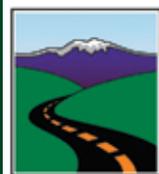




Washington State Highway Safety Annual Report

2010



WASHINGTON
Traffic Safety
COMMISSION

Version 1.0

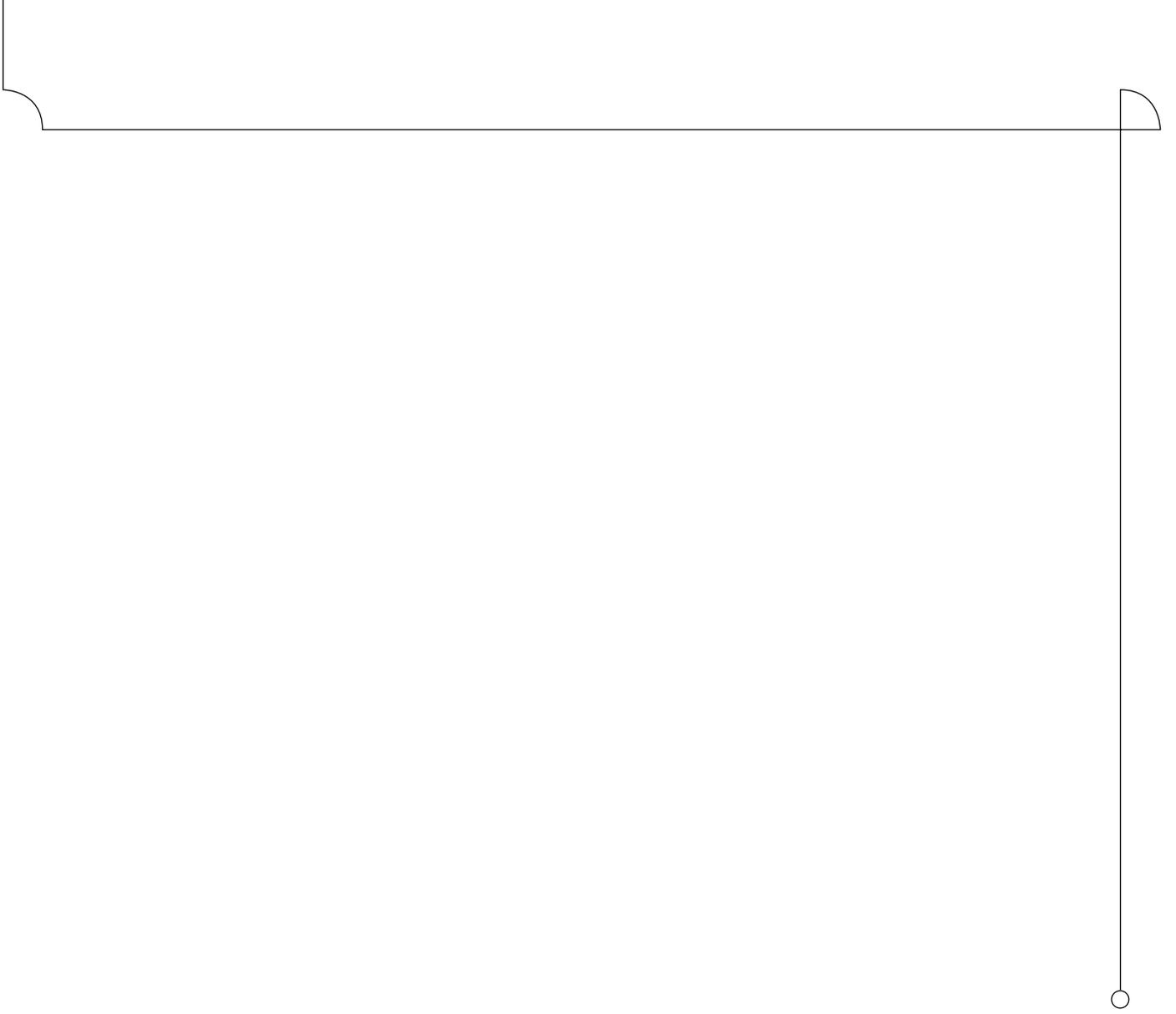


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Executive Summary

During the past year, Washington State continued to realize important accomplishments when working to achieve the vision of Target Zero – zero deaths and serious injuries by 2030. These advances in traffic safety demonstrate how the aggressive vision of Target Zero continues to guide the state’s traffic safety partners, stakeholders, and advocates to accomplish more with existing resources than we would have without this view of the future. This annual report outlines these accomplishments and forms the basis for setting of our traffic safety goals for the coming year.

Washington realized two significant traffic safety accomplishments this past year. These include the lowest death rate recorded since 1955 (.87 deaths per 100 million vehicle miles traveled). This equates to 492 traffic fatalities compared to 649 in 2005, or 172 lives saved in the past four years.

Another traffic safety milestone included reaching the highest seat belt use rate ever recorded in our state - 97.6 percent. Washington has maintained one of the highest seat belt use rates in the country since 2003. This increased use of seat belts means the state realized a gain of one third of the remaining non-seat belt users in just twelve months. The cumulative effect of these outcomes contributed to Washington exceeding its annual Target Zero lives saved goal for the third year in a row, and we are on pace to do so again this year.

Target Zero is founded on a data driven, evidence based, integrated systems approach to traffic safety planning, program management, and accountability. This problem identification process and resource allocation model ensures Washington invests traffic safety resources in direct alignment with the priorities of Target Zero. Moreover, it ensures traffic safety investments are implemented via methods



that produce the best results, and continually evaluates program results and makes course corrections where warranted. Therefore, Target Zero continues to be a force multiplier resulting in a traffic safety system whose total output equals more than the sum of its individual parts.

This report documents the successes realized this past year by outlining the accomplishments in each component of this integrated traffic safety system. Additionally, this report provides a summary of the traffic safety investments made throughout Washington this past year, to include an update on legislative accomplishments in 2010. This report closes with a “Look to the Future” by outlining the new and innovative traffic safety initiatives and planning efforts that will keep Washington on track to reach the vision of Target Zero by 2030.

Washington has come a long way since traffic safety became a prominent piece of public health and safety in 1969. To reach the vision of Target Zero requires continued support from the communities of traffic safety, public health, law enforcement, engineering, education, and public policy, but most importantly the motoring public. Together these efforts will promote a healthier and more productive state in which to live, work, and raise a family.

Traffic Safety Laws as Passed by the 2010 Legislature

Unless specifically noted, these laws take effect on June 10, 2010.

Drivers and wheelchair users (HB 1966): Drivers are required to remain stopped the entire time that wheelchair users are in a crosswalk. This law also applies to the blind and to persons using service animals. Law is effective August 1, 2010.

Vehicles in emergency zones (ESHB 2464): An emergency zone is defined as 200 feet before and after the area in which an emergency vehicle (such as a tow truck, police car, etc.) has stopped with lights flashing. Fines are doubled for drivers who exceed the posted speed in emergency zones; that fine cannot be waived, reduced or suspended. Drivers who endanger, or who would likely endanger, an emergency worker or property are guilty of the gross misdemeanor of reckless endangerment of an emergency worker and are also subject to suspension of their driver license for 60 days upon conviction. The Washington State Patrol is required to conduct education and outreach about emergency zones until June 30, 2011. Law is effective January 1, 2011.

Ignition interlock devices (SHB 2466): The State Patrol is required to provide standards for installation, maintenance and removal of ignition interlock devices and can remove a vendor for non-compliance with standards. Vendor has the right to appeal the State Patrol's decision. All devices must, within five years, use fuel cell technology.

Deferred prosecution costs (SHB 2487): The cost for administering a deferred prosecution is increased to \$250.



DUI accountability (SHB 2742): Some changes are made as to who may apply for an ignition interlock (IIL). For example, persons convicted of vehicular homicide or vehicular assault due to driving under the influence may apply as can persons whose licenses have been suspended due to driving under the influence of drugs. Persons who enter into deferred prosecutions for DUI are no longer required to apply for an IIL. The employer vehicle exception is expanded. The list of circumstances under which the court may waive the requirement that a person apply for an IIL is also expanded. The definitions of "prior offenses" and "within seven years" are amended. For a complete list of all the changes, please read the bill.

DUI with child in car/report (SHB 3124): If a parent, guardian, or legal custodian of a child under 13 years old is arrested for DUI with the child in the vehicle, law enforcement is required to notify Child Protective Services. Law enforcement is not required to take the child into custody unless no other responsible person can be found or unless there is reason to believe that the child should be taken into custody.

Golf cart zones/local governments (SSB 6207): Cities or counties may create golf cart zones by ordinance or resolution. Golf cart drivers within golf cart zones are subject to the same rules of the road as vehicle drivers and are not exempt from seatbelt requirements. Golf carts operating on public roads within a golf cart zone must be equipped with reflectors, seatbelts, and rearview mirrors. Drivers of golf carts on public roads must be at least 16 years old.

Temporary agricultural directional signs (SSB 6208): Signs providing directions to businesses selling seasonal agricultural products may be placed on WSDOT rights-of-way providing the signs meet safety concerns and there is a WSDOT permit for placing the sign on the right-of-way.

Railroad grade crossings (SSB 6213): Those vehicles required to stop at railroad crossings are changed to reference federal guidelines and vehicle classifications, which describe vehicles carrying explosive, flammable, and hazardous substances. Commercial motor vehicles transporting passengers must also stop before crossing railroad tracks. The State Patrol may identify, by rule, crossings where stopping is not required. The Superintendent of Public Instruction may identify, by rule, circumstances under which stopping is not required for drivers of school buses or private carriers carrying children or other passengers.

Wireless communications (SSB 6345): The holder of an instruction permit or an intermediate license may not use a cell phone or other wireless communication device while driving a motor vehicle except

when reporting illegal activity, summoning medical or other emergency help, or preventing injury to a person or property.

All other drivers may use a hands-free device for calls while driving.

Violation of the laws relating to the use of a hand-held cell phone or other wireless communication device while operating a moving motor vehicle may now be enforced as a primary action.

Electric vehicles (SSB 6346): Neighborhood electric vehicles (NEVs) are defined as having a speed of more than 20 mph but not more than 25 mph. Medium-speed electric vehicles (MEVs) are defined as having a speed of more than 25 mph but not more than 35 mph. Under Washington law, both NEVs and MEVs may be driven on city streets and county roads that are not state routes if the road has a speed limit of 35 mph or less. Both vehicle types must have a vehicle license, and operators must have a driver's license and liability insurance.

In counties consisting of islands whose only connection to the mainland are ferry routes, a person may operate an NEV and MEV on city streets and county roads that are not state routes if the road has a speed limit of 45 mph or less. Currently, the increased speed limit in this provision will apply to only San Juan County.

The Department of Licensing is required to track all Washington-registered NEVs and MEVs in a separate category. In addition, crashes that involve NEVs or MEVs must be tracked separately.



School crosswalk violations (SSB 6363):

The fine is doubled for drivers who fail to stop for a pedestrian or bicyclist within a crosswalk that is marked with school or playground speed zone signs. The fine is also doubled for drivers who fail to exercise due care to avoid colliding with a pedestrian or who fail to yield the right of way to a pedestrian or bicyclist on the sidewalk. The penalties for these infractions may not be waived, reduced, or suspended. Fifty percent of the money collected from these infractions is deposited into the School Zone Safety Account.

Crossing guards, age 18 or older, who observe pedestrian or bicycle-related violations, may prepare a written report to law enforcement. If law enforcement is able to identify the driver and has reasonable cause to believe a violation occurred, an infraction may be issued.

Crash Data and Trends

Collision Data & Performance Measures	Calendar Year											
								Baseline			Progress	Goal
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009*	2010
Fatalities	637	631	649	658	600	567	649	633	571	521	492	560
Fatalities/100M VMT	1.21	1.17	1.21	1.20	1.09	1.02	1.17	1.12	1.00	0.94	0.87	0.92
Serious Injuries	N/A	N/A	3,488	3,206	2,807	2,813	2,917	2,994	2,749	2,603	2,649	2,325
Serious Injuries/100M VMT	N/A	N/A	6.50	5.85	5.10	5.05	5.26	5.30	4.83	4.69	4.69	3.90
Rural Road Fatalities	387	363	392	430	375	355	399	363	353	287	313	-
Rural Road Fatalities/100M VMT	2.29	2.10	2.27	2.46	2.09	2.19	2.46	2.20	2.11	1.79	1.88	-
Urban Road Fatalities	250	268	257	228	225	211	248	270	218	233	171	-
Urban Road Fatalities/100M VMT	0.70	0.73	0.71	0.61	0.61	0.57	0.63	0.67	0.54	0.59	0.43	-
Statewide Observed Daytime Seatbelt Use Rate	81.1%	81.6%	82.6%	92.6%	94.8%	94.2%	95.2%	96.3%	96.4%	96.5%	97.6%	97%
Unrestrained Passenger Vehicle Occupant Fatalities, all seat positions	286	293	270	245	179	165	208	198	155	128	132	123
Fatalities Involving a Driver or Motorcycle Operator with a BAC \geq .08	202	195	190	215	180	174	203	194	184	166	189	162
Fatalities Involving a Driver or Motorcycle Operator with a BAC \geq .08/100M VMT	0.38	0.36	0.35	0.39	0.33	0.31	0.37	0.34	0.32	0.30	0.33	-
Fatalities Involving an Alcohol or Drug Impaired Driver	253	270	257	295	255	254	285	301	272	255	265	-
Fatalities Involving an Alcohol or Drug Impaired Driver/100M VMT	0.48	0.50	0.48	0.54	0.46	0.46	0.51	0.53	0.48	0.46	0.47	-
Serious Injuries Involving an Alcohol or Drug Impaired Driver	N/A	N/A	612	545	583	598	619	628	520	527	558	-
Serious Injuries Involving an Alcohol or Drug Impaired Driver/100M VMT	N/A	N/A	1.14	0.99	1.06	1.07	1.12	1.11	0.91	0.95	0.99	-

* 2009 figures are based on preliminary data and are subject to change as more information becomes available.
 2010 goals from 2010 Highway Safety Plan.
 Serious injury data unavailable for 1999 and 2000.

Crash Data and Trends

Collision Data & Performance Measures	Calendar Year											
									Baseline		Progress	Goal
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009*	2010
Speeding-Related Fatalities	226	241	234	260	234	226	247	253	227	213	209	210
Speeding-Related Fatalities/100M VMT	0.43	0.45	0.44	0.47	0.43	0.41	0.45	0.45	0.40	0.38	0.37	-
Speeding-Related Serious Injuries	N/A	N/A	1,082	1,043	862	790	868	902	856	796	860	-
Speeding-Related Serious Injuries/100M VMT	N/A	N/A	2.02	1.90	1.57	1.42	1.56	1.60	1.50	1.44	1.52	-
Distraction-Related Fatalities	157	148	184	176	171	139	168	176	148	102	160	141
Drivers age 16-20 involved in fatal crashes	108	134	124	141	120	99	98	115	106	72	87	80
Drivers age 21-25 involved in fatal crashes	112	108	119	116	89	111	139	126	108	101	89	-
Motorcyclist Fatalities	38	37	55	54	59	73	74	80	69	81	69	45
Motorcyclist Fatalities/10,000 Registered Motorcycles	3.88	3.23	4.57	4.23	4.20	4.64	4.30	4.22	3.38	3.56	3.08	-
Unhelmeted Motorcyclist Fatalities	7	3	8	4	5	4	2	6	7	4	5	4
Motorcyclist Fatalities Involving Unendorsed Motorcycle Operator	14	17	20	14	13	25	23	25	18	30	13	-
Pedestrian Fatalities	60	68	75	70	77	60	74	72	62	64	61	50
Pedestrian Serious Injuries	N/A	N/A	308	307	254	270	287	332	296	295	287	-
Median number of days from date of reported crash to entry into State crash file	-	-	-	-	-	-	-	-	-	68.8	94**	-
Percentage of statewide EMS agencies providing data to State EMS data file	-	-	-	-	-	-	-	-	-	15%	26%**	35%

* 2009 figures are based on preliminary data and are subject to change as more information becomes available.

2010 goals from 2010 Highway Safety Plan.

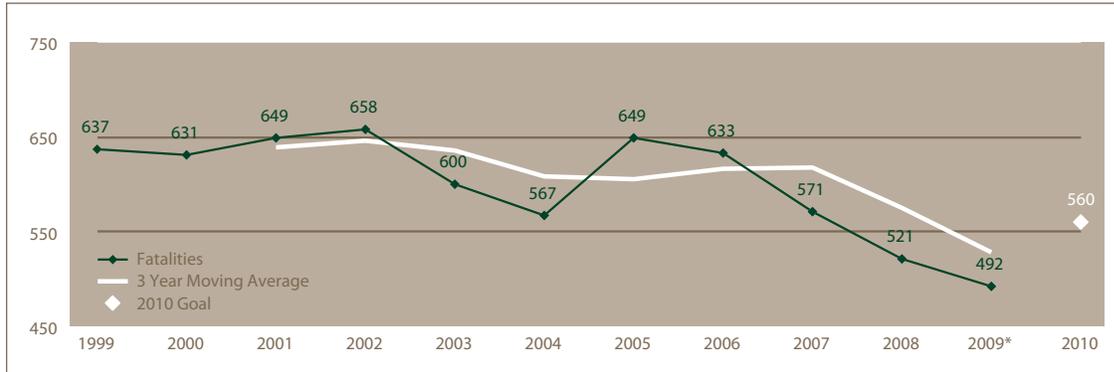
Serious injury data unavailable for 1999 and 2000.

** Data for 2009 unavailable at this time, figures shown are for 2010.

Performance Goals and Trends

Washington Traffic Fatalities

Goal: Reduce traffic fatalities 2.6% from the 2006-2008 base year average of 575 to 560 by December 31, 2010.
Progress: Traffic fatalities decreased by 14.4% from the 2006-2008 base year average of 575 to 492 in 2009, exceeding the 2010 goal of 560 or fewer deaths a year ahead of schedule.

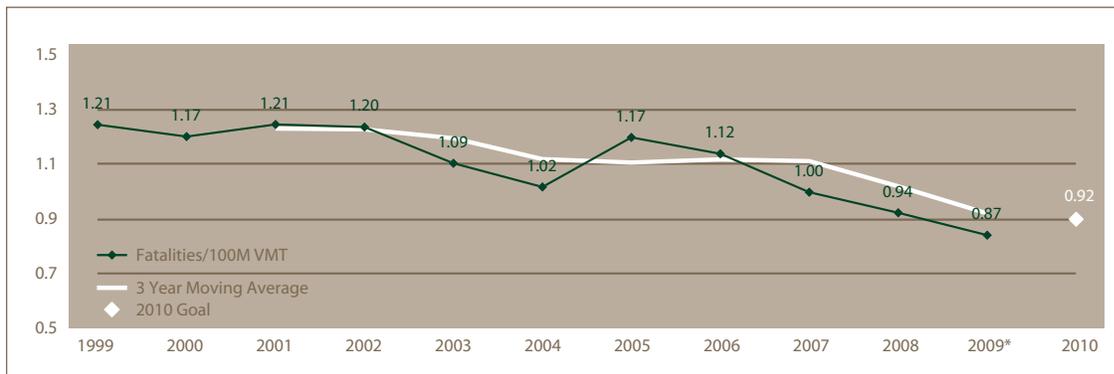


Source: FARS

*2008 figures are based on preliminary data and are subject to change as more information becomes available.
 2010 goal defined in 2010 HSP.

Traffic Fatality Rate per 100M VMT

Goal: Reduce the traffic fatality rate by 9.8% from the 2006-2008 base year average of 1.02 to 0.92 by December 31, 2010.
Progress: The traffic fatality rate decreased by 14.7% from the 2006-2008 base year average of 1.02 to 0.87 in 2009, meeting the 2010 goal of 0.92 a year ahead of schedule.



Source: FARS and WSDOT

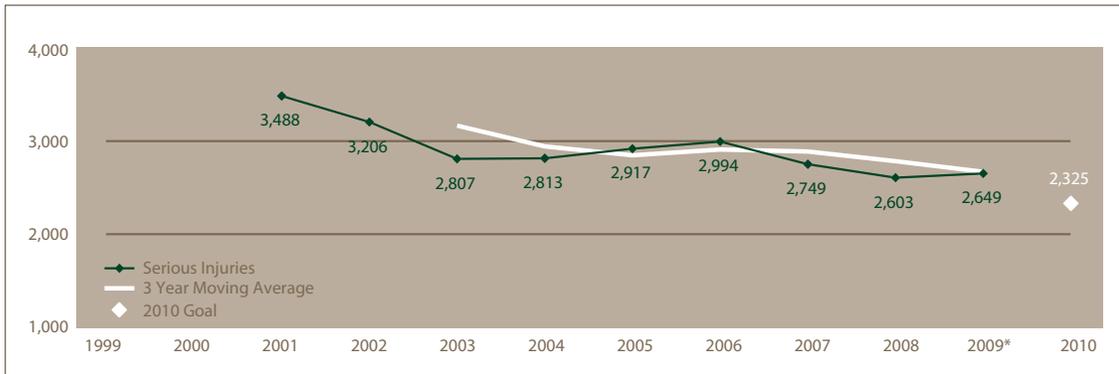
*2009 figures are based on preliminary data and are subject to change as more information becomes available.
 2010 goal defined in 2010 HSP.

Performance Goals and Trends

Washington Traffic Serious Injuries

Goal: Reduce traffic serious injuries 16.4% from the 2006-2008 base year average of 2,782 to 2,325 by December 31, 2010.

Progress: Traffic serious injuries decreased by 4.8% from the 2006-2008 base year average of 2,782 to 2,649 in 2009.



Source: WSDOT. Serious injury data is not available for the years 1996-2000.

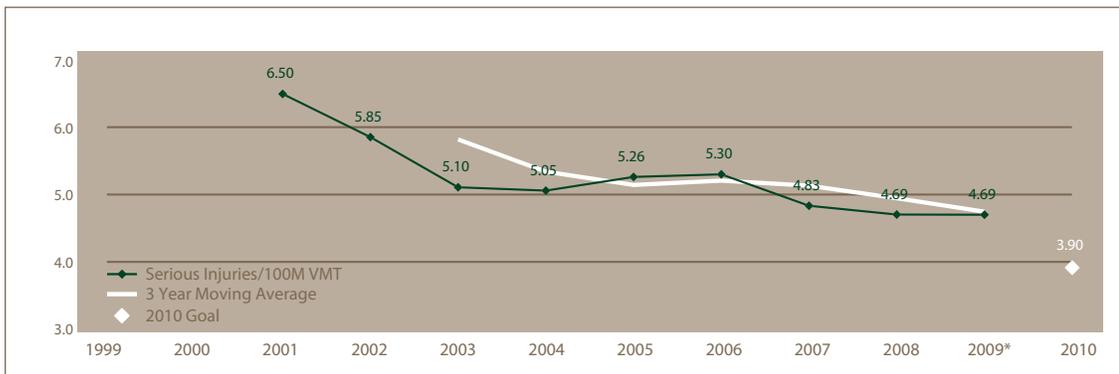
*2009 figures are based on preliminary data and are subject to change as more information becomes available.

2010 goal defined in 2010 HSP.

Traffic Serious Injuries Rate per 100M VMT

Goal: Reduce the traffic serious injury rate 20.9% from the 2006-2008 base year average of 4.94 to 3.90 by December 31, 2010.

Progress: The traffic serious injury rate decreased by 5.1% from the 2006-2008 base year average of 4.94 to 4.69 in 2009.



Source: WSDOT. Serious injury data is not available for the years 1996-2000.

*2009 figures are based on preliminary data and are subject to change as more information becomes available.

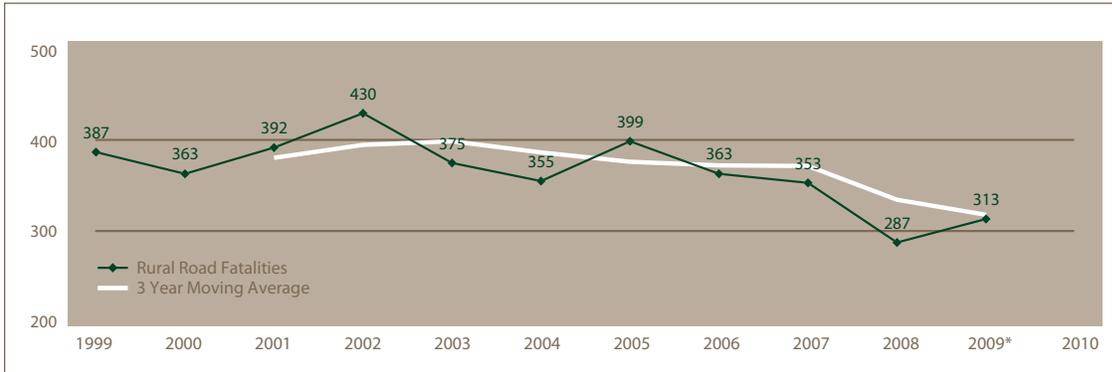
2010 goal defined in 2010 HSP.

Performance Goals and Trends

Fatalities on Rural Roads

Goal: No goal set in 2010 HSP.

Progress: Traffic fatalities on rural roads decreased by 6.3% from the 2006-2008 base year average of 334 to 313 in 2009.



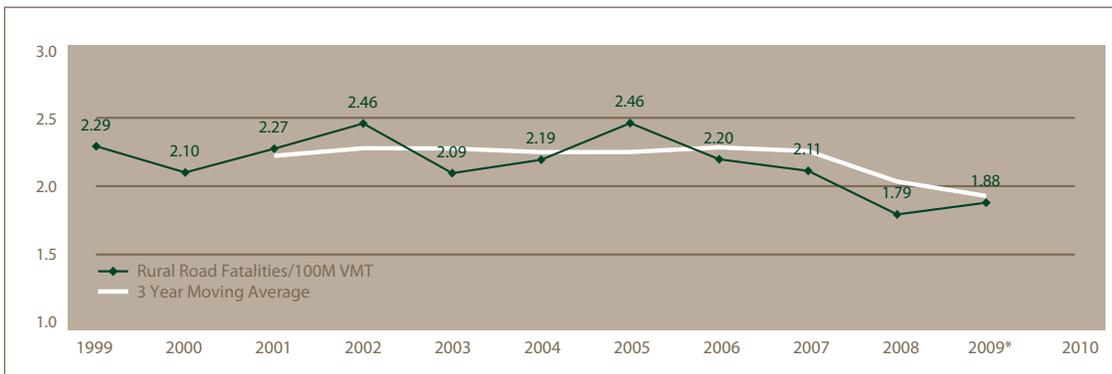
Source: FARS

*2009 figures are based on preliminary data and are subject to change as more information becomes available.

Rural Road Fatality Rate per 100M VMT

Goal: No goal set in 2010 HSP.

Progress: The traffic fatality rate on rural roads decreased by 7.4% from the 2006-2008 base year average of 2.03 to 1.88 in 2009.



Source: FARS and WSDOT

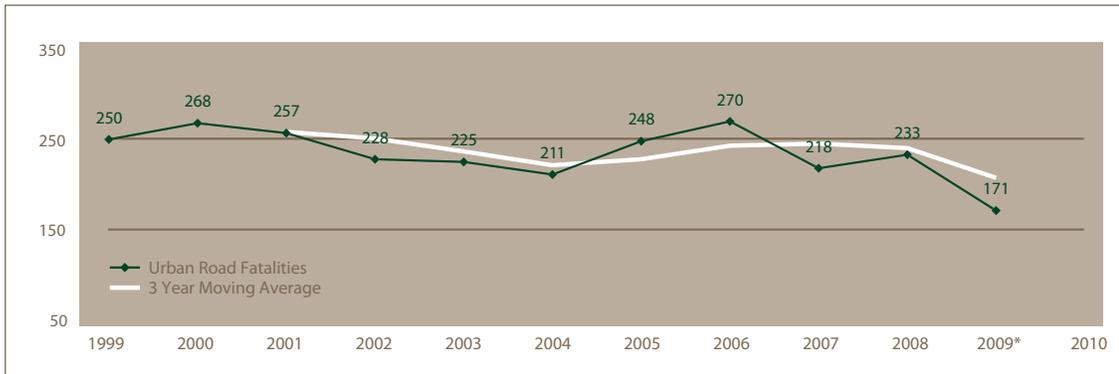
*2009 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Fatalities on Urban Roads

Goal: No goal set in 2010 HSP.

Progress: Traffic fatalities on urban roads decreased by 28.8% from the 2006-2008 base year average of 240 to 171 in 2009.



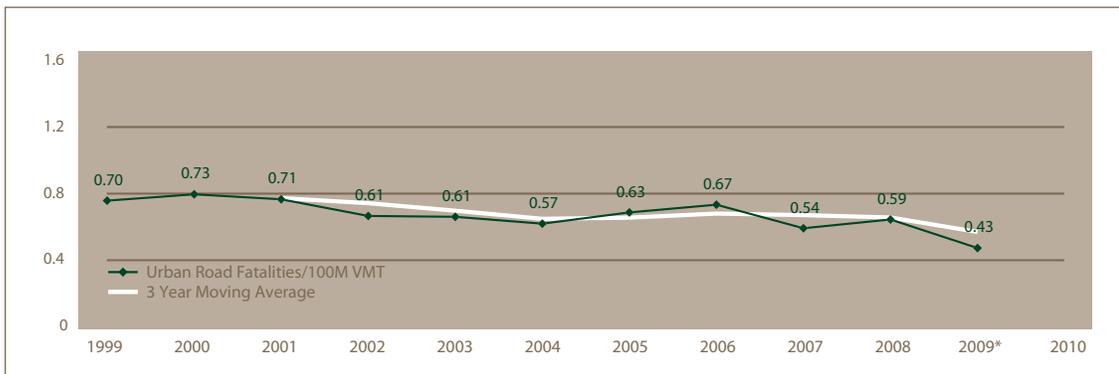
Source: FARS

*2009 figures are based on preliminary data and are subject to change as more information becomes available.

Urban Road Fatality Rate per 100M VMT

Goal: No goal set in 2010 HSP.

Progress: The traffic fatality rate on urban roads decreased by 28.3% from the 2006-2008 base year average of 0.60 to 0.43 in 2009.



Source: FARS and WSDOT

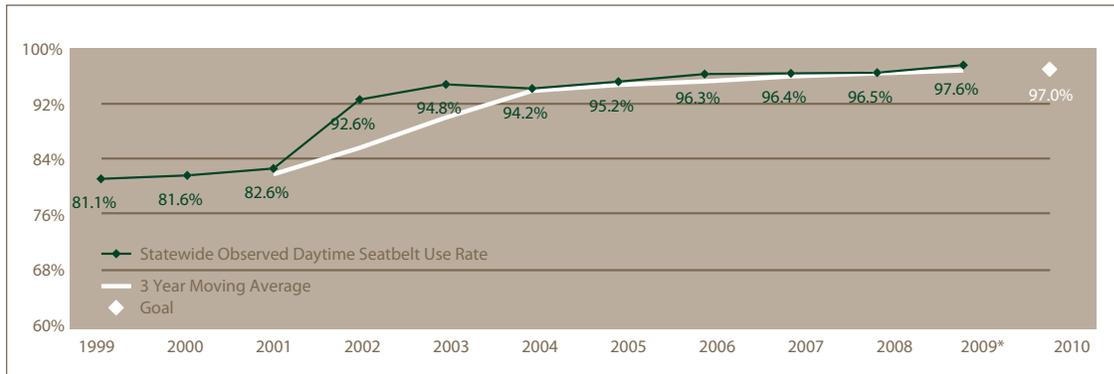
*2009 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Statewide Observed Daytime Seatbelt Use Rate

Goal: Increase the statewide seat belt use rate from the 2006-2008 base year average of 96.4% to 97% by December 31, 2010.

Progress: Washington's observed statewide seat belt use rate reached 97.6% in 2009, meeting the 2010 goal of 97%.

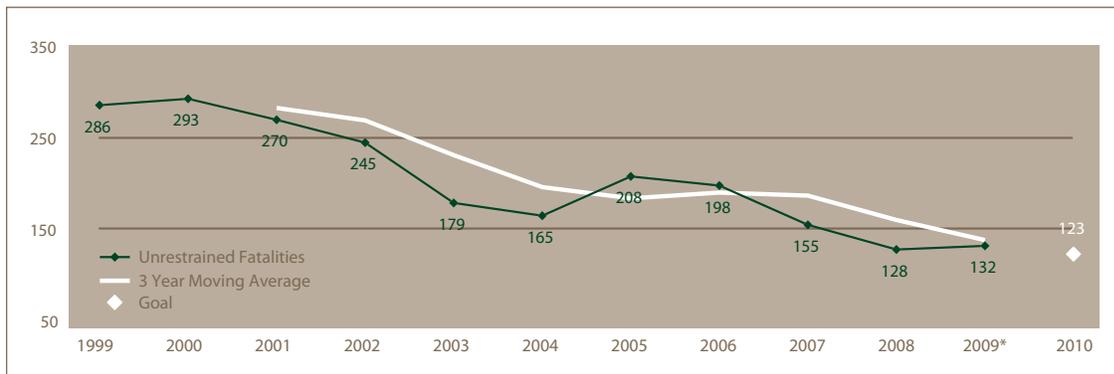


Source: Washington Statewide Observational Seat Belt Survey.
2010 goal defined in 2010 HSP.

Unrestrained Passenger Vehicle Occupant Fatalities

Goal: Reduce the number of unrestrained passenger vehicle occupant fatalities 23.1% from the 2006-2008 base year average of 160 to 123 by December 31, 2010.

Progress: The number of unrestrained passenger vehicle occupant fatalities decreased by 17.5% from the 2006-2008 base year average of 160 to 132 in 2009.



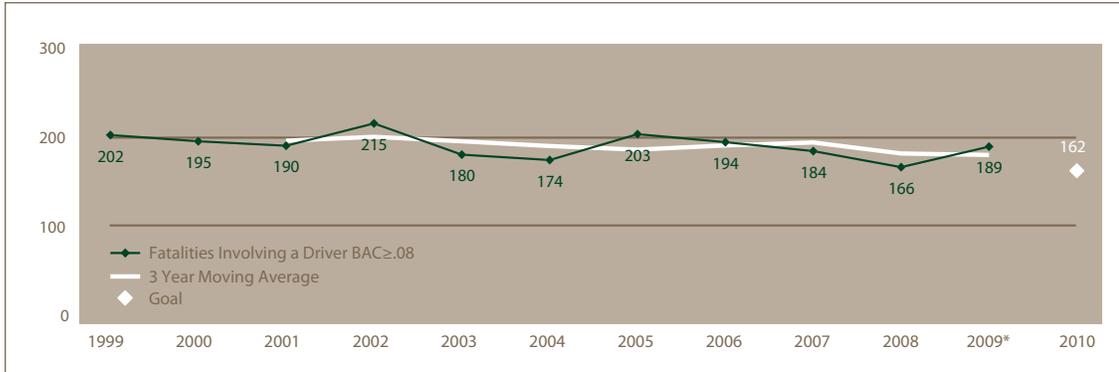
Source: FARS
*2009 figures are based on preliminary data and are subject to change as more information becomes available.
2010 goal defined in 2010 HSP.

Performance Goals and Trends

Fatalities Involving Driver with a BAC of .08 or higher

Goal: Reduce traffic fatalities involving a driver with a BAC of .08 or higher 10.5% from the 2006-2008 base year average of 181 to 162 by December 31, 2010.

Progress: Traffic fatalities involving a driver with a BAC of 0.08 or higher increased slightly by 4.4% from the 2006-2008 base year average of 181 to 189 in 2009.



Source: FARS

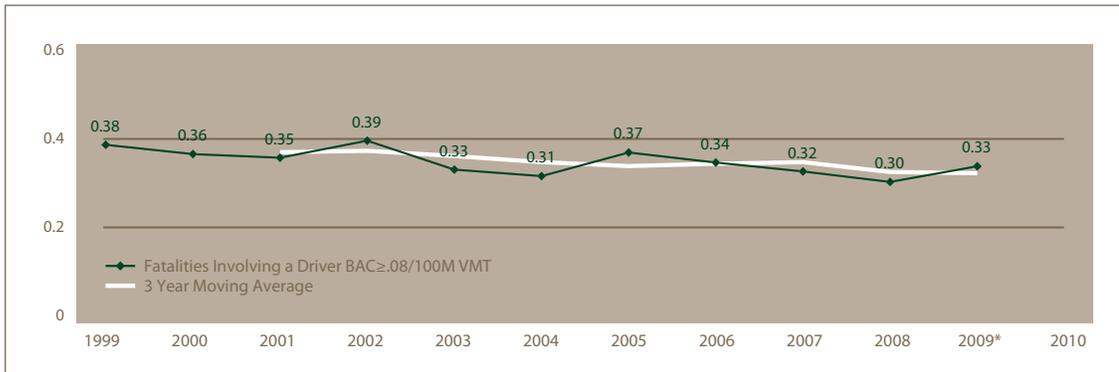
*2009 figures are based on preliminary data and are subject to change as more information becomes available.

2010 goal defined in 2010 HSP.

Fatality Rate Involving Driver with a BAC of .08 or higher

Goal: No goal set in 2010 HSP.

Progress: The traffic fatality rate involving an alcohol impaired driver increased slightly from the 2006-2008 base year average of 0.32 to 0.33 in 2009.



Source: FARS and WSDOT

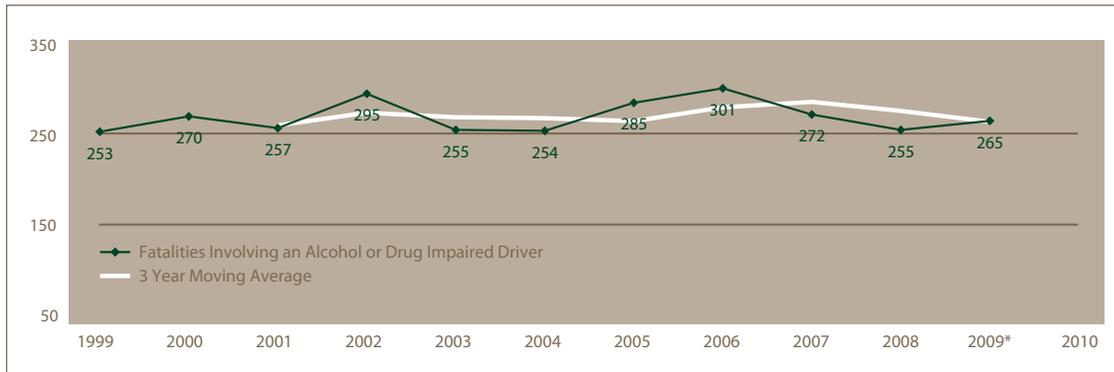
*2009 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Fatalities Involving an Alcohol or Drug Impaired Driver

Goal: No goal set in 2010 HSP.

Progress: The number of traffic fatalities involving a driver impaired by alcohol and/or drugs decreased by 4.0% from the 2006-2008 base year average of 276 to 265 in 2009.



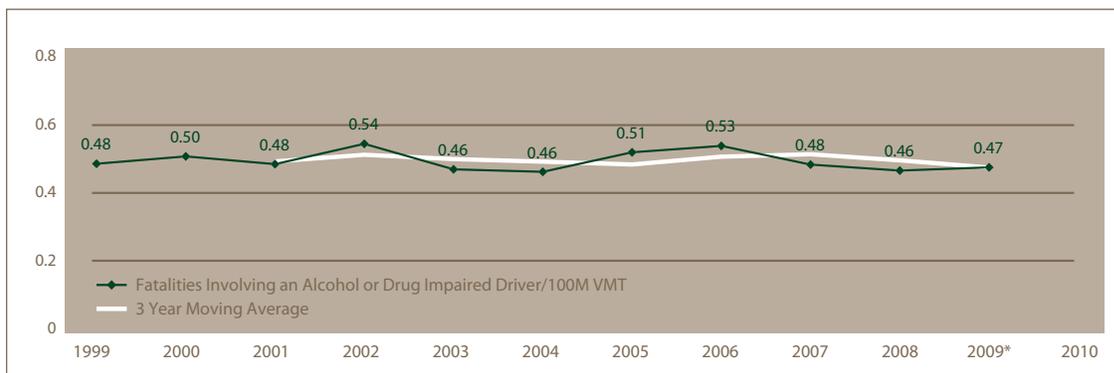
Source: FARS

*2009 figures are based on preliminary data and are subject to change as more information becomes available.

Alcohol or Drug Impaired Driver Involved Fatality Rate per 100M VMT

Goal: No goal set in 2010 HSP.

Progress: The impaired driver-involved traffic fatality rate decreased slightly from the 2006-2008 base year average of 0.49 to 0.47 in 2009.



Source: FARS and WSDOT

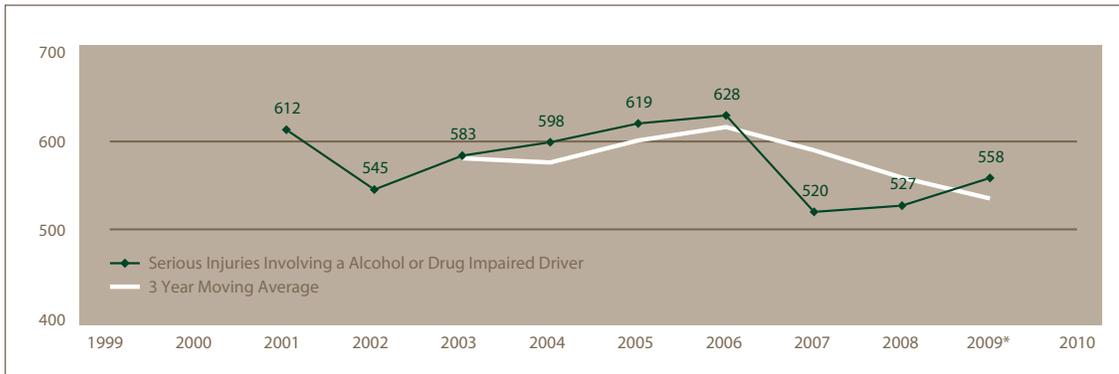
*2009 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Serious Injuries Involving an Alcohol or Drug Impaired Driver

Goal: No goal set in 2010 HSP.

Progress: The number of serious injuries involving a driver impaired by alcohol and/or drugs remained unchanged in 2009 from the 2006-2008 base year average of 558.



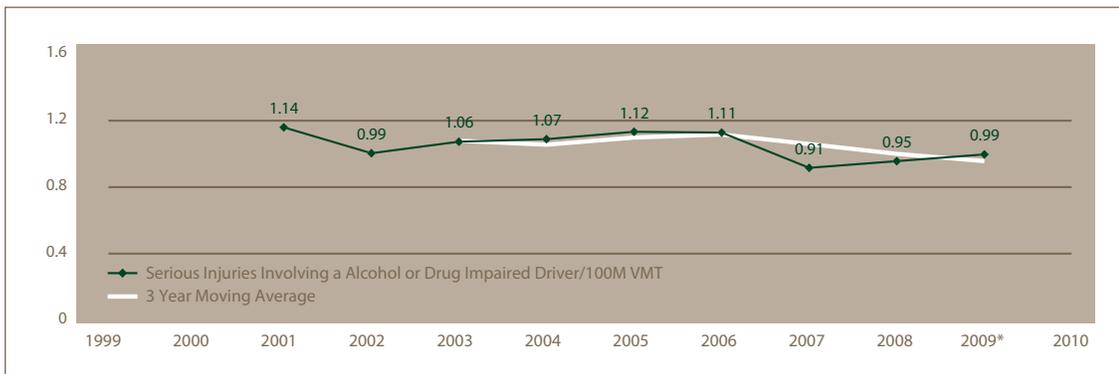
Source: WSDOT

*2009 figures are based on preliminary data and are subject to change as more information becomes available.

Serious Injury Rate Involving an Alcohol or Drug Impaired Driver

Goal: No goal set in 2010 HSP.

Progress: The impaired driver-involved traffic serious injury rate remained unchanged in 2009 from the 2006-2008 base year average of 0.99.



Source: WSDOT

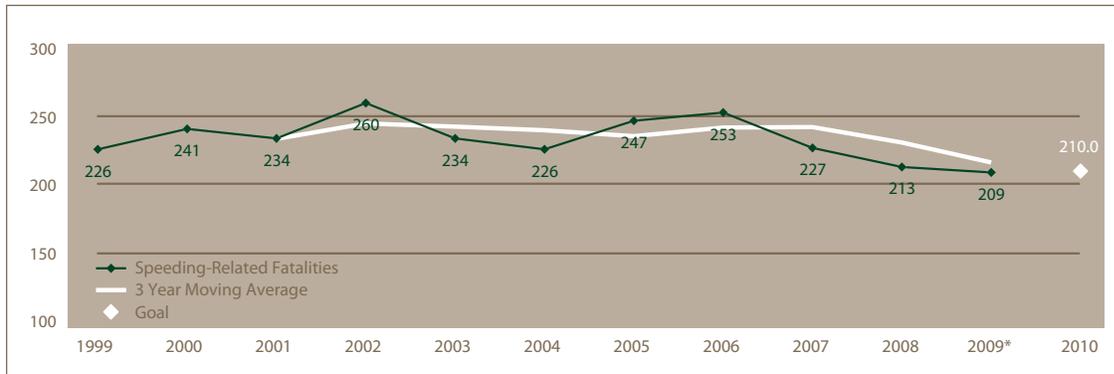
*2009 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Speeding-Related Fatalities

Goal: Reduce the number of speeding-related fatalities 9.1% from the 2006-2008 base year average of 231 to 210 by December 31, 2010.

Progress: Speeding-related traffic fatalities decreased by 9.5% from the 2006-2008 base year average of 231 to 209 in 2009, meeting the 2010 goal of 210.



Source: FARS

*2009 figures are based on preliminary data and are subject to change as more information becomes available.

2010 goal defined in 2010 HSP.

Speeding-Related Fatality Rate

Goal: No goal set in 2010 HSP.

Progress: The speeding-related traffic fatality rate decreased slightly in 2009 from the 2006-2008 base year average of 0.41 to 0.37.



Source: FARS and WSDOT

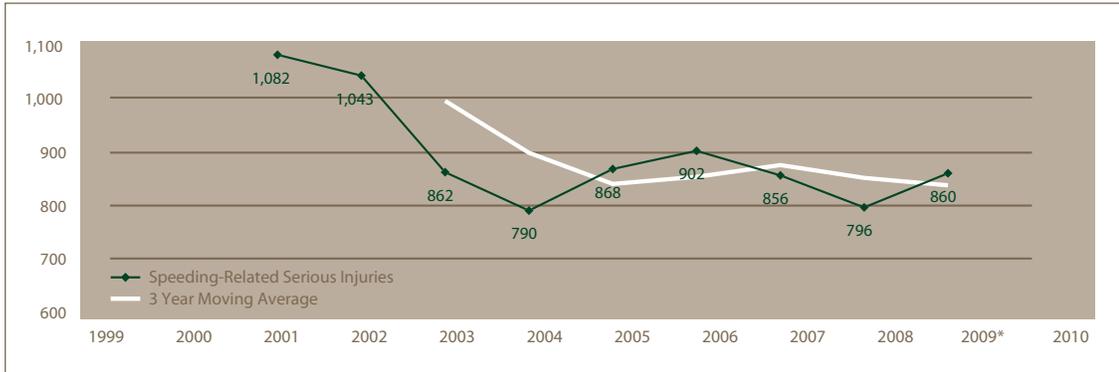
*2009 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Serious Injuries Involving a Speeding Driver

Goal: No goal set in 2010 HSP.

Progress: Speeding-related serious injuries increased slightly by 1.1% from the 2006-2008 base year average of 951 to 860 in 2009.



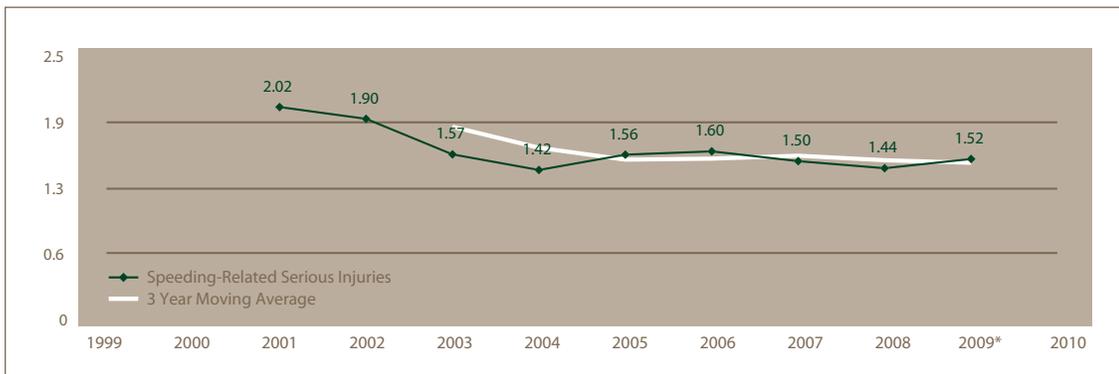
Source: WSDOT

*2009 figures are based on preliminary data and are subject to change as more information becomes available.

Speeding Involved Serious Injury Rate

Goal: No goal set in 2010 HSP.

Progress: The speeding-related serious injury rate increased by less than 1% from the 2006-2008 base year average of 1.51 to 1.52 in 2009.



Source: WSDOT

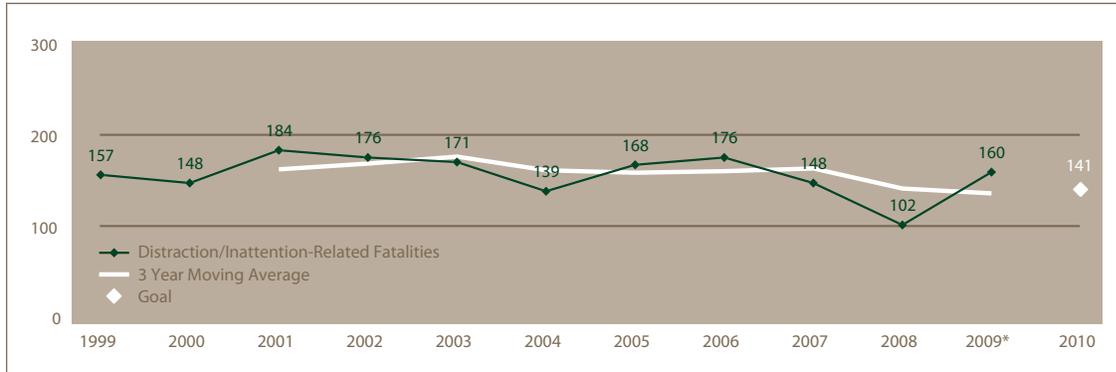
*2009 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Fatalities Involving a Distracted Driver

Goal: Reduce the number of distracted driver-related fatalities 1% from the 2006-2008 base year average of 142 to 141 by December 31, 2010.

Progress: Distracted driver-related traffic fatalities increased by 12.7% from the 2006-2008 base year average of 142 to 160 in 2009.



Source: FARS

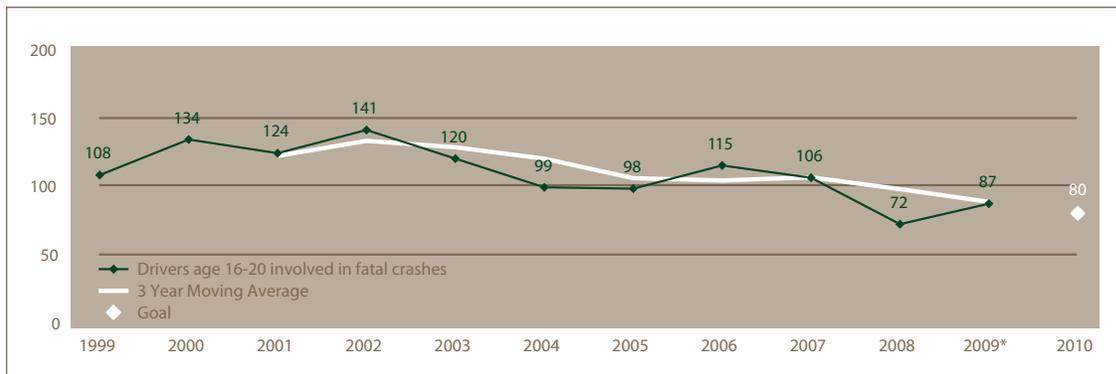
*2009 figures are based on preliminary data and are subject to change as more information becomes available.

2010 goal defined in 2010 HSP.

Young Drivers, Age 16-20, Involved in a Fatal Crash

Goal: Reduce the number of drivers age 16-20 involved in fatal crashes 18.4% from the 2006-2008 base year average of 98 to 80 by December 31, 2010.

Progress: The number of drivers age 16-20 involved in fatal crashes decreased by 11.2% from the 2006-2008 base year average of 98 to 87 in 2009.



Source: FARS

*2009 figures are based on preliminary data and are subject to change as more information becomes available.

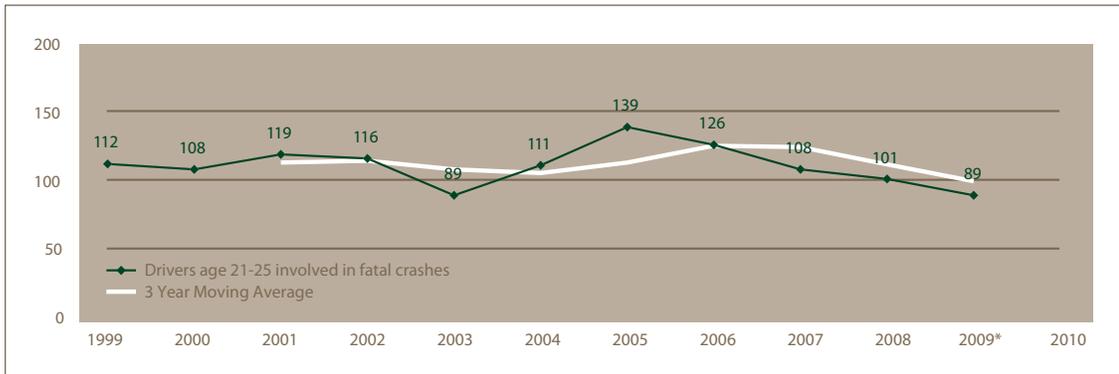
2010 goal defined in 2010 HSP.

Performance Goals and Trends

Young Drivers, Age 21-25, Involved in a Fatal Crash

Goal: No goal set in 2010 HSP.

Progress: The number of drivers age 21-25 involved in fatal crashes decreased by 20.5% from the 2006-2008 base year average of 112 to 89 in 2009.



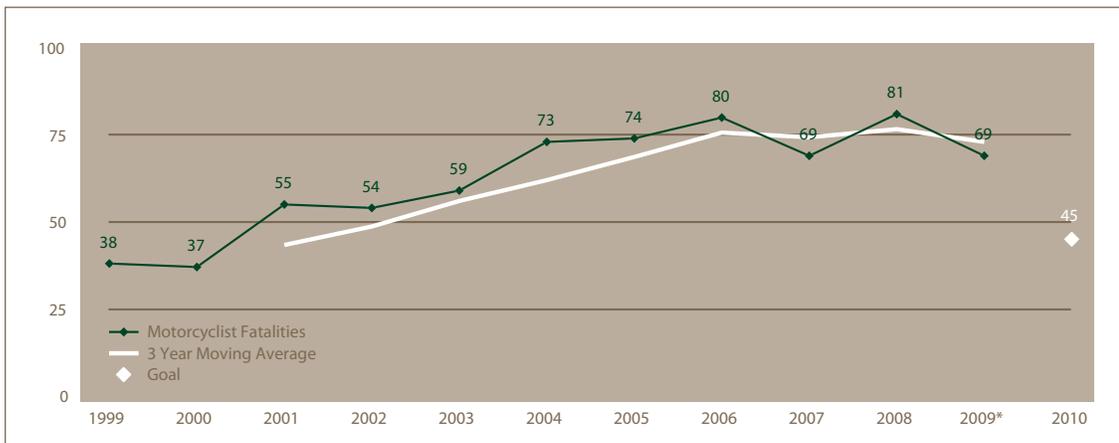
Source: FARS

*2009 figures are based on preliminary data and are subject to change as more information becomes available.

Motorcyclist Fatalities

Goal: Reduce the number of motorcyclist fatalities 41.6% from the 2006-2008 base year average of 77 to 45 by December 31, 2010.

Progress: The number of motorcyclist fatalities decreased by 10.4% from the 2006-2008 base year average of 77 to 69 in 2009.



Source: FARS

*2009 figures are based on preliminary data and are subject to change as more information becomes available.

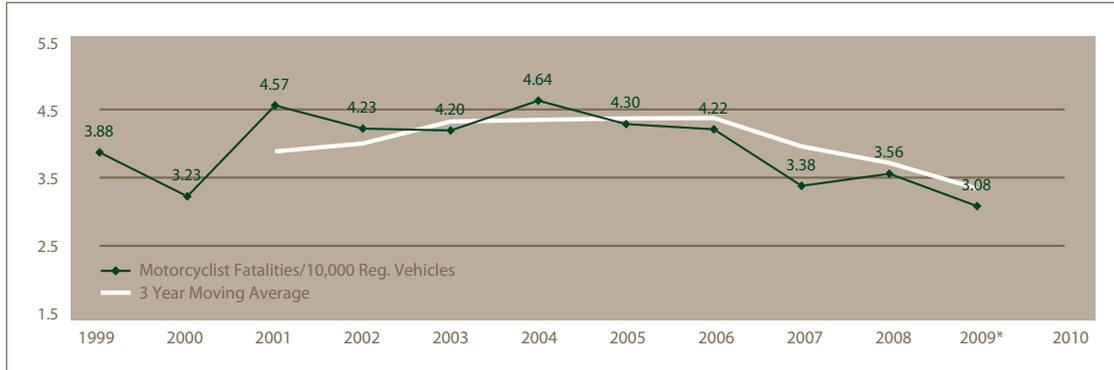
2010 goal defined in 2010 HSP.

Performance Goals and Trends

Motorcyclist Fatality Rate per 10,000 Registered Motorcycles

Goal: No goal set in 2010 HSP.

Progress: The motorcyclist fatality rate decreased by 17.2% from the 2006-2008 base year average of 3.72 to 3.08 in 2009.



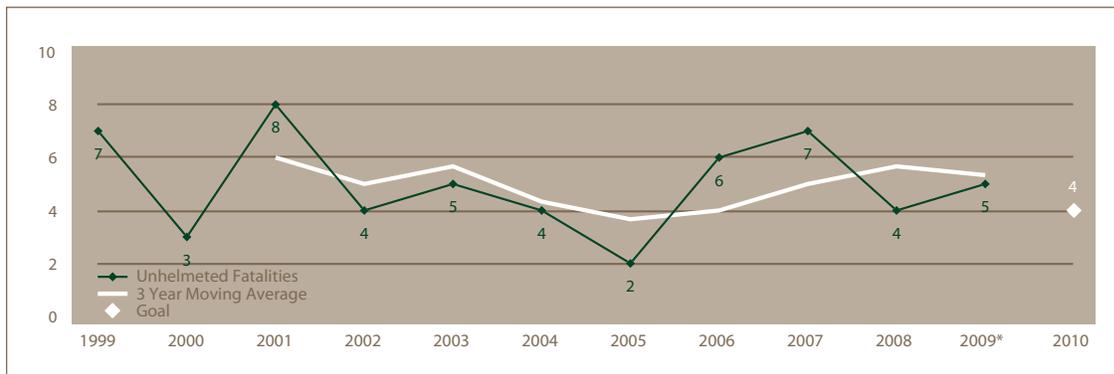
Source: FARS and DOL

*2009 figures are based on preliminary data and are subject to change as more information becomes available.

Unhelmeted Motorcyclist Fatalities

Goal: Reduce the number of unhelmeted motorcyclist fatalities 33.3% from the 2006-2008 base year average of 6 to 4 by December 31, 2010.

Progress: The number of unhelmeted motorcyclist fatalities decreased by one from the 2006-2008 base year average of 6 to 5 in 2009.



Source: FARS

*2009 figures are based on preliminary data and are subject to change as more information becomes available.

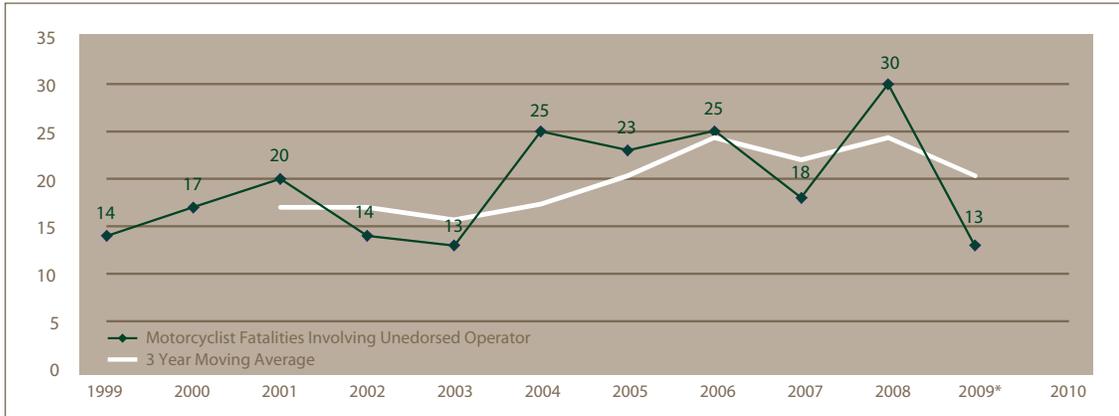
2010 goal defined in 2010 HSP.

Performance Goals and Trends

Motorcyclist Fatalities Involving an Unendorsed Operator

Goal: No goal set in 2010 HSP.

Progress: The number of motorcyclist fatalities involving an unendorsed motorcycle operator decreased by nearly half from the 2006-2008 base year average of 24 to 13 in 2009.



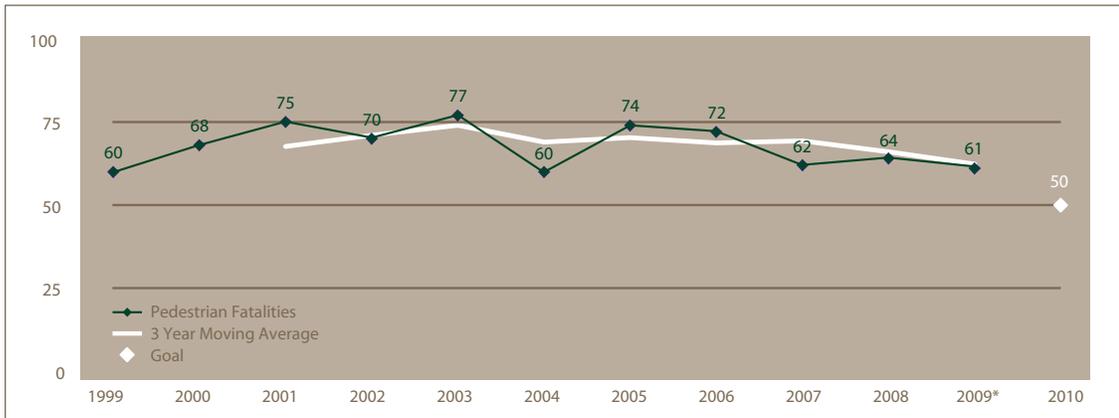
Source: FARS and DOL

*2009 figures are based on preliminary data and are subject to change as more information becomes available.

Pedestrian Fatalities

Goal: Reduce the number of pedestrian fatalities 24.2% from the 2006-2008 base year average of 66 to 50 by December 31, 2010.

Progress: The number of pedestrian fatalities decreased by 7.6% from the 2006-2008 base year average of 66 to 61 in 2009.



Source: FARS

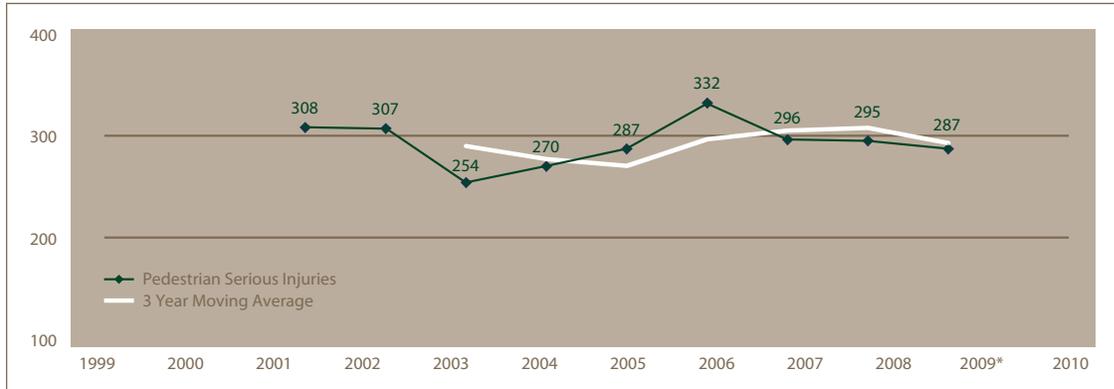
*2009 figures are based on preliminary data and are subject to change as more information becomes available.
2010 goal defined in 2010 HSP.

Performance Goals and Trends

Pedestrian Serious Injuries

Goal: No goal set in 2010 HSP.

Progress: The number of pedestrian serious injuries decreased by 6.8% from the 2006-2008 base year average of 308 to 287 in 2009.



Source: WSDOT

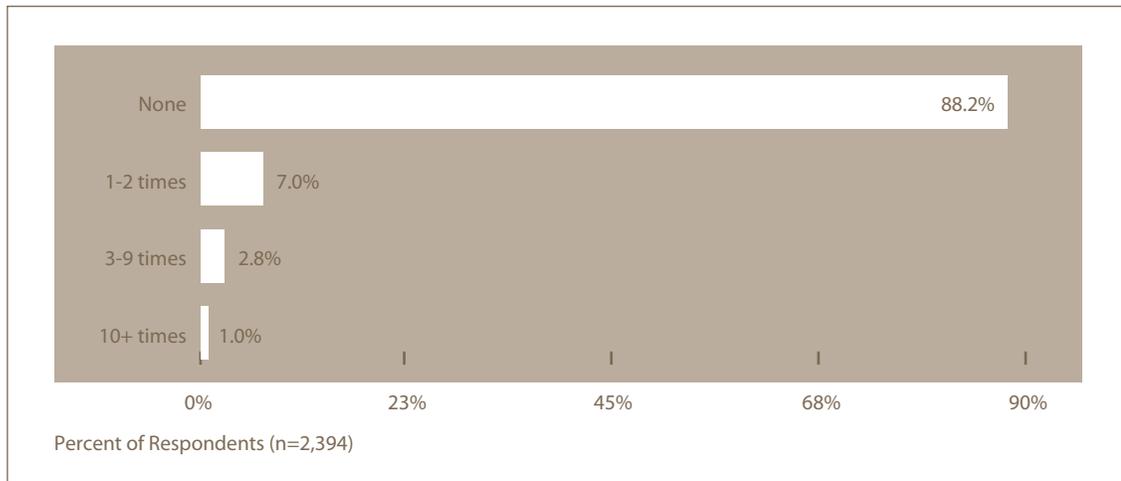
*2009 figures are based on preliminary data and are subject to change as more information becomes available.

Driver Survey Charts

Impaired Driving

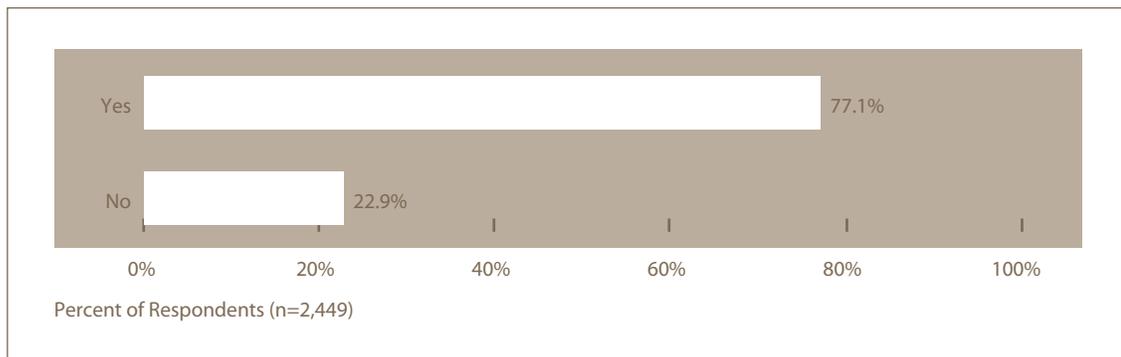
Nearly nine out of 10 drivers reported that within the past 60 days, they had never driven within 2 hours after drinking alcoholic beverages.

Q: In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?



Over three-quarters of drivers had heard or seen something in the past 60 days about drunk driving enforcement by police.

Q: In the past 60 days, have you read, seen or heard anything about drunk driving enforcement by police?

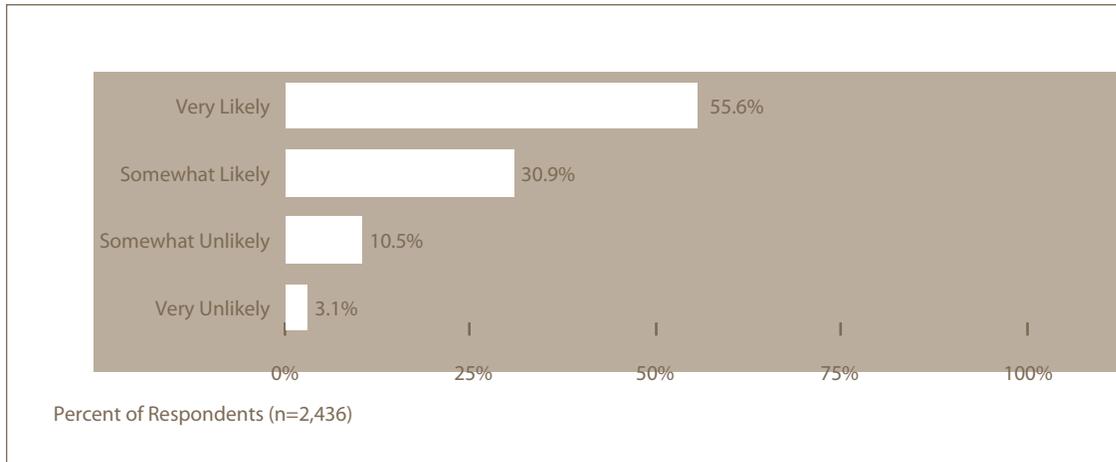


Source: Washington Drivers Survey, July 2010.

Driver Survey Charts

More than 85% of drivers thought it was likely that someone driving drunk would get arrested.

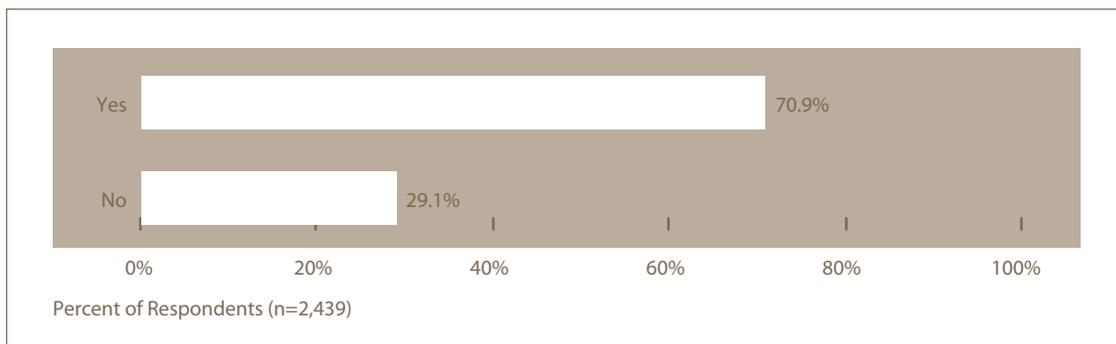
Q: What do you think the chances are of someone getting arrested if they drive drunk?



Safety Belts

Seven out of 10 drivers had heard or seen something in the past 60 days about seat belt enforcement by police.

Q: In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?

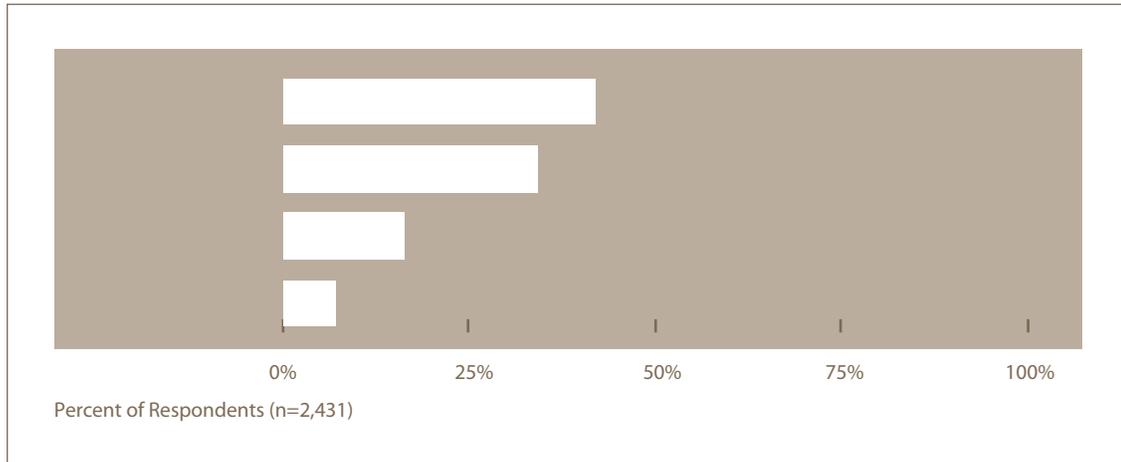


Source: Washington Drivers Survey, July 2010.

Driver Survey Charts

Three-quarters (76.4%) of drivers thought they were likely to get a ticket if they were not wearing a seat belt.

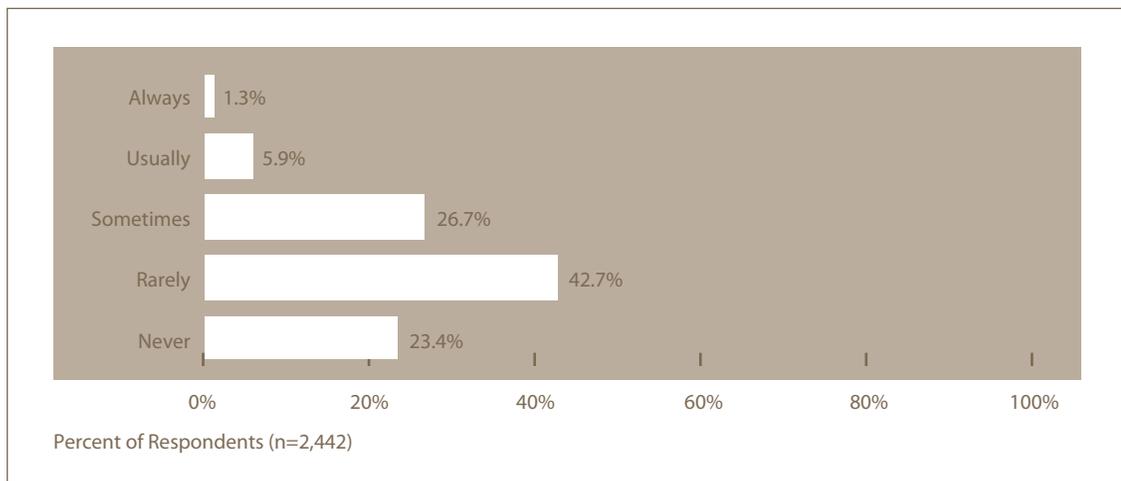
Q: What do you think the chances are of getting a ticket if you don't wear your seat belt?



Speeding

Two-thirds of drivers reported that they rarely or never drive faster than 30 mph on a local road with a speed limited of 25 mph. Less than 10% of drivers reported always or usually driving faster than 30 mph on this type of road.

Q: On a local road with a speed limit of 25 mph, how often do you driver faster than 30 mph?

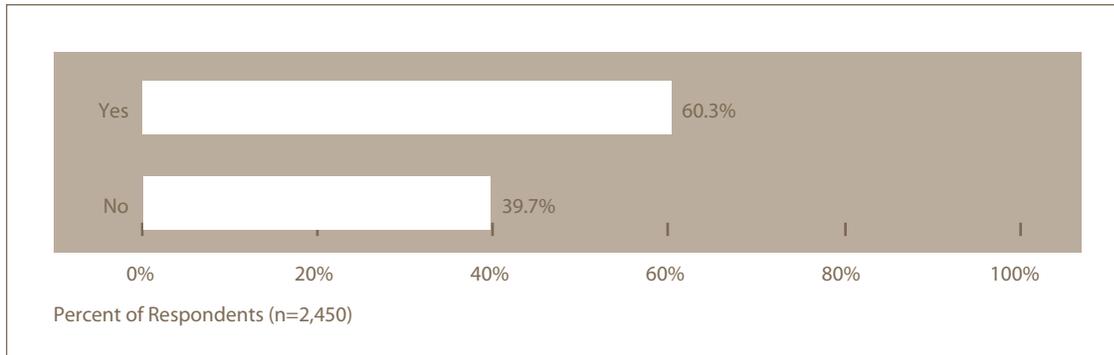


Source: Washington Drivers Survey, July 2010.

Driver Survey Charts

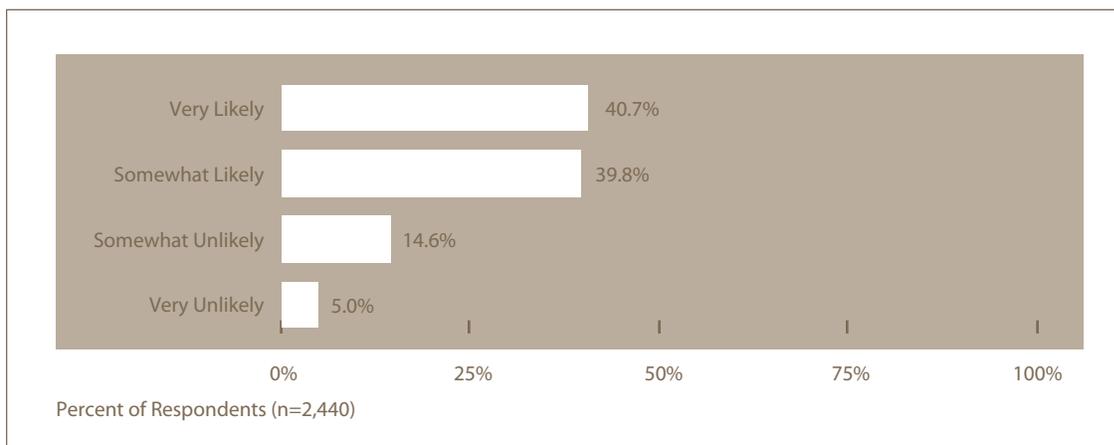
Six out of 10 drivers had heard or seen something in the past 60 days about speed enforcement by police.

Q: In the past 60 days, have you read, seen or heard anything about speed enforcement by police?



Eight out of 10 drivers thought were likely to get a ticket if they were driving 68 mph on a freeway posted for 60 mph.

Q: If you are driving at 68 mph on a freeway posted for 60 mph, what are the chances you will get a ticket?



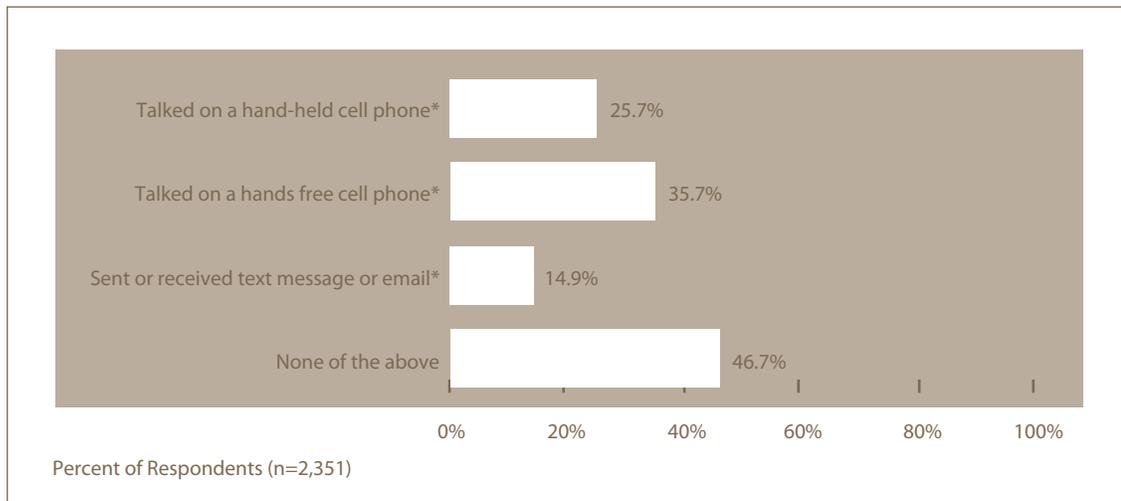
Source: Washington Drivers Survey, July 2010.

Driver Survey Charts

Distracted Driving

More than half (53.3%) of drivers reported that in the past 30 days they had talked on a hand-held cell phone, talked on a hands free cell phone, and/or texted while driving.

Q: In the past 30 days, have you done any of the following while driving? (Please check all that apply.)



*Categories are not mutually exclusive since respondents may have selected more than one answer.

Source: Washington Drivers Survey, July 2010.



Impaired Driving

Goals and Trends

The goal of the impaired driving program is reduce the number of fatalities involving a driver with a BAC of .08 or greater. The total number of such fatalities in 2009 was 189 giving Washington a rate per 100M VMT of .33. The number of people killed in fatalities involving a driver with a BAC of .08 or greater for the last five years is as follows:

2005 = 203
 2006 = 194
 2007 = 184
 2008 = 166
 2009 = 189

Again, this year the impaired driving program qualified for the National Highway Traffic Safety Administration 410 Grant as a low alcohol-involved fatality rate state using 2008 data, with an alcohol-involved fatality rate of .45 deaths per 100,000 vehicle miles traveled.

The objectives of the Impaired Driving Program are to:

- Foster Leadership to Facilitate Impaired Driving System Improvements
- Enforce DUI Laws
- Prosecute, Impose Sanctions on and Treat DUI Offenders
- Control High BAC and Repeat DUI Offenders
- Reduce Excess Drinking and Underage Drinking



I. Foster Leadership to Facilitate Impaired Driving System Improvements

Strategy: Expand Impaired Driving Partnerships

Washington Impaired Driving Advisory Council (K810-02, FOSTER): In September 2009, the National Highway Traffic Safety Administration (NHTSA) awarded a \$1 Million grant to the WTSC under a cooperative agreement titled, "Fostering Leadership to Facilitate Impaired Driving System Improvements." In preparation for this grant opportunity, WTSC established the Washington Impaired Driving Advisory Council. This 25-member group consists of partner and stakeholders who represent the wide spectrum of the State's impaired driving system from program management, law enforcement, training, prosecution, judicial, prevention, treatment, rehabilitation, advocacy and private business. The mission of this five-year demonstration project is to establish and institutionalize a statewide impaired driving task force (Washington Impaired Driving Advisory Council) to develop, implement, and oversee a strategic plan for addressing identified gaps in the State's impaired driving system. The following included 2010 milestones for this project:

- WIDAC members create a briefing book describing the current state of Washington's impaired driving system that is deemed by the assessors to be "one of, if not the best organized and most inclusive and timely of any received by a NHTSA team."
- WTSC hosted a NHTSA-administered assessment of Washington's Impaired Driving System.
- WIDAC reviewed the assessment recommendations and assigned priorities to each of the 74 recommendations. 31 recom-



- mendations were given a priority of one.
- Priority 1 recommendations were combined with existing WA Impaired Driving Priorities and recommendations from the original WIDAC strategic plan to build long range strategic plan.
 - WIDAC workgroups used expanded strategic plan to identify system gaps and suggest projects for funding that would fill those gaps.
 - WIDAC membership finalized project list and allocated resources to the projects.
 - WTSC submitted proposed projects and revised budget to NHTSA HQ for approval.

The projects identified as ways to fill impaired driving system gaps include the following:

- Create a Standard Field Sobriety Test (SFST) training database to track and monitor the over 8,000 law enforcement officer's SFST and Drug Recognition Expert training.
- Create an official recognition program for high-performing DUI officers and agencies.

- Create a DUI Boot Camp for new prosecutors to ensure they receive timely training in the technical legal and scientific aspects of DUI cases.
- Establish a Traffic Safety Resource Prosecutor position in Eastern Washington.
- Conduct Judicial Education to keep judges up to date on emerging scientific and technical aspects of DUI cases, including drug cases and ignition interlocks.
- Establish a model DUI probation pilot program.
- Expand ignition interlock compliance program.
- Create a DUI Court Education Team to meet with Courts across the state to promote the establishment of DUI Courts.
- Expand the Pierce County Party Intervention Patrols to facilitate research of the effectiveness of the project.
- Assess system-wide opportunities and risks of automating the creation and processing of the DUI arrest packet and related adjudicatory/administrative processes.
- Provide SECTOR equipment to the Pierce

- County Sheriff's Office.
- Automate the exchange of all disposition records between Washington Courts and the Department of Licensing.
 - Promote MADD's Power of Parenting project by providing training and media support to the project.
 - Support Target Zero Teams District Courts to provide stronger partnerships between law enforcement and the courts.

Judicial Education Project (K810-07):

Four regional DUI judicial education forums provided timely relevant education sessions to 81 judicial officers. The program staff surveyed judges to discover what topics were of interest. Experts provided background on the "uncertainty defense" as it pertains to admission of BAC results; discussed ethylglucuronide testing for abstinence agreements, and demonstrated the new Draeger dry gas simulator BAC instrument. Participants gave the forums an overall rating of 4.59 out of a possible 5 for relevance, knowledge, coordination, materials and usefulness.

II. Enforce DUI Laws

Strategy: Conduct statewide, high-visibility enforcement and media campaigns

Drive Hammered Get Nailed and X52

DUI Patrols (K810-02) – WTSC conducted X52 DUI Patrols quarterly and the Drive Hammered Get Nailed DUI Crackdown as part of the NHTSA August/Labor Day campaign. 180 law enforcement agencies participated in these patrols, an 18% increase in the number of participating agencies over the prior year. Each dollar of law enforcement overtime funding was matched with paid media informing the public of the increased enforcement. Please see the Communications section for

more information on the paid and earned media supporting these DUI enforcement campaigns.

X52 DUI Campaign Results (Local Law Enforcement):

Overtime hours worked: 3,941
 Contacts: 9,255
 Citations: 2,411
 DUI arrests: 350

Drive Hammered Get Nailed Campaign Results (Local Law Enforcement):

Overtime hours worked: 2,062
 Contacts: 4,780
 Citations: 1,356
 DUI arrests on overtime: 162
 DUI arrests total: 2,672 (all law enforcement)

Strategy: Target areas with high numbers of DUI-related crashes

Target Zero Teams: On Thursday, July 1, 2010 at 10 a.m., a coalition of state, local and federal agencies announced the deployment of full-time, multi-agency police squads intended to reduce impaired driving crashes in King, Pierce and Snohomish Counties. The teams are using previously-unavailable data to direct them to roads and highways most likely to be used by impaired drivers. The project garnered Federal funds to conduct a research project to track project's effectiveness. District courts in all three counties have also agreed to partner in the project. Sophisticated, targeted earned media will be conducted throughout the life of the project. The three main components of the project are discussed below

- Washington State Patrol (K810-01 and K4PT10-01): A team of six high-DUI-performer troopers and one sergeant have been deployed in each county for a total of 21 dedicated state patrol officers. WTSC outfitted each with a specially marked "Target Zero Team" vehicle equipped with

SECTOR and moving radar. The teams have worked in concert with local law enforcement officers who comprise the whole "Target Zero Team" to locate as many officers as possible in areas where data show DUI crashes to be a special problem. The teams reach out together to the local community to let them know about the intensive extra patrols being conducted in the area. In the first three months, the Target Zero Team troopers have taken 896 impaired drivers off the roads.

RESULTS (July 1 to Sept 30):

District 1 — Pierce County

Shifts worked: 264
Contacts per shift: 11
Violations per shift: 10
Total violations: 2,573
DUI arrests: 277
Speeding: 223
Seat belt: 168
Aggressive driving: 81
Drugs: 61
Stolen vehicles: 1
Collisions: 14

District 2 — King County

Shifts worked: 264
Contacts per shift: 10
Violations per shift: 9
Total violations: 2,143
DUI arrests: 312
Speeding: 194
Seat belt: 34
Aggressive driving: 261
Drugs: 23
Stolen vehicles: 1
Collisions: 14

District 7 — Snohomish County

Shifts worked: 221
Contacts per shift: 11
Violations per shift: 10
Total violations: 2,291

DUI arrests: 255
Speeding: 545
Seat belt: 104
Aggressive driving: 198
Drugs: 43
Stolen vehicles: 1
Collisions: 7

Local Target Zero Teams (K810-06, K810-04, AL10-08): Supporting the Target Zero Team Troopers are the county Target Zero Managers, Law Enforcement Liaisons and local law enforcement agencies. The district court prosecutor's offices have also partnered with the Target Zero Teams, but only King County decided to spend funding this fiscal year. Local law enforcement officers join the Target Zero Teams Troopers one to two nights a week increasing visibility of the patrols.

Results (July to Sept):

Overtime hours: 223
Contacts: 429
Citations: 271
DUI arrests: 23

Washington State Patrol Impaired Driving Project (K810-05 and PT10-02): All eight districts of the Washington State Patrol participated in the X52 DUI patrols and the Drive Hammered Get Nailed campaign, as well as targeting DUI patrols to times and locations where DUI crashes are high.

Results

Overtime hours worked: 7,365
Contacts: 14,192
DUI: 728
Speeding: 2,132
No insurance: 1004
No valid operator's license/license infractions: 729
Driving while suspended: 385
Seat belt: 374

Mobile Impaired Driving Unit (MIDU) (K4PT10-02): To support X52 DUI patrols, the Drive Hammered Get Nailed campaign, and other special events targeting times and location with high numbers of DUI crashes, WSP Impaired Driving Section, employed the Mobile Impaired Driving Unit to local communities throughout the year. This motor home is equipped with three breath testing stations, three holding cells, a communications station and computer stations officers report writing. The MIDU was deployed to 29 events and staffed with BAC technicians and Drug Recognition Expert. Staff completed over 387 breath tests and conducted several drug influence evaluations freeing up valuable time for patrol officers, getting them back on the road looking for impaired drivers quicker. Over 50 law enforcement agencies participated in the use of the MIDU throughout the year. Each deployment was preceded by a news release announcing the increased enforcement and the added presence of the MIDU. This resulted in numerous media interviews and news articles.

Yakima Sober Streets (AL10-07): Overtime funds were provided to Yakima Police Department to detect and arrest impaired drivers in the city of Yakima. The sergeant deploys drug recognition experts and high-performing officers on these nighttime weekend patrols. These officers were extremely prolific in making DUI arrest, producing one arrest for every four hours of overtime. To make these patrols highly visible, WTSC produced a TV ad using the Yakima Police Department DUI patrol officers as spokespersons announcing the stepped up enforcement. Air time was bought on local Yakima cable channels to inform the public. The PSAs were well received.

Results:

- Overtime hours worked: 542
- Contacts: 1,009
- DUI arrests: 141
- 1 DUI arrest for every 4 hours of overtime!
- Total citations: 511
- Suspended license: 85
- No insurance: 123



Strategy: Enhance training in alcohol and drug detection

Drug Recognition Expert (DRE) Program (K4PT10-02): Housed in the Washington State Patrol Impaired Driving Section, the Drug Recognition Expert program provides training and activities for all law enforcement officers in the state as well as education for prosecutors, teachers and other school officials, and the public. The program conducted 198 classes and trained 4,481 people as follows:

The DRE program also participated in MIDU events, attended many stakeholder events, participated in the Washington Impaired Driving Advisory Council, and developed a new reporting database for collecting information from drug evaluations.

Standard Field Sobriety Test (SFST) Program (K810-02):

Following recommendations from the July 2008 NHTSA-administered SFST Assessment, Washington Traffic Safety Commission (WTSC) working with the Washington

Drug Recognition Expert Program Trainings Conducted			
#	Type of Class	#	Type of Student
1	DRE Schools	15	officers, troopers and students
1	Field Certifications	14	officers, troopers and students
1	DRE In-service	200	DREs, prosecutors, toxicologists, DOL officials
2	Drinking Labs	45	officers, troopers, prosecutors, toxicologists, public
24	ARIDE classes	363	officers, troopers, prosecutors, toxicologists
7	Practical at Trooper Basic Education Classes	407	troopers
8	Drug Overview Classes	332	public
9	Drugs Impaired Driving Classes	173	officers and troopers
31	DUI Overview Classes	646	public
31	DRE Overview Classes	2200	public
14	Drug Impaired Training for the Education Professional classes	502	school personnel
11	Standard Field Sobriety Test classes	268	officers, troopers
101	SFST Refresher	1689	officers, troopers
6	Roll Call	77	officers
4	SFST Instructor Development	59	officers, troopers
3	Search Warrants	48	officers, troopers, prosecutors
1	Drinking lab guidelines	100	officers, troopers

Impaired Driving Advisory Council (WIDAC), the Washington State Patrol (WSP), and the Washington Association of Sheriffs and Police Chiefs (WASPC) established the SFST statewide coordinator position on April 1, 2010. The goal of the program is to bridge many of the gaps that exist in the current SFST training program and to establish

SFST standards, including SFST refresher training. Within the first five months, the program is in full operation and conducting standardized courses including the SFST basic court, SFST instructor development, SFST refresher training and ARIDE classes. The coordinator has worked effectively with WIDAC, WTSC, WSP and WASPC to mandate

SFST refresher training every three years for all WSP troopers and for any other law enforcement officer who wishes to qualify to work WTSC overtime grants. This mandate will become effective in three years to give enough time for all officers to receive SFST refresher training.

III. Prosecute, Impose Sanctions on and Treat DUI Offenders

Strategy: Enhance prosecutor impaired driving training

Traffic Safety Resource Prosecutor Program (TSRP) (K808-04): The Traffic Safety Resource Prosecutor (TSRP) program completed its first full year on September 30, 2010 with two full-time TRSPs. The program has grown tremendously in the past twelve months, focusing on creating and providing quality large scale training for prosecutors and law enforcement, serving as a go-to resource for legal issues in impaired driving, doing outreach to market our program to potential partners and colleagues. The



TSRPs have worked to become familiar with what issues and struggles commonly plague prosecutors and law enforcement throughout Washington State, and offer their assistance. Over 1,000 prosecutors and law enforcement officers in the state were given training by the TSRP program in the last twelve months. Program highlight include:

- **Training:** DRE Preschool for Prosecutors, Prosecuting the Drugged Driver training, Protecting Lives Saving Futures training, ARIDE for prosecutors, DRE in-service instruction, DUI blood warrants training, Target Zero Teams law enforcement-prosecutor training, and measurement uncertainty training for Attorney General prosecutors; as well as one-on-one training for new prosecutors and bringing in-house training to scores of prosecutors' offices around the state.
- **Outreach:** Provided litigation assistance for the King County BAC and Uncertainty motion. Argued and assisted on Uncertainty Issue for Whatcom County, Clark County, Snohomish County, and Skagit County. Issued quarterly TRSP newsletters. Supported drug court teams around the state. Forged strong links with TSRP around the nation. Participated in WIDAC, and the Impaired Driving Assessment. Helped draft model policy on obtaining voluntary tests following fatal crashes for MADD grant.
- **Legislation:** Provided guidance in Rep. Goodman's ignition interlock workgroups. Reviewed proposed legislation for planned conversion to dry gas technology for ignition interlock devices. Testified at the public hearings in support of HB 2742, which revised the ignition interlock law and expanded controls on convicted impaired drivers. Worked with WSP Impaired Driving Section personnel to develop new legislative action requests



for the 2011 regular session. Assisted WSP Impaired Driving Section personnel with review of WAC changes necessary in light of the recent changes in the Ignition Interlock statute and Toxicology procedures. Offered input and education for the Traffic Safety legislative work group in anticipation of the 2011 Legislative Session.

IV. Control High BAC and Repeat DUI Offenders

Strategy: Support the Establishment of DUI Courts

Thurston County DUI Court (AL10-05): Since the establishment of the Thurston County DUI Court July 1, 2008, 45 participants have been admitted into the program. Seven participants have graduated and have remained clean and sober to date. Only 10 participants have been terminated from the program for missed urinalysis and/or treatment sessions, making for a retention rate of 78 percent. Of those who have remained in the program, 79 percent have had no positive alcohol/drug tests. Both of these results exceed program goals of 65 percent and 77 percent respectively. No participants have been charged with a new crime while in the program and so far, after graduating, 98 percent of participants are currently employed full time or attending school.

Grant County DUI Court (AL10-04): During this second year of the grant project, Grant County DUI Court admitted 17 participants into the program, three have graduated and remain clean and sober. Eleven remaining participants are compliant with program requirements.

Clark County DUI Court (AL10-02): The DUI court served 71 voluntary participants and administered 1,881 drug tests. 244 incentives were awarded for achievements and 257 sanctions were imposed for non-compliance with program requirements. Thirteen participants graduated and 19 were terminated. The field officer conducted 92 visits to participants' homes or workplaces. The DUI court probation officer conducted 51 one-on-one counseling sessions offering risk assessments and motivational learning. Probation also provided pre-trial release supervision for 472 people charged with DUI to ensure they remained sober and appeared at trial. The Biometric Kiosk project was launched this year and is close to completion which will track offenders reporting in via finger vein technology and five locations across the county.

Spokane County Expanded DUI Court (AL10-06): The DUI court served 73 new participants. These participants have an average of 4.8 DUI arrests and account for a total of 353 DUI arrests prior to entering into the program. 1,311 tests for alcohol or drugs were given. 109 bus passes were provided to help participants attend court and treatment and 949 vouchers were given to help participants pay for the alcohol and drug tests.

Strategy: Increase the use of ignition interlocks

Ignition Interlock Pilot Project (K4PT10-02): WTSC, in partnership with Washington State Patrol Impaired Driving Section, hired a full time Ignition Interlock Compliance Trooper to oversee ignition interlock manufacturers and installers, to monitoring compliance of those individuals required to have ignition interlock devices, and to train the law enforcement community about ignition interlocks and the applicable laws. The compliance project again revised and updated ignition interlock portions of the Washington Administrative Code to meet new legislative requirements. New updates will require ignition interlock installers and service centers become certified and set device and software standards. Washington has 22,000 current ignition interlock users, which is the highest in the nation. The Washington's interlock laws and the compliance program has become a model program and has been invited to speak about the program nationally and internationally. In addition to the compliance project, WTSC is gathering data to evaluate the effectiveness of the new law in reducing DUI recidivism.

V. Reduce Excess Drinking and Underage Drinking

Strategy: Enforce Underage Drinking Laws

Pierce County Party Intervention Patrols (AL10-03): This project conducted five underage drinking party intervention patrols (October 16 and December 19, 2009; and January 16, June 12 and September 17, 2010). Each patrol was highly visibly, garnering good press coverage before and after the events. All those arrested for minor in possession were taken to a local high school where chemical dependency councilors offered screening and brief interventions. Parent volunteers were available to discuss the results with parents as well as offering local resources to help parents. Fifteen different law enforcement agencies participate in the project with new engagement from Pierce County Sheriff's Office, and the Tacoma, University Place and Fircrest Police Departments, who will be launching party intervention patrols in their own jurisdictions in the coming year. For the two years 2008 and 2009, there were five fatalities resulting from a crash involving at least one 15-20 year old impaired driver. This represents a 69% decrease in impaired teen driving fatalities compared to the years 2004-2007 when there were, on average, eight fatalities per year.



Speeding

The Speeding Program was created in fiscal year 2007 to respond to the high number of serious injuries and fatalities caused by speeding on Washington roads. Two highly successful but high cost pilot projects were conducted in Pierce and Snohomish Counties in FFY 2007 to provide direction and protocols for future speeding enforcement projects.

During FFY 2010, two statewide speeding emphasis patrols were conducted, with \$1.55 million provided to the Speeding Program from federal 402 funds for fiscal year 2010.

The Washington State Patrol (WSP) received \$380,000.00 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 received

funding through this block grant and was used very successfully by WSP in speeding enforcement.

Over \$850,000.00 of speeding funding was used by local law enforcement to support two statewide speeding enforcement mobilizations. Both of these mobilizations were supported by a public information/education campaign. The mobilization conducted during July and August emphasized enforcing compliance with speeding limits by motorcycle riders, as this time of year yields higher than normal speeding related fatalities. Although motorcycle fatalities have stabilized the past two years, they still represent a segment of the motoring public where we are not seeing the same reductions in fatalities that we are among other groups.





These speeding patrols were conducted during the same time frames around the state, and were multi-jurisdictional wherever possible.

In addition, the Speeding Program provided \$8,200.00 in funding for a special project with the City of Kent who again requested funding to round-up street racers in the industrial area of that city. Law enforcement

conducted small scale patrols with mixed results.

Funding was also provided to the Washington Criminal Justice Training Commission (CJTCS) to support curriculum development for RADAR/LIDAR training and to develop a basic motor operators course to meet the needs of law enforcement agencies.

Occupant Protection



The research on the safety benefits of using seat belts is well established. Statistical analysis conducted by the National Highway Traffic Safety Administration shows that the use of a lap and shoulder belt reduces the risk of death by 45% and the risk of moderate to severe injury by 50%. But combined with an air bag, a seat belt reduces the risk of death by 61 percent compared to riding in a vehicle unbuckled.

Washington's seat belt law was adopted in 1986 as a secondary offense, meaning law enforcement could not pull over a motorist who was unbuckled unless another offense (such as speeding) were spotted first. In 1986, only 36% of motorists wore seat belts.

In 2002 Washington's seat belt law became a primary offense, law enforcement could now pull over motorists for the offense of being unbuckled, and that same year the state began the *Click It or Ticket* project. With two highly publicized statewide mobilization events a year, law enforcement began

aggressively ticketing motorists who were not buckled up and the seat belt use rate rose to 93% the first year and continued to climb ever since.

In 2010, following a similar pattern of measuring seat belt use with a statewide survey of about 100,000 motorists, Washington registered a 97.6% seat belt use rate, one of the highest rates ever recorded by a state.

Seat belt survey methods over the years have not changed. The survey was designed in 1986 by Westat, Inc., working on contract for the National Highway Traffic Safety Administration. Surveyors determine seat belt use for motorists in 402 locations covering 19 Washington counties on all road types and analyzing all passenger vehicle types to come up with a seat belt use rate calibrated to provide a statewide perspective. In 2010 the sample size was 94,436 front seat drivers and passengers viewed by the research observers.

Collision death and injury data reflects the progress made in getting people to buckle up. The following chart shows the average number of people (vehicle occupants) who died in the years 1998 – 2002 (before Click It or Ticket) and subsequent years. The data also shows that seat belt use among people who die in collisions is much lower than the overall population. Researchers theorize that people involved in fatal collisions are not a representative sample of the larger population; rather, this group includes many more high risk drivers.

Dates:	Average vehicle occupant deaths:	Seat belt use rates for people who died in collisions:
Before Click It or Ticket (CIOT) (1998 – 2002)	507	43%
After CIOT and before the nighttime focused patrols (2003- 2006)	445	56%
Seat belt patrols move to the hours of darkness	363	59%

The serious injuries that resulted from vehicle collisions are a further indication of the progress made by motivating Washington

motorists to buckle up, as the following chart shows:

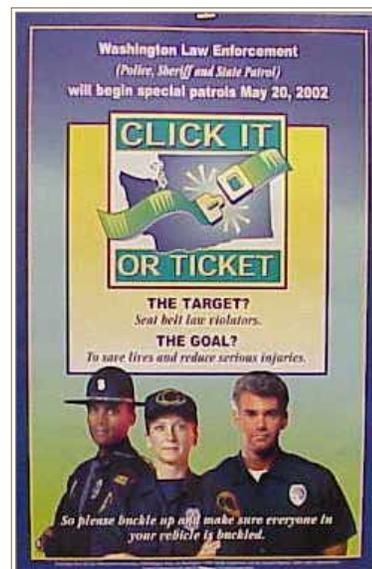
Dates:	Vehicle occupant serious injuries:	Seat belt use rates for people seriously hurt in collisions:
2002 (earlier data not available)	2,349	73%
2003 - 2006	1,961	78%
2007 - 2009	1,702	81%

**Washington Traffic Safety Commission
Seat Belt Program Focus:**

The Click It or Ticket program model incorporates law enforcement patrols and publicity, both paid and earned media, with a statewide mobilization aimed at the largest population centers of the state. The Click It or Ticket media message is about the additional enforcement taking place aimed at intercepting seat belt law violators. This program model has been instrumental in obtaining Washington’s high seat belt use rate. The program in FY 2009/2010 included one statewide mobilization during the national Click It or Ticket time period (May 24 – June 6), as well as a second mobilization in November 2009. The projects included:

- Variable message road signs on 125 huge signs visible from freeways and roadways across the state.
- Rented variable message signs placed along busy city streets and county roads where seat belt use rates are lowest.
- Posters featuring the images of local law enforcement put up at the community level. (340 posters were distributed and installed in businesses, public buildings and other locations.)
- A paid air buy further extended the reach of the message (see the Communications section for details). Bonus media negotiated by the air buy firm ensured that the public service announcements received ample media exposure.

- Aggressive activities to recruit law enforcement participation conducted in collaboration with 24 community level Target Zero Task Force Managers.
- Coins distributed to law enforcement in partnership with the National Highway Traffic Safety Administration’s Northwest Regional Office.
- Magnetic bumper stickers that say “Seat Belt Patrols” distributed in partnership with the National Highway Traffic Safety Administration.
- Orange pop up signs that say “Seat Belt Patrols” which were placed in strategic locations in communities to expand the reach of the message.



- A statewide survey of seat belt use conducted in June 2010, which showed Washington’s use rate at a record 97.6%.
- Efforts to generate earned media exposure included meetings with the editorial boards of major newspapers which resulted in critical favorable press coverage of the project.
- “Ride alongs” with law enforcement were encouraged of the media during the mobilization.
- Posters were distributed to stores where people buy alcohol to remind motorists who might drink and drive about the extra patrols.
- Target Zero Managers encouraged their local businesses with reader boards to carry the Click it or Ticket message about the extra patrols.
- 625 stationary Click It or Ticket road signs reminded motorists that seat belt use is required by Washington law.

Adopting a Nighttime Focus:

Seat belt use is lower among motorists who travel at night and the traffic death rate at night is about four times higher than it is during the day, so in 2007 Washington’s seat belt program adopted a nighttime focus. The twice yearly law enforcement and publicity mobilizations stressed the importance of buckling up not only during the day, but also at night and the patrols took place during the hours of darkness. Although seat belt funding for the state suffered severe budget reductions, additional funds were obtained from the National Highway Traffic Safety Administration for this special nighttime focused project. In all, an additional \$1.3 million was obtained by the Washington Traffic Safety Commission for participating in the project. The project was successful in reducing nighttime traffic deaths and in improving seat belt use among motorists who travel at night, as the following chart shows:

Nighttime Vehicle Occupant Deaths and Seat Belt Use:		
Years:	Vehicle occupant deaths at night:	Seat belt use among people who die in nighttime collisions:
1998-2002 (before CIOT)	218	31%
2003-2006 (after CIOT but before the nighttime focus)	199	46%
2007-2009 (nighttime focused)	172	47%

Though the number of people killed at night is about the same as the number of people killed during the day, the death rate at night is more than four times higher because traffic volumes are much lower at night. Research shows that at least 80% of Washington traffic occurs during the day and between 12 and 20% of all traffic takes place at night. The traffic death rate is a calculation of deaths per 100 million vehicle-miles traveled.

From 2004 through 2008, 2,142 vehicle occupant deaths resulted from Washington traffic crashes. Among deaths with a known crash time, 1,041 (49%) occurred during the day (from 6:00 am to 5:59 pm), and 1,041 (51%) occurred at night (from 6:00 pm to 5:59 am). The time of the crash was unknown for 11 of the vehicle occupant deaths.

Research shows that over three-fourths of all traffic deaths involving drinking drivers occur

at night. The drinking driver-involved death rate is about 13 times higher at night than during the day.

A study of unbuckled *nighttime* drivers conducted in Washington by Dunlap and Associates working on contract for the National Highway Traffic Safety Commission found: "The nighttime unbelted driver had consistently more traffic violations and criminal arrests than belted drivers at night and belted and unbelted drivers during the day." Driving and criminal records of people who drive unbuckled at night shows:

- 10.4% had one or more alcohol citations
- 55.4% had one or more moving violations
- 42.1% had one or more speeding tickets
- 10.4% had one or more negligent driving or reckless driving citations
- 14.6% had one or more license-related citations (example: suspended, revoked)
- 19.8% had one or more criminal offenses on their record
- 8.3% had one or more felonies on their record
- 9.1% had a violent crime on their record

"It is clear from the data that the unbelted driver at night is an anti-social individual."

"The nighttime unbuckled driver has more than 2.5 times as many felony arrests on his record and three times as many alcohol violations as the driver during the day who is unbuckled."

Teen Click it And Ticket Project:

Another effort undertaken by WTSC involves a seat belt promotional program aimed at increasing seat belt use among teens. Piloted in the Tri Cities at Southridge High School in 2007, the project builds on the successful 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 Southridge 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%).

Here's how the project works: Target Zero Traffic Safety Task Force Managers 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 they can enter the raffle. The school principal, during morning announcements that include announcements about the importance of buckling up, announces 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.

Local law enforcement also participate by assisting the students in identifying unbuckled motorists and positioning their



law enforcement vehicles near the entrance to the school property to increase the visibility and student chatter about the project.

A research project accompanies this "Click It And Ticket" project. Students conduct observational seat belt surveys before and after their projects. 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, encouraging announcements by the school principal and other administrators and conducting media interviews.

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 T.V., by the print media and live on radio programs. The project has regularly received "front page, top-of-the-fold" articles in daily newspapers.

After the successful Kennewick pilot project, Click it And Ticket Projects have been conducted 51 times in as many different Washington high schools. The project was adopted in Alaska and Mississippi and WTSC has received two \$50,000 grants from State Farm Insurance Company to conduct the projects. The following is a demonstration of the seat belt improvements that resulted from the projects organized in the Seattle area by the Renton Police Department:

Renton Police Department Cadet Travis Gnehm led the Click It And Ticket Projects at every major high school in Renton with the following observational survey results.

Lindbergh High School

Total compliance
Before program: 83%
After program: 92.8%
Difference: +9.8%

Renton High School

Total compliance
Before program: 89%
After program: 94.5%
Difference: +5.5%

Hazen High School

Total compliance
Before program: 90%
After program: 91.4%
Difference: +1.4%

The program was publicized to over 4,000 members of the Renton community, based on the following facts:

- Over 1000 students enrolled at each of the

- 3 schools
- Online media coverage of the program
- Program’s promotion through social networking and posters

Paid for with NHTSA 2011 Booster Seat Funds:

The WTSC Child Car Seat Project:

Over the course of the 2010 federal fiscal year and with 2011 funds, WTSC managed community grant-funded Click It or Ticket-style patrols aimed at improving parental compliance with Washington’s child car seat law. The law requires the following:

- infants much ride rear-facing
- larger children (about age 1+ to 4) must ride in child car seats with the five point harness
- children up to age 8 or 4’9” tall must ride in booster seats,
- children up to age 13 must ride in the back seat.

The areas identified for the project included: Spokane, Grant and Grays Harbor counties. A similar project was conducted in the Chelan/ Douglas counties area supported with a direct grant from NHTSA.

The local project managers took the lead in organizing law enforcement patrols and the following law enforcement agencies participated in the mobilizations:

Grays Harbor County:	Grant County:	Spokane County:
Aberdeen Police Dept. Grays Harbor County Sheriff Montesano Police Dept. Elma Police Dept. Oakville Police Dept. Hoquiam Police Dept. Washington State Patrol	Grant County Sheriff Quincy Police Dept. Moses Lake Police Dept. Ephrata Police Dept. Mattawa Police Dept. Othello Police Dept. Washington State Patrol	Spokane Police Dept. Spokane Valley Police Dept. Spokane County Sheriff Airway Heights Police Department Liberty Lake Police Department Washington State Patrol

The enforcement projects were publicized with radio public service announcements featuring local law enforcement. Radio air time was purchased through the WTSC’s contract air buy firm, Media Plus, Inc. The enforcement was also advertised through the schools with posters and fliers distributed by the Target Zero Managers, as well as with neon orange pop up signs that say “Child Car Seat Enforcement Area” put up in strategic locations and rented variable message road signs that said “Child Car Seat Patrols On Now.” A press release was distributed to the media, and numerous media interviews were conducted by local law enforcement and Target Zero Managers resulting in extensive earned media coverage of the projects.



Project coordinators overcame barriers in soliciting the participation of law enforcement. They conducted trainings (up to four hours long in some locations) to help law enforcement fully understand the child car seat law and how to spot violators.

The Click It or Ticket-style child car seat-

focused law enforcement mobilizations and publicity events took place during the months of February, July and September, 2010.

The following budget shows how 2011 funds were spent on the project with grants to the Target Zero Task Force Programs:

Budget: \$140,000	Grays Harbor	Grant County	Spokane County	Totals:
Air buy	\$7500	\$7500	\$17,000	\$32,000
Law enforcement patrols	\$15,000	\$14,000	\$28,000	\$57,000
Printing	\$1500	\$500	\$1500	\$3500
Child car seat purchases	\$1000	\$3000	\$0	\$4000
Training and technician support	\$10,000	\$10,500	\$4000	\$29,000
Earned media support (WTSC)				\$7000
Rented variable message signs (WTSC)				\$5000
Pop up road signs (WTSC)				\$2500
Total:				\$140,000



A second project funded with booster seat 2011 funds included a \$90,516 grant to the Washington Department of Health.

Project activities paid for with these grant funds included \$36,000 in mini grants to local Health Departments, Safe Kids Coalitions and non-profit community groups to develop educational programs promoting booster seat and child passenger safety through hospitals and schools. The programs had evaluation components to determine the behavior change impact on the intended audiences. Programs also included the distribution of child car seats to low income populations, accompanied by educational efforts.

As an example of these community-based efforts, in Kittitas County 900 students (and their 1587 parents) affiliated with five elementary schools, one pre-school and one daycare were exposed to booster seat and

child passenger safety educational materials. Of the 900 students, only two were over 4'9" tall (i.e., no longer needed a child restraint). Only 50% of the children were riding in a child restraint prior to the program and only 2% of the parents reported that they were aware that Washington law requires that children up to age 13 ride in the back seat of vehicles. A post-project survey is currently being conducted.

Other funds in this grant paid for:

- Increasing the numbers of communities that have child car seat check up events
- Increasing the number of pre-school and kindergarten child car seat-focused educational programs
- Increasing the number of child car seat educational classes taking place as part of hospital child birth classes

The project aimed to achieve these goals by developing toolkits for local area stakeholders which covered the child car seat issues and explained how the programs could be developed and carried out.

Because of the recession and restrictions on state and local travel, \$36,828 of the grant funds were not spent during the project year.

Also paid for with NHTSA 2011 Booster Seat Funds:

A third project funded with 2011 funds includes the grant funded non-profit Safety Restraint Coalition (SRC) in Kirkland, Washington.

The SRC's focus is child passenger safety public information and the training, mentoring and support of child passenger safety technicians, technician instructors and CPS advocates throughout the state.

During FY 2010, 146 new technicians were trained. Two Renewal Courses recertified five of Washington key advocates who had allowed their certification to lapse. Approximately 460 Certified Technicians and 23 Certified Technician Instructors exist in Washington in any given year. Here is when and where courses were taught:

Date: Month, year	Location	Technicians certified or certification renewed:	How many technicians certified or renewed:
10/2009	Benton/Franklin	Certification	16
11/2009	Clark County	Certification	16
1/2010	King County	Certification	14
1/2010	King County	Certification	14
4/2010	Whatcom County	Certification	13
5/2010	Asotin County	Certification	17
5/2010	Pierce County	Certification	10
6/2010	Snohomish County	Certification	7
8/2010	Spokane County	Certification	13
8/2010	Spokane County	Renewal	2
8/2010	Jefferson County	Certification	8
9/2010	Kitsap County	Certification	12
9/2010	Kitsap County	Renewal	3
9/2010	Lewis County	Certification	6



Washington uses only NHTSA's *National Standardized Child Passenger Safety Technician Certification Course* and *Technician Renewal Course* curricula. In turn, Washington's Child Passenger Safety Law provides **currently certified** technicians with liability protection when checking seats and providing education. Other curricula based upon the certification curriculum such as Safe Native American Passengers (SNAP) are used when shorter trainings are requested. For example, short trainings were provided to three major hospitals (Group Health and Swedish in Seattle and Harrison in Silverdale).

Between October 1, 2009 and September 30, 2010 technicians in 26 counties assisted caregivers with education and installation for more than 5,550 car seats and boosters—either by appointment or at local community car seat checkup events and fitting stations. A 9-page spreadsheet detailing the locations and numbers of seats checked is attached. The numbers of events and seats checked

represent a very conservative overview of the activity held at the local level (e.g. "by appointment" checkups may be listed by month or quarter rather than by individual date) and many of the communities have not yet submitted their statistics.

While more than 549 new seats were distributed statewide to low-income families, local community programs recognize there will never be enough money to purchase a new car seat and booster for every child in Washington that needs one. To address this shortage, several communities and one DECA Program at a Bellevue High School conducted "used car seat roundups" again this year. These events serve two purposes.

- They collect and recycle no-longer-safe seats to keep them out of the landfills. Working with Seattle and Portland recyclers, seats have been dismantled and the plastic shells and metal parts of the car seats recycled.

- Seats with a known history are collected using protocols that require a document signed by the individual donating the seat. This equipment is then examined by technicians who check for recalls and refurbish the seats. Good equipment is then provided to non-profit organizations such as pregnancy aid programs that assist families at the local community level. Washington is fortunate to have the Donations for Children Law which provides liability protection for the reuse of this valuable equipment.

One-on-one education and technical assistance is available to parents via the toll-free: 1-800-BUCK-L-UP Resource hotline. SRC staff answer questions from caregivers on subjects such as how to comply with child restraint and seat belt laws; proper use of car seats and boosters; equipment recalls; locating a technician or car seat checkup

help in local communities; when to turn babies from rear to forward-facing; traveling with children on airplanes, buses and in motor homes and other child passenger safety concerns.

Parents and caregivers can also access detailed child passenger safety information through the SRC website: www.800bucklup.org. Every child car seat educational item developed contains both the website and toll-free telephone numbers.

At the core of Washington's Child Passenger Safety (CPS) Program are 27 local community programs led by volunteers that coordinate educational activities at the local level. The 24 Target Zero Managers work in their communities with CPS advocates and Safe Kids Coalitions organized by the Department of Health. Together these local advocates reach 70% of the population of the state.



Date	City	County	Who or Where	# Seats Checked	# Seats Distributed
3/1/10	Clarkston	Asotin	Asotin Co Health District		1
3/1/10	Clarkston	Asotin	Asotin Co Health District	25	2
12/1/10	Clarkston	Asotin	Asotin Co Health District	4	
February	Clarkston	Asotin	Asotin Co Health District		1
March	Clarkston	Asotin	Asotin Co Health District		1
May - July 2010	Clarkston	Asotin	Asotin Co Health District	4	3
2/1/10	Clarkston	Asotin	Assotin County Sheriff's Office	1	
May - Sept 2009	Clarkston	Asotin	St Joseph's Hospital	11	17
Oct-Nov 2009	Clarkston	Asotin	St Joseph's Hospital	6	1
10/09 - 9/10	Clarkston	Asotin	St. John's Regional Med. Ctr.	19	18
Jan - March 2010	Kennewick	Benton-Franklin	Safe Kids Benton-Franklin Fit Station	34	
April-June 2010	Kennewick	Benton-Franklin	Safe Kids Benton-Franklin Fit Station	80	
Jan-March 2010	Kennewick	Benton-Franklin	Safe Kids Benton-Franklin Fit Station	55	
April-June 2010	Kennewick	Benton-Franklin	Safe Kids Benton-Franklin Fit Station	45	
July-Sept 2010	Kennewick	Benton-Franklin	Safe Kids Benton-Franklin Fit Station	9	
Oct-Dec 2009	Wenatchee	Chelan-Douglas	Chelan Douglas Safe Kids	38	
6/1/10	Sequim	Clallam	By Appointment	3	
8/1/10	Sequim	Clallam	By Appointment	4	
2009	Forks	Clallam	Clallam Co Health Dept	4	13
9/1/09	Forks	Clallam	Clallam Co Health Dept	7	6
12/1/09	Forks	Clallam	Clallam Co Health Dept	4	
1/1/10	Forks	Clallam	Clallam Co Health Dept	3	2
2/1/10	Forks	Clallam	Clallam Co Health Dept	2	2
3/1/10	Forks	Clallam	Clallam Co Health Dept	2	
3/20/10	Forks	Clallam	Clallam Co Health Dept	19	7
4/1/10	Forks	Clallam	Clallam Co Health Dept	5	4
5/1/10	Forks	Clallam	Clallam Co Health Dept	2	1
10/1/10	Forks	Clallam	Clallam Co Health Dept	2	2
Jan - March 2010	Sequim	Clallam	Clallam Co Health Dept	14	4
3/20/10	Forks	Clallam	Event	19	5
4/1/10	Pt Angeles	Clallam	Fire Department	1	
5/1/10	Pt Angeles	Clallam	Fire Department		3
6/1/10	Pt Angeles	Clallam	Fire Department		3
7/1/10	Pt Angeles	Clallam	Fire Department	5	4
8/1/10	Pt Angeles	Clallam	Fire Department	2	3
9/5/10	Pt Angeles	Clallam	Fire Department		5
7/1/09	Pt Townsend	Clallam	Health and Human Services	1	
9/19/09	Pt Angeles	Clallam	Pt Angeles Fire Dept	20	

Date	City	County	Who or Where	# Seats Checked	# Seats Distributed
3/21/10	Forks	Clallam	Pt Angeles Fire Dept		
Aug-Oct 2009	Pt Angeles	Clallam	Pt Angeles Fire Dept	15	16
March - April 2009	Pt Angeles	Clallam	Pt Angeles Fire Dept	18	4
May-July	Pt Angeles	Clallam	Pt Angeles Fire Dept	11	6
Nov - Dec 2009	Pt Angeles	Clallam	Pt Angeles Fire Dept Via Home Visits	26	10
6/6/10	Pt Angeles	Clallam	Pt Angeles Health fair		
10/17/10	Sequim	Clallam	Safety Fair Sequim		4
2009	Vancouver	Clark	Clark County Safe Kids	10	
3/6/10	Vancouver	Clark	Legacy Salmon Creek	30	5
Oct-Dec 2009	Vancouver	Clark	Safe Kids Clark Co.	172	
Jan-March 2010	Vancouver	Clark	Safe Kids Clark Co.	174	
April-June 2010	Vancouver	Clark	Safe Kids Clark Co.	166	
July - Sept 10, 2010	Vancouver	Clark	Safe Kids Clark Co.	109	
2009	Kelso	Cowlitz	Lower Columbia	63	
Oct-Dec 2009	Kelso	Cowlitz	4 Safe Kids Events	55	
Jan-March 2010	Kelso	Cowlitz	4 Safe Kids Events	58	
April-June 10, 2010	Kelso	Cowlitz	4 Safe Kids Events	49	
July - Sept 10, 2010	Kelso	Cowlitz	4 Safe Kids Events	59	
Oct - Dec	Moses Lake	Grant	Angls Distribution Program		48
10/6/10	Big Bend	Grant	Big Bend Community College Car Seat Education Mattawa Elementary for 325	12	
11/6/10	Moses Lake	Grant	caregivers		
10/10/10	Moses Lake	Grant	State Farm Event	46	27
Oct-Dec 2009	Moses Lake	Grant	Safe Kids Grant County 6 Events	58	
Jan-March 2010	Moses Lake	Grant	Safe Kids Grant County 6 Events	203	
April-June 2010	Moses Lake	Grant	Safe Kids Grant County 6 Events	300	
July - Sept 10, 2010	Moses Lake	Grant	Safe Kids Grant County		
7/31/10	Oak Harbor	Island	Whidbey Naval Air Station	26	2
Jan-March	Pt. Townsend	Jefferson	Jefferson Co Sheriff's Office	35	3
Oct - Dec	Pt Townsend	Jefferson	Jefferson Co Sheriff's Office	20	5
7/15/10	Sequim	Jefferson	Sequim Police Department	15	
8/1/10	Sequim	Jefferson	Sequim Police Department	11	
9/2/10	Sequim	Jefferson	Sequim Police Department	2	
6/5/10	Pt Angeles	Jefferson	Target Zero	20	

Date	City	County	Who or Where	# Seats Checked	# Seats Distributed
July-Sept 10	Pt. Townsend	Jefferson	Target Zero	36	
10/1/09	Bothell	King	Bothell Fire & EMS	2	
1/1/10	Bothell	King	Bothell Fire & EMS	1	
2/1/10	Bothell	King	Bothell Fire & EMS	2	
3/1/10	Bothell	King	Bothell Fire & EMS	5	
4/1/10	Bothell	King	Bothell Fire & EMS	3	
5/1/10	Bothell	King	Bothell Fire & EMS	1	
11/9/10	Bothell	King	Bothell Fire & EMS	2	
12/1/10	Bothell	King	Bothell Fire & EMS	5	
3/20/10	Seattle	King	Car Safe Kids - Children's Hosp	90	0
6/26/10	Seattle	King	Car Safe Kids - Children's Hosp	66	0
8/21/10	Seattle	King	Car Safe Kids - Children's Hosp		
10/3/09	Kirkland	King	Car Safe Kids - Evergreen Hosp	40	
3/6/10	Kirkland	King	Car Safe Kids - Evergreen Hosp	51	
4/17/10	Kirkland	King	Car Safe Kids - Evergreen Hosp	55	
5/1/10	Kirkland	King	Car Safe Kids - Evergreen Hosp	49	
6/12/10	Kirkland	King	Car Safe Kids - Evergreen Hosp		
7/17/10	Kirkland	King	Car Safe Kids - Evergreen Hosp	38	
9/11/10	Kirkland	King	Car Safe Kids - Evergreen Hosp		
2/20/10	Bellevue	King	Car Safe Kids - Overlake Hosp	40	0
5/15/10	Bellevue	King	Car Safe Kids - Overlake Hosp	39	
9/16/10	Silverdale	King	Cert Class Kitsap	3	15
9-1-200	Seattle	King	Evergreen Safety Council	1	
Jan - March 2010	Seattle	King	Evergreen Safety Council	17	
Oct - Dec-2009	Seattle	King	Evergreen Safety Council	16	
Oct-Dec	Seattle	King	Evergreen Safety Council	17	
2009	Bothell	King	Jan - Sept Unreported Checkups	16	
1/1/10	Seattle	King	King County Public Health Low Income Distribution Program		24
2/1/10	Federal Way	King	King County Public Health Low Income Distribution Program		13
10/1/10	Seattle	King	King County Public Health Low Income Distribution Program		27
12/1/10	Seattle & Bothell	King	King County Public Health Low Income Distribution Program		5
May - June	Federal Way	King	King County Public Health Low Income Distribution Program		62
1/1/10	Bellevue	King	Merry Go Round	21	
1/31/10	Bellevue	King	Merry Go Round	1	
5/1/10	Kenmore	King	Northshore Fire Dept	2	

Date	City	County	Who or Where	# Seats Checked	# Seats Distributed
6/1/10	Kenmore	King	Northshore Fire Dept	2	
6/21/10	Kenmore	King	Northshore Fire Dept	5	
6/23/10	Kenmore	King	Northshore Fire Dept	2	
7/1/10	Kenmore	King	Northshore Fire Dept	3	
8/10/10	Kenmore	King	Northshore Fire Dept	5	
April - May	Kenmore	King	Northshore Fire Dept	5	
Aug - Sept	Kenmore	King	Northshore Fire Dept	5	
July-Sept 10	Kenmore	King	Northshore Fire Dept	5	
February - April	Bothell	King	Northshore Public Health	42	
2/1/10	Shoreline	King	Shoreline Police Department-By appt	1	
4/1/10	Shoreline	King	Shoreline Police Department-By appt	1	
5/24/10	Shoreline	King	Shoreline Police Department-By appt	2	
12/1/10	Shoreline	King	Shoreline Police Department-By appt	5	
10/1/09	Shoreline	King	Shoreline Police Department-By appt	1	
1/1/10	Shoreline	King	Shoreline Police Department-By appt	2	
10/10/09	Snoqualmie	King	Snoqualmie Hospital	2	
1/22/10	Kirkland	King	SRC	4	
2008	Bothell	King	Unreported Checkups 2008	2	
Aug-Sept	Woodinville	King	Woodinville Fire & Life Safety	8	
Oct - Dec	Woodinville	King	Woodinville Fire & Life Safety	19	
April-June 2010	Seattle	King	Safe Kids Seattle	24	
July-Sept 2010	Seattle	King	Safe Kids Seattle	20	
Oct-Dec 2009	Kent	So King	Safe Kids South King Co	169	
Jan-March 2010	Kent	So King	Safe Kids South King Co	176	
April-June 10, 2010	Kent	So King	Safe Kids South King Co	174	
Oct-Dec 2009	Silverdale	Kitsap	Safe Kids Kitsap Co	43	
Jan-March 2010	Silverdale	Kitsap	Safe Kids Kitsap Co	47	
April-June 2010	Silverdale	Kitsap	Safe Kids Kitsap Co	83	
July-Sept 2010	Silverdale	Kitsap	Safe Kids Kitsap Co	76	
July - Sept 10, 2010	Kent	So King	Safe Kids South King Co		
Oct-Dec 2009	Ellensburg	Kittitas	Safe Kids Kittitas Co	41	
Jan - March 2010	Ellensburg	Kittitas	Safe Kids Kittitas Co	29	
July - Sept 10, 2010	Ellensburg	Kittitas	Safe Kids Kittitas Co	19	
12/9/10	White Salmon	Klickitat	Klickitat Co Health Dept		15
April	White Salmon	Klickitat	Klickitat Co Health Dept		8
February	White Salmon	Klickitat	Klickitat Co Health Dept		6

Date	City	County	Who or Where	# Seats Checked	# Seats Distributed
January	White Salmon	Klickitat	Klickitat Co Health Dept		5
June	White Salmon	Klickitat	Klickitat Co Health Dept	2	5
March	White Salmon	Klickitat	Klickitat Co Health Dept		3
May	White Salmon	Klickitat	Klickitat Co Health Dept	1	7
Oct-Nov	White Salmon	Klickitat	Klickitat Co Health Dept	1	4
9/23/10	Chehalis	Lewis	WSSRC Cert Class Wal-Mart	6	
2009		Lincoln-Adams	Spokane Regional Health		11
2/1/10	Twisp	Okanogan	American Medical Response	6	2
3/1/10	Twisp	Okanogan	American Medical Response	11	7
4/1/10	Twisp	Okanogan	American Medical Response	9	4
5/1/10	Twisp	Okanogan	American Medical Response	2	
6/1/10	Twisp	Okanogan	American Medical Response	16	6
7/1/10	Twisp	Okanogan	American Medical Response	7	4
January - July 2010	Twisp	Okanogan	American Medical Response	3	2
April	Tacoma	Pierce	Central Pierce Fire & Rescue By Appt	2	
August	Tacoma	Pierce	Central Pierce Fire & Rescue By Appt	4	
February	Tacoma	Pierce	Central Pierce Fire & Rescue By Appt	7	
January	Tacoma	Pierce	Central Pierce Fire & Rescue By Appt	2	
July	Tacoma	Pierce	Central Pierce Fire & Rescue By Appt	1	
June	Tacoma	Pierce	Central Pierce Fire & Rescue By Appt	6	
March	Tacoma	Pierce	Central Pierce Fire & Rescue By Appt	5	
May	Tacoma	Pierce	Central Pierce Fire & Rescue By Appt	3	
9/25/10	Covington	Pierce	Covington MultiCare	2	
3/23/10	Bonney Lake	Pierce	East Pierce Fire and Rescue	1	
4/1/10	Bonney Lake	Pierce	East Pierce Fire and Rescue	2	
5/1/10	Bonney Lake	Pierce	East Pierce Fire and Rescue	1	
6/1/10	Bonney Lake	Pierce	East Pierce Fire and Rescue	4	
11/1/09	Edgewood	Pierce	Fire District	8	1
12/1/10	Gig Harbor	Pierce	Gig Harbor	5	1
11/1/09	Gig Harbor	Pierce	Gig Harbor Fire	5	
3/20/10	Gig Harbor	Pierce	Gig Harbor Fire	7	
10/1/10	Gig Harbor	Pierce	Gig Harbor Fire	6	
6/1/10	Gig Harbor	Pierce	Gig Harbor Fire - By Appt	16	
7/1/10	Gig Harbor	Pierce	Gig Harbor Fire - By Appt	7	
9/10/10	Gig Harbor	Pierce	Gig Harbor Fire - By Appt	6	
1/1/10	Gig Harbor	Pierce	Gig Harbor Fire & Medic One	3	1
4/1/10	Gig Harbor	Pierce	Gig Harbor Fire and Medica One	6	
8/1/10	Gig Harbor	Pierce	Gig Harbor Fire- By Appt	9	

Date	City	County	Who or Where	# Seats Checked	# Seats Distributed
2/1/10	Gig Harbor	Pierce	Gig Harbor Fire Dept	7	
May	Gig Harbor	Pierce	Gig Harbor Fire Dept	3	
10/21/09	Puyallup	Pierce	Good Samaritan Hosp	8	
11/18/09	Puyallup	Pierce	Good Samaritan Hosp	5	
12/16/09	Puyallup	Pierce	Good Samaritan Hosp	2	
1/20/10	Puyallup	Pierce	Good Samaritan Hosp	4	
4/21/10	Puyallup	Pierce	Good Samaritan Hosp	3	
5/19/10	Puyallup	Pierce	Good Samaritan Hosp	8	
6/16/10	Puyallup	Pierce	Good Samaritan Hosp	3	
8/18/10	Puyallup	Pierce	Good Samaritan Hosp	6	
9/15/10	Puyallup	Pierce	Good Samaritan Hosp	4	
3/25/00	Tacoma	Pierce	Mary Bridge	2	
3/28/02	Tacoma	Pierce	Mary Bridge	11	
10/6/09	Tacoma	Pierce	Mary Bridge	7	
10/13/09	Tacoma	Pierce	Mary Bridge	14	
10/20/09	Tacoma	Pierce	Mary Bridge	17	
10/27/09	Tacoma	Pierce	Mary Bridge	9	
11/3/09	Tacoma	Pierce	Mary Bridge	11	
11/10/09	Tacoma	Pierce	Mary Bridge	13	
11/17/09	Tacoma	Pierce	Mary Bridge	9	
11/24/09	Tacoma	Pierce	Mary Bridge	7	
12/1/09	Tacoma	Pierce	Mary Bridge	5	
12/8/09	Tacoma	Pierce	Mary Bridge	7	
12/15/09	Tacoma	Pierce	Mary Bridge	13	
12/22/09	Tacoma	Pierce	Mary Bridge	21	
1/5/10	Tacoma	Pierce	Mary Bridge	11	
1/12/10	Tacoma	Pierce	Mary Bridge	7	
1/19/10	Tacoma	Pierce	Mary Bridge	11	
1/26/10	Tacoma	Pierce	Mary Bridge	18	
2/2/10	Tacoma	Pierce	Mary Bridge	12	
2/9/10	Tacoma	Pierce	Mary Bridge	9	
2/16/10	Tacoma	Pierce	Mary Bridge	9	
2/23/10	Tacoma	Pierce	Mary Bridge	14	
3/2/10	Tacoma	Pierce	Mary Bridge	15	
3/4/10	Tacoma	Pierce	Mary Bridge	13	
3/16/10	Tacoma	Pierce	Mary Bridge	13	
3/17/10	Puyallup	Pierce	Mary Bridge	8	
3/23/10	Tacoma	Pierce	Mary Bridge	8	

Date	City	County	Who or Where	# Seats Checked	# Seats Distributed
3/30/10	Tacoma	Pierce	Mary Bridge	17	
4/6/10	Tacoma	Pierce	Mary Bridge	7	
4/13/10	Tacoma	Pierce	Mary Bridge	10	
4/20/10	Tacoma	Pierce	Mary Bridge	8	
4/27/10	Tacoma	Pierce	Mary Bridge	7	
5/4/10	Tacoma	Pierce	Mary Bridge	7	
5/11/10	Tacoma	Pierce	Mary Bridge	16	
5/18/10	Tacoma	Pierce	Mary Bridge	5	
5/25/10	Tacoma	Pierce	Mary Bridge	12	
6/1/10	Tacoma	Pierce	Mary Bridge	6	
6/8/10	Tacoma	Pierce	Mary Bridge	7	
6/15/10	Tacoma	Pierce	Mary Bridge	14	
6/22/10	Tacoma	Pierce	Mary Bridge	11	
6/29/10	Tacoma	Pierce	Mary Bridge	3	
7/13/10	Tacoma	Pierce	Mary Bridge	10	
7/20/10	Tacoma	Pierce	Mary Bridge	12	
7/21/10	Tacoma	Pierce	Mary Bridge	4	
7/26/10	Tacoma	Pierce	Mary Bridge	8	
7/27/10	Tacoma	Pierce	Mary Bridge	7	
8/2/10	Tacoma	Pierce	Mary Bridge	15	
8/10/10	Tacoma	Pierce	Mary Bridge	15	
8/29/10	Tacoma	Pierce	Mary Bridge	10	
8/31/10	Tacoma	Pierce	Mary Bridge	15	
9/7/10	Tacoma	Pierce	Mary Bridge	11	
9/21/10	Tacoma	Pierce	Mary Bridge	3	
9/28/10	Tacoma	Pierce	Mary Bridge	9	
11/20/09	Tacoma	Pierce	Other	3	
2009	Tacoma	Pierce	Pierce Co Safe Kids	113	
7/14/10	Gig Harbor	Pierce	YMCA	11	
10/1/09	Mt Vernon	Skagit	Sea Mar & Valley Hosptials By Appt	16	6
2009	Mt Vernon	Skagit	Skagit Co Safe Kids	3	
3/9/10	Everett	Snohomish	2-hr CSSI Fred Meyer		
April-June	Everett	Snohomish	3 Events Safe Kids Coalition-CPS Team	45	
Jan-Mar 2010	Everett	Snohomish	3 Events Safe Kids Coalition-CPS Team	9	
July-Sept 2010	Everett	Snohomish	3 Events Safe Kids Coalition-CPS Team	55	
Oct-Dec 2009	Everett	Snohomish	3 Events Safe Kids Coalition-CPS Team	38	

Date	City	County	Who or Where	# Seats Checked	# Seats Distributed
2009	Everett	Snohomish	Snohomish Co Safe Kids	1	
5/22/10	Liberty Lake	Spokane	Albertson's Liberty Lake 31 seats		2
4/17/10	Cheney	Spokane	By Mart 32 seats		2
9/4/10	Spokane	Spokane	Dishman Dodge		
9/4/10	Spokane	Spokane	Dishman Dodge 36 seats		6
3/6/10	Spokane	Spokane	Foothills Mazda	35	6
1/30/10	Spokane	Spokane	George Gee Liberty Lake		
7/17/10	Spokane	Spokane	K--Mart on Sprague	41	11
6/25/10	Spokane	Spokane	Opportunity Presbyterian Church	26	
8/8/10	Spokane	Spokane	ShopKo 4 Hr event		
8/7/10	Spokane	Spokane	ShopKo Newport Highway		
6/5/10	Spokane	Spokane	ShopKo on Regal 35 seats		4
April-June 10, 2010	Spokane	Spokane	Spokane Co Safe Kids	250	
10/9/10	Spokane	Spokane	Spokane Regional Health	18	2
11/7/09	Spokane	Spokane	Spokane Regional Health - By appt	22	5
1/30/10	Spokane	Spokane	Spokane Regional Health @ George Gee	26	6
9/18/10	Spokane	Spokane	Valley Hospital & Med. Ctr.		
9/18/10	Spokane	Spokane	Valley Hospital & Med. Ctr.		
2/13/10	Spokane	Spokane Wendell Ford	28	3	
2009	Spokane	Stevens	Spokane Regional Health		8
2009	Walla Walla	Walla Walla	Blue Mountain Safe Kids	4	
Jan-March 2010	Walla Walla	Walla Walla	Blue Mountain Safe Kids	32	
April-June 10, 2010	Walla Walla	Walla Walla	Blue Mountain Safe Kids Providence St. Mary Med Ctr	58	
8/28/10	Walla Walla	Walla Walla	Safe Kids-St Farm-Target Zero		
Oct - Dec	Bellingham	Whatcom	Bellingham Health Dept	36	7
8/7/10	Lynden	Whatcom	Community Center	20	
8/10/10	Ferndale	Whatcom	Ferndale Police Dept	1	
By Appt	Bellingham	Whatcom	Fire District 7	3	
8/6/10	Bellingham	Whatcom	St Joseph's Hospital	18	
Jan-March 2010	Bellingham	Whatcom	Safe Kids Whatcom Co.	27	
2010	Pullman	Whitman	Spokane Regional Health		2
				5,550	549

Traffic Records

In August 2010, Washington participated in the Federal Highway Administration's (FHWA) Crash Data Improvement Program (CDIP). The CDIP is designed to help states develop and improve methods of assessing the quality of their crash data. The program examines the quality characteristics of timeliness, accuracy, completeness, consistency, integration, and accessibility. FHWA released Washington's final report in November 2010. Included with the matrix of recommendations for improvement is this paragraph:

Over the past several years Washington has essentially developed a new collision database called the Collision Location Analysis System (CLAS). This new system is under constant review to refine and enhance its capabilities to provide quality collision information to users. Some of the enhancements have included the Electronic Document Workflow

Management System to reduce the handling of paper [and] the development of the Electronic Traffic Information Processing (eTRIP) Initiative that has created electronic collision reporting using the Statewide Electronic Collision & Ticket Online Records (SECTOR) application... among future enhancements the State is examining a Records Management System (RMS) project that would allow law enforcement agencies (LEA) not using SECTOR to easily transmit and receive electronic collision reports into their own RMS and the development of an incident location tool to help LEAs precisely identify the location of crashes on any roadway within Washington. *For all these accomplishments and plans, Washington is to be commended.*

The CDIP report outlined several key areas whereby crash data may be improved. The Traffic Records Committee (TRC) will utilize



the \$50,000 grant provided by FHWA as part of CDIP to implement several of the central recommendations of the report.

On-Going Traffic Records Projects

The state continues to make significant investments in the systems and processes that make up traffic records. Funds from a variety of sources have helped realize substantial efficiencies in both workflow and data quality. The TRC continues to invest in quality projects with the aim of improving the timeliness, accuracy, completeness, accessibility and integration of data. While Washington has faced a financial crisis unlike any in recent history, funding for traffic records improvement projects remains a top priority. In fact, the payoff of many traffic records projects in terms of staff savings has only made the need for these projects more pressing. In 2010, the TRC utilized a variety of sources of funding for traffic records improvement projects. These include:

- NHTSA grants (Section 408, 402, 1906)
- FMCSA grants (SaDIP)
- FHWA funds via WSDOT
- State funds

As a result of sustained investments from participants, the TRC has made significant progress toward accomplishing its goals. The following paragraphs highlight the significant projects and initiatives that have carried the state closer to realizing its vision for traffic records.

Electronic Traffic Information Processing (eTRIP) Initiative

October 2010 marked the completion of three years since the eTRIP system initiated a statewide deployment campaign. Electronic tickets and collision reports now make up

approximately 50% of statewide volume. While the eTRIP Governance Team considers this to be a significant milestone, the Team continues to make investments to add value to the Statewide Electronic Collision & Ticket Online Records (SECTOR) application and accompanying systems.

In July, prosecutors in the state began processing electronically-created criminal citations. In a fashion similar to how law enforcement uses SECTOR, prosecutors are able to create criminal tickets and process those referred to their office by law enforcement officers in their jurisdiction. SECTOR for prosecutors has become an integral piece of Washington's efforts to automate the creation and processing of infractions and citations. Since statewide training and deployment began in October, six counties have begun using SECTOR for prosecutors. Several other counties are poised to deploy SECTOR for prosecutors in 2011.

The eTRIP Governance Team has also been focused on a project that allows local law enforcement agencies to electronically receive tickets, collision reports, and court dispositions. Tickets and collision reports created using SECTOR are returned to the originating agency for processing and filing within their own Records Management System. This project has been primarily funded by NHTSA Section 1906 funds to facilitate law enforcement efforts to improve analysis and reporting on traffic stops. In addition, the data and personnel efficiencies associated with electronic tickets and collision reports are extended to law enforcement agencies. Agencies have rewritten schemas and applications to accommodate this functionality and are currently testing with a go-live date of February, 2011. This functionality is highly anticipated by law enforcement throughout the state.

In addition to prosecutor enhancements and providing electronic data to local agencies, the eTRIP Governance Team has endeavored to document the efficiencies of the eTRIP Initiative. This on-going effort has illuminated several key improvements in timeliness for both law enforcement and courts. The following summarize the important findings to date:

- Officers create electronic tickets 35% faster than paper tickets.
- Officers create electronic collision reports 30% faster than paper collision reports.
- Total time of stop when creating a collision report in SECTOR is reduced by approximately 15%.
- Court clerks process SECTOR infractions 80% faster than paper infractions.
- Court clerks process SECTOR citations between 32% (Pierce County) and 88% (Cowlitz County) faster than paper citations depending on the local jurisdiction's associated business processes.
- Error rates for SECTOR tickets may be as much as 70% lower than paper tickets (analysis on-going).

The Governance Team is building on these studies by researching the efficiencies at the Department of Transportation and the Department of Licensing. These studies are expected to be completed in 2011.

For additional details on the eTRIP Initiative see the *Traffic Records Projects Portfolio* or visit the TRC website at www.trafficrecords.wa.gov.

Incident Location Tool (ILT)

The Washington State Department of Transportation (WSDOT) in cooperation with the Washington State Patrol is developing a map-based tool to provide more accurate feature and event location. Initially, the ILT will allow WSDOT collision coders to specify

geospatial locations for collision reports. Eventually, the tool will be adapted for in-field use by law enforcement to geocode locations at the scene of an event. WSDOT collision coding staff is scheduled to begin using the ILT in January 2011.

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 2007, over 1 million EMS records have been sent to the statewide repository. Because of significant cuts to the DOH budget, the WEMSIS program manager position was reduced to one-half an FTE. However, DOH continues to leverage local EMS relationships among providers through their peer outreach and education program aimed at promoting implementation throughout the state. Over 27% of EMS agencies are regularly reporting to WEMSIS. In addition, DOH staff is working on legislation to facilitate the rate of reporting by local EMS providers and increase volume and participation throughout the state.

Coded Emergency Department Data System (CEDDS)

The CEDDS project is piloting the creation of the state's first Emergency Department (ED) data system. ED data is a critical link in providing a full picture of patient care in the state. In conjunction with WEMSIS, ED data will allow Washington to better understand each phase of the pre-hospital experience. The Department of Health has worked with several hospitals throughout the state to secure participants for the pilot. 2009 ED data for these hospitals is currently being collected as an expansion of the

Comprehensive Hospital Abstract Reporting System (CHARS). The project's governing body expects to produce a full report along with recommendations for future expansion by April 2011. This report will serve as the primary vehicle for implementing a statewide system. The final phase of the project will link collision data with ED records to facilitate the efforts of the TRC's Data Integration Team. The resulting dataset will be critical in understanding the extent of serious injuries resulting from motor vehicle collisions.

Washington Request for Electronic Collision Reports (WRECR)

Each year over 50,000 requests for collision reports are processed by the Washington State Patrol. These requests are manually searched and prepared by WSP Collision Records staff. In addition, there are hundreds of complex requests submitted by attorneys. These requests are tremendously labor intensive and represent a significant workload for WSP staff. The manual redaction and report preparation processes are intensive. This project automates these functions by allowing the public and attorneys to search and retrieve their own collision reports through a web application. The system will allow reports to be automatically redacted as well as provide for a method for online payment. Phases 1 and 2 have been successfully tested and deployed. WSP Collision Records staff are preparing for Phase 3 deployment in January. WSP expects citizens will be capable of ordering collision reports online by March 2011.

TRC Data Integration Subcommittee

The TRC's Data Integration Subcommittee has been working on a series of integration

pilot tests to bring together disparate datasets. The group's primary objective is to enhance the state's capacity to assess the human and financial toll of traffic collisions by linking injury surveillance and collision data. The Department of Health, under the leadership of Kathy Schmitt from the Office of Community Health, has completed the first effort to link collision records with Trauma Registry records. This effort brought to light several important findings. Building upon this success, the subcommittee will now focus on linking collision data with data from the CEDDS project and from Death Records. This additional "layer" will allow the subcommittee to answer several key questions identified at the onset of this work regarding cost and injury outcomes. Once this phase has been completed, the subcommittee will draft a white paper to document outcomes and suggest future direction.

Performance Measures

Washington's TRC tracks several key measures of performance intended to clearly document progress in improving traffic records systems. Several of these measures are submitted to NHTSA each year in order to qualify for Section 408 incentive grants. NHTSA validated that the measures submitted in 2010 showed "demonstrable progress" in traffic records improvements.

The TRC is planning a wholesale revision to the metrics currently used to measure the overall integrity of each of the components of Washington's traffic records system. NHTSA, in cooperation with the Governor's Highway Safety Association has been working to create a set of valid and reliable measures for use by states. The *Model Performance Measures For State Traffic Records Systems* is expected to be published in February 2011. Once this document is finalized, the TRC will begin reviewing the

measures and selecting those that are of most value in achieving the committee's overarching goals. These measures will then become the primary means for assessing system quality, identifying problems, and documenting future progress.

2011 Projects & Expenditures

In December 2010, the TRC unanimously approved Washington's sixth-year funding request for traffic records. The table below outlines new funding for FFY 2011. Funding

includes approximately \$600,000 of new or carry forward Section 408 funds and an additional \$205,000 in discretionary funds provided by the WTSC. Each project funded links directly to one or more of the objectives and accompanying strategies contained in *Washington's Traffic Records Strategic Plan*. 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 2011 Traffic Records Funding	Amount Approved
eTRIP 20. Local Law Enforcement Coordination (WASPC)	\$50,000
eTRIP 23. SECTOR Training Administrators (Johansen Collision Consulting & WSP)	\$30,000
eTRIP 24. Prosecutor Deployment & Training Administrator (WTSC)	\$150,000
eTRIP 22. SECTOR enhancements, i.e. eTRIP Governance Team enhancement priorities	\$150,000
36. Electronic Disposition Project (DOL/AOC)	\$150,000
37. Law Enforcement Collision Report Educational DVD (WSDOT, WTSC)	\$30,000
38. Violations Bureau conversion to AOC's Judicial Information System (JIS)	\$25,000
Travel Assistance for International Traffic Records Forum/eTRIP Stakeholder workgroups	\$15,000
eTRIP 15. Hardware Acquisition & Installation for Troopers (WSP)	\$70,000
eTRIP 18. Hardware Acquisition Grant to Local Law Enforcement (WASPC)	\$135,000
FFY 2011 Total	\$805,000

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 FARS, a crash must involve a motor vehicle traveling on a trafficway customarily open to the public and result in the death of a person (occupant or a vehicle or a non-motorist) **within 30 days of the crash.**

In Washington State, FARS is part of the Washington Traffic Safety Commission (WTSC) in 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 FARS is responsible for gathering data for approximately 400 fatal crashes every year.

Washington FARS coordinates with several agencies to collect hundreds of data elements relating to each fatal traffic case. Our primary data partners are: the Washington State Departments of Licensing, Health, and Transportation; the Washington State Patrol and State Patrol Toxicology Lab; statewide Emergency Medical Services agencies (public, private, and volunteer); city and county governments, and FARS analysts in other states and U.S. territories.

Information from Washington's fatality crash reports is coded to standards and definitions set by NHTSA to facilitate comparisons between states. FARS provides rigorous oversight of data quality and quantity.

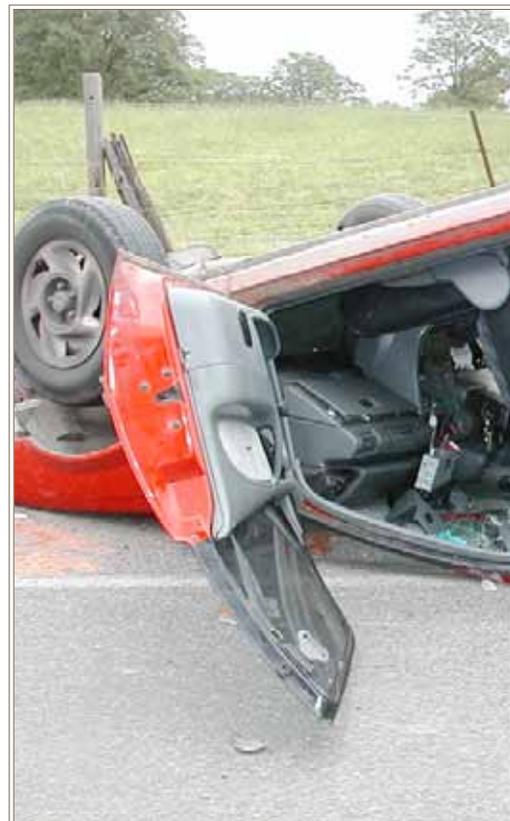
Washington FARS

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, restraint use, and other variables. FARS analysts maintain a five-year fatality spreadsheet that is updated frequently 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 four 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 data is subject to constant thorough analysis by NHTSA data experts to facilitate

nationwide fatal crash analysis. After cases are entered into the national database missing or incomplete information is sought from various data sources until each case is complete.

FARS Analysts attend 40 hours of training and several webinars each year that focus on coding changes and additions for the following year. The 2009 annual training, conducted in Anaheim, California, introduced the greatest number of new and enhanced data variables to date. Many of these data elements involve pre-crash information pertaining to condition and status of the roadway, the vehicle, and the driver prior to the crash event. Although the transition to the 2010 coding has been complex and challenging, Washington FARS continues to meet exacting federal data quality and quantity standards.

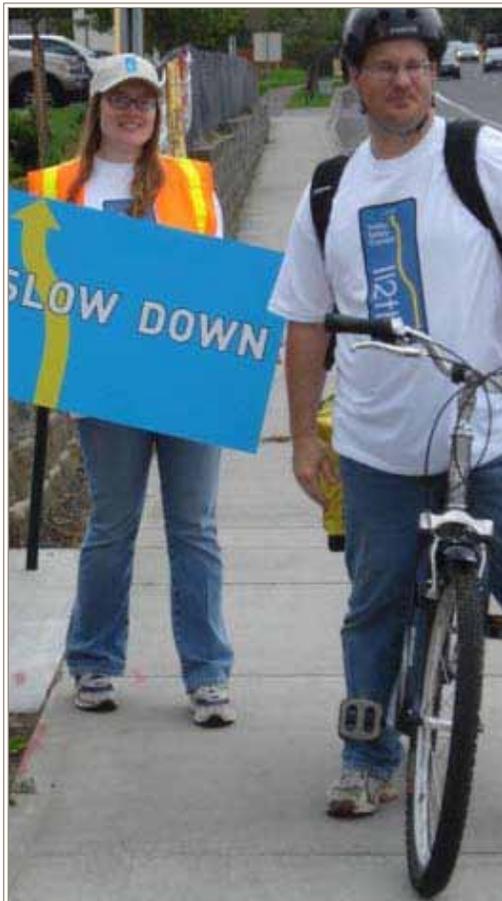


Bicycle and Pedestrian Safety

The Bicycle and Pedestrian Safety Program of the WTSC focuses primarily on community based projects. The WTSC offers a wide range of services including technical support, consultation, training, and educational materials to support programs for local audiences.

In FY2010 the WTSC worked very closely with local law enforcement agencies to increase pedestrian and bicycle safety awareness of drivers, cyclists and pedestrians.

The Spokane Police Department received a \$25,000 grant for community education and Targeted Crosswalk Enforcement. Spokane had experienced an increase from 3 to 13 pedestrian deaths in the previous year.



Enforcement was implemented in data-driven areas and community outreach was achieved through a produced television PSA, education materials and booths at public events.

The Cooper Jones Advisory Committee continued to assist the WTSC in 2010 in improving pedestrian and bicycle safety. Committee members include representatives from health, education, enforcement, insurance, licensing, and state legislative staff.

The PED BEE interactive safety program continues to be a popular tool for pedestrian and bicycle safety for elementary students. This program uses an interactive CD designed to teach children grades K-4 the importance of pedestrian and bike safety. It also includes a CD workbook for teachers to follow through with the messages taught on the children's CD. This program is available for all teachers at no cost from the City of Bellevue and the WTSC.

The 24 Target Zero Traffic Safety Task Forces provided local support to bicycle and pedestrian programs such as free helmet programs, helmet fitting, bicycle rodeos and other educational forums and health fairs.

The WTSC staff continues to provide assistance to local governments seeking to pass a local ordinance requiring bicycle helmets.

School Zone Safety

In 1996 the Washington State Legislature enacted legislation doubling the fines for speeding in a school zone, with the money from these fines being deposited into the School Zone Safety Account. Expenditures from this account may only be authorized by the Director of the Washington Traffic Safety Commission (WTSC) and used solely to fund projects designed to enhance school zone safety, pupil transportation safety, and student safety in school bus loading and unloading areas.

As part of our ongoing efforts to support school zone safety by utilizing the resources from this account, from July 1, 2009 to October 29, 2010, nearly \$1.4 million was provided for safety equipment for over 508 schools in our state.

In late spring 2009, the WTSC announced the recipients of the third round of grants for the School Zone Flashing Lights Program. Local communities, counties, school districts, and tribal nations were eligible to participate in this program. The response to this proposal was overwhelming, with grants being awarded to 159 schools totaling nearly \$1.5 million. Grant funds provided hardware, software, and signage, and the grantee is responsible for the installation and ongoing maintenance costs of the project. Efforts to provide these lighting systems are ongoing, with another grant announcement for \$600,000 released in October 2010.

As part of WTSC's 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 2010, WTSC continued



to be a dedicated partner, working with these agencies to distribute funds through the Pedestrian and Bicycle Safety and Safe Routes to School program enhancing the safety of those children walking and biking to school.

As part of ongoing efforts to assist schools in educating their students, teachers and parents about school zone safety, a Curriculum Kit and Resource Guide for School Zone Safety are available, for free, via the WTSC's website. 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, RCW's, WAC's, and safety tips for parents in multiple languages.

The WTSC, in conjunction with AAA of Washington, also provided training to 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 also continued to provide mini-grants for schools to purchase school zone crossing guard equipment and other educational items as requested. During the 2007-09 biennium 159 schools/school districts received a total of \$89,637.72 for this equipment, and from July 1, 2009 to November 1, 2010, 252 additional schools have received approval for equipment, totaling \$126,040.00.

Motorcycle Safety



Based on data from the Washington Department of Licensing (DOL) motorcycle registrations have remained consistent when compared to 2009 (approximately 204,000 from January through September). Although still a fairly small percentage of the total number of vehicle fatalities, motorcycle riders are the only group whose fatality rates continue to trend up-ward.

WTSC is continuing its partnership with the Washington State Patrol (WSP), DOL and others on the Motorcycle Strategy Group. In addition to the WTSC, WSP and DOL, the Strategy Group is composed of members of NHTSA Region 10, local law enforcement, Target Zero Managers and FARS analysts. The Strategy Group continues to utilize two methods of addressing the fatality problem, the use of increased media combined with aggressive enforcement activity.

Education has two target audience: the public and law enforcement. A fold-out brochure for the public was developed to provide facts and laws specific to motorcycles. This brochure has been very popular and dealers have voluntarily placed them in their stores. A roll call video was developed to help law enforcement identify traffic violations related to motorcycles. A card that fits in ticket books was also created to assist officers with the specific statutes for motorcycle related laws.

In July, the statewide speeding campaign included enforcement of speeding motorcycles. Unfortunately, there was an increase in motorcycle fatalities during the month of July when compared to 2009, from 9 to 15. However, enforcement combined with outreach to the public can have safety benefits. As of this writing, there is one fewer motorcycle fatality in 2010 than in 2009.

The National Highway Traffic Safety Administration (NHTSA) continued to provide dedicated funding for motorcycle safety through Section 2010 grants in SAFETEA-LU. WTSC provides this funding to the Department of Licensing (DOL) to continue with a motorcycle responsibility campaign known as "Endorse Your Sport." A TV PSA produced in 2008 that encouraged riders to obtain training and a motorcycle endorsement was run during high crash months. In addition, three radio ads reminding drivers to watch for riders were produced and aired. The Section 2010 grant was again applied for and received for FFY 2011. DOL continues to have year-round, state-wide training for riders of all abilities.

Rider fatality rates still remain too high when compared to the number of motorcycles on the road. However, we believe these numbers can be reduced in alignment with Target Zero by continuing with the partnerships already developed, and though the utilization of other proven strategies.



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 FY2010 was directed at the following corridor projects:

Current Projects

- **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. This project kicked-off in June 2009.
- **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 and kicked off in February 2009.
- **112th Corridor, Vancouver.** The 112th Traffic Safety Corridor extends 3.6 miles on NE 112th Avenue and includes Chkalov Drive and Gher Road. The project kicked off in September 2009.



Closed Projects

- **US 2 Snohomish/King County.** This project spanned nearly 65 miles from the town of Snohomish to Stevens Pass. It began in March 2008 and closed in April 2010. At the completion of this project fatal and serious injury crashes were down by 9%, alcohol-related collisions were down by 34%, total collisions were down by 22%, and total injuries down by 31%.
- **State Route 27 Corridor.** This project consisted 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 and closed in May 2010 and saw an increase in total and alcohol-related collisions of 1% and 22% respectively. Fatal and serious injuries also saw an increase of 9%. Total injuries on this stretch were down 9% over the course of the project.



Police Traffic Services



The Police Traffic Services (PTS) program provides traffic enforcement training and equipment to the nearly 300 law enforcement agencies of Washington State. In federal fiscal year 2010, the PTS program awarded approximately \$3,000,000 to state, county and municipal enforcement agencies for specialized training in traffic safety issues, for equipment for traffic enforcement, and for overtime for special projects or campaigns.

PTS continued to fund the commercial vehicle enforcement project organized by the Grays Harbor County Sheriff's Office. This year they received \$25,000 to conduct inspections of commercial vehicles that travel through their county. The commercial vehicle officers of the Washington State Patrol (WSP) and the sheriff's office worked with local law enforcement to target commercial vehicles, including logging trucks driven with poorly secured loads or that had serious mechanical defects. Many commercial vehicles were fined and put out of service.

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

1. The Criminal Justice Training Commission (CJTC) received a \$5,800 grant for two projects. The CJTC plan was two-fold: first, deliver a radar/lidar blended learning

train-the-trainer curriculum that meets or exceeds NHTSA's training standard; second, develop and provide a standard basic motor operator course that meets the needs of every law enforcement agency.

2. The Washington Association of Sheriffs and Police Chiefs (WASPC) received a block grant in the amount of \$500,000 for distribution by their Traffic Committee to local law enforcement agencies for the purchase of equipment to enhance traffic safety enforcement, to include SECTOR hardware for electronic ticketing and collision reporting. WASPC's Traffic Committee is staffed by law enforcement professionals who are in the best position to determine the types of equipment that 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 over \$1,430,000 for traffic enforcement. This money was distributed to the eight WSP Districts and was used to fund overtime and equipment purchases. Overtime was paid to troopers for impaired driving, speeding, seat belt, and corridor enforcement projects.



Target Zero Traffic Safety Task Forces

Law Enforcement Liaison Programs FFY 2010

The end of FFY 2010 completed the first year of the revised structure and implementation of the Target Zero Traffic Safety Task Force (TSTF) program in 24 strategic locations within Washington. This program provides local traffic safety initiatives covering 90% of the states' population. This new and significantly different program and management structure provides a strong and vital delivery mechanism to promote Target Zero priorities at the local level. This program structure ensures local traffic safety initiatives will be directly aligned with the priorities outlined in Target Zero as well as those identified at the national level. Funding to support this program is a partnership between the NHTSA and the state of Washington.

This past year, the Target Zero Task Force Managers (TZMs) successfully implemented four statewide DUI mobilizations, two statewide speeding mobilizations and one seatbelt enforcement campaign. Individual TZMs supported by local Law Enforcement Liaisons (LELs), provided leadership and direction toward local enforcement activities to identify data-driven locations and high priority areas in need of specific enforcement.

In addition to delivering programs to the local level; three counties have implemented Target Zero Teams. This program requires multijurisdictional enforcement coordination using specific data to identify high crash locations and DUI drivers.

Other areas of Task Force support include WTSC Corridor projects, child passenger safety programs, sustained enforcement projects, school projects and addressing local traffic safety within their communities.



Two TZMs have received national recognition for their creative grant programs: Chelan-Douglas completed a \$235,000 child passenger safety grant project from NHTSA; and Tacoma Pierce County is in their third year of a Party Intervention Patrol (PIP) program to provide immediate intervention to parents and youth involving drugs and/or alcohol.

Part of the foundation of the new Program is a formalized LEL network to assist and support TZMs. This network of law enforcement professionals has been developed through a process of soliciting and interviewing candidates within local communities.

This past year, 27 LELs worked closely with their local TZMs and have developed a well defined set of deliverables for their programs. The LEL network's primary focus is to assist the TZMs with the development, delivery, and assessment of High Visibility Enforcement (HVE) programs at the local level. This new program has been credited with increasing the number of law enforcement agencies participating in the WTSC enforcement activities and local traffic safety initiatives. The LEL program is an invaluable asset to the success of state and local traffic safety programs.

Tribal Traffic Safety

The Washington Traffic Safety Commission (WTSC) continues to promote traffic safety partnerships with the 29 federally recognized tribes in Washington. Following the May 2009 Summit outlined in the 2009 HSP, Washington tribes have played a vital role in the updating of Target Zero — Washington's Strategic Highway Safety Plan.

WTSC has solidified an agreement with the Colville Confederated Tribes to continue the Traffic Safety Task Force on the Colville Reservation. The goal of this program mirrors Target Zero. A reduction of fatal crashes, increased DUI arrests and speeding violations have dramatically impacted and improved traffic safety on the tribal land. The Colville Tribal police have committed to increase speeding citations and DUI arrests by 10% and reduce speeding and alcohol related and fatal collisions by 10%. Preliminary data indicated they have are very successful in obtaining their goals. WSDOT has reported receiving electronic collision reporting from the tribal officers in compliance with the states reporting criteria. Child passenger safety education and community traffic safety outreach are a continued priority to the Task Force

NATEO

WTSC continues to support the local tribal law enforcement through the agencies annual grant process. This past year, the Native American Tribal Enforcement Officers (NATEO) applied for and received \$50,000 from WTSC to purchase equipment for individual tribes to promote traffic safety enforcement. This was the third annual grant to support tribal agencies with equipment and seven police agencies participated in the process. Many Washington tribes continue to participate in statewide sustained DUI and speed enforcement mobilizations dedicated to reducing serious injury and fatal crashes.

Special Project Grant

In 2009, funding was provided to the Washington State Patrol and the Yakama Reservation to support DUI enforcement and education on the Yakama Reservation. The Yakama Tribal Police purchased SFST portable breath test devices and the WSP provided training and certification to tribal officers which allowed the officers to use these devices on patrol. The Yakama Tribal Court does not recognize the standard Washington BAC machine but will accept the outcome of a SFST breath test supporting a DUI arrest. This program continues to date and data has identified a drop in fatality vehicle collision from 81% to 33%. The original investment was \$5,000.

The WTSC Tribal Advisory Board continues to meet and act as a strong voice to WTSC on tribal traffic safety issues. The Board's members represent the WSDOT, tribal engineers, law enforcement, advocates and tribal elders from each side of the 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, Young Drivers, Occupant Protection, Distracted Driving, Motorcycle Safety, Tribal Traffic Safety, and Community Traffic Safety Task Forces.

This year Communications managed four project funds: General Communications, Target Zero Awards, Annual Attitudes, Knowledge & Awareness Survey, and a subgrantee's project, which was terminated by mutual agreement and the funds were redeployed.

General Communications

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

Complete second year of a two-year project to improve WTSC website, building out the site based on the ongoing site usability study. Also support legislative and stakeholder education on Target Zero and cover multi-program contractor expenses.

A website team of internal staff and internationally-recognized usability contractor AnthroTech, Inc. built out the agency's website: www.wtsc.wa.gov.

- Determined backend technology: Wordpress Content Management System
- Identified and implemented Extranet technology: Basecamp
- Identified and implemented web metrics: Crazy Egg and PIWIK
- Identified staff as web page owners throughout the site
- Brought in an internationally-recognized web writing expert to train staff

- Conducted web writing collaboration
- Developed content of text, media, downloads, etc.
- Programmed the backend in relationship to content
- Developed and presented to staff a User's Guide: writing style rules and web standards
- Received first round of backend training to allow staff to handle most of the site maintenance
- Conducted extensive testing on the development server and migrated to the stage and production servers for the launch
- Recognized key staff contributions to content
- Received positive feedback from site visitors

Other monies covered legislative education and multi-program efforts, notably in the Extranet and earned media.

Target Zero Awards

HSP: Conduct bi-annual Target Zero Awards program.

An important element of continuous improvement is recognizing excellence, which is the the purpose of the Target Zero Awards program.



- Award categories are aligned with Priority One and Two in Target Zero
- Call for Entries was distributed via email and posted to the WTSC website on March 30, 2010
- Judging panel consisted of 10 traffic safety professionals from partner agencies including WA State Dept. of Transportation, WA Dept. of Health, WA Dept. of Licensing, Target Zero Managers, and law enforcement officers
- 23 individual and group winners were chosen from throughout Washington State
- Formal luncheon was held at Lacey Community Center in Lacey, WA on Wednesday, Sept. 22, 2010 for winners and their guests, WTSC Commissioners, and stakeholders
- Winners were interviewed and featured in a DVD that was shown at the ceremony
- Winners received a plaque, certificate, and DVD
- A professional photographer took candid and posed digital photos throughout the luncheon ceremony
- On Sept. 23, news releases customized for each winner were sent to local media outlets in each winner's geographic area along with a posed photo
- To reduce costs, photos were posted to the WTSC's section of FLICKR, the photo sharing website, and the DVD clips were posted to the WTSC's YouTube channel. This allowed winners and their friends, family, and co-workers the opportunity to obtain copies of the media materials without the need for producing and distributing hard copies through mail.

Annual Attitudes, Knowledge & Awareness Survey

HSP: Conduct an attitudinal survey, possibly in July, to determine public thoughts and actions related to occupant protection, impaired driving and speeding behaviors. This survey will follow the model and questions recommend by GHSA and NHTSA.

A survey team of staff and contractor Gilmore Research designed, tested, conducted and analyzed Washington's first annual statewide survey on attitudes, knowledge and awareness.

- Eligible respondents: Washington drivers age 18 years and older who were renewing their driver license
- Goal: 1,000 surveys
- Strategized extensively on how to develop and conduct a survey to maximize success of collection and analysis
- Conducted intercept surveys at Department of Licensing (DOL) offices and a web survey was posted on the DOL website, available for drivers who had renewed their license online
- Survey instrument: 12 questions covering NHTSA requirements plus demographic information and one question on cell phone usage while driving
- Languages: English and Spanish for intercept survey; online in English
- Conducted a pretest of the intercept survey; slight modifications to the survey were made
- Intercept surveys were gathered at 15 DOL locations in 15 cities statewide between July 1 and July 30
- Online survey available on the DOL website from July 18 through July 31
- A total of 2,374 surveys were gathered, all but five were completed
- Response rates:

Onsite Survey	Total	Percent
Total Drivers Eligible for Survey	2,607	100.0%
Refused	157	6.0%
Not Completed	150	5.8%
Completed Surveys (including 5 partials)	2,300	88.2%
Web Survey	Total	Percent
Total Online Renewals	7,378	100.0%
Completed Surveys	74	1.0%

For more information on the survey see Crash Data, Goals and Performance Measures.

Paid Media Plan

HSP: To remain aligned with proven strategies identified in Target Zero, extra enforcement campaigns were publicized through both earned and paid media before and during

grant-funded enforcement patrols. With the Impaired Driving and Occupant Protection programs, certain campaigns coincided with national mobilizations.

Expert media buyers knowledgeable in the Washington markets conducted an analysis to determine the optimum media channel(s) for each initiative. With television and radio buys, media buyers are required by contract to obtain no charge value-added media of equal or greater value than purchased media.

Paid media was be evaluated upon reach and frequency obtained. Additionally the statewide speeding campaign involved a knowledge and awareness survey as part of the evaluation. Also the new performance measure survey of public attitudes regarding traffic safety help with evaluating paid media. Washington's media buys using federal funding were planned as follows:

Program	Amount	Fund #	Month	Media Channel	Remarks
Impaired Driving	\$200,000	410	Aug-Sept	TV	Drive Hammered—Get Nailed coinciding with national mobilization
Impaired Driving	\$400,000	410	Nov-Dec, Mar, Jun- Jul	Radio	X52 DUI
Impaired Driving	\$15,000	410	Ongoing	TV	Yakima Sober Streets
Speeding	\$300,000	402	Apr-May	TV, radio,	Statewide
Occupant Protection	\$90,000	405	Oct-Nov	Radio	Nighttime Seat Belt - Sustained
Occupant Protection	\$250,000	405	May	TV, radio	Nighttime Seat Belt coinciding with national mobilization
Child Passenger Safety	\$60,000	2011	TBD	Radio	Select locations around the state

Paid/Value-Added Media and Earned Media by Campaign

With paid media, our contracted expert media buyers analyze the target demographic, available media channels for reaching the demographic, Washington media markets and specific media outlets. They negotiate vigorously to gain the best reach and frequency for each campaign.

With earned media, we attribute the success of the pre- and post-enforcement coverage to the combined efforts of our media contractors and Target Zero Managers around the state, many of whom made use of their local relationships with key members of their communities.

Also, for earned media, as part of our continuous improvement approach, in 2010 we updated our valuation system.

Impaired Driving

The Drive Hammered—Get Nailed campaign occurred in August and September 2010 in conjunction with NHTSA's national campaign. (For information on paid media for Yakima Sober Streets, see the Impaired Driving section.)



August/September 2010 Drive Hammered-Get Nailed | Paid and Value-Added Media

- Demographic | Males 18-34
- Dates | August 2 – September 5, 2010
- Contractor | Media Plus
- Channels | Television and Radio
- Television Creative | Double Vision
- Radio Creative | Navigator
- Television | Reach – 59.5% - Frequency 5.2
- Television Value-Added = \$129,991 = 102% of paid
- Radio | Reach – 46% - Frequency 6.0
- Radio Value-Added = \$73,746 = 100.4% of paid
- Budget = \$200,000 | Actual Total Paid = \$200,200

Value-Added Media | Hard Cost Return on Investment (ROI)

- Value-Added = \$203,737
- Hard Costs = \$13,200
- ROI | 15:1

Earned Media | August 2010 Drive Hammered — Get Nailed

- Contractor | Furlong Communications
- Impending Enforcement news release | Hook = “Largest ever”
- Patrol Results news release | WSP BAC report
- Radio PSAs: Choose Your Ride live read (none in media buy)
- TV PSAs: Double Vision (stations not in the media buy)

Earned Media ROI | Return on Investment on Hard Costs

Using new valuation system – using item types with a media market

News Release	Value	Hard Costs	ROI
Impending	\$243,040	\$16,532	15 : 1
Post	\$80,295	\$12,289	7 : 1



Speeding

April 2010 Slow Down or Pay Up | Paid and Value-Added Media

- Demographic | Males 18-34
- Dates | April 5 – April 25, 2010
- Contractor | Media Plus
- Channel | Television
- TV Creative | “Signs”: 30 and :10 in English and Spanish
- TV | Reach – 77% - Frequency 7.5
- TV Value-Added = \$ = 107% of paid
- Budget = \$200,000 | Actual Total Paid = \$201,533

Value-Added Media | Hard Cost Return on Investment (ROI)

- Value-Added = \$214,982
- Hard Costs = \$12,127
- ROI | 18:1

Earned Media | April 2010 Slow Down or Pay Up

- Impending Patrols news release and media event
- Contractor | PRR
- First statewide campaign in Washington

SDPU 2010 Hard Costs
without Graphics/Signs: \$33,477
SDPU 2010 Hard Costs
with Graphics/Signs: \$43,229

ROI | Return on Investment on Hard Costs

- ROI without cost of signs: 11: 1
- ROI with cost of signs: 9: 1

X52: Extra Patrols Every Week

FY 2010 was the third year of the X52 program. 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.

March 2010 X52 DUI | Paid and Value-Added Media

- Demographic | Males 18-34
- Dates | March 8 – March 21, 2010
- Contractor | Media Plus
- Channels | Radio
- Radio Creative | Navigator
- Radio | Reach – 41%
- Radio Value-Added = \$41,094
- TV & Radio Value-Added = 106.9% of paid
- Budget = \$50,000 | Actual Total Paid = \$46,663

Value-Added Media | Hard Cost Return on Investment (ROI)

- Value-Added = \$41,049
- Hard Costs = \$3,040.52
- ROI | 13:1

June 2010 X52 DUI | Paid and Value-Added Media

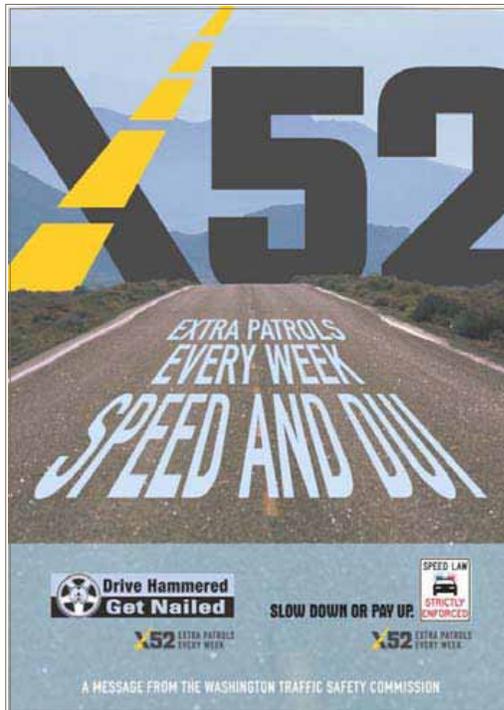
- Demographic | Males 18-34
- Dates | June 14 – July 5, 2010
- Contractor | Media Plus
- Channels | Radio, Television, and Out of Home (gas pump toppers, ice box wraps,

and billboards). See separate section below on online video games.

- Television Creative | :30 Double Vision
- Radio Creative | :60 Navigator
- Television | Reach – 40% - Frequency 3.8
- Television Value-Added = \$56,323 = 100% of paid
- Radio | Reach – 34% - Frequency 5
- Radio Value-Added = \$45,907 = 105% of paid
- Out of Home Value-Added = \$4,000
- Budget = \$110,000 | Actual Total Paid = \$109,572

Value-Added Media | Hard Cost Return on Investment (ROI)

- Value-Added Value = \$106,230
- Hard Costs = \$7,241
- ROI | 15:1



X52 Earned Media

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

2009-2010 Xbox 360 Advertising | DUI and Speeding

- Vendor | Massive, a subsidiary of Microsoft
- Channel | Online video gaming
- Creative | Two foundation graphics for each program with Massive creating numerous versions of each
- Demographic | Male, 18-34 in Washington
- Radio | Reach – 40% - Frequency 4.4
- Budget total = \$100,000 (\$50K dui, \$50K speeding)
- Value-added = negotiated additional 50% (\$50,000)
- SOV of 35% (share of voice)*
- One impression = 10 seconds of ad viewing
- Total (dui & speeding) of 3,956,196 impressions = 11 hours of exposure to message



Occupant Protection Nighttime Seat Belt

In October/November 2009 and May 2010, seat belt patrols were conducted during the nighttime hours when seat belt use drops and the death rate increases. These mobilizations were the final campaigns of a research study on nighttime seat belt enforcement.

October/November 2009 Nighttime Seat Belt | Paid and Value-Added Media

- Demographic | Males 18-34
- Dates | October 19 – November 8, 2009
- Contractor | Media Plus
- Channels | Radio
- Radio Creative | CIOT (Day and Night)
NHTSA Ad tagged for Washington
- Radio | Reach – 63.5% - Frequency 6.5
- Radio Value-Added = \$108,360.50 = 109.6% of paid
- Budget = \$90,000 | Actual Total Paid = \$98,872

Value-Added Media | Hard Cost Return on Investment (ROI)

- Value-Added = \$108,360.50
- Hard Costs = \$5,932.32
- ROI | 18:1

May 2010 Nighttime Seat Belt | Paid and Value-Added Media

- Demographic | Males 18-34
- Dates | May 16 – May 31, 2010
- Contractor | Media Plus
- Channels | Radio, Television, and Dailies
- Television Creative | “Invisible” NTSB Ad
- Radio Creative | CIOT (Day and Night)
NHTSA Ad tagged for Washington
- Dailies | Seattle Times, (Spokane)
Spokesman Review, Tacoma News Tribune,
Yakima Herald, Tri-Cities Herald
- Television | Reach – 65% - Frequency 5.3
- Television Value-Added = \$175,679 = 103% of paid
- Radio | Reach – 61% - Frequency 6
- Radio Value-Added = \$100,932.10 = 97.9% of paid
- TV & Radio Value-Added = 100.7% of paid
- Budget = \$285,714 | Actual Total Paid = \$285,251.62

Value-Added Media | Hard Cost Return on Investment (ROI)

- Value-Added = \$276,611.10
- Hard Costs = \$17,068
- ROI | 16:1

Earned Media | October/November 2009 Nighttime Seat Belt

- Contractor | Furlong Communications
- Impending Enforcement NEWS RELEASE | Hook = Additional grant funding given to law enforcement agencies for sustained nighttime seat belt patrols
- Patrol Results NEWS RELEASE | Hook = Nighttime seat belt patrols continue to

- find unbuckled drivers and other serious violations
- Radio PSAs: Live read scripts and WSP Chief Les Young (None in the media buy)
- TV PSAs: Invisible (Stations not in the media buy)

Earned Media ROI | Return on Investment on Hard Costs

Using new valuation system – using item types with a media market

News Release	Value	Hard Costs	ROI
Impending	\$87,125	\$5,794.50	15 : 1
Post	\$66,365	\$3,959.00	17 : 1

Earned Media | May 2010 Nighttime Seat Belt

- Contractor | Furlong Communications
- Impending Enforcement NEWS RELEASE | Hook = Research Finds a High Percentage of Unbuckled Nighttime Drivers Have Criminal Records
- Radio PSAs
- TV PSAs

Earned Media ROI | Return on Investment on Hard Costs

Using new valuation system – using item types with a media market

News Release	Value	Hard Costs	ROI
Impending	\$125,653	\$12,000	10 : 1

Distracted Driving

June 2010 Distracted Driving | Paid and Value-Added Media

- Demographic | Males 18-34
- Dates | June 7 – June 27, 2010
- Contractor | Media Plus
- Channels | Radio and Television

- Television Creative | :05, :10, or :20 billboards or sponsorships
- Radio Creative | :10 and :15 traffic sponsorships
- Television | Reach – 37% - Frequency 2.9
- Television Value-Added = \$15,545 = 129% of paid
- Radio | Reach – 37% - Frequency 1.8
- Radio Value-Added = \$4,891 = 127% of paid
- Budget = \$15,000 | Actual Total Paid = \$15,101

Value-Added Media | Hard Cost Return on Investment (ROI)

- Value-Added = \$20,436
- Hard Costs = \$996
- ROI | 21:1

School Zone Safety

May 2010 School Zone Safety | Paid and Value-Added Media

- Demographic | Females 25-44
- Dates | May 2 – May 15, 2010
- Contractor | Marketing Partners
- Channel | Radio :60
- Radio Creative | “The Getaway” – Spring version
- Radio | Reach – 40% - Frequency 4.4
- Radio Value-Added = \$72,459
- Value-Added = 148% of paid
- Budget = \$50,000 | Actual Total Paid = \$48,697

Value-Added Media | Hard Cost Return on Investment (ROI)

- Value-Added = \$72,459
- Hard Costs = \$3,000
- ROI | 24:1



September 2010 School Zone Safety | Paid and Value-Added Media

- Demographic | Females 25-44
- Dates | September 6 – September 19, 2010

- Contractor | Susan Ferguson Media LLC
- Channel | Radio :60
- Radio Creative | “The Getaway” – Spring version
- Radio | Reach – 40% - Frequency 4.4
- Radio Value-Added = \$68,276
- Value-Added = 152% of paid
- Budget = \$50,000 | Actual Total Paid = \$45,048.30

Value-Added Media | Hard Cost Return on Investment (ROI)

- Value-Added = \$68,276
- Hard Costs = \$3,000
- ROI | 23:1

Summary | Development of Creative

Existing Creative Used		
Impaired Driving	Radio	Live Read – English :10
Impaired Driving	NHTSA's Birthday Party	TV Spanish :30
Impaired Driving	NHTSA's Over the Limit-Under Arrest	TV English :30
Impaired Driving	Ignition Interlock	Roll Call DVD
Impaired Driving	Victim Dedications	Brochure
Impaired Driving	Radio	Live Read-English :30, :10
Speeding	Signs	TV English, Spanish :30, :10
X52	Mountain & Roadway	Poster
X52 - Impaired Driving	Navigator	Radio English :60, :30
X52 – Impaired Driving	Double Vision (local tags)	Radio English :30, :10
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
X52 – Speeding	KDDS Radio	Live Read – English :60
Teen Driver Safety Week	Practice, Practice, Practice	Vignette for Website
Teen Driver Safety Week	16 th Birthday	Vignette for Website
Teen Driver Safety Week	Practice What You Preach	Vignette for Website
Teen Driver Safety Week	The Right Focus	Vignette for Website
Teen Driver Safety Week	www.washingtonteendriversafetyweek.com	Website
Nighttime Seat Belt	Patrols Moving to Nighttime Hours	Rack Card English/Spanish
Nighttime Seat Belt	Invisible	TV English :30
Nighttime Seat Belt	Night Photo	Broadcast Graphics
Nighttime Seat Belt	Night Photo	Web ads
Nighttime Seat Belt	Various Sizes	Print Ads
Nighttime Seat Belt	Almeida	TV Spanish :30
Nighttime Seat Belt	Garcia	TV Spanish :30
Booster Seat	Up to 4’9”	TV English :30
Booster Seats	Up to 4’9”	TV English :30
Child Passenger Safety	Laws and Best Practices for Day Cares	Rack Card English/Spanish
Motorcycles	Rider Safety Tips	Brochure
Motorcycles	Your Mom Loves You	Poster
Motorcycles	Bogus Helmets	Brochure
Motorcycles	Soft and Squishy on Inside	Rack Cards
Motorcycles	Impound Law, etc.	Roll Call DVD
School Zone Safety	Kindergartner Cop Autumn	Radio English :60
School Zone Safety	Kindergartner Cop Spring	Radio English :60
School Zone Safety	The Getaway – Autumn	Radio English :60, :30
School Zone Safety	The Getaway - Spring	Radio English :60, :30
School Zone Safety	Daylight hours are getting longer – Reminder to slow down in school zones	Live Read–English :10, :30
Target Zero	Lowell Porter Narration	Educational Video 9:00
Tribal Traffic Safety	Protecting Our Future	DVD
Existing Creative Edited in 2010		
Impaired Driving	Costs and Consequences	Brochure
Child Passenger Safety	Law and Proper Car Seat Use Reference	Pocket Card

New Creative Developed in 2010		
Impaired Driving	We'll take a week off when drunk drivers do	Gas Pump Toppers
Impaired Driving	Target Zero Teams	Logo and Tagline Coasters Posters Rack Cards Window Clings Magnetic Vehicle Signs
X52 Impaired Driving	Logo – Rim and handcuffs We'll take a week off when drunk drivers do	Icebox Wraps Gas Pump Toppers Dart Board Static
Speeding	Slow Down or Pay Up	Signage Banners
Speeding	Deputy Craig Chamberlin KAYU Spokane	TV English :15
Young Drivers		Banners
Seat Belts	Click It and Ticket Yakama Nation	Posters
Distracted Driving	Text Talk Ticket	Rack Cards
	Text Talk Ticket	TV Tickers
	Text Talk Ticket	Facebook Web Ad
Target Zero Awards	2010 Awards	Call for Entries Program Booklet Event Signage Banners Certificates

Summary | Media Relations

There were 20 WTSC news releases distributed in 2010. WTSC continued to work with traffic safety partners to ensure accurate news releases, with several joint releases being distributed. To maximize pick up by media outlets, with most statewide campaigns up to 24 localized versions of a news release template were customized and distributed.

The reach of each news release was increased through stakeholder email distribution lists and by posting to WTSC's website. The following news releases and advisories, usually accompanied by a fact sheet, were distributed between October 7, 2009 and September 23, 2010:

News Reslease Distributed in FFY 2010	
National Teen Driving Safety Week	October 7, 2009
Special Sustained and Nighttime Seat Belt Patrols	October 16, 2009
Nighttime Seat Belt Enforcement Funding Granted	October 19, 2009
Results of the Recent Nighttime Seat Belt Patrols	November 18, 2009
Washington's Seat Belt Use Rate	January 5, 2010
Traffic Deaths Reach 50 Year Lows (joint)	March 3, 2010
Slow Down or Pay Up – Save the Date	March 26, 2010
Slow Down or Pay Up – Media Advisory	April 1, 2010
Slow Down or Pay Up	April 8, 2010
Nighttime Seatbelt Patrols	May 12, 2010
Updated Cell Phone Law (joint)	June 7, 2010
Ford Driving Skills Event – Media Advisory (joint)	July 22, 2010
Drive Hammered—Get Nailed	July 26, 2010
Ford Brings Driving Skills for Life to WA (joint)	August 9, 2010
Drive Hammered—Get Nailed – Results	September 9, 2010
Target Zero Teams Welcome Liquor Board Partner (joint)	September 17, 2010
Up Close and Personal With the Target Zero Teams (joint)	September 17, 2010
Washington's Seat Belt Use Rate Jumps in 2010	September 21, 2010
Lowest Fatality Rate in History	September 23, 2010
Target Zero Traffic Safety Awards	September 23, 2010

2010 WTSC's Communications Milestones

- Based on a site usability study, built out and launched an well-received updated user-friendly and visually pleasing agency website with a Style Guide and Web Standards
- Launched the use of Basecamp as an Extranet
- Launched agency usage of FLICKR photo sharing website
- Worked closely with the Traffic Research and Data Center to develop and conduct first annual attitudes, knowledge and awareness survey
- First year we reached a key demographic by advertising in online video games
 - Target Zero Priority I programs: Impaired Driving and Speeding
- Directed significant media event to launch Washington's first statewide high visibility enforcement for Speeding, covered by ABC, CBS, NBC, FOX television networks
- Developed Speeding creative for media buy: Billboards, gas toppers, and traditional Web ads
- Target Zero Teams, a 403 project
 - Developed name treatment and tagline
 - Designed and printed rack cards (law enforcement and ignition interlock installers), coaster, posters window clings
 - Partnered with Liquor Control Board on
 - Direct mailing to on-premise licensees of set of four posters with cover letter
 - Direct mailing to off-premise licensees of window clings with cover letter
 - Designed and printed magnetic signs for Target Zero Team police cars

- Produced, taped, edited, and had posted on WSP YouTube channel Up Close & Personal video clips of state and local TZT law enforcement
- Assisted with July 1 media event and project launch (Earned media handled by the Target Zero Managers and Washington State Patrol in King, Pierce, and Snohomish County)
- Coordinated and tracked paid media buys:
 - Drive Hammered – Get Nailed
 - Speeding
 - X52 DUI
 - Nighttime Seat Belt
 - Child Passenger Safety in regions
 - Distracted Driving
 - School Zone Safety
- Assisted with images for 2010 Target Zero: The Plan
- Wrote an extensive section of briefing book and made two presentations for the DUI Assessment, receiving a very positive assessment on the Communications program
- Conducted two RFPs and selected two media buyer contractors and three graphic design contractors
- Conducted the lauded Target Zero Awards program
- Updated the agency valuation system for earned media
- Functioned as a timely resource for journalists
- Expanded Spanish-language creative including TV and radio ads and printed materials
- Continued subtitling all new educational DVDs in both English and Spanish.
- 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.



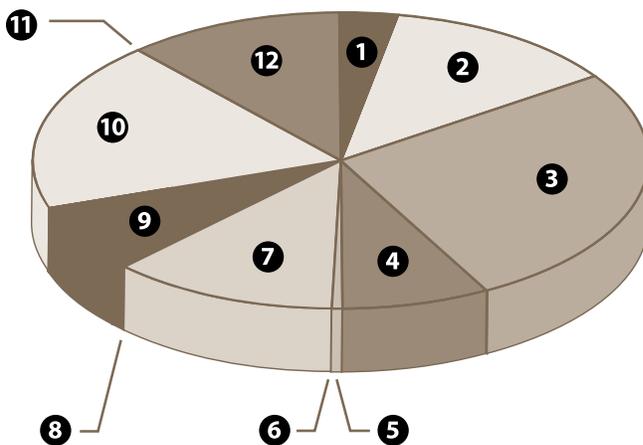
Milestone Quote

In February 2010 a panel of experts from other states conducted a NHTSA-required assessment of Washington’s impaired driving program. From the panel’s Assessment of the Communications Program:

It is clear from the State’s Communications Calendar that these efforts are thoroughly planned throughout the fiscal year. WTSC’s comprehensive communications program is based on a multifaceted and integrated use of various communications strategies. WTSC’s communications plan is implemented through various public education and awareness strategies designed to increase the motorist’s knowledge and understanding of impaired driving in Washington. From use of earned media through press releases, web sites, developed materials, to variable message signs, a clear and consistent impaired driving message is communicated throughout the state. This coupled with paid media involving radio, television, cable, online gaming, movie theaters, and in limited cases billboards ensures message saturation.

Financial Summary

	402	405	410	408	2010	157	1906	163	406	2011	Total	% of Total
P&A	\$379,750								0		\$379,750	3.2%
Traffic Records	\$567,710			424,168		0	132,500	0	383,012		\$1,507,390	12.5%
Impaired Driving	\$641,435		2,580,303			0		0	0		\$3,221,738	26.8%
Occupant Protection	\$120,092	312,632				0			81,951	414,479	\$929,154	7.7%
Pedestrians	\$67,792								0		\$67,792	0.6%
Bicycles	\$0										\$0	0.0%
CTSP/ Safe Communities	\$1,240,829					0		2,508	181,097		\$1,424,434	11.8%
Motorcycles	\$0				97,127						\$97,127	0.8%
Speed	\$816,621								0		\$816,621	6.8%
Police Traffic Services	\$1,277,807					0		0	953,073		\$2,230,880	18.6%
EMS	\$0								0		\$0	0.0%
Paid Media	\$350,030	374,124	599,999			0		0	0	21,738	\$1,345,891	11.2%
TOTAL											\$12,020,777	



- 1 P&A - 3.2%**
- 2 Traffic Records - 12.5%**
- 3 Impaired Driving - 26.8%**
- 4 Occupant Protection - 7.7%**
- 5 Pedestrians - 0.6%**
- 6 Bicycles - 0.0%**
- 7 CTSP/ Safe Communities - 11.8%**
- 8 Motorcycles - 0.8%**
- 9 Speed - 6.8%**
- 10 Police Traffic Services - 18.6%**
- 11 EMS - 0.0%**
- 12 Paid Media - 11.2%**

Looking to the Future

As the traffic safety community in Washington reflects on the accomplishments of the past year, we see more clearly what the state has done well and what we can improve on in the year to come. An important factor in Washington's continuing traffic safety success story is the state's aggressive implementation and refinement of Target Zero, the state's Strategic Highway Safety Plan (SHSP). Washington developed the vision of Target Zero and use of this plan as a "guiding light" for traffic safety planning in 2000, a full seven years ahead of the rest of the country. This has proven to be a pivotal event in transportation and traffic safety planning in Washington.

This radical new approach to comprehensive traffic safety planning built upon Washington's 30-year history of leadership in traffic safety. Given the level of hard work invested in the development, implementation of Target Zero, the resulting

positive outcomes clearly define the path forward. By continuing to follow this path, people traveling in Washington will experience fewer traffic related deaths and serious injuries. Therefore, we need to use this experience to achieve our traffic safety goals and objectives in the year to come.

We know our assessment of Washington traffic safety is accurate based on external feedback and research from traffic safety professional around the country at the state and federal levels. Recent examples of this feedback include:

- Research conducted by the Transportation Research Board of the National Academies. This research documents Washington as one of four states who has created a culture of safety resulting in a significant number of lives saved as well as advancements in the field of traffic safety. Contributing factors to this safety culture are the state's use of the "commission"





structure and process; traffic safety being a priority for the citizens of Washington as well as public policy setters; and the states aggressive implementation of a data-driven, evidence based, integrated systems approach to traffic safety planning — Target Zero.

- A NHTSA sponsored formal assessment of Washington’s traffic records program. The assessment team noted that Washington State was clearly a leader in developing and implementing a strategic traffic records improvement plan which is being professionally implemented by the Washington Traffic Records Committee.
- A NHTSA sponsored assessment of Washington’s impaired driving system. The team noted Washington’s culture of leadership and the very effective Washington Impaired Driving Advisory Committee (WIDAC).

If Washington is to remain on course to reach zero traffic related deaths and serious injuries by 2030, the state must continue to refine Target Zero and therefore its ability to generate future traffic safety successes. This was accomplished through a complete update of Target Zero in 2010, with particular focus on its priorities, goals, and strategies. Although USDOT requires an SHSP update every five years, Washington has aggressively decided to make that update every three years. This important task was completed through the collective work of the largest group of public health, transportation, education, public safety, private industry and non-profit organizations ever assembled in Washington traffic safety history.

This effort to continuously improve and expand the usefulness of Target Zero is the cornerstone to developing, maintaining

and improving an SHSP that truly leads and guides traffic safety planning on a statewide basis. Although the 2010 version of Target Zero was just approved by Governor Gregoire in mid-2010, we are already hard at work with our many traffic safety partners, taking the steps necessary to put an even more effective SHSP in 2013.

Important elements of Washington's future Target Zero implementation strategy will include enhancing the state's network of 24 Target Zero Community Traffic Safety Task Forces (TZTF) working in local communities covering over 90 percent of the state's population at the city, county and tribal levels. The TZTFs will focus on managing local implementation of Target Zero in partnership with local law enforcement agencies and a new network of Law Enforcement Liaisons. This expanded local traffic safety network will continue to enhance the ability of local communities to reduce traffic related deaths and serious injuries in their communities. Washington is committed to the proven model "think globally and act locally."

The state's expanded traffic safety network will also be bolstered in the year to come by several new traffic safety initiatives which include:

- The continued implementation of the Washington Impaired Driving Advisory Council through a \$1,000,000 federal grant to improve the state's impaired driving systems;
 - Expanded use of DUI Courts in local communities to more actively and aggressively treat and manage chronic DUI offenders; and
 - Continue the Target Zero Teams project consisting of three full-time, high visibility, DUI enforcement teams in Snohomish, King, and Pierce Counties.
- Expand county-level projects that utilize the Click It or Ticket project model (publicity combined with enforcement) but which are focused on improving parental compliance with Washington's model child passenger safety law.
 - Expand high school-based, teen-focused seat belt promotional programs that build on the Click It or Ticket themes while improving seat belt use among this important target demographic.
 - Expand corporate sponsorship of teen-focused seat belt promotional programs.
 - WTSC will continue expanding its use of the web for communicating with stakeholders and the general public with its website, extranets on Basecamp, and other no charge or low cost services such as YouTube, FLICKR, Facebook and SlideShare.
 - The business process and data quality efficiencies of the eTRIP Initiative will soon be extended to local law enforcement by allowing these agencies to electronically receive and file tickets, collision reports, and dispositions into their local records systems.
 - The Traffic Records Committee's Data Integration Team is leading efforts to better assess the cost and injury outcomes of traffic collisions by creating the business and technical processes necessary to link collision and injury records.
 - Locating traffic collisions will be more precise as a result of efforts to allow law enforcement and data entry personnel to identify event location using geographic coordinates.

These are examples of a few projects that WTSC has plans for in the next few years. The cumulative positive outcomes from initiatives like these will enable Washington to reach our annual goals for saving lives and preventing serious injuries resulting from traffic crashes.

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