" ads are available on YouTube at [www.youtube.com](http://www.youtube.com).

The August Crackdown netted 49,789 contacts and 66,421 citations. Officers working on overtime made 1,104 DUI arrests

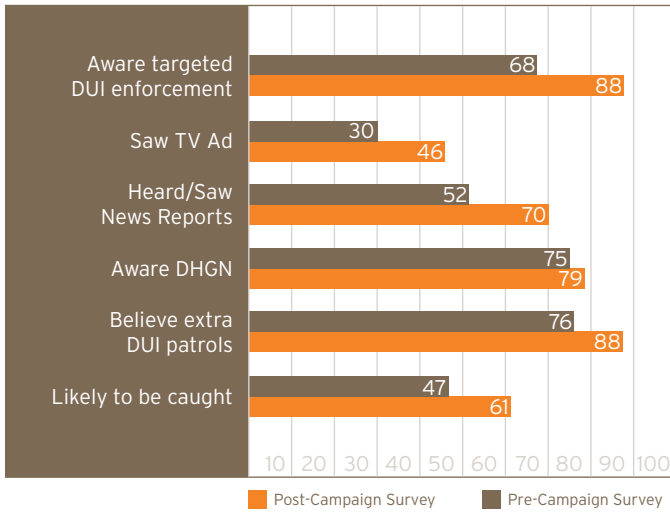
and wrote 17,553 speeding citations. Patrol activity highlights are below:

Speeding	17,553
Aggressive driving	4,915
Seat belt tickets	2,019
DUI Arrests	1,104
Uninsured Motorists	1,487
Suspended Licenses	1,068
Other Alcohol and Drug	773
Felony Warrants	364
Child Passenger Safety citations	155
Reckless Driving	73
Misdemeanor Warrants	46
Stolen cars recovered	12
Felony Arrests	10

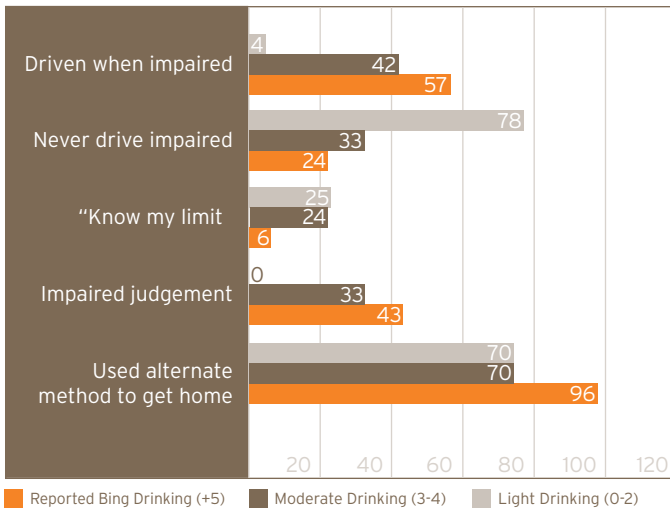
To evaluate the effectiveness of the August Drive Hammered Get Nailed Campaign, WTSC conducted an intercept survey both before the media and extra enforcement began and after the campaign's conclusion. The survey found a significant increase in the proportion of respondents who reported seeing or hearing a message about increased DUI enforcement from 68% in the pre-survey to 88% in the post-survey. There was a similarly significant increase in the number of respondents who reported seeing or hearing news reports about increased DUI patrols from 52% in the pre-survey to 70% in the post-survey. Respondents who reported that they believed extra DUI patrols were taking place where they drove increased from 76% to 88% and those who reported that someone who had been drinking would be stopped for drunk driving in Pierce County increased from 47% in the pre-survey to 61% in the post-survey. The number of people who reported seeing or hearing the specific message, "Drive Hammered Get Nailed," remained high in both surveys at 75% pre and 79% post.

## Impaired Driving Program

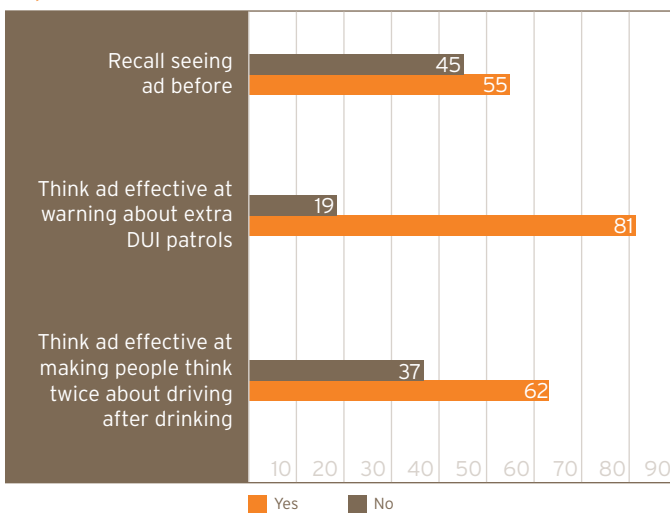
### August Crackdown Survey



### Binge, Moderate, Light Drinkers



### Opinions on "Double Vision" Ad



#### Holiday DUI Enforcement Campaign

From November 20, 2007 to January 1, 2008, the Washington law enforcement agencies conducted high visibility DUI enforcement, arresting 5,933 impaired drivers. The WTSC's traffic safety task forces launched the "Night of 1,000 Stars" mobilizing 93 enforcement agencies to take part in highly publicized DUI enforcement effort.

#### Training

The 20th Annual Impaired Driver Traffic Safety Conference was held in SeaTac on December 11-12, 2007. The WTSC hosted the highest number of attendees at the conference yet, at 455 attendees. Highlights from the conference included:

- "A Celebration: 20 Years of Improvement in the DUI System" - a video tribute to the past 20 years of DUI enforcement, education, prosecution, adjudication, probation, health care, EMS response and other improvements in the DUI system.
- Dr. Barry Logan, State Toxicologist, speaking on the challenge inhalant impaired drivers present to the lab and to the courts.
- Vaughn Gates, California Highway Patrol (retired) presenting on DUI investigation of the over-the-counter substances, prescription drugs and herbal products.
- Captain Greg Garner, Fresno Police Department, speaking about Fresno's nationally recognized impaired driving program.

Other workshop topics included youth DUI prevention programs, prosecuting felony DUI cases, Advanced Roadside Impaired Driving Enforcement Training,

## Impaired Driving Program

supervision of DUI offenders, Ignition Interlock, MADD's campaign to eliminate drunk driving, traffic safety task forces and many others.

Conference evaluations found that 92% of attendees found ranked the overall conference as "excellent/good." Individual speakers and workshops received excellent/good scores on their evaluations 87 to 100% of the time.

### Impaired Driving Mini-Grants

The impaired driving program distributed mini-grants up to \$800 to support local agencies and non-profit organizations conduct impaired driving prevention projects.

Tacoma Trauma Trust received a mini-grant to install road signs reading, "Zero Tolerance for Underage Drinking." The signs were installed on routes typically driven by teens and their parents as part of a larger media strategy involving the use of billboards and local media announcing party patrol and underage DUI enforcement patrols.

Mini-grant support was given to support the official MADD kick-offs in Spokane County and Eastern Washington. The Spokane MADD event was a "community call" for action and funds were used to purchase public educational materials.

The Washington State University chapter of U-MADD received a mini-grant to cover the cost of tee shirts for the kick off of WSU UMADD—the first University MADD program in the state of Washington where students honored those lost or hurt in alcohol/drug involved crashes or incidents.

Grant County District Court received a mini-grant to help with start up costs for their DUI Court.

MADD of Kitsap County received a mini-grant to assist a victim event. Christine Semanko, who lost her husband in an alcohol-related crash, reached out with her impactful DUI message to the Squaxin Island Native American Community.

A minigrant was given to support MADD Pacific Northwest Region's "Walk Like MADD" event.

### Drug Evaluation and Classification Project (part of K807-03)

Funds were used to support the Washington State Drug Evaluation and Classification (DEC) program's training functions. This program is coordinated by the Washington





## Impaired Driving Program

DUI cases and to identify chronic impaired driving offenders and provide intensive supervision and treatment for voluntary, eligible, chronic impaired driving offenders.

Upon choosing to join, participants come under the Court's supervision and are required to serve some or all of their confinement time, participate in alcohol and drug monitoring, attend assigned treatment sessions, undergo random alcohol/drug testing, agree to refrain from driving, and appear before the judge on a scheduled basis – all according to an individual DISP Plan. Participants who meet the requirement of each phase of the DISP plan graduate from the program and the sentence against them is either amended or deferred according to the DISP contract.

Some of the goals of the program are to reduce reliance on incarceration of alcohol/drug dependent DUI offenders, to hold alcohol/drug dependent offenders accountable for their actions, integrate effective alcohol/substance abuse treatment with criminal justice case processing, and to provide access for participants to resources and community supports to enable them to acquire skills necessary for the maintenance of sobriety.

Since the inception of the program 73 individuals have become DISP participants. There are currently 57 active participants; 6 participants are currently in Bench Warrant status. Fourteen individuals have been removed from the program over the course of three years for non-compliance. The active DISP participants consist of 43 men and 14 women ranging in age from 22 to 58.

State Patrol (WSP) and represents the Patrol, as well as 68 municipal, county, and tribal police agencies. This program saw an increase in drug evaluations from 1,627 in 2006 to 1,680 this year. There are 212 law enforcement officers trained as Drug Recognition Experts (DRE) in Washington who conducted 1,439 drug arrest evaluations from Oct. 1, 2007 to September 30, 2008 which had a 93% confirmation rate. According to the 2006 International Association of Chief's of Police report, Washington administers the most successful DRE program in the country.

During this grant cycle, the DEC program conducted 133 classes, training 4,183 law enforcement officers, prosecutors, teachers, school administrators, and members of the public to better recognize the effects of drugs on an individual. Classes included one full DRE school; one DRE In-Service, three field certification sessions, seven drinking labs, 38 Standard Field Sobriety Training classes, 19 Drug Impaired Driving classes, 29 Drug Overview classes, 20 DUI Overview classes, eight DUI Overview classes, and eight Drugs That Impair Driving high school-based courses.

### **Spokane County DUI Court Intensive Supervision Program (K807-02)**

Spokane County DUI Court Intensive Supervision Program (DISP) has been operational since January 3, 2007. The program is designed to "fast-track" the disposition of 95% of all first time offender

## Impaired Driving Program

### **Thurston County DUI Court Program (K807-04)**

Thurston County DUI court has been in operation since June 1, 2008. The program is designed to provide intense supervision and enhance public safety through a rigorous, court-supervised, comprehensive treatment program that will assist repeat DUI offenders and address the root of the addiction. In Thurston County, all of the treatment services are provided in the same building as the program using State Certified Chemical Dependency Professionals rather than relying on outside community resources to perform this function. This sets them apart from the traditional DUI/Drug Court model and is also more costly, but is shown to have more successes in completion of the program.

In March 2008, all of the program team members attended the National Association of Drug Court Professionals Conference, which was sponsored by the NHTSA in collaboration with the National Drug Court Institute. The program staff, working with the Community Drug Court Support Foundation, completed the DUI Court Participants Handbook, developed the participant's 4th amendment waiver, and established relationships with treatment providers and monitoring companies. They provided information on the new DUI Court to law enforcement and defense lawyers.

In July 1, 2008, the program admitted its first four participants. As of September 30, 2008, none have tested positive for alcohol or drugs and all participants are required to use the Secure Continuous Remote Alcohol Monitoring (SCRAM) bracelet 24/7. The program's community



compliance officer visited each participant every day either in their homes or at their workplaces from July 1 to Sept 30, 2008.

### **Department of Health - EMS Trauma Support Program (K4EM08-01)**

Project funds were used by the Department of Health (DOH) to address DUI prevention and other traffic safety issues through the eight EMS and Trauma Care Regions. Four statewide Injury Prevention & Public Education Technical Advisory Committee meetings were held. Topics included Screening and Brief Intervention, DUI prevention, teen driving, occupant protection, and traffic safety data.

Alcohol intoxication has been found to be the leading risk factor for injury, according to previous research. Of the estimated 20.5 million American adults requiring emergency department care for their injuries, 27% screened positive for alcohol intoxication or dependency. A 10-minute intervention with a trained counselor (Brief Alcohol Intervention) has been shown to be highly effective at reducing subsequent alcohol use, injuries, and visits to the emergency department or hospital. Based on these findings DOH continued its efforts implementing Brief Alcohol Intervention training to designated trauma services throughout the state.

# Speeding



The Speeding Program was created in fiscal year 2007 to respond to the high number of speeding-related fatalities on Washington roads. Following very successful, but high cost, pilot projects in Pierce and Snohomish Counties in fiscal year 2007, \$1.6 million was provided to the Speeding Program from federal 402 funds for fiscal year 2008.

The Washington State Patrol (WSP) received \$400,000 of this funding to conduct overtime patrols dedicated to speeding. This money was distributed for use to the eight WSP districts. The WSP Aviation Unit also received funding through this grant and was used extensively by WSP in speeding enforcement.

The majority of the funding was used for a new program called X-52 (Extra Patrols Every Week) which combined impaired driver and speeding patrols in four regions around the state. This funding was used

both for enforcement and for media. The project was extended for fiscal year 2009 and is currently being evaluated.

In addition, the Speeding Program funded three special summertime projects. None cost more than \$20,000 each. The first was a street racing round-up in the City of Kent. The industrial areas of the City are frequently overrun during the summer months with large numbers of organized racers and observers. Despite ordinances prohibiting trespass on private property in the area and vigilant enforcement, groups of 300 or more continued to gather. The project provided for extra overtime for enforcement for a concentrated sweep of a racing event. Thirty-nine racing vehicles were impounded.

The second special project involved speeding through Pt. Defiance Park in Tacoma, a popular place for jogging, walking and bicycling. WTSC funding extra overtime patrols for the Tacoma Police Department to curb speeding through the Park.

Finally, WTSC funded a memorial emphasis on SR 97 in Klickitat County in memory of one of their deputies who had been killed on that road the previous July. Deputies from both Klickitat and Yakima Counties participated in the patrols and the task force coordinator provided excellent local earned media. Law enforcement passed out rack cards at each traffic stop with a picture of the deputy and information about the impaired driver who took his life. The emphasis provided significant community support for reducing speeding on this road.

# Occupant Protection

Given that state and national research shows that seat belts reduce a motorist's chance of being seriously hurt or dying in a collision by 70%, the promotion of seat belt use is and has always been a key component of Washington's traffic safety promotional efforts.

Washington State has one of the most aggressive and effective seat belt promotional programs in the United States ever since the 2002 adoption of the Click It or Ticket enforcement and publicity effort, and Washington's primary enforcement seat belt law. The Click It or Ticket program model calls for extensive publicity aimed at letting people know that law enforcement will be looking for seat belt law violators, followed with grant-funded patrols that reinforce the message.

In addition to promoting seat belt use, the Washington Traffic Safety Commission's Occupant Protection Program is aimed at motivating parents to buckle up their children in the correct child car seat and to buckle children into the back seats of vehicles where they reduce the chance of being injured in a crash by 40%. Trained teams of child passenger safety experts throughout the state hold safety fairs and child car seat check stations where they assist parents in correctly buckling in their child car seats. Given that there are so many makes and models of child car seats and so many makes and models of cars, most child car seats (about 90%) are incorrectly installed. This leads to unnecessary crash injuries and deaths of children.



## Click It or Ticket

With technical assistance and additional federal funds provided by the National Highway Traffic Safety Administration, the WTSC has been focusing seat belt promotional efforts at night where the traffic death rate is at least four times higher. The project involves two statewide, highly visible enforcement mobilizations each year – one in late May, and one in the fall – with ample law enforcement participation and publicity, as well as sustained enforcement in between the large mobilizations that keeps the project operational on a more localized basis.

Conducting law enforcement seat belt patrols at night has its challenges. Seat belt law violators are hard to see at night, particularly when a seat belt is a dark color up against dark colored clothing and when a vehicle has darkly tinted windows.

With assistance from the Washington State Patrol and the Kennewick Police Department, the WTSC tested various

## Occupant Protection

policing methods to determine how these patrols should be conducted. The most effective method was determined to be a stationary patrol that utilizes an observing officer positioned at a well lighted intersection where traffic normally slows. When a seat belt law violator is observed, the officer radios ahead to other contact vehicles who then make the stop. In communicating with participating law enforcement, the WTSC learned that this stationary patrol is problematic for law enforcement from less densely populated, more rural areas where traffic drops off considerably at night. For this reason stationary patrols for the November, 2008 mobilization were strongly encouraged but not required like they were for the May, 2008 statewide mobilization.

In Washington, the law enforcement community strongly supports seat belt promotional efforts and officers by and large understand the need for, and lifesaving benefits of, seat belts. The law enforcement community has been supportive of the WTSC's efforts to promote seat belt use at night as well. To publicize these patrols, the WTSC contracts with a public relations specialist who pitches the story to radio, TV and print media. Once sold on the idea of covering the story, local law enforcement public information officers and Community Traffic Safety Task Force Coordinators in 24 local areas help facilitate the media interview process.

The May, 2008 Click It or Ticket project publicity included a press event held for the Tri Cities media which featured NHTSA Acting Administrator Jim Ports and NHTSA NW Region Administrator John Moffat. The press event was well attended by radio,

print and TV media. Family members of a young man who died because he wasn't buckled up volunteered to speak about their tragedy so that others could be motivated by their experience.

There were 50 police and sheriff agencies participating in the statewide Click It or Ticket mobilization in May, 2008. The amount of agencies participating in the November mobilization was considerably higher (65) given that the fall mobilization is not as attractive to law enforcement as it's very cold in the evening hours during the late fall (the law enforcement patrols take place around Nov. 17 - Dec. 6) and many of the officers take hunting vacations during this time. The increase in participation is attributable to the WTSC's decision to allow law enforcement more flexibility to conduct either stationary patrols or mobile patrols, depending on their individual circumstances.

The budget for law enforcement patrols has remained the same (\$300,000) for the nighttime seat belt enforcement mobilizations: May, 2007, October, 2007, May 2008 and November, 2008. This is in stark contrast to the budget for Click It or





## Occupant Protection

Ticket mobilizations that preceded the nighttime patrol project. The May, 2006 mobilization for example had a law enforcement budget of \$600,000. Still with less money for patrols and publicity, the WTSC's observational survey of 100,000 motorists has shown daytime seat belt use high; the 2007 summer survey showed seat belt use at 96.4%, reflecting a steady upward climb since the project began in 2002. Observational surveys conducted in June, 2008 show seat belt use increased to 96.5%.

The observational survey employs researchers who collect data on all types of roadways across the state, purposefully selected to render a cross section of state traffic. The observers collect data in 19 of the 39 counties. Nine counties are located in Western Washington and 10 in Eastern Washington. The counties are selected based on population estimates and vehicle miles traveled to give the WTSC a statistically valid view of statewide seat belt use. Surveyors follow strict protocols established by Westat Inc., a research firm working on contract for NHTSA.

While it might seem that the work of the seat belt project is done, there remain pockets of misuse, and a look at vehicle occupant deaths shows that there is still room for improvement. National data shows that nighttime seat belt use is, on average, 6% lower than daytime use. Media message market research conducted by WTSC shows that people think they can ride unbuckled at night because law enforcement can't see them, hence they won't get a ticket. The nighttime seat belt project was launched in May, 2006.

NHTSA is funding a large research project on these nighttime patrols to determine their impact.

In addition to the paid and earned media efforts on the project, collateral materials including banners, posters, fact sheets, law enforcement fliers, coasters and web materials were developed to extend the reach of the message. Spanish language public service announcements were also developed and part of the air buy was conducting on Spanish language radio and TV. The WSDOT participated in the project by putting the message on 150+ variable message road signs visible from freeways and highways across the state. Based on data collected from traffic counts on these roadways, 9.6 million people saw the message from these WSDOT signs.

The air buy for the May, 2008 mobilization included 4647 TV placements (including some in Spanish language television) and 3510 radio placements (including Spanish language stations). Newspaper ads were also purchased. They were 1/8<sup>th</sup> page in size and appear in major daily newspapers in Spokane, Seattle, Yakima and the Tri Cities.





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The plan for the November air buy is similar. The collateral messages for May included 20,000 coasters distributed to bars by Community Traffic Safety Task Force Coordinators. The November collateral materials included highly magnetic bumper stickers for law enforcement vehicles that say "Seat Belt Patrol," 40 pop up (fluorescent orange with black print) mobile signs erected by law enforcement that say "Seat Belt Patrol" and 20 variable message road signs rented by the WTSC and placed on major traffic arteries in major cities across the state. One other item requested by law enforcement included a sticker they could attach to the back of their clipboards for the stationary patrols. The observer then could use the clipboard to tell passing motorists that this was a seat belt patrol. All of these items are intended to extend the reach of the message and tell motorists that the seat belt-focused patrols are taking place.

The earned media for the May, 2008 mobilization resulted in extensive coverage which is of particular note because it was the third nighttime seat belt mobilization and the eighth statewide Click It or Ticket

mobilization since May, 2002. It is a challenge to keep the media interested in the story when they consider it no longer newsworthy. The great coverage reflects the competence and perseverance of the public relations contractors working for WTSC: Julie Furlong and Kate Carlsen of Levich Advertising in Seattle. There were 22 daily newspaper stories on the issue; 42 stories carried in weekly newspapers, 90 television stories, 157 radio stories, 26 media web pages carried stories about the mobilization and an additional 428 public service announcement placements were obtained by Julie and Kate with an estimated value of \$508,286.

The air buy firm, Media Plus Inc. of Seattle, did a similarly noteworthy job getting additional bonus placements for those purchased. With an air buy budget of \$270,000 they obtained free bonus placements valued at \$308,593. The value of the earned and paid media obtained by these two contractors as measured against their cost gave the WTSC a 22 to 1 return on investment.

The public service announcements used were localized in three radio markets (Spokane, Bellingham and the Tri Cities) with production that included the voices of local police chiefs, sheriffs and State Patrol Captains. The NHTSA "Invisible" TV ad was used, as well as one produced by WTSC which carried a strong enforcement message and a visual of the Chief of Field Operations for the Washington State Patrol, Les Young.

## Occupant Protection

Ticket counts from the May and October mobilizations showed strong law enforcement activity. They included the following:

	Oct. '07	May '08
Seat belt citations:	3770	5069
Child Car Seat Citations:	178	257
DUIs:	83	105
Aggressive/reckless:	57	88
Alcohol violations:	35	65
Warrants, felony:	21	41
Warrants, misdemeanor:	134	158
No valid license:	282	444
No insurance:	478	583
Stolen cars recovered:	4	5
Total citations issued:	5322	7228

### Sustained Enforcement Efforts

In between the statewide, better-funded mobilizations, more localized efforts took place. In August, 11 law enforcement agencies conducted patrols in the following counties: Spokane, King, Yakima, Chelan, Grant, Pierce, Benton, Franklin and Snohomish. The patrols were publicized with pop up and variable message road signs, banners, fliers, posters and activities aimed at getting the news media to cover the patrols. Similarly, sustained enforcement activities took place between the October, 2007 and May, 2008, statewide mobilizations.

### Teen Click It And Ticket Project:

Another effort undertaken by the WTSC involves the development of a teen-focused seat belt promotional program aimed at increasing seat belt use among teens. Piloted in the Tri Cities at Kennewick High School, the project builds on the Click It or Ticket brand with a high school based project that promotes seat belt use with positive reinforcement and peer to peer education.

Car crashes are the leading cause of death for America's teens. Teens have the highest traffic fatal rate of any age group as they have a tendency to engage in risky driving behaviors such as speeding and impaired driving. In 2002, a NHTSA-sponsored study of seat belt use (with a sample size of 50,000 nationwide) determined that the lowest seat belt use of any category was teens ages 16 - 20.

The evaluation of the Kennewick High School project determined that it raised seat belt use among the school population from 81% to 96% and an observational survey conducted three months after the end of the project found that seat belt use had remained high (95%).

One benefit of the project is that it is an easy sell; community traffic safety organizers conduct the project with high school Leadership Program students and advisors. The project is meant to be a mirror image of the real Click It or Ticket project. Teens develop a "traffic ticket" with their school logo and positive messages about the importance of buckling up. On the day of the intervention, Leadership Program students greet their fellow teens who drive onto the school grounds buckled up with this "ticket" which they redeem for candy and it's a raffle ticket. If they sign their name and enter the raffle, the school principal, during morning announcements which include announcements about the importance of buckling up, announce the raffle winner who then gets a \$124 debit card. In Washington, a seat belt ticket costs \$124 - another reminder about the importance of buckling up.

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Local law enforcement also participated in the project. They assist the students in identifying unbuckled motorists and position their law enforcement vehicles near the entrance to the school property to increase the visibility and student chatter about the project.

A research project can accompany this "Click It And Ticket" project. If students take on the research, they collaborate to conduct a seat belt survey before and after their four project interventions. In this way, they learn first hand that their educational efforts have had the beneficial impact of raising seat belt use. The surveys also serve to raise awareness about the project among the student body. Leadership students take on other seat belt promotional activities such as putting posters up around the school, asking teachers to add traffic safety components to their classroom instruction and encouraging announcements by the principal.

In addition to getting experience with behavioral research, students get experience working with the media. About three or four students from the Leadership class are assigned the job of being public information officers for the project. They get coached on how to conduct media interviews and

they do the interviews. Students have been interviewed on TV, by the print media and live on radio programs. The project has received two "front page, top-of-the-fold" articles in daily newspapers in Kennewick and Aberdeen.

After the successful Kennewick pilot project, the following schools conducted Click It And Ticket projects: Kennewick (a second year in a row), Pasco, Mabton, Naches, Wishkah, North Beach, Westport, Elma, Hoquiam, Aberdeen, Montesano, Tenino, Monroe, Sultan, Snohomish and Wenatchee High School.

### WTSC Child Car Seat Demonstration Project:

Another effort undertaken by the WTSC involves the development of Click It or Ticket-style child car seat-focused law enforcement patrols in three pilot areas of the state. The areas have been selected and they include Spokane, Moses Lake and Aberdeen/Hoquiam. A fourth project in the Chelan/Douglas County areas is included in the WTSC project evaluation but is being paid for with a special demonstration grant from NHTSA. Team Leaders have been selected who will guide the projects at the local level and conduct trainings of law enforcement. Most of these Team Leaders have already organized law enforcement patrols focused on child car seat issues. In addition, a focus group was held in Moses Lake to determine barriers to law enforcement participation in the project. A flier which will be distributed by law enforcement has been developed and translated into Spanish. Many educational activities for this project are currently under development.

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The evaluation plan for this WTSC Child Car Seat Demonstration Project has been developed and the procedures tested. Observational surveys have been undertaken and more are planned, as well as intercept surveys, and these will be used to evaluate the projects which will take place during the 2008/2009 federal fiscal year.

### Child Passenger Safety Public Education and Technician Training

The WTSC's comprehensive child passenger safety project continued with on-going efforts to reduce injuries and deaths by educating the public about the importance of correctly installing and using child safety seats, booster seats and seat belts.

The WTSC provides funding support for the Washington State Safety Restraint Coalition (WSSRC), a non-profit organization that coordinates child passenger safety training and educational efforts statewide. Parents and caregivers can access detailed child passenger safety information through the WSSRC website: [www.800bucklup.org](http://www.800bucklup.org) or by calling a toll free phone number 1-800-BUCK-L-UP, or the Spanish equivalent (1-877-TU-VIDA). In 2008, the 800 line received 4,609 calls. Every child car seat educational item developed contains the website and the 800 numbers. A Spanish language website is hyperlinked from the 800BUCKLUP website.

Educational efforts were undertaken to reach parents about the correct use of child car seats and to train child passenger safety technicians who could check the correct placement of seats in vehicles at child car seat check stations and safety fairs.



Educational materials were distributed to parents via the WSSRC's hotline. Particular emphasis is given to reaching Spanish speaking people of the state as research shows lower than average use among this group. Efforts also focused on promoting booster seat use for children up to age eight or 4'9" tall.

At the core of Washington's Child Passenger Safety Program are 27 local teams that coordinate educational activities at the community level as volunteers. The 24 Community Traffic Safety Task Forces work with these educational teams or function as the child passenger safety contact person in the absence of a team. The teams also work with Safety Kids Coalitions organized by the Department of Health. The teams and these coalitions reach 70% of the state's population. In 2008, the program reached more than 27,100 families through inspection stations, clinics and other educational outreach efforts.

# 2011 Expenditures for Federal FY 2008

In FY 2008, the Washington Traffic Safety Commission (WTSC) was allocated \$571,065 of 2011 funds for child car seat and booster seat educational efforts. Of those funds, \$376,993 was rolled into FY 2009.

A small amount (\$9,876) of the 2011 funds were expended by WTSC in FY 08 in efforts to develop a pilot project that will build on the success of Click It Or Ticket law enforcement and publicity efforts, but be focused on child passenger safety and the enforcement of Washington's child car seat/booster seat law. Plans for the mobilizations that will take place in FY 09 were put into place with ample stakeholder and law enforcement involvement. Research protocols which will be used to measure the effectiveness of these pilot projects were developed and tested and educational materials were developed and distributed to parents in low use areas of Central and Eastern Washington.

WTSC 2011 funds were spent on items that included the following:

- Training law enforcement to understand how to enforce Washington's child restraint law.
- Developing and testing research methods that will be used to measure the effectiveness of the FY 09 2011 law enforcement pilot projects.
- Development and distribution of an educational video for law enforcement will be used in the FY 09 pilot projects.
- Educational materials that were distributed to Spanish and English speaking parents in low child restraint use areas of Central Washington.
- Public relations work to publicize Washington's child passenger safety law.

The bulk of the 2011 money (\$87,727) was spent by the WSSRC.

## WSSRC Project Activities and Tasks:

Child passenger safety technicians, CPS Teams and Safe Kids Coalition members checked the safety of a minimum of 3,243 children's car seats during this project year. At least 849 car seats and boosters were provided to low-income families and more advocates spent more than 2,195 hours involved in child passenger safety activities during FY 08.

Working together with Washington's Community Task Forces, Safe Kids Coalitions, Harborview Injury Prevention Center, and sponsoring organizations such as State Farm Insurance. WSSRC supported child passenger safety advocates and technicians, coordinated activities via telephone, email and personally by attending meetings and local events. WSSRC purchases and distributes child restraints, brainstorms and furnishes technical expertise for community leaders and develops educational materials. WSSRC staff also share what they learn at national meetings, provide information and instructions for new restraint equipment, troubleshoot challenging restraint questions they confront in their communities, provide the required signoffs of instructor-observed car seat installations that are needed to recertify technicians, and they attend community events.

To support Child Passenger Safety Week, WSSRC encouraged local participation in NHTSA's National Seat Check Saturday. WSSRC provided checkup materials and

## 2011 Expenditures for Federal FY 2008

facilitated efforts by the Lower Columbia, Okanogan, Clark, Grant and Pierce County Safe Kids Coalitions; and the Bellingham, Clallam and Chelan-Douglas CPS Teams who all participated despite the wet, windy weather. South King County did a particularly spectacular *Safe and Sound Event* on September 24th which combined a Custom Fit Bike Helmet Sale with a car seat checkup event where they also collected new and used car seats, children's equipment and diapers for families in need and conducted a recycling event where unusable car seats were collected and sent to a recycling center in Portland to keep them out of the landfill.

WSSRC worked with the program manager and media consultants to promote Child Passenger Safety Week in a series of radio and television interviews before and during the Occupant Protection Conference organized by the WSSRC. Reporters were interested in focusing on several of the many aspect of our field. For some it was the law, others what boosters do, while two felt their viewers would be interested in how children could be transported safely in other vehicles such as ambulances and school buses. More than 48,600 educational materials were provided to advocates, agencies, caregivers and the public. These are in addition to those that are hand delivered, or distributed at workshops and training classes.

2011 funds were used to revise, refresh, and expand information on the 800BUCKLUP.org website. The www.800BUCKLUP.org website was restructured with new top, side and foot navigation menus. Care was taken to assure the visitors will still be able to easily access and print copies of the most

popular content such as the requirements of Washington's seat belt and child restraint laws; links to child passenger safety requirements in other states; car seat laws in other countries and visitors will be encouraged to report unbuckled children from the 'laws' page. Visitors will still be able to find fitting stations and key child passenger safety contacts by county. The WSSRC name, address and telephone number remains visible on all pages to assure visitors know the source of the information being provided. Clicking a link to an outside page opens a new browser window making it easy to return to the site. Photos rotate on the homepage and a new "Did you know?" tab was added to draw attention to a series of child passenger safety facts. Other sites will now be able to link not just to the home page but directly to an individual item such as recall lists, materials, laws, etc. Technicians have their own section on the web which will provide links to major resources, links to the certification sites, and continuing education opportunities. The site will continue to be a living resource and WSSRC staff received training that will reduce their reliance on a webmaster to add or revise content. A long term goal is to develop and post more content that can be downloaded and/or printed by the public and technicians.

Maintain *Better Safe Than Sorry* Unbuckled Child Resource/Reporting Lines.

- The toll-free *Resource and Reporting Telephone Line* logged 3,551 calls this year totaling 167 hours of use. This is in addition to calls received and returned on the four incoming/outgoing lines used daily at WSSRC to problem solve and assist parents and advocates.

## 2011 Expenditures for Federal FY 2008

- 166 letters were sent to vehicle owners whose vehicles were reported as transporting unbuckled children.
- WSSRC also responded to email inquiries from both the 800BUCKLUP.org and boosterseat.org websites.

NHTSA released an updated 8-hour Renewal Course in June and knowing they had many technicians who had allowed their certification to lapse, WSSRC immediately scheduled a Renewal Course for September the day after the statewide OPC Conference. In that course 16 technicians were able to regain their certification without retaking the entire (32-Hour) Technician Recertification Course again.

To assist technicians in staying up to date with the changing car seat and motor vehicle technology/equipment, one-day Tech Deck training workshops were offered throughout the state. WSSRC provided four additional Tech Deck training workshops in locations across Washington State this project year. WSSRC also developed and held two additional 8-hour Training Workshops that they dubbed East-West Meetings to distinguish them from the subject matter provided earlier by the Tech Deck Trainings.

These East-West meetings were held in March, the first in the Tri-Cities and the second in Tacoma. These two workshops provided a total of 79 technicians/advocates from across the state with updated information on new restraint technology, motor vehicle death and injury data, and cutting edge research from Children's Hospital of Philadelphia on the value of rear-facing restraints for children ages 13-23 months—well beyond

the current minimum recommendation from the American Academy of Pediatrics.

We had almost reached our goal of training at least 50 more technicians before the end of the second quarter and exceeded it during the second half of the year, ending with 80 newly trained technicians.

- Technicians trained in a Snohomish course that began in September and ended in October 2007 were included in the final FY 2007 report so they are not duplicated here.
- Quarter 1 – one course was taught with 4 new technicians trained.
- Quarter 2 – three courses held in which 42 new technicians were trained.
- Quarter 3 – held two courses in which 12 new technicians were trained.
- Quarter 4 – held 3 courses in which 34 new technicians were trained.
- Two of the 2-day *Safe Travel for All Children: Transporting Children with Special Healthcare Needs* courses were held this project year. Grant County hosted the first in May and a second course was held in Yakima during September. As a result, 32 child passenger safety technicians (30 in Washington and 2 in British Columbia) are now better able to provide education and technical assistance to families whose transportation challenges are greater than simply obtaining a standard car seat and learning to install it.

Each technician is encouraged to be an educator both to parents/caregivers and to professionals who will use knowledge of child passenger safety in their respective field. To accomplish this in a manner that efficiently uses time, resources, and



## 2011 Expenditures for Federal FY 2008

budgets, we created a *Mini Tech Deck* which has pre-approved CEUs. The nature of this mini class is to structure the presentation to meet the immediate need of the recipient. Teaching tools included help technicians solidify in their own minds those concepts taught in the national certification course and use this information when helping parents learn to properly protect their children.

Two technicians became Certified Instructors this project year: Bob Whipple, Woodinville Fire Department and Sue Emery, WSSRC staff. There is a third Instructor Candidate, Officer Theresa Fuller from Spokane Police Department, who has completed all the requirements necessary for her candidacy but was unable to obtain the time off from her department in order to complete the final requirement of teaching a course during this project year.

### 2008 OPC Conference

The Occupant Protection for Children conference was held at the Clarion Hotel and Conference Center in Yakima Monday and Tuesday, September 15th - 16th. One hundred fifteen people attended from Washington, Oregon and British Columbia.

Alan Korn, Safe Kids Worldwide attorney, helped advocates understand how their liability can be mitigated through Washington's Child Passenger Safety Law if current information is distributed, parents are actively involved in learning how to use/install their seats and proper documentation is completed at checkups/fitting stations and they do not exceed their level of training. Jocelyn Pedder, Rona Kinetics (Vancouver, BC) presented

on the *Effectiveness of Child Restraints in Real World Crashes, Usability Ratings and International Child Passenger Safety Activities*. Officer Pat Lowery, Kent Police Department used his crash reconstruction training to show the outcome for children who are properly restrained in crashes compared to those who are not. Tammy Franks encouraged more Washington advocates to bring no-longer-safe car seats to her hospital where they are being recycled to keep them out of landfills. An awards ceremony was held to recognize 50 of the many advocates who contribute their time, energy, talent and expertise to improving the safety of children across the state. Advocates received an "award" they chose from a list of "CPS Tools" to help them/their team accomplish community outreach. This has proven to be very popular way to recognize efforts at the community level!

# Traffic Records

In May 2008, the TRC approved the allocation and expenditure of \$527,000 of FFY 2007 Section 408 funds to 6 different projects within the state's *Traffic Records Projects Portfolio*. Each funded project links directly to one or more of the objectives and accompanying strategies contained in *Washington's Traffic Records Strategic Plan*. The expenditure plan as represented by the table below, includes \$25,000 in previous year carry forward from unexpended first-year Section 408 funds.

FFY 2007 (2008 Program Year) Section 408 / Approved Funding Proposal - Final	Amount	Priority Level
eTRIP 19. Add key functionality to JINDEX (DIS)	\$100,000	1
eTRIP 20. Local Law Enforcement Coordination (WASPC)	\$100,000	2
eTRIP 21. SECTOR enhancements - Routing, PDA ticket, etc. (WSP)	\$150,000	3
eTRIP 15. Hardware Aquisition & Installation for Troopers (WSP)	\$85,000	4
29. Collision Report Query & Location Update for Cities (DOT)	\$50,000	5
27. Collision Workflow Improvements (DOL)	\$57,000	6
TRC Member Travel assistance for Traffic Records Forum	\$10,000	7
<b>FFY 2008 Total</b> (includes \$25,000 in carry forward from FFY 2007)	<b>\$552,000</b>	

## Project Updates

The State of Washington continues to make significant investments in the applications and processes that make up the traffic records system. Both federal and state funds have contributed to the progress of many projects in the state's portfolio. The 2007 State Legislature approved several important funding packages to support traffic records initiatives during the 2007-2009 Biennium. These include:

- \$662,000 to WSP for 4 FTEs to administer and support the implementation of eTRIP.
- \$150,000 to WSDOT to supplement Federal funds in the development of an enhanced collision location tool.

- \$2.954 million to DIS to expand connection to the JINDEX (central message broker for electronic citations and collision reports - eTRIP) to all 39 Counties.
- \$654,000 to DIS for technical support of the JINDEX

## Electronic Traffic Information Processing (eTRIP) Initiative

April 2008 marked the completion of the first full year with the eTRIP system in production. The following numbers represent current totals in electronic transactions processed through the eTRIP system.

- Tickets - 150,000
- Collisions -12,000
- Dispositions - 100,000

## Traffic Records

The eTRIP Governance Team, a multi-agency oversight group responsible for guiding the eTRIP Initiative, continues to refine the SECTOR application and accompanying processes necessary for electronic ticketing and collision reporting. The Team has made a number of improvements to SECTOR to facilitate implementation throughout the state. The Team's primary focus for 2009 will be expanded deployment to additional law enforcement agencies in Washington.

The following list highlights the major enhancements to the eTRIP system currently in progress.

- Creation of the Local Agency System Administrator (LASA) console to allow law enforcement agencies to locally manage SECTOR profiles and set-up.
- Establishment of enhanced services through JINDEX to return SECTOR generated ticket and collision reports back to local agencies for filing within their Records Management Systems.
- Development of processes and functionality to incorporate local prosecutor needs for criminal citations.
- Development of a ticket-only version of SECTOR for use with hand-held devices.
- Creation of additional forms to include vehicle tow slips and impound forms.

For additional details regarding the progress of the eTRIP Initiative see the 2008 Traffic Records Projects Portfolio or visit the TRC website at [www.trafficrecords.wa.gov](http://www.trafficrecords.wa.gov).

### Washington Emergency Medical Services Information System (WEMSIS)

The Washington State Department of Health (DOH) initiated the WEMSIS pilot project in the fall of 2006. Since

its completion in June 2007 and the subsequent full year in production, DOH has received over 500,000 EMS records. Currently, nearly 20% of the EMS agencies in the state are regularly reporting to WEMSIS. DOH is initiating a peer outreach program to promote education and deployment throughout the state. This program leverages local relationships among providers to facilitate the implementation process. DOH anticipates that over 50% of agencies statewide will be consistently reporting all WEMSIS elements by the end of 2008. In addition, DOH staff is working closely with the primary EMS software vendors in the state to establish application interfaces for those agencies that use EMS software. Completion of these interfaces will dramatically increase reporting by many of the largest first responders in the state.

### Roadside Features Inventory Program (RFIP)

The Roadside Feature Inventory Program is a corporate program for collecting, storing and reporting roadside features such as guardrails, culverts, signs, objects in clear zones, and other features. The data collection phase of RFIP began in 2006 and was completed in late 2008. The final year of the RFIP project will primarily focus on data validation and clean-up. Additional reporting and update features will also be added to improve the usability of the features inventory data.

### WA-Trans

The WA-Trans project aims to create a statewide transportation dataset for use in Geographic Information Systems (GIS) applications. WA-Trans is a collaborative project involving several state and local entities, private industry, tribal nations, transit organizations, and federal agencies. Phase I of the Puget Sound Pilot Project concluded in 2007. The current WA-Trans dataset contains over

## Traffic Records

80% of targeted high-population County (King, Pierce, Snohomish, Kitsap, Clark) public road miles. Phase II of the project, scheduled for completion in fall, 2009, will add datasets for four additional counties in the Puget Sound area. With the addition of these counties, over half of the state's public road miles will be available for use in WA-Trans.

In addition to the Puget Sound effort, the project team is also moving forward with the One-Road Pilot Project. This pilot is aimed at developing a central web portal to submit and retrieve data from WA-Trans. Geographically, the project focuses on adding and reconciling datasets for a number of counties along the Oregon and Idaho borders. At the conclusion of this pilot in 2009, over half of the counties in the state will have a complete and accurate dataset available in WA-Trans.

### Coded Emergency Department Data System (CEDDS)

The CEDDS feasibility study was completed in April, 2008. This study was the first major step towards an established ED data system in Washington State. With 13 recommendations for implementation and a number of lessons learned from other states, this study provides the needed framework for the creation of a successful system for the central collection of ED data. Year one of project development will begin in January, 2009. First year work will focus on establishing the technical infrastructure and reporting criteria for Levels I & II Trauma centers throughout Washington. A pilot project with select hospitals to test the reporting process is scheduled to begin at the end of year one. At the conclusion of the first year, the project team will evaluate pilot results to determine the scope and schedule of additional deployment.

### Performance Measures

The Washington Traffic Records Committee recognizes the compelling need to establish reliable indicators to document traffic records system improvements. These indicators are vital in justifying current and future investments by policymakers and the public at large. As a result, the TRC has identified a number of performance measures to assess the overall system-level impacts of various projects. A comprehensive list of performance measures and system-level impacts may be found in Section 4 of the *Traffic Records Projects Portfolio*. The following three measures demonstrate some of the successes achieved in 2008.

Measure #1	Baseline	Progress Achieved
23. Decrease the average number of days from the time of a collision until available in the statewide database for analysis and reporting. (WSDOT) <b>Improve Crash Data Timeliness</b>	6/2007	10/2008
	75 days	64 days

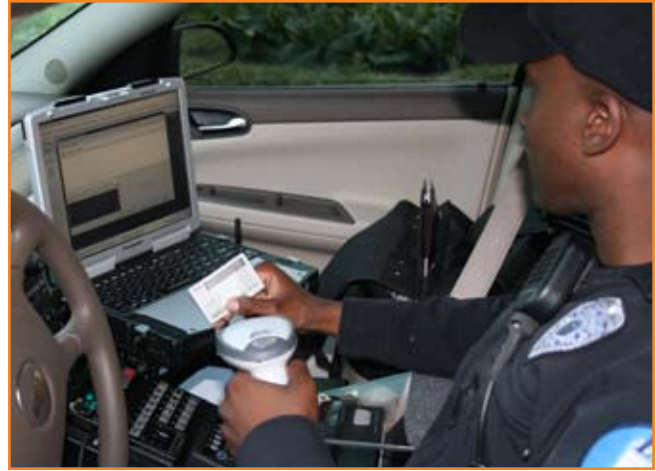
Measure #2	Baseline	Progress Achieved
6. Increase the percent of high population county (King, Pierce, Snohomish, Kitsap, Clark) public road miles available for use in WA-Trans. (WSDOT) <b>Improve Roadway Data Completeness</b>	6/2007	10/2008
	59%	80%

Measure #4	Baseline	Progress Achieved
11. Decrease the percent of collision reports returned to investigating officer for corrections. (WSDOT) <b>Improve Crash Data Accuracy</b>	6/2007	10/2008
	7.2%	6.7%

## Traffic Records

### Future 408 Expenditures

On November 6, 2008 the Traffic Records Committee unanimously approved Washington's third-year Section 408 Funding Proposal. In addition to the use of 408 funds, the WTSC allocated \$545,000 in discretionary traffic safety funds to traffic records improvement projects. In total, nearly \$1.1 million in traffic safety funding was allocated to the projects listed in the table below. Additional details, including how each project ties directly to one or more of the strategic plan objectives and strategies, may be found in the *2008 Traffic Records Projects Portfolio*.



FFY 2008 (2009 Program Year) Section 408 / Approved Funding Proposal - Final	Amount Requested	Priority Level
eTRIP 20. Local Law Enforcement Coordination (WASPC)	\$112,000	1
eTRIP 21. SECTOR enhancements - Routing, PDA ticket, etc. (WSP)	\$50,000	2
eTRIP 15. Hardware Acquisition & Installation for Troopers (WSP)	\$100,000	3
eTRIP 23. SECTOR Statewide Training Coordinator	\$90,000	4
5. Washington EMS Information System - WEMSIS (DOH)	\$72,000	5
33. Web-based Citizen Collision Reporting (DOT)	\$125,000	6
31. Collision Data Exception Report Processing Backlog (DOL)	\$85,000	7
12, 16. Washington Transportation Framework - WA-Trans (DOT)	\$160,000	8
34. Electronic Traffic Crash Report Query System (WSP)	\$150,000	9
21, 24. Coded Emergency Department Data System - CEDDS (DOH)	\$150,000	10
<b>FFY 2008 Total</b> (includes \$25,000 in carry forward from FFY 2007)	<b>\$1,094,000</b>	

# Activities to Prohibit Racial Profiling



The state of Washington continues to be a leader in the development of traffic stop data collection, analysis, and reporting on racial profiling. Since July of 1999 Washington has worked collaboratively through the Legislative process and with the Washington Sheriffs and Police Chiefs Association (WASPC) and the International Association of Chiefs of Police (IACP) to establish prohibitions against biased policing in Washington's law enforcement. This groundbreaking effort in Washington State has beneficially effected the prohibition of racial profiling at the national level.

During the past year the WTSC secured grant funding from the National Highway Traffic Safety Administration (NHTSA) related to the prohibition of racial profiling in traffic stops in Washington. Congress provided this funding to assist states in developing laws and policies which prohibit racial profiling when conducting traffic

stops. This funding also supported the state's ability to collect and analyze traffic stop data for biased enforcement and report these findings to the public.

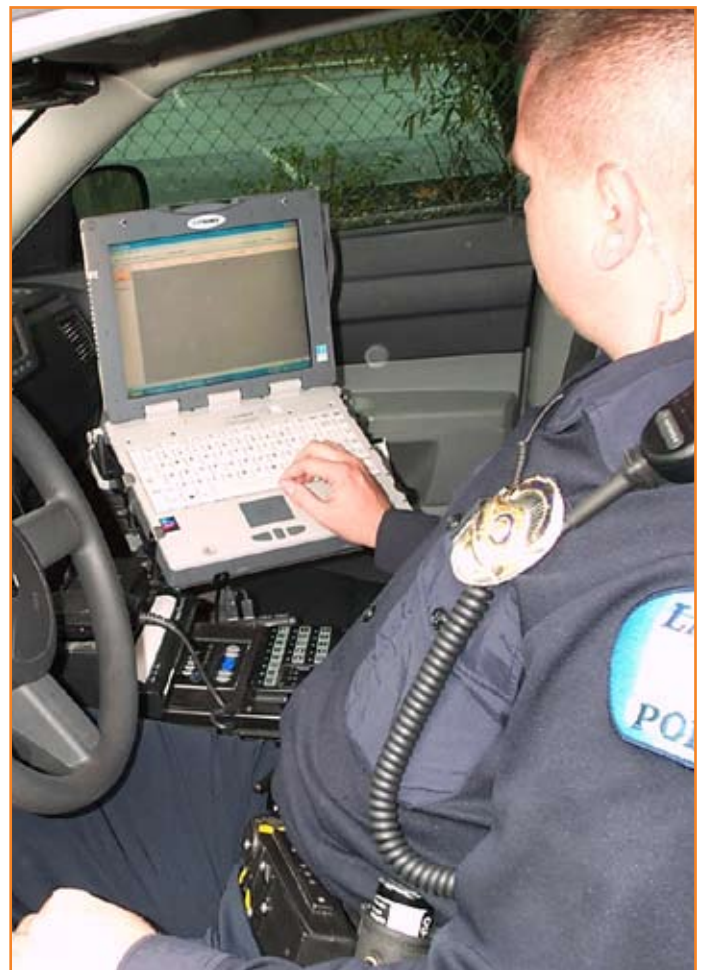
This funding under Section 1906 has greatly assisted Washington in furthering the state's efforts to prohibit biased policing when enforcing the states traffic laws. This year's efforts focused on building the states infrastructure and capacity to collect more traffic stop data electronically. The ability of law enforcement agencies to collect traffic stop data continues to be the most significant limiting factor preventing analysis for biased enforcement. This is also true in Washington even after nine years of ground breaking work in this important area of traffic law enforcement and public policy. Therefore Washington looked for ways to overcome this limiting factor and continue the states leadership role in preventing biased policing in traffic law enforcement.

## Activities to Prohibit Racial Profiling

A significant portion of this year's funding was invested in the Electronic Traffic Information Processing (eTRIP) initiative in order to increase the capacity of law enforcement agencies to collect and distribute traffic stop data collected through electronic citations and crash reports - see <http://trafficrecords.wa.gov/about.htm>. The eTRIP initiative has proven to be an effective system for producing electronic citations and crash reports, and the collection and distribution of this data. Through the use of eTRIP, participating law enforcement agencies are able to collect traffic stop data elements electronically thereby increasing the amount of traffic stop data collected statewide. eTRIP significantly enhances law enforcement's ability to collect and analyze traffic stop data, and then report their findings to the public on this important public-trust issue.

This year's funding provided for the purchase of approximately 50 full eTRIP units (laptops, bar code scanners, printers) for the Washington State Patrol and an additional 500 bar code scanner and printer packages to be distributed to Sheriff Offices, City and Tribal police agencies statewide. The purchase, installation and use of this technology is being coordinated by Washington's Traffic Records Committee (TRC) as an important element of the state's integrated approach to enhancing traffic records.

The remainder of this first year's funding was programmed to support WASPC in their annual collection and reporting of traffic stop data from association agencies. This funding has enhanced WASPC's ability to collect traffic stop data and further develop their annual reporting to the Legislature and the public on this important issue.



# School Zone Safety

In 1996 the Washington State Legislature directed the fine for speeding in a school zone to be doubled, with the money from these fines being deposited into the School Zone Safety Account. Expenditures from the account may be used only by the Washington Traffic Safety Commission solely to fund projects in local communities to improve school zone safety, pupil transportation safety, and student safety in school bus loading and unloading areas.

Over the past five years, over \$6 million in funding has been given to local Washington communities and law enforcement agencies through the School Zone Safety Account to enhance school zone safety and pupil transportation. In the past two years, more than \$3,000,000 has been spent to provide safety equipment to over 350 school zones in Washington.

In 2007, the WTSC announced the recipients of the second round of grants for the School Zone Flashing Light Program. Local communities, counties, school districts, and tribal reservations were eligible to participate in this program. Grant funds provided the hardware, software, and signage, and the grantee was responsible for the installation cost of the project. The Spokane School District received the largest grant of \$263,000, and completed their installations by December 31, 2007. Efforts to provide these lighting systems are ongoing, with

another grant announcement anticipated for February 2009.

As part of our efforts to improve school zone safety and pupil transportation, the WTSC continues to work closely with the Washington State Department of Transportation (WSDOT), the Office of Superintendent of Public Instruction (OSPI), and Department of Health (DOH) to maintain active Safe Routes to School plans in all elementary schools. In 2008, WTSC continued to be a dedicated partner, working with these agencies to distribute over \$11,000,000 in funds through the Pedestrian and Bicycle Safety and Safe Routes to School program and enhancing the number of children walking and biking to school.

The Curriculum Kit and Resource Guide for School Zone Safety are available to order on WTSC's Web site for free. This kit contains materials and information for school zone crossing guard teams and student pedestrians. Resources to help make school zones safer for everyone include a Principal's Safety Patrol Checklist, RCWs, WACs, and tips for parents in multiple languages.

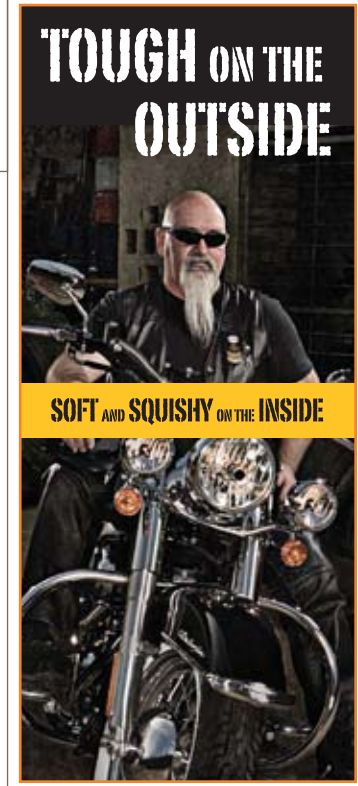
The WTSC, in conjunction with AAA of Washington, also provided training to over 160 adults, including principals, school administrators, law enforcement officers, parents and other volunteers in school safety patrols. This training was provided regionally and intended to reach as many communities throughout the state as possible.

The WTSC continued to provide mini-grants for schools to purchase school zone crossing guard equipment and other educational items as requested.





# Motorcycle Safety



In 2008, the increase in the cost of gasoline led to growing numbers of motorcycle riders on the state's roadways. The Washington Traffic Safety Commission WTSC attempted to address the increasing numbers of fatalities among these motorcycle riders by implementing two pilot projects based around rallies where large numbers of riders assemble. In July, the Grays Harbor County Sheriff's Office assembled a team of police agencies that monitored the Sun N Surf Rally in Ocean Shores. At the end of September, the Skagit County Sheriff's Office brought together a team composed of both local police agencies and the sheriffs' offices of Island, Snohomish, and Whatcom Counties to provide enforcement during the Oyster Run in Anacortes. Because of the presence of high-visibility law enforcement during these rallies, there were no fatalities directly related to these events. A Strategy Group has been convened to see if extra enforcement during rallies is the best way to prevent rider fatalities in the future.

The National Highway Traffic Safety Administration (NHTSA) continued to provide dedicated funding for motorcycle safety. This funding was given to the Department of Licensing (DOL) to implement a motorcycle responsibility campaign known as "Endorse Your Sport". Media spots were produced that encouraged riders to obtain training and a valid motorcycle endorsement on their driver licenses.

Unfortunately, these efforts have not been entirely successful as the rider fatality rate continues to climb to previous high levels. Because riding is usually a seasonal activity, because all motorcycles may not be registered and their riders may not have an endorsement, and because it is difficult to measure the number of vehicle miles traveled by motorcycles, it is hard to determine the number of rider fatalities using the normal comparison measures used for passenger car drivers. The total number of motorcycle rider fatalities, however, trends upward.

# Corridor Traffic Safety



The Corridor Traffic Safety Program is a joint effort between the WTSC, the Washington State Department of Transportation, and many partner agencies including the Washington State Patrol. This program works to reduce collisions on roadways using low-cost, near-term solutions through partnerships with engineering, enforcement, education, and emergency services. The program is locally coordinated in each community, and involves interested citizens along with businesses and agencies that have a vested interest in the safety of their roadways.

The Corridor Safety Program has been a very successful effort, not only in building community relationships, but also in terms of making roadways safer. In completed corridor sections around the state, total collisions have been reduced 5%, total injuries have been reduced 11%, alcohol-related collisions have been reduced 15%,

and fatal/disabling collisions have been reduced 34%.

Project activity during FY2008 was directed at the following corridor projects:

## Current Projects

- State Route 27 Corridor**  
 This project consists of 20 miles of State Route 27, extending from the city of Rockford north to Trent Avenue in the city of Spokane Valley. This project kicked-off in May 2008.
- US 2 Snohomish/King County**  
 This project spans nearly 65 miles from the town of Snohomish to Stevens Pass and began in March 2008.
- SR 99/Aurora Avenue, Seattle**  
 This corridor starts at the north end of the Battery Street Tunnel and extends just over eight miles to North 145th Street.

## Corridor Traffic Safety

- **9 to 5 Skagit County Roads**  
This 67 mile corridor is a network of county roads located between I-5 and SR 9 in Skagit County.
- **Mill Plain Traffic Safety Corridor**  
This is the third traffic safety corridor in Washington that lies completely within city limits. It extends 9.7 miles from Interstate 5 to 192nd Ave. in Vancouver and launched in November 2006.



# TRAFFIC SAFETY CORRIDOR NEXT 65 MILES

## Closed Projects

- **Mountain Highway Traffic Safety Corridor**  
Encompassed approximately 12 miles of State Route 7 in south Pierce County, extending from the intersection with State Route 702 north to the intersection of 184th Street South. This project kicked-off in May 2005 and closed in August 2007 showing a 7% increase in total collisions; a 13% decrease in injuries; a 58% decrease in fatal and serious injury collisions; and a 1% increase in alcohol-related collisions.
- **Rainier Avenue Traffic Safety Corridor**  
This is the second traffic safety corridor in Washington State that lies completely within city limits - in this instance, the city of Seattle. The corridor is eight miles in length, extending north from 75th Avenue South to South Dearborn Street. This project kicked off in April 2006 and closed in December 2008. Statistics from this project period show a 1% decrease in total collisions; an 8% decrease in injuries; a 19% increase in alcohol-related collisions; and a 22% increase in fatal and serious injury collisions.
- **Upper Skagit Valley Corridor**  
This project consisted of approximately 26 miles of State Route 20, extending from Sedro-Woolley to, and through, the city of Concrete. This corridor kicked-off in May of 2005 and wrapped-up in August 2007. Total collisions on this corridor decreased by 3%; fatal and serious injury collisions decreased by 31%; alcohol-related collisions increased by 35%; and total injuries increased by 1%.

# Police Traffic Services



The Police Traffic Services (PTS) program at the WTSC provides traffic enforcement training and equipment to the nearly 300 law enforcement agencies of Washington State. In federal fiscal year 2008, the PTS program awarded over \$2,000,000 to state, county and municipal enforcement agencies for specialized training in traffic safety issues, for equipment for traffic enforcement, and for special projects.

The second annual Traffic Safety Leadership Conference was held in September in Bellevue. This Conference targets mid-level law enforcement managers and first-line supervisors. The two-day Conference featured speakers on legal issues, leadership, and police technology. Three state legislators, Senator Brandland and Representatives Lantz and Goodman, were honored at the Conference with Traffic Safety Champion Awards from the NHTSA for their work on an ignition interlock bill that should deter impaired driving. Law enforcement personnel that attended the Conference were very appreciative of

both the quality of the speakers and the information presented.

PTS also funded a Washington State Standard Field Sobriety Testing (SFST) assessment in July that gave suggestions for improving the consistency of training and for developing a refresher course for officers that lack recent training.

PTS worked with the Washington Association of Sheriffs and Police Chiefs (WASPC) and the Federal Motor Carrier Safety Administration (FMCSA) to train local law enforcement on the process for obtaining federal MCSAP grants for commercial vehicle enforcement problems in their communities.

PTS continues to serve as mentor for other states implementing the TACT (Ticketing Aggressive Cars and Trucks) project that was piloted by the WTSC in 2005. The WTSC helped coordinate and made presentations at a TACT Forum held in Las Vegas in July.

## Police Traffic Services

PTS continued to fund the highly successful commercial vehicle enforcement project organized by the Grays Harbor County Sheriff's Office. The commercial vehicle officers of the Washington State Patrol (WSP) and the Sheriff's Office worked with local law enforcement to target logging trucks driven with poorly secured loads or that had serious mechanical defects. One of their patrols took off the road a truck that was 66,000 pounds overweight.

PTS also provided the following grants to agencies with similar missions:

- 1 The Criminal Justice Training Commission received a \$10,000 grant to develop consistent training for the Emergency Vehicle Operations Course (EVOC).
- 2 WASPC received a block grant in the amount of \$250,000 for distribution by their Traffic Committee to local law enforcement agencies for the purchase of equipment to enhance traffic safety enforcement. WASPC's Traffic Committee is staffed by law enforcement professionals who are in the best position to determine what types of equipment will best benefit local agencies. Consideration is given to agencies that collaborate with other agencies in traffic safety campaigns.

- 3 The WSP received a block grant of nearly \$2,000,000. This money was distributed to the eight WSP Districts and was used to fund overtime and equipment purchases. Overtime was also used for special local events such as the Apple Blossom Festival, Rod Run, and concerts at the Columbia Gorge.



# Community Traffic Safety Task Forces

Washington's first DUI/Traffic Safety Task Forces began as a pilot project in 1983. Washington now has 24 independent and successful Task Forces supporting over 90 % of the state's population. These Task Forces have been identified as one of two critical delivery methods for the state's Strategic Highway Safety Plan, better known as Target Zero. In 2008, following the priorities of Target Zero, each Task Force mapped out a work plan identifying impaired driving, occupant protection, and speeding as their primary areas to address traffic safety initiatives at the local level.

Funding for this program is provided by state and local agencies and this past year a combination of earned media support, volunteer efforts, in-kind costs and donations identified a 61 to 1 return on investment by the Task Forces for traffic safety initiatives.

In FY2008, the Task Forces played a critical role in implementing Washington State's sustained enforcement plan known as X52. The program is designed to conduct

high visibility/ multi-jurisdictional Speeding and DUI enforcement activities at the local level. Task Forces combined efforts on a regional level, organizing multi-jurisdictional enforcement patrols and obtaining earned media to promote their events. Over 100 law enforcement agencies participated in X52.

In fall 2007 and spring 2008, the WTSC hosted a Task Force Coordinator's Conference to provide training and opportunities for Coordinators to share information and traffic safety success stories from their communities.

In 2008 the WTSC added or updated individual Task Force Web pages that are linked from the WTSC Web site. These Web pages provide information to local citizens about health and safety fairs, organized law enforcement emphasis patrols, child car seat information and checkups, and local traffic safety partnerships. The Task Forces and their Web sites are useful for community citizens and groups who need traffic safety educational materials and other information on a local level. The Task Force Coordinators continued to work closely with the WTSC to create and implement public information materials and work on media events.

This past year, three Community Traffic Safety Task Forces in Washington received substantial grant awards to support traffic safety efforts in their communities:

- **Tacoma/Pierce County**
- **Yakima County**
- **Chelan-Douglas County**



## Community Traffic Safety Task Forces

The **Tacoma/Pierce County Traffic Safety Task Force**, in collaboration with its partner agency Tacoma Trauma Trust (Multicare, Mary Bridge and St. Joseph's Hospitals), received a ten-year "Drug Free Communities" grant from the Substance Abuse and Mental Health Services Administration (SAMHSA) for \$1.25 million to launch multiple strategies to combat underage drinking in the city of Puyallup beginning in January 2009.

The Task Force had researched crash reports from 12 impaired teen driving crashes in Pierce County in 2007 which indicated that the teen drivers had been drinking at teen parties.

Long-term efforts will be focused on addressing liquor density and licensing issues which increase youth access to alcohol, the marketing of alcohol to youth, and the enforcement of underage drinking laws and drug-free athletic and extra-curricular school policies. Over time, the ultimate goal of the project is to change the culture of a community in which underage alcohol and other drug use is either permitted or encouraged by prevailing attitudes, policies and practices.

This long-term project is coordinated with the WTSC-funded project "Taking the High Road". This initiative in Puyallup, Bonney Lake, Sumner and surrounding East Pierce County involves the implementation of a three-year "Party Intervention Patrol" project. This project includes party patrols, billboards and a tip line before and after the patrols, and brief interventions with arrested kids and their parents, to combat underage alcohol use. The project's community partnerships



include five Pierce County law enforcement agencies, chemical dependency professionals, and community volunteer leaders from schools, businesses, civic groups and the faith community.

The project is being evaluated to show the extent to which teens and their parents receive information about alcohol and drug use, and the effectiveness of counseling and treatment for youth with alcohol use or addiction problems. The expected outcome of the project is a 25% reduction in the number of traffic fatalities involving drivers between the ages of 15-20.

The Washington Auto Theft Prevention Authority (WAPTA) awarded the **Yakima County Traffic Safety Task Force** a \$440,000 multi-jurisdictional grant to combat auto theft in the lower Yakima Valley. Task Force Coordinator Edica Esqueda took the lead on this project and was instrumental in applying this program to her local agencies.

## Community Traffic Safety Task Forces

The **Chelan -Douglas County Traffic Safety Task Force** received a \$207,000 grant to implement “the Effective Strategies for Enforcing State Booster Seat Belt Use Requirements” from NHTSA. This project is governed by Task Force Coordinator Eveline Roy. Eveline is one of the key leaders in child passenger safety in Washington State and this project was one of only two awarded in the nation.

Additional Task Forces that implemented and coordinated outstanding traffic safety programs in pursuit of Target Zero:

- **Vancouver/Clark County**
- **Benton Franklin County**
- **Grays Harbor County**
- **Kent**

The **Vancouver/Clark County Traffic Safety Task Force** provides a car seat clinic on the third Saturday of every month at a local hospital. The hospital provides the classroom as well as room for the clinic in their safe and secure parking lot. It begins with a one hour class at 9am in the education building that is a prerequisite to attending the clinic afterwards. Many times clients bring their children, and Spanish and Russian-language interpreters are provided.

At the clinic, car seats are provided to low income families at no cost. To receive a car seat, children must be present so they can be weighed and measured on site. Seats are also available to pregnant women in their last 2 months of pregnancy.

This project is in its third year thanks to Community Development Block Grants, community support, and donations from the people who received the seats. The class

interpreters are present at the installation portion of the class to ensure parents know how to use their seats correctly.

A partnership with the Juvenile Offender Program provides support for setup, cleanup and general assistance to families while they wait for their car seats.

The **Benton-Franklin County Task Force** worked to get a Coopers Corner in the Tri-Cities area in 2008. Coopers Corner is a traffic safety city of education for children and their families. More information on this project can be found in the Bicycle and Pedestrian Safety section of this Annual Report.





## Community Traffic Safety Task Forces

The **Grays Harbor County Task Force** utilized a teen seat belt pilot project in 2008 called "Click It *and* Ticket." This program is similar to "Click It or Ticket" in its goal of increasing seat belt use, but focuses on young drivers and passengers. This project was supervised by the Task Force with one or two officers from each law enforcement agency in the county participating.

This project has been conducted at nine schools throughout Grays Harbor County and one school recorded a 100% compliance rate and many neared 99%. Students not only enjoyed the rewards of this program but were also reminded of how crucial seatbelt use it.

The success in Grays Harbor County has helped expand the project to other Task Forces in Washington. More information about the Click It *and* Ticket project can be found in the Occupant Protection section of this Annual Report.

Street racing among young drivers is a growing challenge for the local law enforcement and community leaders of the **Kent Traffic Safety Task Force**. Groups of over 100 people including drivers and observers and dozens of cars have gathered to participate in illegal street racing. Participants use cell phones to communicate and move from place to place, making every effort to avoid local law enforcement.



During one August night in 2008 the Kent Traffic Safety Task Force, including the Kent Police Department and the Washington State Patrol, utilized multiple patrol vehicles and air support to locate the violators and make arrests. Responding officers arrested over 100 people in this street racing bust occurring in a parking lot of a private business at 12:10 am.

Participating agencies stopped all 37 vehicles involved in the racing and those attending the races. Citations were issued to all 100 people arrested for trespassing and attending illegal racing. Two people were booked into jail for DUI and four were arrested for reckless driving and racing. A total of six cars and one motorcycle were impounded. Local TV stations also covered this event, with extensive media plays shown on the evening news and media web sites. This publicity has helped to curb the street racing problem in Kent, and the Task Force plans to continue the traffic safety emphasis patrols in 2009.

# Tribal Traffic Safety

The WTSC continues to promote traffic safety partnerships with the 29 federally recognized tribes in Washington.

In accordance with the Centennial Accord, the 2000 Millennium Agreement, and related executive orders, a formal Government to Government agreement was established between the State of Washington and the tribes of Washington State. The purpose of this agreement is to enhance traffic safety on tribal lands, thereby saving lives and preventing injuries and property losses resulting from traffic crashes.

This past year, the WTSC was a significant partner with the Washington State Department of Transportation (WSDOT) in hosting the 8th Tribal -State Transportation Conference. This year's theme was "Safety is Central" and attending participants included tribal leadership, tribal elders and young people, and state and federal employees. Of the 29 tribes in Washington, 15 tribes were represented and over 135 attendees enjoyed the conference.

Three tracks were presented: Transportation, Cultural Resources, and Work Force Development. Presenters and guest speakers included Tribal Leadership, State Legislators, Director Lowell Porter from the WTSC, and other state and local leaders. Federal re-authorization was a critical topic of discussion. A key recommendation from the conference is to have continued involvement between the tribes and state government to ensure key funding support for transportation and safety initiatives in Indian Country.

The WTSC continues to facilitate funds for a three-year multi-level grant from the Bureau of Indian Affairs (BIA) to the Colville Confederate Tribe to promote and enforce traffic safety initiatives. This grant will allow for the Colvilles

to become the first tribe in Washington to participate in the newly established electronic collision reporting system known as eTRIP.

This past year the WTSC initiated X52, a state-wide sustained DUI and Speed Enforcement Project dedicated to reducing serious injury and fatal crashes. Many tribes participated in X52 and plan to continue their involvement in 2009.

The WTSC continues to support local tribal law enforcement through the agency's annual grant process. In FY2008, the Native American Tribal Enforcement Officers (NATEO) applied for and received \$50,000 from the WTSC to purchase equipment for eleven tribal police agencies to promote traffic safety enforcement. This was the second year in a row that the WTSC provided grant money to purchase equipment for tribal police agencies.

The Lummi Nation currently has a "Safe Streets" project and the WTSC is a partner. The goal is to improve walking and biking on the rural roads of the reservation and the WTSC is currently working to expand support and resources to the Yakama Nation for a similar project.

The Pacific Northwest Indian Health Services worked closely with the WTSC to obtain bike helmets to distribute to four tribes in their efforts to promote bike safety, and are currently working to obtain car seats to promote child passenger safety on individual reservations.

The WTSC Tribal Advisory Board continued to meet and act as a strong voice to the WTSC on tribal traffic safety issues. The Board's members represent the WSDOT, tribal engineers, law enforcement agencies, advocates, and tribal elders from throughout Washington State.

# Communications Initiatives



The goal of the Washington Traffic Safety Commission's (WTSC) Communications Department is to increase public awareness about traffic safety issues in conjunction with WTSC programs and other efforts. See related WTSC programs in this Annual Report: Impaired Driving, Speeding and Occupant Protection.

## Highway Safety Plan 2008

In addition to supporting traffic safety programs the Communications section of the Highway Safety Plan stated:

*Traffic Records/eTRIP earned media, media survey, traffic safety awards program, and support legislative and other stakeholder needs.*

The media survey was completed and a process description and outcome are below. The traffic safety awards program was completed and a description is below. We continued to support legislative and other stakeholder needs, notably with a video on Target Zero, Washington's Strategic Highway Safety Plan (described below).

As the year progressed, the Program Manager of Traffic Records re-evaluated the need for earned media of eTRIP and deemed it unnecessary. Therefore the concept was dropped.

## 2008 Challenges

### Election Year

All Communications contracts include a requirement that contractors alert WTSC to any problems that might lead to dissatisfaction on the part of WTSC or partners or might lead to WTSC liability. Both of WTSC's media buy contractors warned us that with state and national elections 2008 would be quite challenging. As radio and TV broadcast stations are required to give political advertising top priority, we would face challenges for our paid spots and extreme difficulty with our bonus media. These warnings allowed us, in some situations, to adjust the amount and type of media that we purchased and alter our timing of projects.

## Communication Initiatives

### Washington State Freeze on Travel and Personal Services Contracts

WTSC has found that not sole-sourcing any Communications category has been beneficial in obtaining better pricing and ensuring stellar customer service. In June WTSC began an RFP process for the category of Communications Services. Due to a significant projected shortfall, Governor Gregoire release on August 4, 2008 a directive, "Adjustments to State Agency Spending." By that date three contractors had been selected for Communications Services and submitted to the Office of Financial Management for approval, and one of the three contracts had been approved. We are appealing the freeze-based disapproval of the other two contracts.

Washington's freeze on out-of-state travel necessitated cancelation of travel arrangements to NHTSA's Strategic Communications Forum.

### 2008 WTSC Communications Milestones

- Hosted Ignition Interlock Event with MADD and Washington State Patrol. Conducted research on driving skills below impairment level of .08 blood alcohol on a closed driving course. The media were invited to attend and given access to participant interviews, B roll and still photography.
- Produced video on Target Zero, Washington's Strategic Highway Safety Plan.
- Developed the identity of X52: Extra Patrols Every Week.
- Arranged media buys for one Impaired Driving campaign, two Nighttime Seat Belt campaigns, one School Zone Safety campaign, and an eight-month buy for X52 (sustained enforcement of Impaired Driving and Speeding).
- Distributed 14 news releases and several corresponding fact sheets. In addition to distributing to media outlets, all WTSC news releases were emailed to Commissioners and stakeholders, and posted on WTSC's Web site along with the accompanying Fact Sheet.
- Developed new radio creative for X52, based on an unused 2007 TV creative storyboard.
- Expanded Spanish-language creative including TV and radio ads and printed materials.
- Expanded captioning/subtitling policy from only TV PSAs to all current educational DVDs.
- Began subtitling educational DVDs in both English and Spanish.
- Conducted Impaired Driving pre and post surveys in local bars to test the Drive Hammered-Get Nailed messaging campaign.
- Expanded our large portfolio of web and broadcast creative for use in current and future campaigns including School Zone Safety, Drive Hammered-Get Nailed, Click It or Ticket, Nighttime Seat Belt Enforcement, and Booster Seats.
- Corrected the backend of WTSC Web site to improve site maintenance, also converting from htm to php code.

### Impaired Driving

Intercept surveys found that the Drive Hammered-Get Nailed identity is widely recognized in Washington, particularly by the target demographic.

The Drive Hammered-Get Nailed campaign occurred in August and September 2008 in conjunction with NHTSA's national

## Communication Initiatives

campaign and included a paid media budget of \$200,000 with actual expenditures totaling \$187,997. All of the ad placements were placed based on a media plan developed by contractor Marketing Partners from Bellevue.

WTSC once again used the award-winning TV PSAs produced by Mark Jones Advertising, 30 second and 10 second versions of ads known as “Double Vision.” NHTSA’s Spanish-language Birthday Party aired on Spanish-language TV stations.

The paid schedules were supplemented with \$261,514 of bonus media, including additional TV ads, news tickers, and Web ads, secured at no cost to WTSC. Reach and frequency statistics showed that the TV spots reached 68% of the target population and reached our target audience (males, age 18-34) about 4.8 times each. In addition, TV Web site ads for this campaign had over 1 million hits per month.

As the media buy was in television, the public relations contractor approached radio stations about playing PSAs at no charge in addition to running news stories. To assist the contractor, WTSC updated English and Spanish-language produced ads, and created live read scripts.

Prior to Drive Hammered–Get Nailed enforcement, localized versions of a news release were sent to the media to warn the public of the upcoming law enforcement patrols. The Impaired Driving Program Manager asked Task Force Coordinators how a news release might obtain more coverage in their local areas. They suggested dedicating campaign efforts to local victims of impaired driving. Twelve TFCs succeeded in identifying victims



willing to act as spokespersons. Earned media coverage was exceptional for this media blitz, particularly in the media markets with a local victim spokesperson.

- 13 TV stations ran a total of 47 stories.
- Radio stations aired 144 stories.
- Daily newspapers ran 16 stories.
- Weekly newspapers printed 38 stories.
- The PR consultant, with assistance from TFCs, obtained 669 radio PSAs at no cost to WTSC.

The earned media value for this pre-campaign coverage was a spectacular \$468,930.

At the conclusion of the summer Drive Hammered–Get Nailed campaign localized “results” news releases were distributed to the media.

- Nine TV stations ran a total of 17 stories.
- Radio stations aired 76 stories.
- Daily newspapers ran 10 stories and one WTSC-prompted editorial was picked up.
- Weekly newspapers printed 21 stories.

The earned media value for the “results” of the campaign was \$210,942, our best coverage of post-enforcement results.

## Communication Initiatives

We attribute the success of the pre- and post-enforcement coverage to the combined efforts of our media contractors and Task Force Coordinators around the state, many of whom made use of their local relationships with key members of their communities.

The total value received for the summer 2008 Drive Hammered-Get Nailed campaign, including no charge bonus media and earned media from two news releases, totaled \$941,386. The return on WTSC's hard costs investment was 23:1.

### Ignition Interlock Project

On October 3, 2007, the WTSC, in partnership with WSP and Pacific Northwest MADD, conducted the Ignition Interlock Demonstration Project. This partnership sought to combine the three organization's resources in a new and innovative way in order to accomplish the following goals:

1. Advance the capabilities of the law enforcement to identify impaired drivers at lower levels of blood alcohol.
2. Demonstrate to the public the impact a few drinks can have on their ability to drive safely through the use of a drinking lab and controlled driving exercises.
3. Draw significant media attention to the positive impact that ignition interlock technology can have in preventing drunk drivers from driving.

The basic concept of the project was to create a setting designed to draw the media. Once we had the media's attention, project team posed the important question: "Why do people continue to drive drunk? Because they can!"

The partnership authored a planning guide, which can be viewed and downloaded at [http://www.wtsc.wa.gov/documents/interlock\\_planning\\_guide.pdf](http://www.wtsc.wa.gov/documents/interlock_planning_guide.pdf).

### Occupant Protection

#### Nighttime Seat Belt

In October 2007 and May 2008, seat belt patrols were conducted during the nighttime hours when seat belt use drops and the death rate increases. The campaigns were paid with WTSC's occupant protection funds and special research funds from NHTSA.

The paid media budget for the October 2007 campaign was \$265,000 with actual expenditures totaling \$260,463 (60 percent TV, 35 percent radio, and five percent daily newspapers). Additionally, \$20,000 was budgeted for variable message signs use at enforcement sites.

Media Plus from Seattle researched media markets statewide to determine which stations reach the target market and developed a media plan. The target audience was males, ages 18-34. The



## Communication Initiatives

television ads reached 78% of the target demographic with a frequency of four times each. The radio ads reached 59% of the target demographic with a frequency of five times each. Media Plus negotiated the air buy to ensure that the lowest media rates were secured for WTSC, as well as numerous opportunities for earned media support for the campaigns. An additional \$287,717 of bonus media, comprising additional TV and radio ads, news tickers, interviews and Web ads were secured at no cost to WTSC.

Earned media coverage was good for Washington's first nighttime seat belt campaign of FY 2008.

- Seven TV stations ran 12 stories.
- Sixteen radio stations ran a total of 36 stories.
- Eight stories were printed in daily newspapers.
- Twelve stories were printed in weekly newspapers.

For the second FY 2008 campaign in May 2008, the paid media budget was \$300,000, including commission, divided between TV (\$185,000), radio (\$100,000) and the sports section of daily newspapers (\$15,000).

As expected in this election year, not all spots ran—particularly no charge spots—and make goods have been scheduled for November 2008. Nevertheless, of the \$174,000 no charges TV spots ordered,



\$161,000 did run as well as \$25,000 in other promotional initiatives totaling \$186,000. Without the make goods, we currently have TV bonus media at 97% of paid.

Radio survived the elections in better shape. Most of the paid and no charge spots aired with some station running additional spots over their commitment. Of gross dollars ordered, \$93,000 ran, \$84,000 no charge spots were ordered, and \$91,000 ran. An additional \$31,000 in promotional initiatives produced a total of \$123,000 of bonus media or 132% of paid.

The television ads reached 80% of the target demographic with a frequency of 5.8 times each. The radio ads reached 60% of the target demographic with a frequency of 8.7 times each. Media Plus negotiated the air buy to ensure that the lowest media rates were secured for WTSC, as well as numerous opportunities for earned media support for the campaigns. In total, \$308,592 of bonus time, including additional TV and radio ads, news tickers, and Web ads were secured at no cost to WTSC.



## Communication Initiatives

Earned media coverage was excellent for Washington's May 2008 nighttime seat belt campaign.

- 17 TV stations ran 90 stories.
- TV stations aired ads, pushed by the PR contractor, 90 times at no cost to the WTSC.
- 75 radio stations ran a total of 157 stories.
- Radio ads, pushed by the PR contractor, were played 338 times at no cost to the WTSC.
- 22 stories were printed in daily newspapers.
- 42 stories were printed in weekly newspapers.

To inform drivers that law enforcement will be ticketing unbelted drivers at night, TV ads were produced using WSP spokespersons. Radio ads were produced for use in different areas of the state using local law enforcement officers as spokespeople.

To assist with community outreach during the nighttime patrols, several materials were developed or updated and made available including banners, posters, fact sheets, law enforcement fliers, coasters, and web page materials. Law enforcement officers also used magnetic bumper stickers, mobile pop-up signs, and Department of Transportation variable message signs placed in various locations throughout the state.

### Teen Seat Belt Program

Beginning in January, 2008, seat belt patrols were conducted on high school campuses in the Tri-Cities area of Washington. The project goals were to increase awareness of the importance of seat belts, change behavior, and

eventually increase seat belt use. Known as Click It AND Ticket, this program was designed to get into high schools where seat belt use among teen drivers and passengers drops and serious and fatal collisions increase. Surveyors worked with school administration to get the seat belt messages to the students, and then as students drove onto school grounds and were seen wearing a seat belt, they were rewarded with candy bars.

Earned media coverage in the Tri-Cities area was excellent for this pilot seat belt project. The high school activities and news release generated over 30 local TV, radio, and print stories. Highlights included a front page, top of the fold story in a daily newspaper, a second article in Tri-City Herald, posters in the school, announcements from the school principal, and increased awareness among the students.

### X52: Extra Patrols Every Week

The WTSC launched the X52 program February 15, 2008. This sustained, multi-jurisdictional, high-visibility, enforcement program was designed to give the public the message that extra patrols are taking place in Washington every week. X52 comprises the two Priority I areas of Target Zero: Impaired Driving and Speeding.





## Communication Initiatives

Using a graphic design contractor, WTSC developed a program identity with a logo and tagline, X52: Extra Patrols Every Week. The launch began with a news release that achieved our most consistent brand identity messaging to date. Every TV, radio, newspaper and Web story used the identity X52.

The WTSC set a total media budget of \$375,000: \$225,000 for Impaired Driving and \$150,000 for Speeding. Due to the relatively small budgets available for covering an eight-month buy, our media buyers recommended radio rather than TV. The buy for the speeding campaign targeted males and females, ages 18-34. The buy for the DUI campaign targeted males ages 18-34.

Contractor Marketing Partners did a spectacular job on negotiating and keeping stations on track. They met their commitments on paid and bonus media with gusto. The bonus media on Speeding spots totaled 138% of paid, and bonus media on Impaired Driving was a phenomenal 187% of paid.

### Impaired Driving Completed Buy

Number of Paid Spots:	3,524
Number of No Charge Spots:	4,379
Total Paid Net \$:	\$225,831.40
Total Value Added Dollars:	\$422,487.00
Total Gross Rating Points :	3,409.90
Total Estimated Reach:	82% Reach
Total Estimated Frequency:	13.2 Frequency

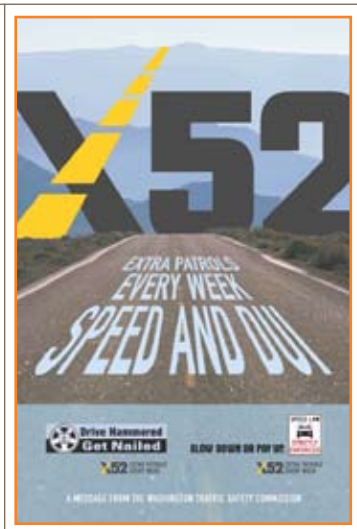
### Speeding Completed Buy

Number of Paid Spots:	2,107
Number of No Charge Spots:	2,168
Total Paid Net \$:	\$148,959.10
Total Value Added Dollars:	\$205,309.00
Total Gross Rating Points :	2,193.30
Total Estimated Reach:	70% Reach
Total Estimated Frequency:	9.2 Frequency

Traffic Safety Task Force Coordinators, who coordinated these patrols in their counties, conducted earned media efforts announcing the impending patrols and post enforcement results. See the Task Force section of this Report for additional information.

To support the work of the Task Force Coordinators, an X52 poster was created this year and added to printed materials developed for Impaired Driving and Speeding programs.

For the upcoming year, new radio creative, known as "Navigator," was developed by Jones Advertising for the impaired driving portion of the media buy. The new radio PSAs are based on a TV storyboard that placed a close second to the Double Vision concept, which was produced for TV last year. Three radio PSA lengths were produced: :60, :30 and a :50 for local tagging. Shorter live read scripts were also developed.





## Communication Initiatives

### School Zone Safety

The School Zone Safety project in April 2008 carried the message that daylight hours are getting longer and more kids are playing outside later into the evening. This air buy was budgeted for \$50,000 and expenditures totaled \$47,000. The media buyer obtained an additional \$61,654 in bonus time at no cost to WTSC. Paid and bonus radio air time reached 67% of the target demographic (females, age 25-44) with a frequency of 5.5 times each. This project was paid for with state funds.

The spring version of WTSC's award-winning ad titled "The Getaway" was used for this buy. Royalty rights were obtained for both broadcast and Internet use.

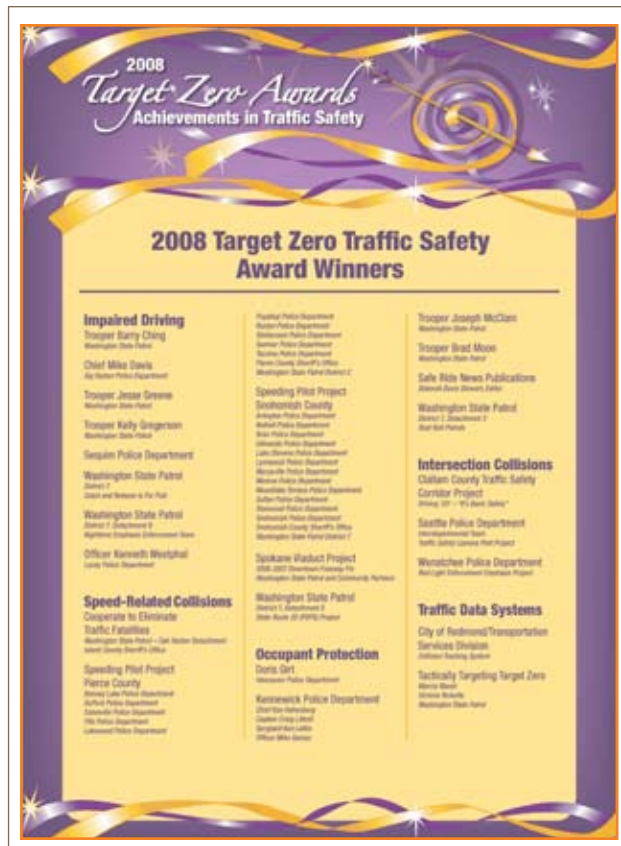
Normally, the WTSC also coordinates a statewide School Zone Safety campaign in August/September each year to remind drivers that kids are back in school and speed limits are lower in marked school zones. This year under the advisement of our media buyers, because of the national elections, we did not place any air buys for fall 2008.

### Bi-Annual Awards Program

As part of the implementation of Target Zero, the WTSC's statewide bi-annual awards program was redesigned to acknowledge excellence in the topic priority areas of Washington's Strategic Highway Safety Plan. Previously the awards program had focused on two of the four Es of traffic safety: Enforcement and Education. The program name was changed to "Target Zero Awards: Achievements in Traffic Safety." Target Zero led us to a more inclusive approach, and we conducted an outreach to Engineering and Emergency Medical Services. We began by adding

engineering and EMS personnel to the steering committee. The program occurs over a period of more than nine months.

A "Call for Entries" was designed and distributed electronically to the traffic safety community statewide with a strong outreach to engineering and EMS personnel. The Call for Entries detailed the new selection criteria, which were in alignment with Target Zero A judging panel consisting of representatives from Snohomish and Skagit counties, City of Spokane Valley, Washington State Patrol, and Washington State Department of Transportation reviewed nominations and chose 23 agencies or individuals to receive a Target Zero Award.



## Communication Initiatives

The awards luncheon was held on April 16, 2008 at St. Martin's University in Lacey, WA. The keynote speaker was the new Secretary of Washington State Department of Transportation, Paula Hammond. Several compliments praised the change in selection criteria and the more formal event that honored the award recipients. The electronic portions of winning entries were posted on the WTSC Web site with photos of the respective award winners taken at the event. News Releases were written and distributed along with photos to the local media outlets where each winner resides.

### Media Survey

The WTSC conducted a Web-based media survey in 2008. A link to the survey was sent to approximately 450 media personnel around Washington State. The list of media personnel was compiled from TRDC media inquiry logs, and contact lists from our two PR contractors, PRR and Levich Advertising. Of the 450 people on the list, 62 people participated in the survey. Everyone who started the survey completed the survey, indicating the survey was well-designed. There were no partial surveys.

Participating reporters were from the following media outlets:

- Radio 30%
- Daily Newspaper 27%
- Weekly Newspaper 27%
- Television 14%

Participants were from the following news classifications:

- Reporter 45%
- Editor 31%
- Producer 13%
- Assignment Editor 11%

The participants' experience levels varied, but most had several years:

- 1-2 years 3.2%
- 2-5 years 16.1%
- 5-9 years 9.7%
- More than nine years 71%

Based on the survey results, over 90% of participants had heard of the WTSC and reported on a traffic safety story before. They find the WTSC Web site useful, and would rather find info on the Web than call someone and wait for answers. They want localized traffic safety stats and news releases, not always just statewide numbers. They would rather receive information in a news release than attend a news conference, unless the news conference is for a breaking news story. The most common negative comment concerned the difficulty of using WTSC Web site, and a site usability study that will guide us in improving the site is planned for FFY 2008-2009.





## Communication Initiatives

### Target Zero Video

The development of Washington's Strategic Highway Safety Plan, Target Zero, was based on inclusiveness. This approach made the early work challenging with 49 organizations at the table: federal, state and local agencies plus tribal Nations and private organizations. However, with the organizations who were needed for successful implementation participating in plan development and updating, Target Zero has been widely embraced. To explain Target Zero to stakeholders in Washington and to other interested states, a DVD was produced and is available for viewing at [http://www.youtube.com/watch?v=XRF1I\\_ljJko](http://www.youtube.com/watch?v=XRF1I_ljJko). In keeping with our new policy regarding captioning videos, and open caption version of the video is available at <http://www.youtube.com/watch?v=1vLxDmMilZQ&feature=related>.

### Web Site

In 2008, the entire site was converted from htm to php code to improve site maintenance. WTSC staff members continue to monitor and ensure the content (text, graphs, charts, photos) of their sections is current and correct. Several Task Forces requested a section be added for their counties, and those pages were designed and added to the site.

Each staff member assigned a site section is tasked with monthly website updates during the agency's internal Governor's Management Accountability and Performance (GMAP) presentations. Their updates are implemented by Communications staff.

### Community Outreach Support

Washington has a statewide network of Traffic Safety Task Force Coordinators, stakeholders and partners. Traffic safety

materials were utilized and distributed by Community Traffic Safety Task Force Programs, law enforcement public information officers and school resource officers, hospital marketing specialists, child passenger safety team members, local health department community relations professionals, civic groups like Mothers Against Drunk Driving and Students Against Destructive Decisions, insurance professionals, drivers education instructors, trauma nurses and emergency response professionals.

With earned media responsibilities for X52 moving to the local level, TFCs needed additional training, which was delivered by Communications and a media relations contractor, Elaine Kraft of PRR.

In addition to X52 earned media work, this network engages in a variety of activities such as:

- Putting up banners and posters
- Distributing fliers
- Giving presentations at the local level with educational DVDs
- Displaying materials at events
- Placing traffic safety information on government and association Web sites



## Communication Initiatives

### Summary | Development of Creative

Existing Creative Used		
Booster Seat TV	Up to 4'9"	TV English :30
School Zone Safety	Kindergartner Cop Spring	Radio English :60
Nighttime Seat Belt	Almeida	TV Spanish :30
Nighttime Seat Belt	Garcia	TV Spanish :30
Existing Creative Edited in 2008		
Impaired Driving	NHTSA's Birthday Party	TV Spanish :30
Impaired Driving	NHTSA's Over the Limit-Under Arrest	TV English :30
X-52 - Impaired Driving	Rock Song	Radio English :60, :30
X-52 - Impaired Driving	Double Vision	TV English :30, :10
X-52 - Impaired Driving	NHTSA's Birthday Party	TV Spanish :30
Booster Seats	Up to 4' 9"	TV English :30
New Creative Developed in 2008		
X52 - Impaired Driving	Rims and Logo	Web Ads
X52 - Impaired Driving	We'll take a week off...	Billboard
X52 - Impaired Driving	Navigator - Radio	Live Read - English :20, :15, :10
X52 - Impaired Driving	Navigator	Radio English :60, :50, :30
X52 - Impaired Driving	Navigator	Radio Spanish :60, :50, :30
X52 - Impaired Driving	X52 Launch	Radio Spanish :60, :10
X52 - Impaired Driving	KDDS Radio	Live Read - English :60
X52 - Speeding and DUI	KDDS Radio	Live Read - English :30
X52 - Speeding and DUI	Mountain & Roadway	Poster
X52 - Speeding and DUI	Sgt. Garland - Yakima Co.	Rack Card
X52 - Speeding	Speeding Sign and Logo	Web Ads
X-52 - Speeding	KDDS Radio	Live Read - English :60
Impaired Driving	Radio	Live Read - English :10
Child Passenger Safety		Rack Card English/Spanish
Nighttime Seat Belt		Rack Card English/Spanish
Nighttime Seat Belt	Chief Les Young	TV English:30
Nighttime Seat Belt	Chief Ursino NTSB	Radio English :60
Nighttime Seat Belt	Chief Les Young	Radio English :60
<i>Localized Radio Ads for WSP and Kennewick, Spokane, and Wenatchee Police Depts:</i>		
Nighttime Seat Belt	<i>Good News</i>	Radio English :60
Nighttime Seat Belt	<i>Mr. 3 Bald Tires</i>	Radio English :60
Nighttime Seat Belt	<i>Mr. Drowsy Driver</i>	Radio English :60
Nighttime Seat Belt	<i>You Can't Make Me</i>	Radio English :60
Nighttime Seat Belt	Night Photo	Broadcast Graphics
Nighttime Seat Belt	Night Photo	Web ads
Nighttime Seat Belt	Various Sizes	Print Ads
Speeding	Radio	Live Read-English :30, :10
School Zone Safety	Radio	Live Read-English :10, :30
X52	Mountain & Roadway	Poster
Target Zero	Lowell Porter Narration	Educational Video 9:00

## Communication Initiatives

### Summary | Media Relations

WTSC continued to work with news release timelines to clarify roles and expectations within the agency and with partners. Whenever possible, WTSC offered other key partners a chance to provide input on a news release. In April, Governor Gregoire's office accepted WTSC's offer to release the good news about the drop in the preliminary number of fatal traffic crashes in Washington State.

There were 14 WTSC news releases distributed in 2008. The reach of each news release was increased through stakeholder email distribution lists and by posting to WTSC's Web site. The following news releases and advisories, usually accompanied by a fact sheet, were distributed between October 1, 2007 and September 24, 2008:

[Ignition Interlock Event Media Advisory](#)  
[Ignition Interlock Event Results](#)  
[Nighttime Seat Belt Patrols - Customized](#)  
[Nighttime Seat Belt Patrols - Generic](#)  
[X52 - Extra Patrols Every Week](#)  
[Gov. Gregoire Announces Traffic Fatal Drop](#)  
[Target Zero Awards Announced Today](#)  
[Nighttime Seat Belt Patrols - Customized](#)  
[Nighttime Seat Belt Enforcement - Results](#)  
[Nighttime Seat Belt Patrols - Customized](#)  
[Drive Hammered - Get Nailed Dedicated Patrols](#)  
[Drive Hammered - Get Nailed Non-Dedicated](#)  
[NHTSA Safety Champion Awards Advisory](#)  
[NHTSA Safety Champion Awards - Post Event](#)

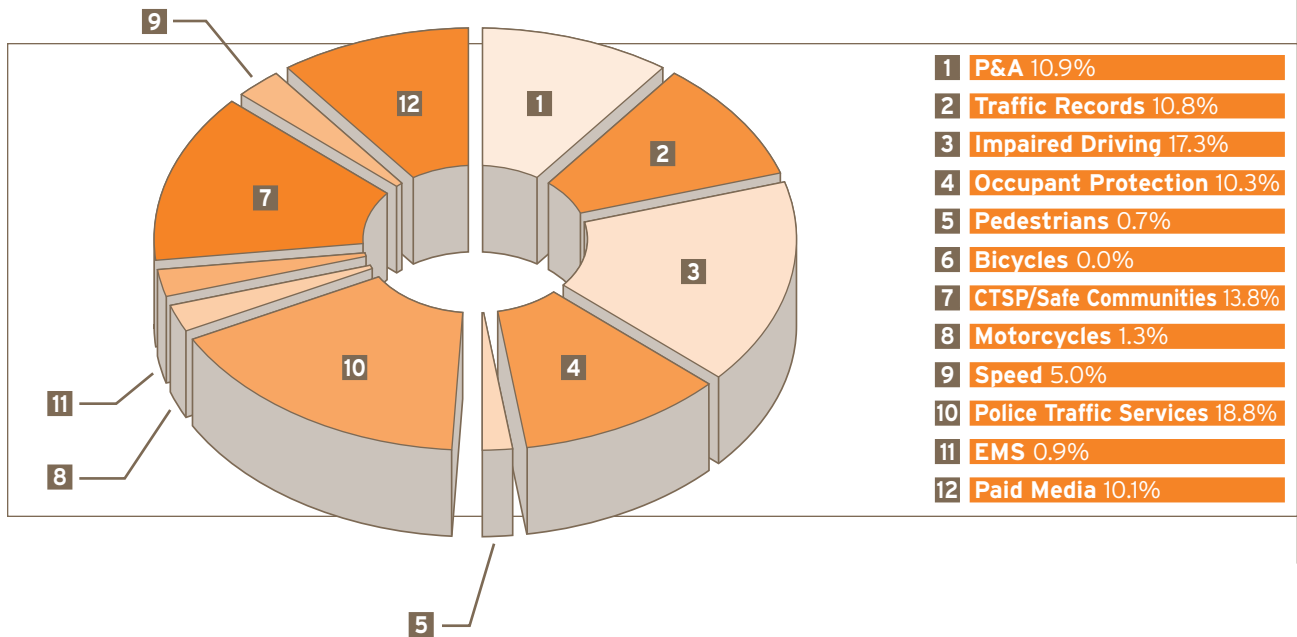
For media events including Nighttime Seat Belt and Ignition Interlock, WTSC video production contractors shot real life video footage around the state and compiled the "b-roll" for the media. Providing this b-roll to the media garnered more coverage of our traffic safety campaigns. The result was extensive coverage of traffic safety messages in the media to supplement the paid advertising.



[October 1, 2007](#)  
[October 5, 2007](#)  
[October 15, 2007](#)  
[October 15, 2007](#)  
[January 23, 2008](#)  
[April 3, 2008](#)  
[April 17, 2008](#)  
[May 5, 2008](#)  
[May 13, 2008](#)  
[June 16, 2008](#)  
[August 11, 2008](#)  
[August 11, 2008](#)  
[September 19, 2008](#)  
[September 24, 2008](#)

# Financial Summary

	402	405	410	408	2010	157	1906	163	406	2011	Total	% of Total
<b>P&amp;A</b>	\$330,543						597,535		6,375		\$934,453	10.9%
<b>Traffic Records</b>	\$302,669			461,593		0		0	162,637		\$926,899	10.8%
<b>Impaired Driving</b>	\$96,816		1,375,562			0		5,101	0		\$1,477,479	17.3%
<b>Occupant Protection</b>	\$466,625	136,113				0			179,720	97,603	\$880,061	10.3%
<b>Pedestrians</b>	\$59,642								0		\$59,642	0.7%
<b>Bicycles</b>	\$0										\$0	0.0%
<b>CTSP/Safe Communities</b>	\$895,373					0		0	282,068		\$1,177,441	13.8%
<b>Motorcycles</b>	\$0				114,149						\$114,149	1.3%
<b>Speed</b>	\$213,897								216,049		\$429,946	5.0%
<b>Police Traffic Services</b>	\$912,512					29,806		0	665,705		\$1,608,023	18.8%
<b>EMS</b>	\$0								73,131		\$73,131	0.9%
<b>Paid Media</b>	\$0	269,265				0		0	158,480		\$866,213	10.1%
<b>TOTAL</b>											\$8,547,437	



## Fatality Analysis Reporting System (FARS)

The Fatality Analysis Reporting System (FARS) was conceived, designed, and developed by the National Center for Statistical Analysis (NCSA) of the National Highway Traffic Safety Administration (NHTSA) to collect data on traffic fatalities. This valuable information enables researchers to identify traffic safety problems, to suggest solutions, and to provide an objective basis for evaluating the effectiveness of motor vehicle safety standards and highway safety programs.

To be included in the FARS data base, the fatality must result from a motor vehicle crash on a public trafficway and must occur within 30 days of the crash.

In Washington State, FARS is housed in the WTSC as part of the Traffic Research and Data Center. The Washington State FARS Team works with traffic safety program managers and researchers to provide accurate and timely data that is used for evaluating safety programs, as well as to aid in the traffic-safety efforts of partner state, federal, and local agencies. Washington State FARS is responsible for gathering data on approximately 600 fatal crashes yearly.

Washington FARS coordinates with several different agencies to collect data for each fatal traffic case, including the Washington State Departments of Licensing, Health, Transportation, the Washington State Patrol, the Washington State Toxicology Lab, statewide Emergency Medical Services agencies (public, private, and volunteer), the Federal Highway Administration (FHWA), the Special Crash Investigations Program and the NCSA at the NHTSA, the Federal Motor Carrier Safety Administration (FMCSA), city and county governments, and Canadian driver and vehicle records agencies, as well as FARS analysts in other states.

Information from each state's collision report is coded to standards and definitions set by NHTSA to facilitate comparisons between states.

### Washington FARS

FARS staff participates in monthly Government Management and Accountability Program (GMAP)

meetings, presenting preliminary fatality data to WTSC colleagues through a variety of analytic "lenses," including vehicle type, roadway type, location, driver factors, and other important variables. FARS analysts maintain a five-year fatality comparison spreadsheet that is updated monthly and posted on the agency website, plus a daily update that compares the number of fatalities on the same date in each of the last two years. They develop reports and present FARS data to various traffic safety groups in support of Target Zero goals and participate on the statewide Traffic Records Committee.

The FARS unit receives electronic fatality reports from the Washington State Patrol; the cases are coded to standards and definitions set by NHTSA to facilitate comparisons between states. After cases are entered into the national data base missing information is obtained from a variety of data sources and the cases are completed. FARS Analysts attend 40 hours of training each year that focuses on coding changes and additions for the following year.

In 2008 the FARS staff evaluated and streamlined the daily processes, resulting in each case being coded and entered within one week. They exceed stringent monthly national quality control benchmarks and have strengthened relationships with traffic data staff in partner agencies.

### Washington State FARS Staff

Mimi Nickerson, FARS Analyst, has been with Washington's FARS Unit since May 2006. Terry Ponton, FARS Analyst, has been with the FARS Unit since December 2007.





## New Traffic Safety Legislation - 2008 Session



### Traffic Safety legislation that passed in 2008 or that will likely be considered in 2009

**Only one major traffic safety law was passed by the Washington State legislature in 2008. That law, based largely on New Mexico's successful ignition interlock license law, becomes effective on January 1, 2009**

### HB 3254 Establishes an Ignition Interlock Driver's License

An Ignition Interlock License (IIL) is created that authorizes a person to drive a vehicle with an ignition interlock device while his or her regular driver's license is suspended for DUI. Beginning Jan. 1, 2009, any person subject to administrative license suspension may apply for an IIL at any time, including right after being arrested or after a revocation hearing.

The IIL holder must maintain an interlock device on all vehicles they operate (not just the ones they own) for the remainder of the period of suspension.

A person receiving an IIL waives the right to a hearing on the suspension of their license. The time period for requesting a hearing is now shortened from 30 to 20 days.

Upon court conviction for DUI based on alcohol use, the court must order that the offender apply for an IIL. The court may waive the requirement if the offender does not own a car, is not eligible to receive an IIL or if ignition interlocks are not available in the offender's area. If waived, the court must order the offender to submit and pay for alcohol monitoring.

The period of time required for interlock use or alcohol monitoring for convicted persons (as opposed to persons whose license was administratively suspended) is:

- one year (with first ignition interlock order)
- five years (second order)
- ten years (subsequent orders)

An ignition interlock device is NOT required on cars owned by the person's employer and driven as a requirement of employment during working hours.

## New Traffic Safety Legislation - 2008 Session

However, if a violator is driving a vehicle for their employer, they must not only inform the employer, but the violator must provide DOL with a declaration from the employer that the person is required to drive a vehicle owned by the employer. The driver will be required to carry a copy of the employer's declaration with them when driving an employer's vehicle and show the declaration to police if stopped.

An IIL may not be used to drive a commercial vehicle.

A person is not eligible to get an IIL if the person has committed any vehicular homicide or vehicular assault within seven years prior to the current DUI.

Looking forward to the 2009 legislative session, staff from the WTSC along with representatives from the Washington State Patrol, Department of Health, and AAA met during 2007 and 2008 to discuss upgrading the current intermediate driver license law. Legislators suggested any upgrades should be based on data and have solid research supporting their effectiveness. In response to this input, a fact sheet has been prepared addressing the two most compelling suggested upgrades: Keeping passenger restrictions in place for the entire first year and adjusting the driving time restrictions to match the times crashes are actually happening (curfew is currently 1am to 5am, most teen crashes happen between 9pm and 12 midnight.)

This fact sheet will be used widely in the 2009 legislative session if and when the IIL upgrades are considered.

### How To Strengthen The Intermediate Driver's Licensing Law To Save More Lives

**Crashes are the leading cause of death among American teens, accounting for more than one-third of all deaths of 16 to 17-year-olds from 1993 to 2006, 625 people died in our state in crashes involving 16 & 17-year-old drivers. Here's important news to lower the risk:**

**A**fter implementing Washington's current Intermediate Driver's Licensing law, collisions among 16-year-olds decreased by 54% and among 17-year-olds by 16.5%. Strengthening our current law by **reducing the hours teenagers drive at night<sup>1</sup> and the number of passengers allowed, day or night, will decrease collisions among 16 and 17-year-olds even further.** Here's supporting information...

**Nighttime & Teen Drivers**

The Insurance Institute for Highway Safety reports that most young drivers' fatal crashes occur at night. The problem isn't just that such driving requires more skill. Late outings tend to be no fun at all, and even teens who usually follow the rules can be easily distracted or encouraged to take risks.

Current Washington law forbids drivers with an intermediate license to drive from 5:00-1:00 AM during the first 12 months of licensure. Although a large number of 16 and 17-year-old fatalities occur between those hours, a greater number of teens are killed between 9:00 PM and 1:00 AM. Changing the start time of the nighttime restriction could greatly reduce the number of teen drivers killed on Washington's roadways during the early nighttime hours.<sup>2</sup>

Age of Driver	Time of Day	Number of Fatalities
16	5:00-9:00 PM	17
16	9:00 PM-12:00 AM	28
16	12:00 AM-5:00 AM	27
16	5:00-9:00 AM	22
16	9:00 AM-12:00 PM	16
16	12:00 PM-5:00 PM	15
16	5:00-9:00 PM	9
17	5:00-9:00 PM	11
17	9:00 PM-12:00 AM	12
17	12:00 AM-5:00 AM	10
17	5:00-9:00 AM	10
17	9:00 AM-12:00 PM	10
17	12:00 PM-5:00 PM	10
17	5:00-9:00 PM	9

**Passengers & Teen Drivers**

In Washington, from 1993-2006, almost 60% of 16 and 17-year-old drivers involved in fatal crashes had passengers in their vehicle at the time of the collision. Research shows that the presence of passengers is associated with increases in driver distraction, inattention, risk taking, alcohol use, lowered seat belt use and driver errors.

Washington's current law allows drivers with intermediate licenses to carry one non-family passenger for the first six months and up to three for the second six months. Collapsing this already high with the addition of one passenger and the risk of crashes increases dramatically for teen drivers with two or more passengers. Decreasing the passenger limit throughout the entire intermediate license phase could reduce collision risk among teen drivers.

Number of Passengers	16-Year-Old Driver	17-Year-Old Driver
0	100%	100%
1	100%	100%
2	110%	100%
3	120%	100%
4	130%	100%

<sup>1</sup> The law allows drivers the opportunity to drive at night, even, as restricted, into certain activities. For more statistics and related information, visit [www.illc.org](http://www.illc.org).

Compiled July, 2008 and brought to you by Washington Traffic Safety Commission, Olympia, WA. Call for more information: 360-228-6197

# Looking to the Future

## Significant Challenges to be addressed

The WTSC made significant progress this year with continued implementation and integration of the state's first comprehensive Strategic Highway Safety Plan, known as Target Zero. Target Zero has become Washington's guiding light document for traffic safety involving human factors and driver behavior. The challenge for the coming year will be implementing Target Zero beyond the state agencies currently leading the effort, thereby making it an effective tool at the local level. This effort will continue to include partnerships with cities, counties and tribal governments. The WTSC's focus will be to accomplish this goal through strong partnerships with the states 25 Traffic Safety Task Forces and local law enforcement agencies. Based on the strong foundation already created in this area, we are confident significant progress will continue to be realized.

Washington's primary challenges in driver behavioral within Target Zero remain impaired driving and speeding. Based on an analysis of crash data from 1996-2005, impaired driving and speeding account for 56.7% of all fatal crashes for that time period. Clearly, Washington has significant work to do in order to change this trend. We believe progress can be made in the coming year based on Target Zero making impaired driving and speeding Washington's number one priority.

A major area of concern for Governor Gregoire and the state's traffic safety community is the increasing trend of motorcycle fatalities. Since 1996, Washington has realized a 94.6% increase in fatal crashes involving motorcyclists. The leading causes

of these deaths are speeding and impaired driving. A majority of these crashes occurred on rural two-lane roads. Another important factor in this trend is that 14.6% of those killed from 1996-2005 in motorcycle crashes were not properly licensed to operate a motorcycle at all. These factors prompted a multi-disciplinary approach to finding a solution. These efforts include a strong educational and training campaign, new legislation, and strict enforcement. These efforts are supported by strong partnerships with motorcycle rider and advocacy groups. Washington will continue to make this a priority, which can save many lives in the years to come.

## Diminishing Financial Resources

The past two years have realized overall reductions in the availability of financial resources for investment in traffic safety initiatives throughout Washington. This prompted the WTSC to lead an effort to ensure the strategic and tactical investment of resources (people, time and money) in proven strategies and best practices. By doing so, Washington's traffic safety network believes that we can continue to make progress towards our goal of Target Zero. This on-going effort requires the state to effectively use the best data available for problem identification, specific targeting of the areas where the most gains can be realized, and the accurate measurement of outcomes through carefully constructed performance measures. This past year's work has laid a strong foundation from which to build on in the coming year. The WTSC will work to improve this effort by building stronger partnerships, refining performance measures and links of accountability, and using ongoing quality initiatives.

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**Regional Administrator**

January 27, 2009

Lowell Porter, Director  
Washington Traffic Safety Commission  
P.O. Box 40944  
Olympia, WA 98504-0944

RE: FY2008 Annual Report

Dear Mr. Porter:

Our office received and has reviewed your FY 2008 Annual Evaluation and financial summary for the State of Washington's highway safety program. I find that the report is complete and we accept it as fulfillment of the Highway Safety Program requirements contained in 23 CFR 1200.33.

Washington has a strong highway safety program that is data driven and has set of very aggressive goals, as outlined in the Highway Safety Plan and the Target Zero Strategic Highway Safety Plan. The reductions in highway related fatalities are commendable, and I congratulate you on your recent success.

The State of Washington continues to be a leader in innovation and the programs described in your Highway Safety Plan and Annual Report certainly reflect your willingness to use and promote an appropriate mix of innovative and effective programs

I appreciate you and your staff's commitment and dedication to improving highway safety in Washington and I look forward to working with you in 2009.

Sincerely,

John M. Moffat

