



Washington State  
**Traffic Safety Annual Report**

**2017**





# WASHINGTON STATE 2017 TRAFFIC SAFETY ANNUAL REPORT

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# 2017

**WASHINGTON TRAFFIC SAFETY COMMISSION**  
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**December 31, 2017**

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## EXECUTIVE SUMMARY

Washington State is a leader in traffic safety due to its collaboration between traffic safety partners and stakeholders, and its goal of eliminating traffic fatalities and serious injuries on the state's roadways by 2030. The Washington Strategic Highway Safety Plan (SHSP), also known as the Target Zero® plan, utilizes data driven analysis to identify traffic safety priorities to align proven strategies and countermeasures to change driver behavior and save lives.

In 2016 Washington traffic fatalities decreased by 3 percent (from 551 to 535). In 2015, fatalities had significantly increased 19 percent, from 462 in 2014 to 551. Nationally, traffic deaths increased 7 percent in 2015 and 6 percent in 2016. The table below examines fatal crash factors. The involvement of drug-positive drivers in fatal crashes continues to climb, once again reaching a high point in 2016 representing a 10 percent increase from the previous year. Fatalities involving an alcohol-impaired driver increased 20 percent over the previous year reaching the highest number since 2011. Distraction and speed both slightly decreased in 2016; distraction became more prevalent than speeding in fatal crashes for the first time in 2015 and that trend continues in 2016. While still a small proportion of total traffic fatalities, bicyclist fatalities increased 21 percent to 17 deaths in 2016, the highest number in decades. With the rebounding economy and increases in vehicle miles traveled (VMT), Washington must maintain existing programs and implement new innovations to realize our vision of zero traffic fatalities and serious injuries by 2030.



*Darrin T. Grondel*

| Number of Traffic Fatalities in Washington |      |      |                     |
|--|------|------|---------------------|
|  | 2015 | 2016 | % Change, 2015-2016 |
| All fatal crashes                          | 551  | 535  | -2.9%               |
| Driver Alcohol >.08 (not imputed)          | 110  | 132  | 20.0%               |
| Drug Positive Driver                       | 201  | 221  | 10.0%               |
| Marijuana Positive Driver                  | 116  | 110  | -5.2%               |
| Speeding                                   | 157  | 152  | -3.2%               |
| Distracted Driver                          | 171  | 154  | -9.9%               |
| Unrestrained Passengers                    | 112  | 110  | -1.8%               |
| Unlicensed Driver                          | 112  | 84   | -25.0%              |
| Drowsy Driver                              | 19   | 16   | -15.8%              |
| Motorcycles                                | 73   | 81   | 11.0%               |
| Pedestrians                                | 86   | 89   | 3.5%                |
| Drivers70+                                 | 85   | 68   | -20.0%              |
| Heavy Trucks                               | 42   | 52   | 23.8%               |
| Bicyclists                                 | 14   | 17   | 21.4%               |
| Young Driver Ages 16-17                    | 23   | 20   | -13.0%              |

| <b>Number of Traffic Fatalities in Washington (continued)</b> |             |             |                                |
|---|-------------|-------------|--------------------------------|
|   | <b>2015</b> | <b>2016</b> | <b>% Change,<br/>2015-2016</b> |
| <b>Young Driver Ages 18-20</b>                                | 48          | 47          | -2.1%                          |
| <b>Young Driver Ages 21-25</b>                                | 111         | 108         | -2.7%                          |
| <b>Young Driver Ages 16-25</b>                                | 177         | 163         | -7.9%                          |

## **Washington State 2017 Accomplishments and Challenges**

### **Distracted Driving**

On July 23, 2017, Washington’s updated “Driving Under the Influence of Electronics (E-DUI)” bill (SSB 5289) went into effect. The bill was supported through passage by a broad stakeholder group and with the persistence of many families who had lost loved ones to distracted driving. Pre-efforts included agency request legislation in the 2015-2016 Biennium that helped set the ground work for the passing of SSB 5289.

Washington’s new E-DUI law prohibits hand-held cell phone use and limits hands-free use to a single touch to start a function. It also includes a new offense—driving while dangerously distracted. This new offense is defined as “any activity not related to the actual operation of the vehicle.” It can be enforced as a secondary offense.

The bill passed the Legislature with an implementation date of January 2019; however, Governor Inslee vetoed the implementation date indicating that he did not want to wait for this life-saving law to take effect. This moved the implementation date to July 23, 2017. The Governor’s veto gave the WTSC about five weeks to develop and implement a new campaign with a tag line, “On the Road, Off the Phone.” The focus of the campaign was to inform all Washington drivers about the new law. The campaign was created in six languages—English, Spanish, Chinese (both tradition and simplified), Vietnamese, Korean, and Russian, and it revolved around the concept of “no excuses.” Some excuses used in the ad copy were serious (even if you are at a light) and some a bit humorous (even if your boss is calling, again). The campaign materials can be viewed here: <http://wadrivetozero.com/distracted-driving/>.

The paid campaign earned 41 million ad views, gained an additional \$100,000 in bonus spots, and stimulated two million views of the campaign video. The earned media campaign garnered 1.4 billion impressions and 2,200 news stories over the two campaign periods.

### **Drugged Driving**

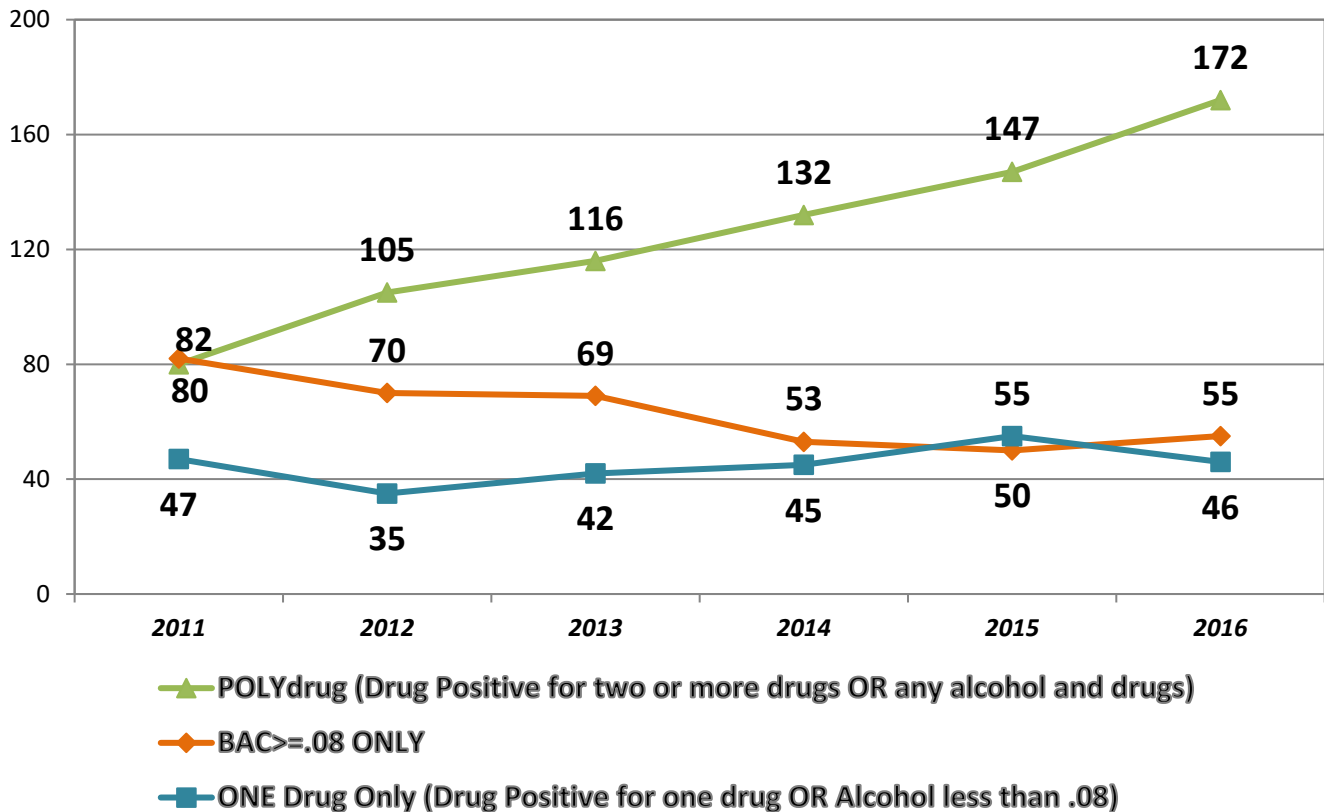
Washington became one of the first states to implement legal recreational marijuana and the WTSC has been monitoring the impact on traffic safety. While the influence of marijuana on driving impairment remains unknown, the frequency of marijuana as a factor in fatal crashes increased 39 percent in 2014 over the previous five-year average. However, in 2015 and 2016 the number of fatalities involving a tetrahydrocannabinol (THC)-positive driver remained stable and a proportion of fatalities actually slightly decreased. The WTSC continues to monitor this trend and new information as it becomes available.

In the five-year period from 2012-2016, there were 2,422 people who died on Washington’s roads in traffic crashes. Half of these fatal crashes involved a driver under the influence of drugs and/or alcohol. Many of these drivers tested positive for a combination of multiple drugs or by drugs and alcohol, an increasingly common factor known as the “poly-drug effect.” The chart on the next page compares the



number of drivers who tested positive for poly drug use to the number of drivers who tested positive for only alcohol or only a single drug.

## Number of Drivers in Fatal Crashes 2011-2016 Under the Influence of Alcohol and/or Drugs



### Law Enforcement Forensic Phlebotomy Program

Due to the increase in drivers affected by poly drug use, there has been an increase in the need for blood draws and analysis to provide courts with the most complete picture of a driver's intoxication. The WTSC has directly supported our state's efforts to establish a law enforcement phlebotomy program. Law enforcement phlebotomists allow officers to process more impaired drivers in less time. This timesaving effort allows officers to get out of the hospital waiting rooms and back on the roads to stop and process more driving under the influence (DUI) arrests.

The WTSC, with guidance from the Washington Impaired Driving Advisory Council (WIDAC), provided a \$50,000 grant to assist Lakewood Police Department (PD) in a 16-month pilot project. Six Lakewood PD officers graduated and received their Medical Assistant Phlebotomist Certifications from the Washington State Department of Health (DOH) in September 2016. As of July 27, 2017, the Lakewood forensic phlebotomist processed 26 case-related blood draws, including instances where they assisted other law enforcement agencies. Lakewood phlebotomists have assisted other agencies during traffic safety emphasis patrols and special events. Because of this new program, Lakewood should increase the number of DUI convictions, as well as reduce the DUI breath test refusal rate and number of impaired driving cases that go to trial.

In addition, the WTSC has committed \$90,000 in funding to the Pierce County Sheriff's Office to train 20 deputies to be certified Phlebotomists. The Spokane County Sheriff's Office and others have also expressed interest in expanding this program.

### **Toxicology Lab Equipment Support**

The Washington State Patrol (WSP) Toxicology Laboratory experienced a 63 percent increase in suspected impaired driving cases over the last five years. The percentage of these cases testing positive for marijuana/THC has increased from 19 percent in 2012 to 33 percent in 2016. With additional instrumentation and data-analysis software, suspected impaired driving casework will be processed more efficiently and the wait time will be reduced. The WTSC also provides financial assistance to the toxicology laboratory for vital services such as court testimony and external drug testing in impaired driving cases to decrease the financial strain on the lab's operational budget.

### **Traffic Safety Resource Prosecutors**

The Traffic Safety Resource Prosecutor (TSRP) program is identified in the Target Zero plan as a best practice to reduce the incidence of impaired driving. As of FFY 2018, Washington has four statewide TSRPs hosted in various agencies around the state. The TSRPs have access to the state's experts in Blood Alcohol Content (BAC) testing, toxicology, Standard Field Sobriety Testing (SFST), Ignition Interlock, and Drug Recognition Expert (DRE) programs. These programs comprise the bulk of the topics which make DUI cases scientifically complex. They also represent topics that are likely to be challenged by defense counsel. Easy access to these resources, on behalf of statewide prosecutors, is a tremendous benefit for our state's many prosecutors.

### **Traffic Safety Culture**

Road user behavior remains the most common risk factor associated with traffic crashes. With recent increases in traffic fatalities, WTSC made a commitment to apply new methods to changing road user behavior by dedicating resources to explore the influence of the social environment on road user behavior using a model called Traffic Safety Culture Change. The Center for Health and Safety Culture at Montana State University's Western Transportation Institute won the competitive bid process. They completed the first step in FFY 2017, assessing the agency culture, and are currently working to assess culture of citizens who use both alcohol and marijuana and then drive.

### **Tribal Traffic Safety Program**

The WTSC hosts the Tribal Traffic Safety Advisory Board (TTSAB). The TTSAB met nearly every month during FFY 2017. They emphasized increasing participation by tribal law enforcement in the state's Statewide Electronic Collision and Ticket Online Records (SECTOR) system in order to increase the quality, consistency, and quantity of tribal enforcement and collision data. The TTSAB also initiated a competitive process to fund tribal traffic safety coordinator positions. These coordinators have two primary missions: 1) bring together tribal agencies in order to share and coordinate data; and 2) increase public awareness in their tribal communities of traffic safety issues, particularly safety restraint usage and impaired driving.

### **Pedestrian Safety Council**

The WTSC established the Pedestrian Safety Council in 2016. The Council has identified a set of recommendations to include in its 2017 annual report to the Legislature based on its meetings during 2017. The 2018 work plan for the Council will include learning about and developing recommendations for the differing traffic safety needs of various disability communities, and non-English speakers, as well as additional work on the relationship between speed and pedestrian fatalities and serious injuries.



## **Bicycle Safety Advisory Council**

The Washington State Legislature passed ESB 5402 in 2017 that created the Cooper Jones Bicyclist Safety Advisory Council to research safety issues faced by bicyclists in Washington State and to make recommendations to the Legislature for addressing those safety issues. The Council is expected to develop a report to the Legislature in 2018 and submit a final report in June 2019.

## **Local Task Force Highlights**

WTSC funds a network of 17 regional Target Zero Managers (TZMs). TZMs are actively involved in the coordination and fiscal management of many of the WTSC's grant-funded projects. They coordinate all High Visibility Enforcement (HVE) patrols including DUI Holiday, Click It or Ticket, Drive Sober or Get Pulled Over, and Talk, Text, and Ticket campaigns. In addition, TZMs take on other projects such as Target Zero Teams (TZT), speed reduction projects, and pedestrian safety zone projects.

A main focus for TZMs is to bring traffic safety stakeholders together as part of a county or regional task force. In Walla Walla County, the TZM has established a multi-disciplinary group of stakeholders who are passionate about reaching Target Zero. Representatives from law enforcement, public works, and citizen volunteers participate in task force activities. TZMs also build partnerships with passionate youth who want to have an active role in promoting positive driving behaviors. An example of this is in Clark County, where the task force supported the outreach efforts of a young man who is the victim of an impaired driving collision and does speeches in area high schools. TZMs across the state have engaged law enforcement and high schools in youth-focused projects such as classroom presentations and educational service projects. Many TZMs collaborate with their local SafeKids coalition to serve populations in need of education and support of child passenger safety. TZMs also support DUI impact panels, traffic schools, DUI courts, and a 24/7 program, hoping to influence future decision-making of DUI offenders.

An important component of each TZM's role is to spread the word about traffic safety efforts taking place in their communities. This is done through social media and website postings, paid and earned media, and presentations at community meetings and events. TZMs are always developing creative ways to reach drivers in Washington with the important message of safe driving. An example of this is the Yakima County TZM, who coordinated the paid media efforts to advertise at the minor league baseball all-star game in the summer of 2017.

## **Law Enforcement Liaison Program**

In FFY 2017, the local Law Enforcement Liaison (LEL) program comprised of 23 local municipal and county law enforcement officers. LELs volunteer to assist in the coordination of localized traffic safety activities. They conduct this work side-by-side with regional TZMs. Local LEL program participants commit to enhancing local traffic safety programming and offer a valuable resource on the local agency level. LELs assist local managers with HVE briefings, coordination, and performance review. LELs also assist with the overtime allocation process and assist with other regional task force activities such as specialized grants and projects. LEL program participants are the stars of traffic safety in their area, and keep state managers and local task forces engaged at the highest levels.

The implementation of a Statewide LEL (SW LEL) in Washington provides an even stronger foundation to the already robust local LEL program. The SW LEL is tied into local LEL activities and feeds correspondence to them directly from the state and national level. The SW LEL provides real-time training opportunities and communications to the local LEL program and serves as liaison between allied agencies and the WTSC. This year, the SW LEL worked on specialized projects such as

assisting in the development of the E-DUI communications assets, serving on traffic safety culture program team, and completing the Law Enforcement Traffic Safety Assessment.

### **The Law Enforcement Traffic Safety Assessment**

In 2017, the SW LEL and Region 9 TZM completed and presented the first Washington Law Enforcement Traffic Safety Assessment. The idea behind this concept was to collect information from the law enforcement community about opportunities and challenges in traffic enforcement. An online survey and 25 one-on-one meetings with agencies of various size and geographic location provided insight on a wide array of topics. Issue areas such as staffing, training and the complex nature of DUI enforcement were reviewed. The report provided the WTSC with a snapshot of the state of the state pertaining to traffic enforcement. The report was distributed to local and national partners, the Washington Association of Sheriffs and Police Chiefs (WASPC), and presented at the Governors Highway Safety Association Annual Conference and the National Law Enforcement Liaison Conference in Baltimore, Maryland. The WTSC plans on follow-up survey work to continue the dialogue with local law enforcement.

### **Data Integration**

Washington is in the process of developing integrated traffic records including crash, licensing, health/hospital, and toxicology. In FFY 2017, all linkage software comparative methods were completed. The results showed that the Statistical Analysis System (SAS) Data Quality product Data Management Studio was superior in linkage methods with almost 25 percent or more matches than other software tested. In addition, the Data Management Studio has been used to successfully link older crash, licensing, trauma, and toxicology data. Through updated data sharing agreements, data sources are supplying updated data through 2016, which is replacing the older data used for integration. Finally, sustainable methods for business rules, processes, and data integration are being defined and documented as the overall process is being designed. Great progress was made this year and we anticipate analyzing the linked datasets and studying new crash outcome factors in the following year.

| <b>SOFTWARE</b>         | <b>MATCH RESULTS</b> |
|-------------------------|----------------------|
| <b>Link Plus</b>        | 44%                  |
| <b>SAS Programming</b>  | 52%                  |
| <b>SAS Data Quality</b> | 76%                  |

### **Summary**

The WTSC 2017 Annual Report documents and validates its successes and its commitment to making Washington roadways the safest in the nation. This report outlines the accomplishments in each element of Washington’s integrated traffic safety system. Additionally, this report provides a summary of traffic safety investments made throughout the past year, including a 2017 legislative update.

## LEGISLATIVE UPDATE

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The 2017 legislative session passed important traffic safety legislation, including a new distracted driving bill, and impaired driving legislation that provides WTSC with \$1 million per biennium to award grants to communities for projects that reduce impaired driving.

### **Distracted Driving**

#### **SSB 5289, Distracted Driving, Chapter 334, Laws of 2017, Effective 7/23/17**

This law prohibits hand-held cell phone use while driving and when stopped in traffic or at a stop light. It includes all personal electronic devices such as tablets, laptops, or games. The law does not apply if a driver is contacting emergency services. The law specifically prohibits drivers from watching video.

Drivers can use hand-held personal electronic devices when they are parked or out-of-the-flow of traffic. The law allows hands-free use of cell phones, such as through Bluetooth; however, use of the device is limited to a single touch to start a function.

Transit and emergency vehicle drivers are exempt from the law. Drivers of commercial vehicles must follow federal laws. Two-way radio, citizens band radio, or amateur radio equipment are not included in the definition of personal electronic devices.

If stopped for distracted driving the first ticket will cost a minimum of \$136; a second ticket within five years will cost at least \$234. Unlike the past law, which exempted cell phone violations from being reported to insurance companies, all violations under this law are reported to insurance companies.

The law created a new infraction called “dangerously distracted.” It is defined as a person who engages in any activity not related to the actual operation of a motor vehicle, in a manner that interferes with safe operation. It can only be enforced as a secondary violation and comes with a \$99 fine.

### **Impaired Driving**

#### **SB 5037, 4<sup>th</sup> DUI Felony, Chapter 335, 2017 Laws PV, Effective 7/23/17**

This law makes a fourth driving under the influence offense a felony. It also lowers the level of a Felony DUI from a Class 5 to a Class 4.

**HB 1614, Concerning Impaired Driving, Chapter 336, 2017 Laws, Effective date 7/23/17** (except for forensic phlebotomist sections 18 and 19, which became effective 7/1/17)

This law does a number of things. It seeks clarity around technical aspects of the law.

Specifically important to traffic safety in general and WTSC specifically, the bill increases the state BAC test fee by \$50. This fee is charged to persons who are either convicted, sentenced to a lesser charge, or given a deferred prosecution as a result of an arrest for DUI, physical control, vehicular homicide, or vehicular assault. This increased fee is distributed to WTSC to provide grants to organizations within counties targeted for programs to reduce DUI. The transportation budget provided \$1 million and allows WTSC to use \$108,806 of these funds to cover the cost of administering these grants.

Within the funds provided, WTSC is also required to set up two pilot programs, one in King County and one in Spokane County, designed for repeat DUI offenders. These pilots would require assessments, treatment, monitoring, and close supervision. The law requires WTSC to spend a minimum of \$300,000 on the pilot programs.

The law provides for a forensic phlebotomist program. The program is important to the DUI system in Washington. Currently, a DUI arrest takes four to five hours due to court rulings that require warrants for blood draws and the increasing involvement in drug-related DUIs. Lakewood PD has already launched a forensic phlebotomist program. Although Lakewood officers took the full “medical assistant phlebotomist” certification course, the bill allows for a shortened course applicable to just the venous draws for evidence. Training more law enforcement officers as phlebotomists will help shorten the time spent on DUI arrests and reduce the number of DUI offenders who are currently going to emergency rooms for blood draws.

The law also allows a repeat offender on his second DUI to substitute 24/7 monitoring for electronic home monitoring.

This law creates a medical exemption to the requirement that an ignition interlock restriction is tolled, postponed, or suspended during the time that a person does not have an ignition interlock device installed. Without this exemption, someone who cannot use an ignition interlock because of a physical disability would never be eligible for a driver’s license. It also changes the requirement for compliance-based removal of an ignition interlock device from four months to 180 days.

It allows ignition interlock providers to keep \$.25 cents of the \$20 that a person who is restricted to use an interlock in order to drive and pays to support the ignition interlock device indigent fund.

### **New Drivers**

#### **SB 1481, Creating uniformity in driver training education provided by school districts and commercial driver training schools, Chapter 197, 2017 Laws, Effective 8/1/18**

The law requires the Office of the Superintendent of Public Instruction and the Department of Licensing (DOL) to jointly develop and maintain a required curriculum for school districts, approved private schools, and private driver training schools operating a traffic safety education program. It also requires driver training educators to certify to the DOL that the school district or private training school is operating a traffic safety education program that meets certain curriculum, instructor, record retention, and accuracy in reporting requirements.

### **Bicycle Safety**

#### **Senate Bill 5402, Cooper Jones Bicyclist Safety Advisory Council, Chapter 324, Laws of 2017, Effective 7/23/17**

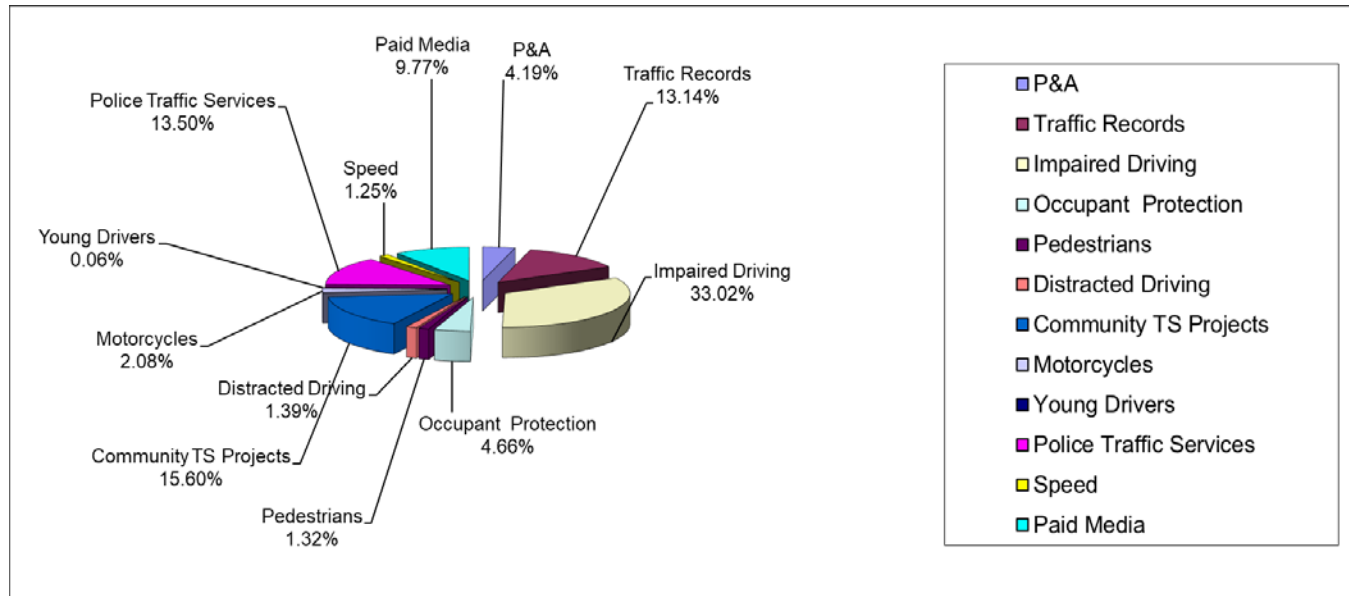
This law directs the WTSC to convene the Cooper Jones Bicyclist Safety Advisory Council and the Transportation Budget provides \$100,000 for WTSC to implement this work.

The Council will review and analyze bicycle fatal and serious injury data. The bill suggests a number of stakeholders be included and requires at least quarterly meetings. Annually, starting in 2017, the Council must report to Transportation Committees of the Legislature recommendations to improve bicycle safety. The bill expires June 30, 2019. Any budgetary or fiscal recommendations must be made to the Office of Financial Management and the Legislature by August 1 on a biennial basis.

The Council may review existing databases, statutes, rules, policies, or ordinances governing bicyclists and traffic related incidents and may suggest changes that may improve bicyclist safety, as well as recommendations on how to improve data quality. The Council may also review law enforcement incident documentation including victim, witness, and suspect statements, 911 call reports, and any other information determined to be relevant to the review. When proper protocols are followed, the Council is immune from civil liability. Subject to the appropriation of funds, the Council may provide grants targeted at improving bicycle safety.

# FISCAL OVERVIEW OF OBLIGATIONS AND EXPENDITURES

|                         | 402         | 405 | 405b      | 405c      | 405d        | 405f     | Total               | % of Total     |
|-------------------------|-------------|-----|-----------|-----------|-------------|----------|---------------------|----------------|
| P&A                     | \$477,782   |     |           |           |             |          | \$477,782           | 4.19%          |
| Traffic Records         | \$604,689   |     |           | \$892,527 |             |          | \$1,497,216         | 13.14%         |
| Impaired Driving        | \$144,273   |     | \$126,891 |           | \$3,489,835 |          | \$3,760,999         | 33.02%         |
| Occupant Protection     | \$177,501   |     | \$353,708 |           |             |          | \$531,209           | 4.66%          |
| Pedestrians             | \$94,582    |     |           |           | \$56,066    |          | \$150,648           | 1.32%          |
| Distracted Driving      | \$158,795   |     |           |           |             |          | \$158,795           | 1.39%          |
| Community TS Projects   | \$1,220,595 |     | \$232,600 |           | \$323,701   |          | \$1,776,896         | 15.60%         |
| Motorcycles             | \$120,716   |     |           |           | \$41,400    | \$74,798 | \$236,914           | 2.08%          |
| Young Drivers           | \$6,900     |     |           |           |             |          | \$6,900             | 0.06%          |
| Police Traffic Services | \$1,170,732 |     | \$93,149  |           | \$274,146   |          | \$1,538,027         | 13.50%         |
| Speed                   | \$142,094   |     |           |           |             |          | \$142,094           | 1.25%          |
| Paid Media              | \$750,000   |     | \$363,000 |           |             | \$0      | \$1,113,000         | 9.77%          |
| <b>TOTAL</b>            |             |     |           |           |             |          | <b>\$11,390,480</b> | <b>100.00%</b> |

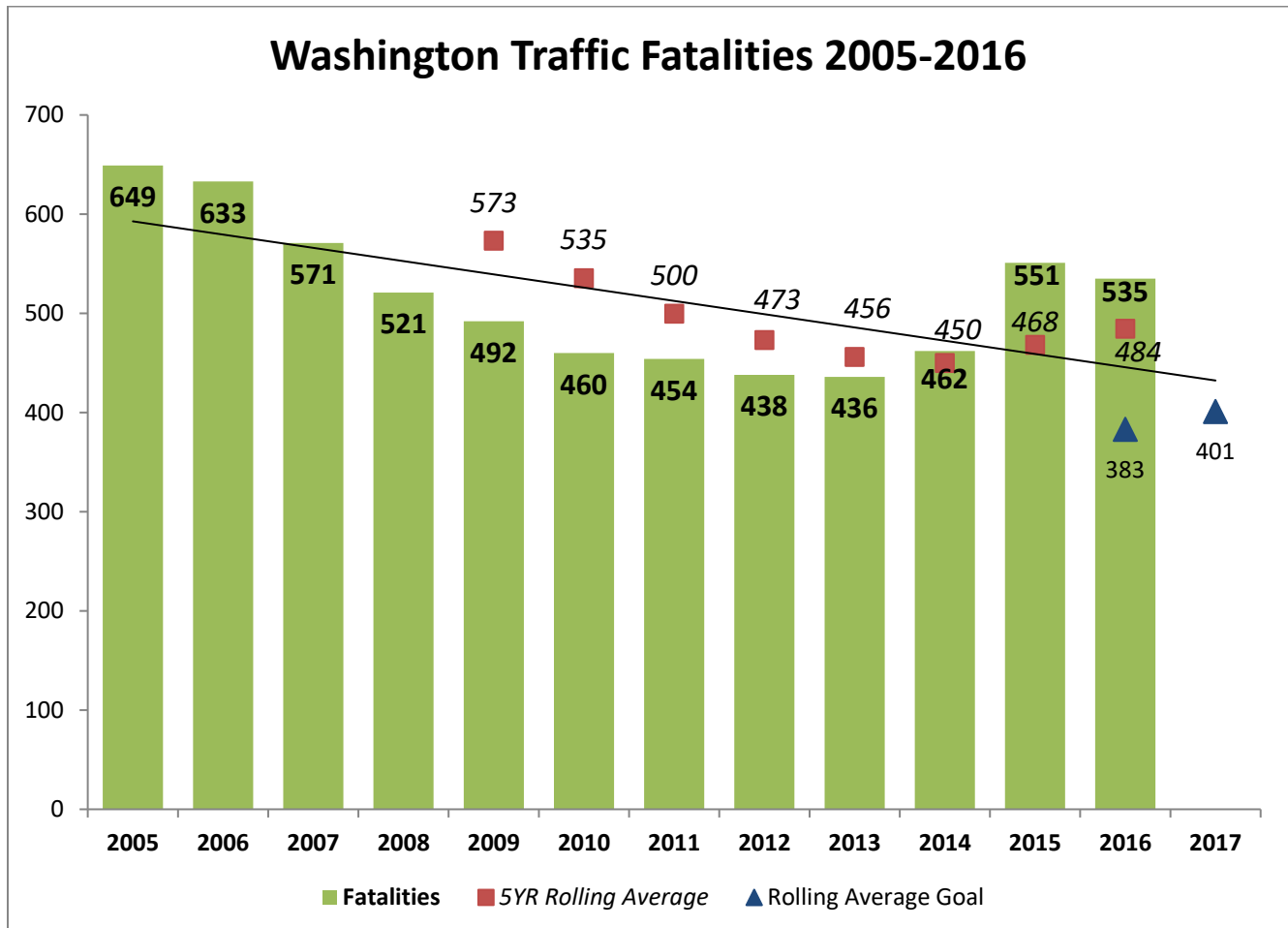


## ASSESSMENT OF STATE PROGRESS

### Traffic Fatalities

Performance Measure: Decrease traffic fatalities by 17.1 percent from the 2012-2016 five-year rolling average of 484 to 401 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 484 fatalities, missing the Highway Safety Plan (HSP) 2016 goal of 383 by 26.4 percent.



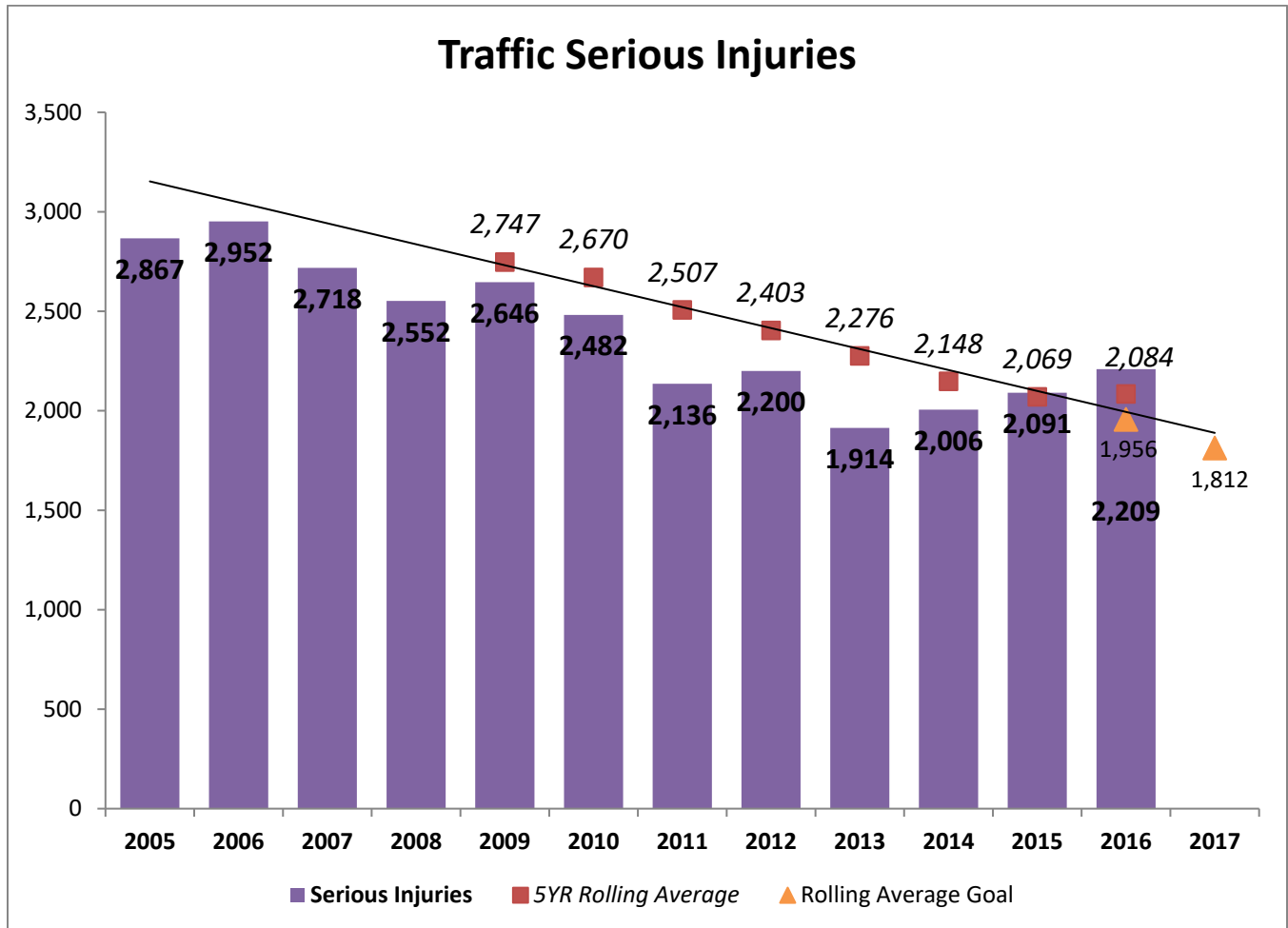
SOURCE: WA FARS



## Traffic Serious Injuries

Performance Measure: Decrease serious injuries by 13.1 percent from the 2012-2016 five-year rolling average of 2,084 to 1,812 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 2,084 serious injuries, missing the HSP 2016 goal of 1,956 by 6.5 percent.

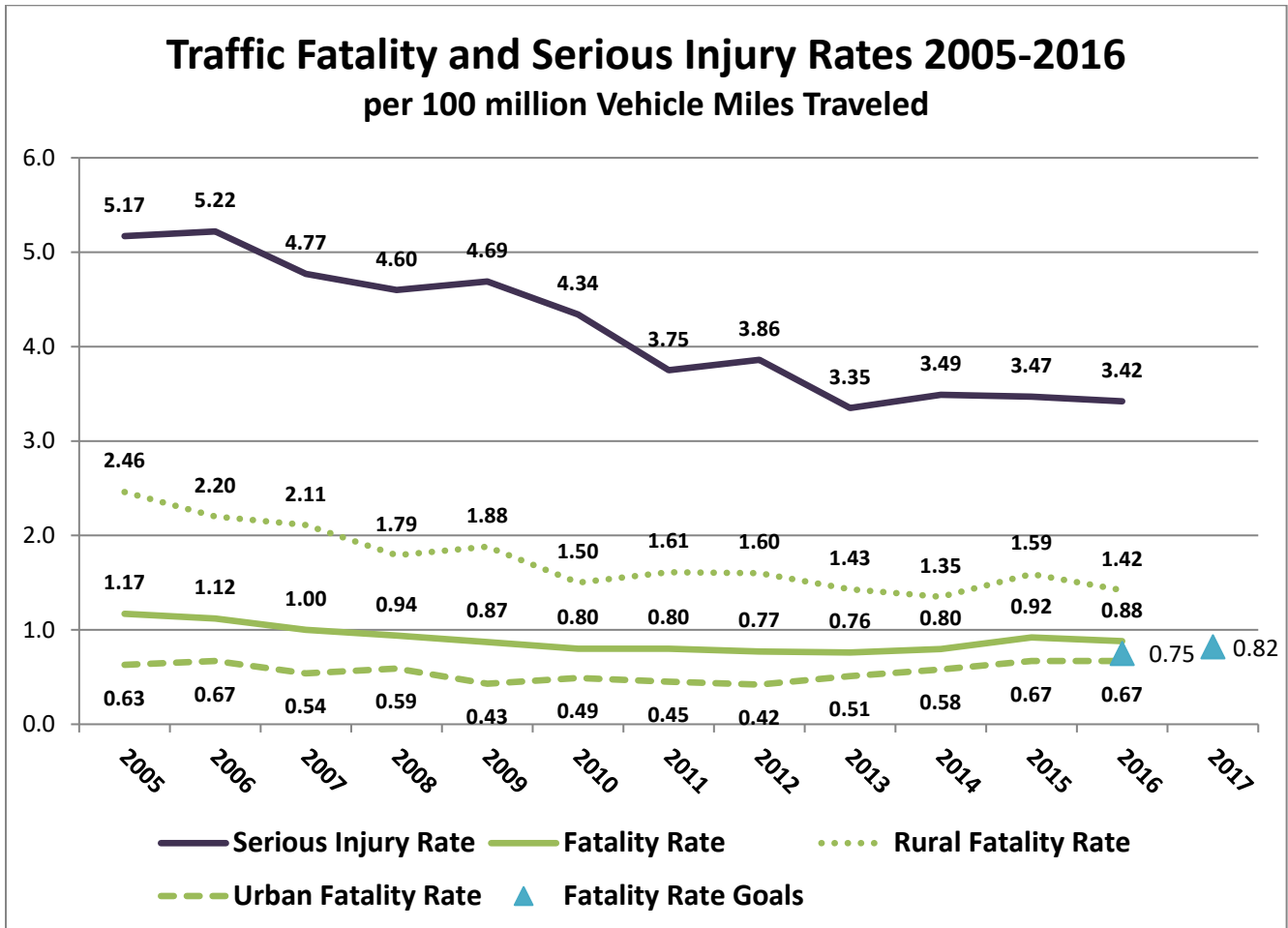


SOURCE: WSDOT

## Fatal and Serious Injury Rates

Performance Measure: Decrease the traffic fatality rate by 1.2 percent from the 2016 rate of 0.88 to 0.82 by December 31, 2017.

Performance Report: The 2016 traffic fatality rate is .88, missing the HSP 2016 goal of .75 by 17.3 percent. The serious injury rate decreased in 2016, down from 3.47 in 2015 to 3.42 in 2016. The rural road fatality rate decreased in 2016 from 1.59 to 1.42 and the urban fatality rate stayed the same at 0.67.



SOURCE: WA FARS, WSDOT

## COLLISION DATA AND PERFORMANCE MEASURES

| Outcome Measure  | 2011         | 2012         | 2013         | 2014         | 2015         | 2016*        | 2016 Goal    | 2017 Goal    |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Fatality Rate  | 0.80         | 0.77         | 0.76         | 0.80         | 0.92         | 0.88         | 0.75         | 0.82         |
| Rural Road Fatality Rate   | 1.61         | 1.60         | 1.43         | 1.35         | 1.59         | 1.42         | ^            | ^            |
| Urban Road Fatality Rate   | 0.45         | 0.42         | 0.51         | 0.58         | 0.67         | 0.67         | ^            | ^            |
| Serious Injury Rate  | 3.75         | 3.86         | 3.35         | 3.49         | 3.47         | 3.42         | ^            | 3.62         |
| Fatalities   | 454          | 438          | 436          | 462          | 551          | 535          | ^            | ^            |
| <i>5YR Rolling Average</i>   | <b>500</b>   | <b>473</b>   | <b>456</b>   | <b>450</b>   | <b>468</b>   | <b>484</b>   | <b>383</b>   | <b>401</b>   |
| Serious Injuries   | 2,136        | 2,200        | 1,914        | 2,006        | 2,091        | 2,209        | ^            | ^            |
| <i>5YR Rolling Average</i>   | <b>2,507</b> | <b>2,403</b> | <b>2,276</b> | <b>2,148</b> | <b>2,069</b> | <b>2,084</b> | <b>1,956</b> | <b>1,812</b> |
| Rural Road Fatalities  | 274          | 271          | 224          | 214          | 261          | 240          | ^            | ^            |
| <i>5YR Rolling Average</i>   | <b>297</b>   | <b>280</b>   | <b>268</b>   | <b>248</b>   | <b>249</b>   | <b>242</b>   | <b>229</b>   | <b>229</b>   |
| Urban Road Fatalities  | 178          | 167          | 212          | 246          | 287          | 294          | ^            | ^            |
| <i>5YR Rolling Average</i>   | <b>199</b>   | <b>189</b>   | <b>185</b>   | <b>200</b>   | <b>218</b>   | <b>241</b>   | <b>159</b>   | <b>159</b>   |
| Fatalities Involving a Driver with BAC <sub>≥</sub> .08 (Imputed)              | 157          | 143          | 151          | 132          | 148          | 161          | ^            | ^            |
| <i>5YR Rolling Average</i>   | <b>182</b>   | <b>172</b>   | <b>165</b>   | <b>150</b>   | <b>145</b>   | <b>146</b>   | <b>115</b>   | <b>118</b>   |
| Fatalities Involving an Alcohol Impaired (not imputed) or Drug Positive Driver | 215          | 216          | 229          | 230          | 258          | 278          | ^            | ^            |
| <i>5YR Rolling Average</i>   | <b>254</b>   | <b>241</b>   | <b>234</b>   | <b>227</b>   | <b>230</b>   | <b>242</b>   | <b>194</b>   | <b>199</b>   |
| Serious Injuries Involving a Drug or Alcohol Impaired Driver                   | 479          | 501          | 412          | 375          | 367          | 371          | ^            | ^            |
| <i>5YR Rolling Average</i>   | <b>536</b>   | <b>509</b>   | <b>486</b>   | <b>447</b>   | <b>427</b>   | <b>405</b>   | <b>406</b>   | <b>369</b>   |
| Speeding Involved Fatalities   | 169          | 162          | 184          | 162          | 157          | 152          | ^            | ^            |
| <i>5YR Rolling Average</i>   | <b>200</b>   | <b>187</b>   | <b>180</b>   | <b>171</b>   | <b>167</b>   | <b>163</b>   | <b>145</b>   | <b>138</b>   |
| Speeding Involved Serious Injuries   | 586          | 579          | 524          | 520          | 515          | 566          | ^            | ^            |
| <i>5YR Rolling Average</i>   | <b>756</b>   | <b>701</b>   | <b>646</b>   | <b>579</b>   | <b>545</b>   | <b>541</b>   | <b>507</b>   | <b>429</b>   |
| Distracted/Inattentive Driver Involved Fatalities                              | 131          | 121          | 120          | 130          | 171          | 154          | ^            | ^            |
| <i>5YR Rolling Average</i>   | <b>144</b>   | <b>135</b>   | <b>133</b>   | <b>127</b>   | <b>135</b>   | <b>139</b>   | <b>117</b>   | <b>115</b>   |

^ No performance target set for this outcome.

\* 2016 estimates are based on preliminary data.

SOURCE: WA FARS, WSDOT

| Outcome Measure  | 2011       | 2012       | 2013       | 2014       | 2015       | 2016*      | 2016 Goal  | 2017 Goal  |
|--|------------|------------|------------|------------|------------|------------|------------|------------|
| Number of Drivers age 16-20 Involved in Fatal Crashes          | 61         | 40         | 70         | 58         | 71         | 66         | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>80</b>  | <b>66</b>  | <b>65</b>  | <b>59</b>  | <b>60</b>  | <b>61</b>  | <b>40</b>  | <b>40</b>  |
| Number of Drivers age 16-20 Involved in Serious Injury Crashes | 337        | 287        | 245        | 237        | 260        | 307        | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>408</b> | <b>371</b> | <b>344</b> | <b>301</b> | <b>273</b> | <b>267</b> | <b>244</b> | <b>202</b> |
| Number of Drivers age 21-25 Involved in Fatal Crashes          | 80         | 83         | 75         | 79         | 98         | 99         | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>94</b>  | <b>89</b>  | <b>84</b>  | <b>82</b>  | <b>83</b>  | <b>87</b>  | <b>66</b>  | <b>67</b>  |
| Number of Drivers age 21-25 Involved in Serious Injury Crashes | 363        | 355        | 311        | 320        | 336        | 376        | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>429</b> | <b>400</b> | <b>379</b> | <b>357</b> | <b>337</b> | <b>340</b> | <b>311</b> | <b>282</b> |
| Unrestrained Passenger Fatalities                              | 99         | 99         | 89         | 108        | 112        | 110        | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>125</b> | <b>114</b> | <b>107</b> | <b>99</b>  | <b>101</b> | <b>104</b> | <b>66</b>  | <b>68</b>  |
| Unrestrained Passenger Serious Injuries                        | 211        | 219        | 205        | 202        | 218        | 252        | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>261</b> | <b>242</b> | <b>237</b> | <b>219</b> | <b>211</b> | <b>219</b> | <b>177</b> | <b>169</b> |
| Motorcyclist Fatalities  | 70         | 82         | 73         | 69         | 73         | 81         | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>70</b>  | <b>73</b>  | <b>72</b>  | <b>72</b>  | <b>73</b>  | <b>76</b>  | <b>72</b>  | <b>73</b>  |
| Unhelmeted Motorcyclist Fatalities                             | 0          | 4          | 4          | 0          | 4          | 3          | ^          | ^          |
| Unendorsed Motorcyclist Fatalities                             | 10         | 27         | 18         | 15         | 17         | 17         | ^          | ^          |
| Motorcyclist Serious Injuries                                  | 364        | 404        | 347        | 361        | 403        | 376        | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>437</b> | <b>427</b> | <b>396</b> | <b>373</b> | <b>376</b> | <b>378</b> | <b>359</b> | <b>332</b> |
| Pedestrian Fatalities  | 68         | 75         | 50         | 79         | 86         | 89         | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>64</b>  | <b>66</b>  | <b>64</b>  | <b>67</b>  | <b>72</b>  | <b>76</b>  | <b>65</b>  | <b>64</b>  |
| Pedestrian Serious Injuries                                    | 288        | 337        | 259        | 307        | 286        | 361        | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>290</b> | <b>299</b> | <b>293</b> | <b>297</b> | <b>295</b> | <b>310</b> | <b>293</b> | <b>296</b> |
| Bicyclist Fatalities   | 11         | 12         | 11         | 6          | 14         | 17         | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>10</b>  | <b>9</b>   | <b>10</b>  | <b>9</b>   | <b>11</b>  | <b>12</b>  | <b>9</b>   | <b>9</b>   |

^ No performance target set for this outcome.

\* 2016 estimates are based on preliminary data.

SOURCE: WA FARS, WSDOT

| <b>Outcome Measure</b>                | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> | <b>2015</b> | <b>2016*</b> | <b>2016 Goal</b> | <b>2017 Goal</b> |
|---------------------------------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|
| Bicyclist Serious Injuries            | 114         | 110         | 82          | 102         | 107         | 125          | ^                | ^                |
| <i>5YR Rolling Average</i>            | <b>115</b>  | <b>113</b>  | <b>107</b>  | <b>105</b>  | <b>103</b>  | <b>105</b>   | <b>103</b>       | <b>98</b>        |
| Run-off-the-Road Fatalities           | 187         | 158         | 189         | 168         | 195         | 191          | ^                | ^                |
| <i>5YR Rolling Average</i>            | <b>212</b>  | <b>195</b>  | <b>191</b>  | <b>180</b>  | <b>179</b>  | <b>180</b>   | <b>154</b>       | <b>149</b>       |
| Run-off-the-Road Serious Injuries     | 629         | 612         | 577         | 551         | 616         | 598          | ^                | ^                |
| <i>5YR Rolling Average</i>            | <b>750</b>  | <b>709</b>  | <b>670</b>  | <b>609</b>  | <b>597</b>  | <b>591</b>   | <b>547</b>       | <b>495</b>       |
| Intersection-Related Fatalities       | 89          | 75          | 92          | 109         | 119         | 127          | ^                | ^                |
| <i>5YR Rolling Average</i>            | <b>103</b>  | <b>94</b>   | <b>91</b>   | <b>94</b>   | <b>97</b>   | <b>104</b>   | <b>80</b>        | <b>83</b>        |
| Intersection-Related Serious Injuries | 757         | 752         | 669         | 705         | 705         | 817          | ^                | ^                |
| <i>5YR Rolling Average</i>            | <b>856</b>  | <b>827</b>  | <b>779</b>  | <b>750</b>  | <b>718</b>  | <b>730</b>   | <b>674</b>       | <b>634</b>       |
| Observed Daytime Seatbelt Use         | 97.5%       | 96.9%       | 94.5%+      | 94.5%       | 94.6%       | 94.7%        | ≤95%             | ≤95%             |

^ No performance target set for this outcome.

\*2016 estimates are based on preliminary data.

+New data collection methodology implemented, not comparable to years 2012 and prior, new baseline estimate.

SOURCE: WA FARS, WSDOT

## EVIDENCE-BASED ENFORCEMENT PLAN

Washington’s SHSP establishes High Visibility Enforcement (HVE) as one of its hallmark strategies. Executing effective HVE requires enforcement efforts targeted to the appropriate behavioral areas and locations coupled with meaningful media and public education outreach. The agency’s evidence-based enforcement plan outlines a three-step strategy to ensure effectiveness: Data Analysis, Resource Allocation, and Project Oversight. The strategy starts with an annual analysis of fatality and serious injury data to identify problems and ultimately allocate funding to projects through the annual grants process. This in-depth analysis produces the HSP Performance Report and the Performance Analysis contained within each program area, which in turn drives the allocation of resources to the areas of greatest need. Following analysis and resource allocation, WTSC staff work closely with grant recipients to ensure projects are implemented successfully, making mid-year adjustments as new data trends and changing traffic safety priorities emerge. The result is an evidence-based HVE program designed to address the areas and locations at highest risk and with the greatest potential for improvement. In FFY 2017, WTSC used the following to implement our evidence-based enforcement plan:

- National Holiday DUI HVE campaign
- National Click it or Ticket HVE campaign
- National Summer DUI HVE campaign
- Target Zero Teams DUI enforcement in the five counties with the highest number of DUI fatalities: King, Pierce, Snohomish, Yakima and Spokane
- Enforcement efforts lead by the regional TZMs and LELs chosen based on local data and need.

Detailed results of each of these strategies including citation data is in contained within the various HVE project reports listed in the Program Updates section of this report. Below is the combined enforcement performance activity measures.

### FFY 2017 PERFORMANCE ACTIVITY MEASURES

| Activity Measure   | Grant-Funded Mobilizations & Local Flex | Target Zero Teams | Total |
|--|---|-------------------|-------|
| Number of seat belt citations issued during grant-funded enforcement activities    | 3,180                                   | 31                | 3,211 |
| Number of impaired driving arrests made during grant-funded enforcement activities | 659                                     | 382               | 1,041 |
| Number of speeding citations issued during grant-funded enforcement activities     | 8,165                                   | 762               | 8,627 |



## FFY 2017 PAID MEDIA CAMPAIGNS

| Campaign  | Fund | Budget    | Results   |
|---|------|-----------|---|
| <b>Target Zero</b><br>Oct. 1, 2016 to Sept. 30, 2017<br>Sustained Enforcement               | 405d | \$345,000 | Radio, TV, digital, partnerships<br>4,561 spots +<br>Over 26 million impressions                                      |
| <b>Locally Led (Flex)</b><br>Oct. 1, 2015 to Sept. 30, 2016<br>Sustained Enforcement        | 405b | \$350,000 | Radio, TV, digital<br>9,067 spots +<br>Over 15 million impressions  |
| <b>Teen Driver Safety Week</b><br>Oct. 21-25, 2015<br>Education                             | 402  | \$10,000  | Facebook video ad campaign<br>2.4 million impressions<br>1.2 million video views                                      |
| <b>Holiday DUI</b><br>Dec. 12, 2016 to Jan. 1, 2017<br>National Mobilization                | 405d | \$300,000 | Radio, TV, digital,<br>8,808 spots<br>Over 62.9 million impressions   |
| <b>Distracted Driving</b><br>Mar. 27 to Apr. 16, 2017<br>National Mobilization              | 405b | \$188,000 | Radio, TV, digital<br>3,901 spots<br>Over 8 million impressions   |
| <b>Click it or Ticket</b><br>May 23 to June 5, 2016<br>National Mobilization                | 405b | \$263,000 | Radio, TV, cable, Hispanic, and<br>digital<br>5,954 spots<br>Over 17 million impressions                              |
| <b>Distracted Driving New Law</b><br>July 10-30, 2017<br>Statewide                          | 405d | \$200,000 | Radio, TV, Digital, Multicultural<br>4,596 spots<br>Over 4.1 million impression<br>Over 2 million video views         |
| <b>Motorcycles</b><br>May 1 to Sept. 30, 2016<br>Education and Enforcement                  | 405b | \$60,000  | Radio, billboards,<br>1,125 spots<br>Over 5 million impressions   |
| <b>August DUI</b><br>Aug. 14 to Sept. 4, 2017<br>National Mobilization                      | 405d | \$300,000 | Radio, TV, Hispanic TV, and digital<br>12,137 spots<br>34 million impressions   |
| <b>Kitsap County Speed Campaign</b><br>July 1 to Sept. 30, 2017<br>Countywide               | 402  | \$25,000  | Digital<br>About 300,000 impressions  |
| <b>Thurston County Speed Campaign</b><br>May 25 to July 31, 2017<br>Countywide              | 402  | \$9,000   | Digital<br>Over 760,000 impressions   |
| <b>Skagit and Snohomish County</b><br>Sept. 18-24, 2017<br>Countywide                       | 402  | \$10,000  | Digital<br>304,000 impressions  |
| <b>Alderdale Speed Campaign</b><br>May 1 to Sept. 31, 2017<br>Hyperlocal                    | 402  | \$10,000  | Spanish Radio and Billboard Truck<br>250 spots   44 hours<br>No Impressions available<br>30,000-50,000 traffic volume |
| <b>Auburn Distracted Driving and<br/>Speeding</b><br>July 1 to Sept. 30, 2017<br>Countywide | 402  | \$6,000   | Digital<br>367,150 impressions  |
| <b>Spokane Pedestrian Campaign</b><br>Mar. 1 to Sept. 31, 2017<br>Countywide                | 405d | \$30,000  | Radio, Digital, Billboard<br>3,658 spots<br>272,873 impressions   |

## SURVEY OF ATTITUDES, AWARENESS, AND BEHAVIOR

From 2010-2012, WTSC collected intercept survey information from patrons at various DOL locations. In order to maximize resources and increase sample size for more accurate estimates, the data collection effort was transferred to Washington's Behavioral Risk Factor Surveillance Survey (BRFSS) beginning in 2014. Due to this transition from an intercept methodology to inclusion on the Washington BRFSS, these data were not collected in calendar year 2013 nor are the 2014 results comparable to 2010-2012 results. From 2014-2016 the BRFSS captured driving within three hours of marijuana use and cell phone use while driving. These questions are also being fielded in 2017. The cell phone use while driving question is now rotating every other year (DOH decision), putting it back on the survey in 2019. However, due to pressure from partners and stakeholders, the marijuana question will be fielded every year and has been approved for the 2018 survey. The results from 2014-2016 cell phone use while driving (Figure 1) and driving within three hours of marijuana use (Figure 2).

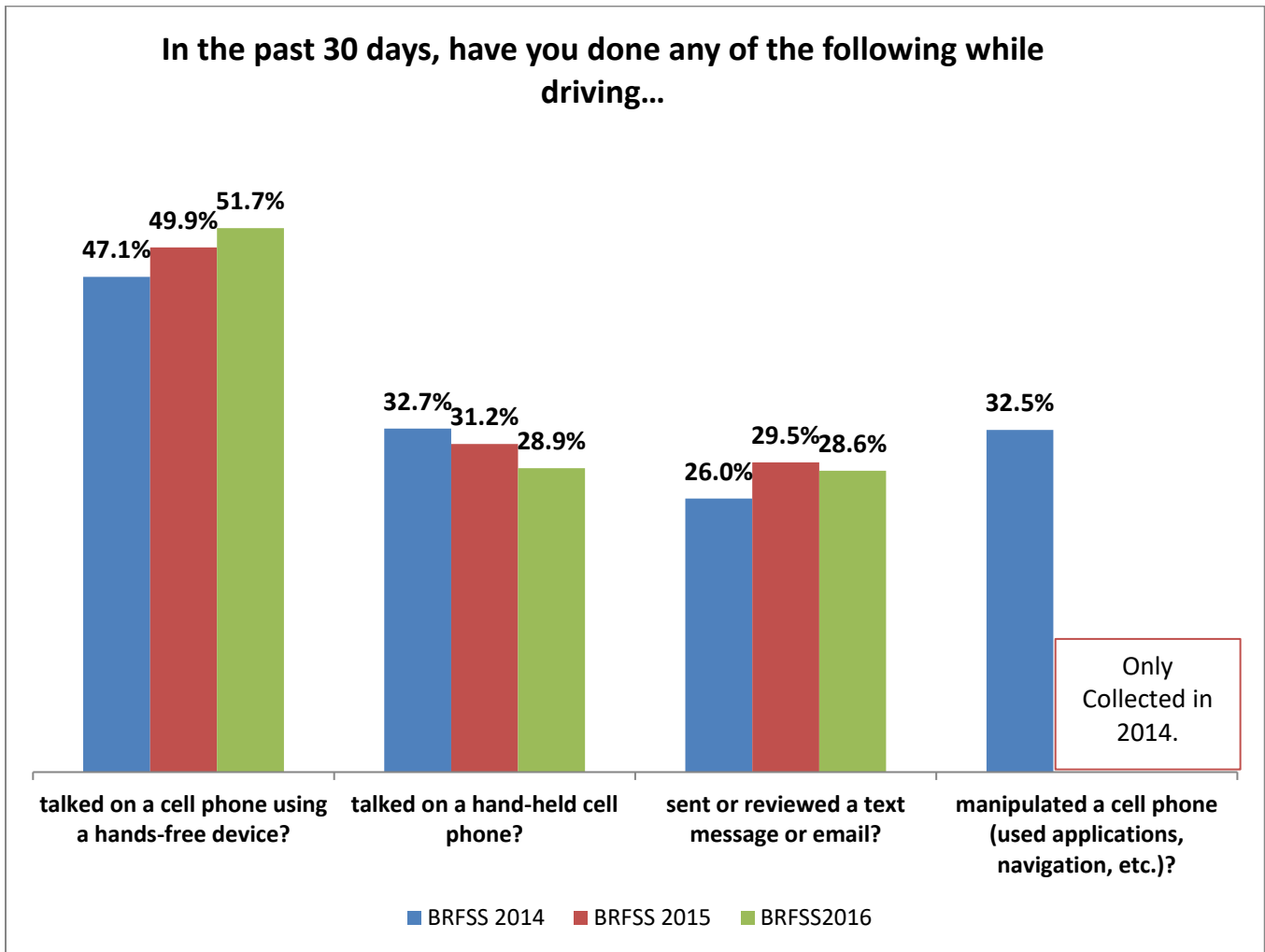
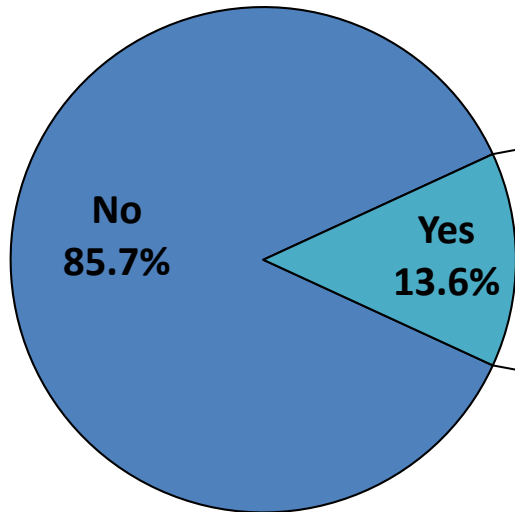


Figure 1

### 2016 Results: Marijuana use

During the past 30 days, did you use marijuana or hashish (grass, hash, or pot)?



Thinking about the last 12 months, did you ever drive within approximately three hours after using marijuana or hashish?

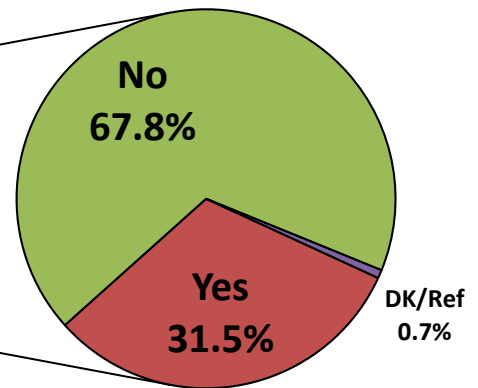


Figure 2

Data Source: Washington State Department of Health, Center for Health Statistics, Behavioral Risk Factor Surveillance System, supported in part by the Centers for Disease Control and Prevention, Cooperative Agreement U58/DP006066-01 (2016).

# PROGRAM UPDATES

## IMPAIRED DRIVING

### Problem Statement

From 2014-2016 impaired drivers (alcohol BAC  $\geq$ .08 [not imputed] or drug positive) were a factor in 49.5 percent of traffic fatalities and 17.7 percent of serious injuries. Impaired driver involved fatalities increased 16.1 percent in 2014-2016 (766) compared with 2011-2013 (660). During this same time period, serious injuries involving an impaired driver decreased by 20 percent (1,392 to 1,113).

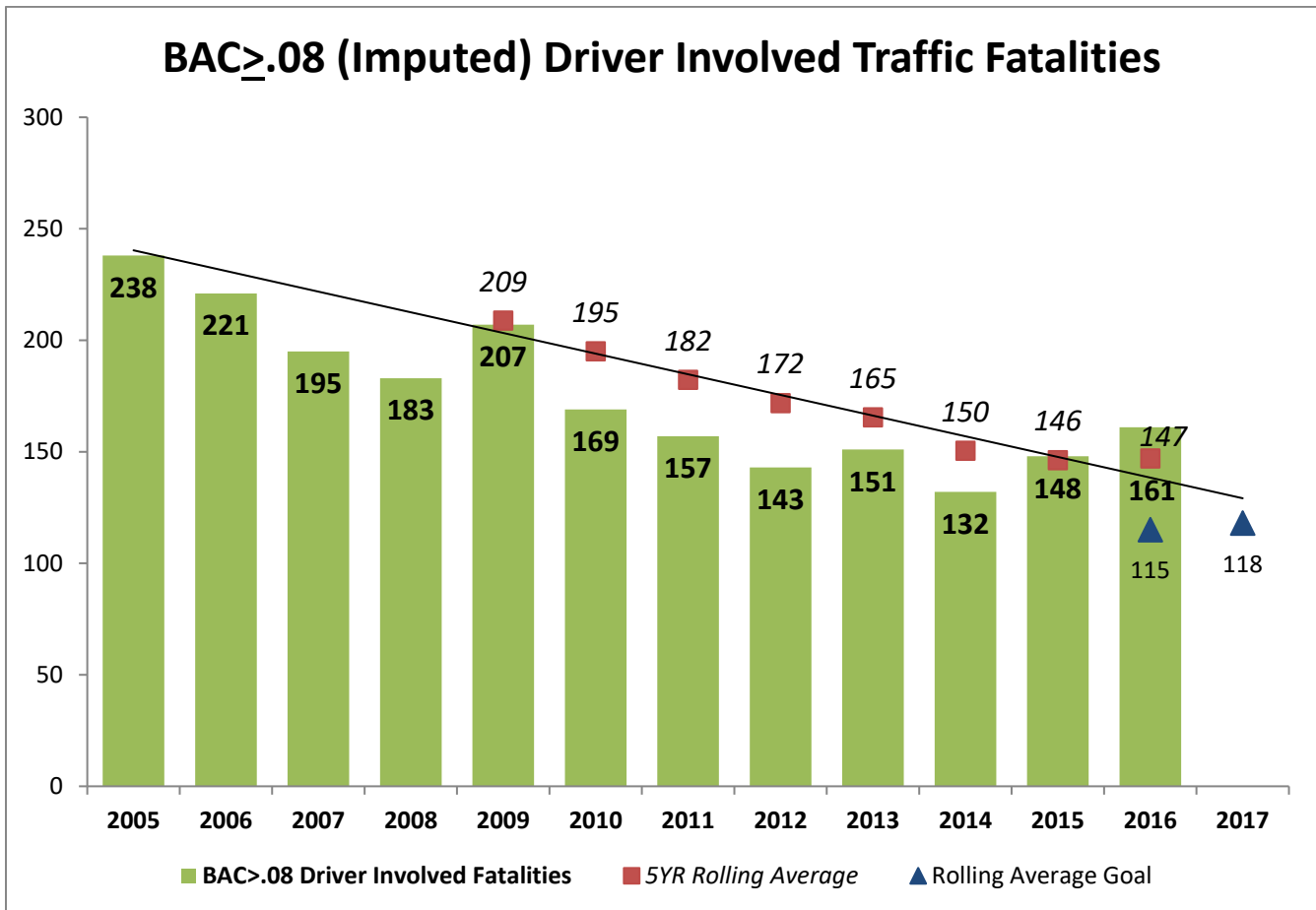
In 2016, 41.3 percent of fatalities involved a drug positive driver and 24.7 percent involved an alcohol impaired driver, marking the fifth year in a row where drug involvement is occurring more frequently than alcohol impairment. This gap continues to significantly widen in 2016. Many drivers were impaired by both drugs and alcohol.

### Performance Analysis

#### Fatalities Involving a Driver with BAC $>$ .08

Performance Measure: Decrease fatalities involving a driver with a BAC  $\geq$ .08 by 19.2 percent from the 2012-2016 five year rolling average of 146 to 118 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 146 fatalities involving a driver with a BAC  $\geq$ .08, missing the HSP 2016 goal of 115 by 27 percent.

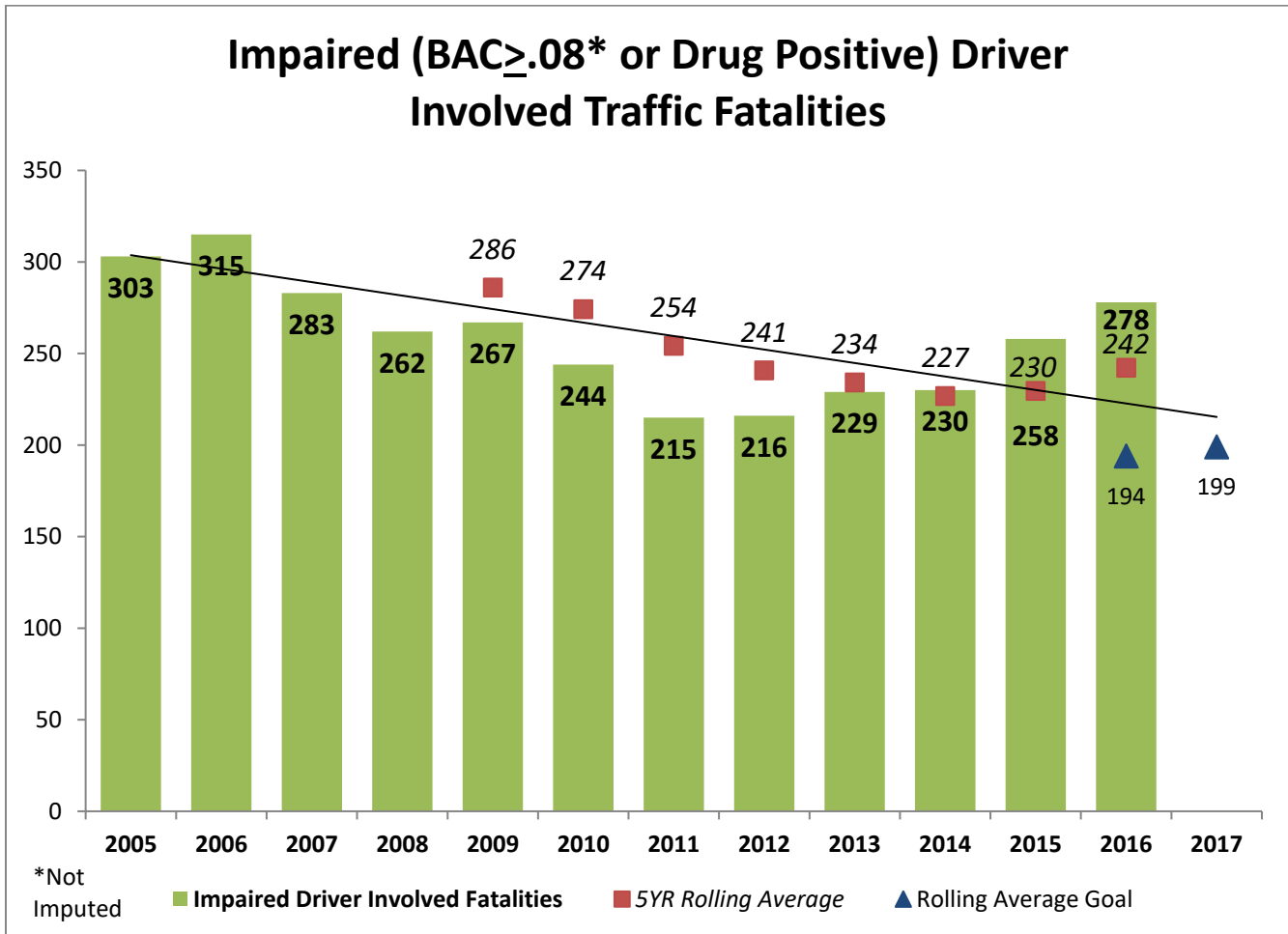


Source: NHTSA STSI

### Fatalities Involving an Alcohol Impaired or Drug Positive Driver

Performance Measure: Decrease fatalities involving a drug or alcohol impaired driver by 17.8 percent from the 2012-2016 five-year rolling average of 242 to 199 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 242 fatalities involving a drug or alcohol impaired driver, missing the HSP 2016 goal of 194 by 24.7 percent.

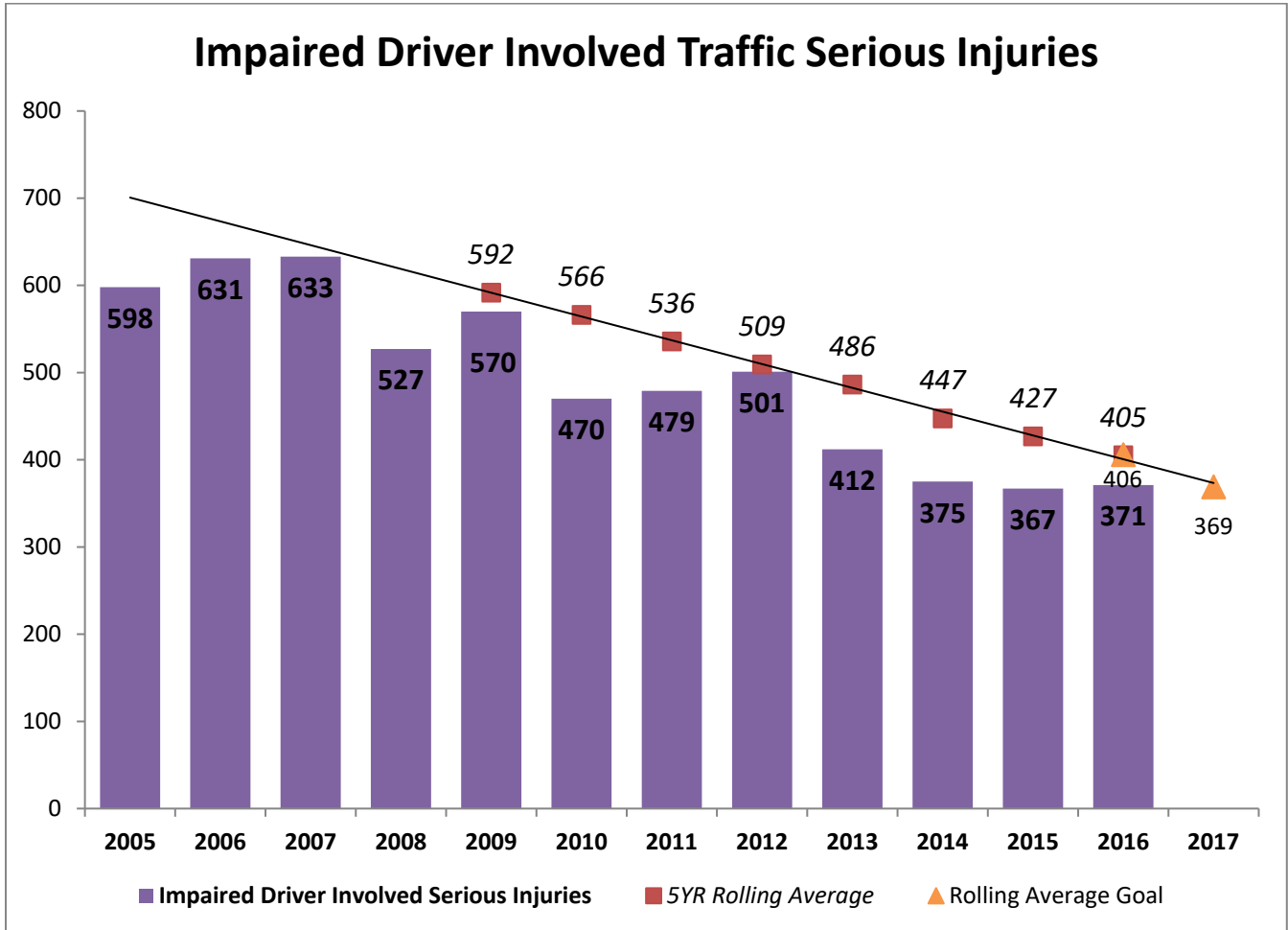


SOURCE: WA FARS

## Serious Injuries Involving a Drug or Alcohol Impaired Driver

Performance Measure: Decrease serious injuries involving a drug or alcohol impaired driver by 8.9 percent from the 2012-2016 five-year rolling average of 405 to 369 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 405 serious injuries involving a drug or alcohol impaired driver, achieving the HSP 2016 goal of 406 by 0.2 percent.



SOURCE: WSDOT



## FFY 2017 Impaired Driving Projects

The following projects took place in FFY 2017. These projects were chosen as a result of their anticipated impact on the core outcome measures listed above. Each project aligns with one or more strategies listed in Washington's SHSP.

| Project Title  |       | Federal Project #                       |     | Program Manager |  |          |       |                  |    |                |       |                   |    |  |  |                             |   |     |     |   |     |          |     |                             |     |                |    |                    |    |         |   |                               |     |           |    |                      |     |                |    |                         |     |                  |    |                       |     |              |     |                           |   |
|--|-------|---|-----|-----------------|--|----------|-------|------------------|----|----------------|-------|-------------------|----|--|--|-----------------------------|---|-----|-----|---|-----|----------|-----|-----------------------------|-----|----------------|----|--------------------|----|---------|---|-------------------------------|-----|-----------|----|----------------------|-----|----------------|----|-------------------------|-----|------------------|----|-----------------------|-----|--------------|-----|---------------------------|---|
| Impaired Driving HVE Local   |       | PT17-01                                 |     | Angie Ward      |  |          |       |                  |    |                |       |                   |    |  |  |                             |   |     |     |   |     |          |     |                             |     |                |    |                    |    |         |   |                               |     |           |    |                      |     |                |    |                         |     |                  |    |                       |     |              |     |                           |   |
| <p><b>Description:</b> The Impaired Driving HVE project funded overtime for local law enforcement agencies to participate in two statewide mobilizations with the goal of reducing impaired driving fatalities and serious injuries. This grant worked in concert with the WSP overtime in grant M6X 16-01 and was dependent upon the media support in project M5PEM16-01 to warn drivers in advance of the patrols.</p> <p><b>Results:</b></p> <table border="1"> <tbody> <tr> <td>OT Hours</td> <td>3,589</td> <td>Reckless Driving</td> <td>15</td> </tr> <tr> <td>Total Contacts</td> <td>7,082</td> <td>Negligent Driving</td> <td>15</td> </tr> <tr> <td></td> <td></td> <td>Intermediate Driver License</td> <td>9</td> </tr> <tr> <td>DUI</td> <td>244</td> <td>Driving while License Suspended/Revoked</td> <td>241</td> </tr> <tr> <td>Speeding</td> <td>835</td> <td>No Valid Operator's License</td> <td>124</td> </tr> <tr> <td>Cell Phone Use</td> <td>15</td> <td>Ignition Interlock</td> <td>27</td> </tr> <tr> <td>Texting</td> <td>6</td> <td>Warrants, Misdemeanors, Other</td> <td>165</td> </tr> <tr> <td>Seat Belt</td> <td>58</td> <td>Equipment Violations</td> <td>256</td> </tr> <tr> <td>Child Car Seat</td> <td>17</td> <td>Other moving Violations</td> <td>343</td> </tr> <tr> <td>Seat Belt Misuse</td> <td>10</td> <td>Non-Moving Violations</td> <td>181</td> </tr> <tr> <td>No Insurance</td> <td>484</td> <td>Stolen Vehicles Recovered</td> <td>8</td> </tr> </tbody> </table> |       |   |     |                 |  | OT Hours | 3,589 | Reckless Driving | 15 | Total Contacts | 7,082 | Negligent Driving | 15 |  |  | Intermediate Driver License | 9 | DUI | 244 | Driving while License Suspended/Revoked | 241 | Speeding | 835 | No Valid Operator's License | 124 | Cell Phone Use | 15 | Ignition Interlock | 27 | Texting | 6 | Warrants, Misdemeanors, Other | 165 | Seat Belt | 58 | Equipment Violations | 256 | Child Car Seat | 17 | Other moving Violations | 343 | Seat Belt Misuse | 10 | Non-Moving Violations | 181 | No Insurance | 484 | Stolen Vehicles Recovered | 8 |
| OT Hours   | 3,589 | Reckless Driving                        | 15  |                 |  |          |       |                  |    |                |       |                   |    |  |  |                             |   |     |     |   |     |          |     |                             |     |                |    |                    |    |         |   |                               |     |           |    |                      |     |                |    |                         |     |                  |    |                       |     |              |     |                           |   |
| Total Contacts   | 7,082 | Negligent Driving                       | 15  |                 |  |          |       |                  |    |                |       |                   |    |  |  |                             |   |     |     |   |     |          |     |                             |     |                |    |                    |    |         |   |                               |     |           |    |                      |     |                |    |                         |     |                  |    |                       |     |              |     |                           |   |
|  |       | Intermediate Driver License             | 9   |                 |  |          |       |                  |    |                |       |                   |    |  |  |                             |   |     |     |   |     |          |     |                             |     |                |    |                    |    |         |   |                               |     |           |    |                      |     |                |    |                         |     |                  |    |                       |     |              |     |                           |   |
| DUI  | 244   | Driving while License Suspended/Revoked | 241 |                 |  |          |       |                  |    |                |       |                   |    |  |  |                             |   |     |     |   |     |          |     |                             |     |                |    |                    |    |         |   |                               |     |           |    |                      |     |                |    |                         |     |                  |    |                       |     |              |     |                           |   |
| Speeding   | 835   | No Valid Operator's License             | 124 |                 |  |          |       |                  |    |                |       |                   |    |  |  |                             |   |     |     |   |     |          |     |                             |     |                |    |                    |    |         |   |                               |     |           |    |                      |     |                |    |                         |     |                  |    |                       |     |              |     |                           |   |
| Cell Phone Use   | 15    | Ignition Interlock                      | 27  |                 |  |          |       |                  |    |                |       |                   |    |  |  |                             |   |     |     |   |     |          |     |                             |     |                |    |                    |    |         |   |                               |     |           |    |                      |     |                |    |                         |     |                  |    |                       |     |              |     |                           |   |
| Texting  | 6     | Warrants, Misdemeanors, Other           | 165 |                 |  |          |       |                  |    |                |       |                   |    |  |  |                             |   |     |     |   |     |          |     |                             |     |                |    |                    |    |         |   |                               |     |           |    |                      |     |                |    |                         |     |                  |    |                       |     |              |     |                           |   |
| Seat Belt  | 58    | Equipment Violations                    | 256 |                 |  |          |       |                  |    |                |       |                   |    |  |  |                             |   |     |     |   |     |          |     |                             |     |                |    |                    |    |         |   |                               |     |           |    |                      |     |                |    |                         |     |                  |    |                       |     |              |     |                           |   |
| Child Car Seat   | 17    | Other moving Violations                 | 343 |                 |  |          |       |                  |    |                |       |                   |    |  |  |                             |   |     |     |   |     |          |     |                             |     |                |    |                    |    |         |   |                               |     |           |    |                      |     |                |    |                         |     |                  |    |                       |     |              |     |                           |   |
| Seat Belt Misuse   | 10    | Non-Moving Violations                   | 181 |                 |  |          |       |                  |    |                |       |                   |    |  |  |                             |   |     |     |   |     |          |     |                             |     |                |    |                    |    |         |   |                               |     |           |    |                      |     |                |    |                         |     |                  |    |                       |     |              |     |                           |   |
| No Insurance   | 484   | Stolen Vehicles Recovered               | 8   |                 |  |          |       |                  |    |                |       |                   |    |  |  |                             |   |     |     |   |     |          |     |                             |     |                |    |                    |    |         |   |                               |     |           |    |                      |     |                |    |                         |     |                  |    |                       |     |              |     |                           |   |
| Fund Source  |       | Amount Approved                         |     | Amount Expended |  |          |       |                  |    |                |       |                   |    |  |  |                             |   |     |     |   |     |          |     |                             |     |                |    |                    |    |         |   |                               |     |           |    |                      |     |                |    |                         |     |                  |    |                       |     |              |     |                           |   |
| 402  |       | \$400,000                               |     | \$227,734       |  |          |       |                  |    |                |       |                   |    |  |  |                             |   |     |     |   |     |          |     |                             |     |                |    |                    |    |         |   |                               |     |           |    |                      |     |                |    |                         |     |                  |    |                       |     |              |     |                           |   |

| Project Title  |  | Federal Project #               |  | Program Manager |  |
|--|--|---------------------------------|--|-----------------|--|
| Electronic DUI Processing  |  | M1*AL17-01<br>Moved to M6X17-22 |  | Debi Besser     |  |
| <p><b>Description:</b> Within SECTOR, this project began the process of developing an integrated system for officers to complete the current DUI process and associated administrative tasks electronically.</p> <p><b>Results:</b> After a detailed procurement process, WSP contracted with a vendor who conducted several multi-agency discussion sessions to gather, document, and confirm the design requirements. The vendor also created the database scripts and a few of the interfaces required to support this project. They conducted one internal and one multi-agency demo to demonstrate their progress. The vendor also documented training requirements and proposed a training plan.</p> <p>This project is continuing into FFY 2018. The ultimate system will provide a DUI data source capable of report creation, data distribution, and extraction resulting in impactful decision making and efficient, accurate, and timely prosecution.</p> |  |                                 |  |                 |  |
| Fund Source  |  | Amount Approved                 |  | Amount Expended |  |
| MAP-21 405b  |  | \$320,000                       |  | \$250,427       |  |

|  |                                 |                                 |
|--|---------------------------------|---------------------------------|
| Project Title<br>Eastern Washington Target<br>Zero Prosecutor  | Federal Project #<br>M1*AL17-02 | Program Manager<br>Mark Medalen |
| <p><b>Description:</b> The Eastern Washington Target Zero Prosecutor works as a liaison between Washington prosecutors, law enforcement, judges, and the traffic safety community with the goal of obtaining a greater traffic safety record and more effective prosecutions of DUI and other traffic safety cases. In 2017 this included assistance and training to address changes in law, procedures, evidence gathering, blood warrant procedures and use, understanding of the Draeger breath testing instrument, and challenges of legal marijuana.</p> <p><b>Results:</b> In FFY 2017, the Spokane County Target Zero Prosecutor expanded judicial, probationary, law enforcement, and prosecutorial understanding of current and developing DUI issues by working and training throughout Eastern Washington in a resource capacity. This prosecutor is the main point of contact for impaired driving cases in Spokane County and around Eastern Washington. The Eastern Washington Target Zero Prosecutor acted as a liaison between the state's prosecutors, law enforcement, judges, and the traffic safety community with the goal of obtaining more effective prosecutions of DUI and other traffic safety cases. The prosecutor continued to support Spokane County's DUI Intensive Supervision Therapeutic Court, which is becoming a state model DUI court.</p> |                                 |                                 |
| Fund Source<br>MAP-21 405b   | Amount Approved<br>\$150,000    | Amount Expended<br>\$126,891    |

|  |                               |                                |
|--|-------------------------------|--------------------------------|
| Project Title<br>ELIAS   | Federal Project #<br>M6X17-08 | Program Manager<br>Debi Besser |
| <p><b>Description:</b> Complete and implement the Electronic Law Enforcement Interface for the Acquisition of Search warrants (ELIAS) in partnership with the King County Sheriff's Office. The application will be implemented for use by the agency pursuant to this grant with the anticipation of availability statewide in the future.</p> <p><b>Results:</b> Due to organizational changes at the grantee, we were unable to execute a contract for the project. No funds were expended.</p> |                               |                                |
| Fund Source<br>MAP-21 405d   | Amount Approved<br>\$43,600   | Amount Expended<br>\$0         |

| Project Title<br>Seattle Police Department<br>Impaired Driving Resources   | Federal Project #<br>M6X17-02 | Program Manager<br>Edica Esqueda |
|--|-------------------------------|----------------------------------|
| <p><b>Description:</b> Seattle PD is the largest law enforcement agency in the state of Washington, with 1,200+ commissioned officers. This grant provided the Seattle PD with impaired driving enforcement trainings including Advanced Roadside Impaired Driving Enforcement (ARIDE), SFST and refreshers, DUI refreshers, and DRE field certifications. By increasing the number of Seattle PD officers with this impaired driving training, we hoped to see increases in DUI arrests and reductions in fatal and serious injury crashes in Seattle and throughout Washington.</p> <p><b>Results:</b> Results from the Seattle PD and the Impaired Driving Training grant are as follows: Seattle PD was able to host or assist with, 3 DUI/SFST classes, 6 ARIDE classes, 36 Breath Test Refresher classes, and 6 Breath Test Operator classes. The project manager, in cooperation with the Seattle PD Video Unit, recorded SFST training videos that are still in post-production and will be available as training aids in the near future. Officer Huber along with Seattle Municipal Court Prosecutor Miriam Norman are putting on Introduction to Impaired Driving training to all lateral and recent academy graduates within the Seattle PD. This is a four-hour class that did not exist prior to January 2017, and the next presentation of the class has been upgraded to an eight-hour class to include search warrant and report writing along with courtroom introduction and testimony. Starting in 2018, the Seattle PD Education and Training Section has adopted the SFST Refresher program as mandatory training for all Seattle PD officers who are currently trained and hold a Washington State Breath Test Permit. Every officer attending the four-hour breath test refresher classes will participate in a coordinated four-hour SFST Refresher class every three years. Over the course of the 2017 grant cycle, 700+ officers and civilians from over 30 agencies and groups were provided training and information from activities stemming from the Seattle PD Impaired Driving Training grant. Over 700 officers from 30 different agencies attended training sponsored by the Seattle PD Impaired Driving Training Grant.</p> <p>Seattle PD made 1,182 arrests in the 2017 fiscal year. This marks a 24 percent increase of the same period as last year. This is the highest number of arrests per fiscal year since 2012.</p> |                               |                                  |
| Fund Source<br>MAP-21 405d   | Amount Approved<br>\$60,000   | Amount Expended<br>\$51,349      |

| Project Title<br>Paid Media- Target Zero and<br>Impaired Driving  | Federal Project #<br>M6X17-01 | Program Manager<br>Shelly Baldwin |
|---|-------------------------------|-----------------------------------|
| <p><b>Description:</b> The communications goal for mobilizations is to reach our primary target demographic. Paid media includes TV, radio, online ads, and outdoor billboards.</p> <p><b>Results:</b> Target Zero, Holiday DUI and Summer DUI results are described below.</p> <p><b>Target Zero:</b> This is the second year we began to market the idea of Target Zero to the driving public. We used Target Zero messaging in all paid media campaigns, allowing it to be the umbrella covering all messaging to build a year-long traffic safety campaign. The initiative used</p> |                               |                                   |

TV, radio, and digital outlets to purchase 4,561 spots (paid and bonus) and garner over 26 million impressions.

**Holiday DUI:** The Holiday DUI campaign reached men 21-34 years-old with a campaign designed to speak to them at decision-making times such as reaching them on their way to social gatherings and while out at the bar, holiday parties, or sporting events. The media campaign ran from December 12, 2016, to January 1, 2017. The campaign purchased 8,808 spots on TV, radio, and digital outlets. The entire campaign garnered over 62.9 million impressions.

**Summer DUI:** The Summer/Labor Day DUI campaign focused on the message, “Drive Sober or Get Pulled Over.” We targeted this message primarily at young male drivers who were between ages 21 and 34. The purchase ran from August 14 to September 4, 2017. The strategy employed radio, digital outlets, TV, cable, and a partnership with Shuttle Express. The partnership included radio spots, an on-air contest delivering over 300 bonus spots, a home page takeover of all iHeart stations, and a full wrap Shuttle Express van on view throughout the campaign. The total campaign purchased 12,137 spots (paid and bonus) garnered more than 30.5 million impressions.

| Fund Source | Amount Approved | Amount Expended |
|-------------|-----------------|-----------------|
| MAP-21 405d | \$1,270,000     | \$1,329,087     |

| Project Title | Federal Project # | Program Manager |
|---------------|-------------------|-----------------|
| WSP IDS       | M6X17-03          | Mark Medalen    |

**Description:** The WSP Impaired Driving Section (IDS) administered impaired driving and traffic safety projects primarily focused on strategies designed to further Target Zero goals. This grant provided assistance to the IDS to manage the statewide DREs, Ignition Interlock, and SFST programs, as well as manage and operate the Mobile Impaired Driving Unit (MIDU) at events statewide.

**Results:**

| FFY 2017                    |           |              |
|-----------------------------|-----------|--------------|
|                             | Classes   | Students     |
| <b>DRE School</b>           | 2         | 22           |
| <b>ARIDE</b>                | 28        | 314          |
| <b>DITEP</b>                | 1         | 30           |
| <b>DRE Instructor</b>       | 1         | 23           |
| <b>Drugs/DUI Overview</b>   | 18        | 263          |
| <b>Field Certifications</b> | 3         | 21           |
| <b>Final Exams</b>          | 1         | 13           |
| <b>Public</b>               | 41        | 1,892        |
| <b>TOTAL</b>                | <b>80</b> | <b>2,586</b> |
| FFY 2017                    |           |              |
|                             | Classes   | Students     |
| <b>BAC</b>                  | 3         | 31           |
| <b>SFST</b>                 | 59        | 821          |
| <b>Wet Lab</b>              | 25        | 618          |
| <b>TOTAL</b>                | <b>87</b> | <b>1,470</b> |

The goal of the WSP's IDS was to use the MIDU during at least 30 DUI emphasis patrols throughout the year in consultation with WSP districts, local allied police agencies, TZT, TZMs, and LELs. In addition the MIDU was also used at community events, fairs, recruitment events, and other community service functions to better inform the motoring public about impaired driving issues.

From October 1, 2016, to September 30, 2017, the MIDU was deployed 33 times at various events to assist DUI emphasis patrols around the state. During this time 193 DUIs and 45 Boating Under the Influence (BUIs) were processed inside the MIDU.

The WSP's IDS has three troopers and a sergeant assigned to provide oversight with compliance checks for ignition interlock users and providers. They investigate suspected criminal interlock circumvention/tampering and/or failure reports. In this year-long grant period, they conducted 428 compliance checks and 134 criminal investigations, including 2 DUI arrests.

| Fund Source | Amount Approved | Amount Expended |
|-------------|-----------------|-----------------|
| MAP-21 405d | \$511,540       | \$370,540       |

| Project Title    | Federal Project # | Program Manager |
|------------------|-------------------|-----------------|
| King County TSRP | M6X17-04          | Mark Medalen    |

**Description:** The TSRP program is identified in the Target Zero plan as a best practice to reduce the incidence of impaired driving. TSRPs have access to the state's experts in BAC testing, toxicology, SFST, Ignition Interlock, and DRE programs. These programs comprise the bulk of the topics which make DUI cases scientifically complex. They also represent areas that are likely to be challenged by defense counsel. Easy access to these resources, on behalf of statewide prosecutors, is a tremendous benefit for our state's many prosecutors. This grant expanded the state's TSRP program through online training and resources with the Training Unit of the King County Sheriff's Office.

**Results:** Hands-on training of 115 hours was provided to 947 class participants—law enforcement officers, prosecutors, and judges across the state in a variety of areas of impaired driving enforcement and legal updates.

The state of the DUI law is continually changing. Legal marijuana and electronic warrants for blood draws are just two of the major challenges in DUI prevention and conviction. The many legal changes and court opinions have created an even greater need for basic training for law enforcement officers and prosecutors as the fundamental protocol for enforcement and prosecution of DUIs and other impaired driving crimes has changed dramatically. The TSRP program is actively offering assistance at all levels, from training and policy input, to supporting programs that alleviate the strain of an increase in search warrants, legal argument and brief drafting, and legislative proposals.

| Fund Source | Amount Approved | Amount Expended |
|-------------|-----------------|-----------------|
| MAP-21 405d | \$172,308       | \$172,308       |

Project Title  
WSP Impaired Driving HVE

Federal Project #  
164 AL 17-04  
M6X17-05

Program Manager  
Angie Ward

**Description:** The Impaired Driving HVE project funded overtime for the WSP to participate in two statewide mobilizations and local flex patrols with the goal of reducing impaired driving fatalities and serious injuries. This grant worked in concert with the local law enforcement overtime grant (PT 17-01 local law enforcement overtime funds) and was supported with media funding in projects M6X 17-01 and PM 17-01 to warn drivers in advance of the patrols.

**Results:**

|                  |       |   |     |
|------------------|-------|---|-----|
| OT Hours         | 4,690 | Reckless Driving                        | 9   |
| Total Contacts   | 7,930 | Negligent Driving                       | 22  |
|                  |       | Intermediate Driver License             | 0   |
| DUI              | 218   | Driving while License Suspended/Revoked | 227 |
| Speeding         | 952   | No Valid Operator's License             | 317 |
| Cell Phone Use   | 18    | Ignition Interlock                      | 16  |
| Texting          | 21    | Warrants, Misdemeanors, Other           | 169 |
| Seat Belt        | 149   | Equipment Violations                    | 0   |
| Child Car Seat   | 36    | Other Moving Violations                 | 0   |
| Seat Belt Misuse | 0     | Non-Moving Violations                   | 0   |
| No Insurance     | 552   | Stolen Vehicles Recovered               | 3   |

Fund Source  
MAP-21 405d

Amount Approved  
\$400,000

Amount Expended  
\$218,268  
\$144,659

Project Title  
Yakima DUI Court

Federal Project #  
M6X17-09

Program Manager  
Edica Esqueda

**Description:** The Yakima DUI Court implements a best practice model and a Target Zero Strategic Plan strategy by providing a program aimed at promoting sobriety for high risk, repeat DUI offenders that also holds them accountable for staying sober. The Court provides substance abuse treatment, enhanced supervision of offenders, drug and alcohol case management, and treatment for people who have three or more DUI's on their record. The Court monitors drug and alcohol abstinence with random urinalysis testing and also provides community support by connecting the offender with referrals for education, medical, housing, employment, mentoring, and volunteer programs.

**Results:** The Yakima DUI Court encountered many positive advances in programming this year, as well as some interesting challenges. The Court ultimately did not attain the goal of 26 participants in the program. The Court fluctuated between 16 and 23 participants during FFY 2017. The Court believes that the reduction of referrals to the program as well as the reallocation of law enforcement resources to other areas outside the county and the impact of retrocession with the Yakama Tribe affected DUI Court participation. The Yakima DUI Court began using the DUI Court Risk and Needs Triage tool with DUI Court participants. This tool has provided much needed insight into each DUI Court participant. The DUI Court team also attended Foundational DUI Court training and the National Association of Drug/DUI Courts

conference. From October 2016 through October 2017, nine participants successfully graduate from the Yakima DUI Court program.

| Fund Source | Amount Approved | Amount Expended |
|-------------|-----------------|-----------------|
| MAP-21 405d | \$58,840        | \$68,327        |

| Project Title     | Federal Project # | Program Manager |
|-------------------|-------------------|-----------------|
| Pierce County PIP | M6X17-10          | Jerry Noviello  |

**Description:** The Party Intervention Patrol (PIP) project is a continuation of a project that has been operating in Pierce County. The PIP concept is an important strategy aimed at reducing fatal and serious injury crashes associated with underage drinking parties. This project involves a cooperative effort including law enforcement, chemical dependency professionals, and community volunteers who bust underage drinking parties and provide brief interventions and referrals to youth post-arrest, along with providing substance abuse prevention information to parents. The results of the PIP campaigns are a reduction in fatalities and serious injuries from crashes due to underage drinking.

**Results:** PIP enforcement patrols were conducted around known high-school events and holidays where underage persons could be drinking. The three step process of law enforcement, chemical dependency professionals, and parent volunteers to interact with the underage drinking in a methodical process allows the underage person to think during the process and have the ability to discuss the issues at the time to help prevent the issues in the future. In FFY 2017, there were two underage drinking parties located. Several other minor under influence charges were brought forward throughout the year on individuals located within the target area, but were not associated with any known parties. The biggest challenge the PIP project faced was that enforcement patrols were restricted to city jurisdictions, and were not able to search for parties in county areas. This was a change from prior years and greatly reduced the PIP team’s ability to locate underage drinking parties during enforcement patrols.

| Fund Source | Amount Approved | Amount Expended |
|-------------|-----------------|-----------------|
| MAP-21 405d | \$47,360        | \$43,377        |

| Project Title         | Federal Project # | Program Manager |
|-----------------------|-------------------|-----------------|
| Statewide TSRP - MRSC | M6X17-07          | Mark Medalen    |

**Description:** The TSRP program is identified in the Target Zero plan as a best practice to reduce the incidence of impaired driving. The Municipal Research and Services Center (MRSC) hosts one of the statewide TSRPs. The TSRPs have access to the state’s experts in BAC testing, toxicology, SFST, Ignition Interlock, and DRE programs. These programs comprise the bulk of the topics which make DUI cases scientifically complex. They also represent areas that are likely to be challenged by defense counsel. Easy access to these resources, on behalf of statewide prosecutors, is a tremendous benefit for our state’s many prosecutors.

**Results:** FFY 2017 continued the very active demand for the specialized services of the state TSRP program. Hands-on training of over 96 hours was provided to over 760 participants—law enforcement officers, prosecutors, and judges—across the state in a variety of areas of impaired driving enforcement and legal updates. Trainings included Washington State



Association of Municipal Attorneys Conference in the fall and spring, DOL Hearing Examiner Conference, WSP Academy cadet trainings, Breath Test Technician In-Service Training, and the Prosecutor DUI Bootcamps in Western and Eastern Washington. Four quarterly newsletters were written and distributed online. The TSRP website was regularly updated. MRSC coordinated the DUI Benchbook updates and publication. In addition, the state TSRP provided continuing training and litigation support for state prosecutors on the new Draeger 9510 breath test device. Many weeks of litigation, hearings, and arguments unfolded favorably with the assistance of the state TSRP. With approximately one-half of the state converted to the new Draeger device, training and litigation is on-going and intense.

The state of the DUI law continually changes. The opioid crisis, synthetic drugs, legal marijuana, and electronic warrants are just some of the major challenges in DUI prevention and conviction. The many legal changes and court opinions create an even greater need for basic training for law enforcement officers and prosecutors as the fundamental protocol for enforcement and prosecution of DUIs and other impaired driving crimes has changed dramatically. The state TSRP program actively assisted at all levels from training and policy input to supporting programs that alleviated the strain of an increase in search warrants, legal argument and brief drafting, and legislative proposals.

| Fund Source | Amount Approved | Amount Expended |
|-------------|-----------------|-----------------|
| MAP-21 405d | \$172,308       | \$156,967       |

| Project Title                 | Federal Project # | Program Manager |
|-------------------------------|-------------------|-----------------|
| Clark-Vancouver<br>Reduce DUI | M6X17-11          | Edica Esqueda   |

**Description:** In this third year of the project, the Vancouver PD will continue to coordinate a regional evidence-based project focused on a multi-agency initiative to reduce and prevent impaired driving fatalities in Clark County. Work will continue to develop a coalition of partners focusing on impaired driving issues while monitoring other traffic safety concerns, such as distracted driving and pedestrian safety.

**Results:** During FFY 2017 program year, the Clark-Vancouver Collaborative DUI grant provided 18 events throughout the region, assisting each agency with events and locations associated with increases in impaired driving and serious crashes. Vancouver coordinated the project along with Target Zero Region 6, and participating agencies that included Battle Ground, Clark County Sheriff, LaCenter, Ridgefield, Washougal, WSP, Washington Liquor and Cannabis Board (LCB), and police radio dispatch support from Clark Regional Emergency Services Agency 911 Center.

| Clark-Vancouver Reduce DUI Statistics |           |
|---------------------------------------|-----------|
| Enforcement Overtime                  | 475 hours |
| Contacts                              | 1,440     |
| DUI Arrests                           | 47        |
| Other Arrests                         | 62        |
| Verbal Warnings                       | 672       |
| Citations/Infractions                 | 163       |

The Vancouver PD DUI Enforcement conducted 18 multijurisdictional DUI emphasis patrol events during FFY 2017. Law enforcement partners met monthly to discuss the calendar of



events, review location for events, discuss briefing matters, and finalize details pertaining to the event.

| Fund Source                      | Amount Approved | Amount Expended |
|----------------------------------|-----------------|-----------------|
| MAP 21 405d Impaired Driving Low | \$146,480       | \$89,141        |

| Project Title                    | Federal Project # | Program Manager |
|----------------------------------|-------------------|-----------------|
| DUI Training and Candidate Court | M6X17-12          | Edica Esqueda   |

**Description:** Effective DUI courts are patterned after the highly successful drug court model that recognizes the importance of combining treatment with the structure and accountability of the judge and supporting team in a court setting. This project will provide grant funds for DUI candidate courts in Washington for training and startup costs associated with starting a new court.

**Results:** The DUI candidate court program provided the city of Kent Municipal Court and the city of Spokane the opportunity to develop the first municipal DUI courts in Washington. The city of Kent DUI Court was able to receive Foundational DUI Court training in Vancouver, Washington and was able to send team members to a site visit to the city of El Paso Academy court. The Kent team had almost an entire year of DUI candidate court status where they were able to attend training, plan and prep business rules, complete their handbook, and in June 2017, they saw their first DUI Court client.

The city of Spokane Municipal Court contacted the WTSC mid-year with an interest in starting a DUI Court. Using candidate court funds, the members of the city of Spokane DUI Court attended Foundational DUI Court training at the Duluth County DUI Academy Court. The speed in which the city of Spokane DUI candidate court team was able to unite and begin writing the program business rules and handbook showed how dedicated they were to creating the city of Spokane DUI Court. The court team was robust with all recommended team members represented and engaged in the process. The city of Spokane DUI Court was only in candidate court status for one month during FFY 2017.

| Fund Source | Amount Approved | Amount Expended |
|-------------|-----------------|-----------------|
| MAP-21 405d | \$125,000       | \$31,689        |

| Project Title      | Federal Project # | Program Manager |
|--------------------|-------------------|-----------------|
| Bellingham DUI HVE | M6X17-13          | Edica Esqueda   |

**Description:** With this grant, the Bellingham PD allocated six shifts a month for officers to sign up for DUI emphasis patrols. The Bellingham PD also widely publicized these patrols through social media. This was a continuation of the 2016 grant that to date has been successful. For FFY 2017, the Bellingham PD was awarded a state Target Zero DUI grant for a highly-trained and motivated DRE/ARIDE-trained officer to work DUI enforcement on the officer's weekend work days, while back-filling that officer's regular position. The officer also trained new Bellingham PD patrol officers and senior officers in better DUI patrol tactics. The additional goal for this grant period was to do a direct, side-by-side comparison of the

Bellingham PD DUI arrest numbers from filling extra weekend slots for DUI patrols, and then backfilling the highly-trained and motivated DRE/ARIDE officer.

**Results:** This project achieved 100 percent reduction in nighttime DUI fatalities. There were zero daytime and nighttime DUI fatality crashes in the city of Bellingham for the grant period. Pre-grant, Bellingham averaged just under three DUI fatalities a year. Additionally, the project realized a 6.3 percent reduction in all nighttime crashes.

|                                       |              |
|---------------------------------------|--------------|
| HVE Breakdown                         |              |
| Hours Worked                          | 177.4        |
| DUI Arrests                           | 24           |
| DUI Arrests per Hour Worked           | 7.4          |
| Total DUI Arrests Grant Period        | 200          |
| Increase in DUI Arrests               | -22%         |
| Reduction in Nighttime DUI Fatalities | 0 fatalities |
| Reduction in Night Crashes            | 6.3%         |

|                       |             |
|-----------------------|-------------|
| Cost Break Down       |             |
| Overtime Expenditures | \$10,567.63 |
| Cost Per DUI Arrest   | \$440.32    |

|                            |                             |                             |
|----------------------------|-----------------------------|-----------------------------|
| Fund Source<br>MAP-21 405d | Amount Approved<br>\$26,784 | Amount Expended<br>\$10,153 |
|----------------------------|-----------------------------|-----------------------------|

|   |                               |                                 |
|---|-------------------------------|---------------------------------|
| Project Title<br>King County Prevent Impaired Driving | Federal Project #<br>M6X17-14 | Program Manager<br>Mark Medalen |
|---|-------------------------------|---------------------------------|

**Description:** This project worked to reduce impaired driving due to alcohol, marijuana, and other drugs in King County. It coordinated efforts with the King County Target Zero Task Force and enhanced public education through media campaigns, signage, and materials in key locations to reach populations including parents, caregivers, youth, and young adults. King County led the project in collaboration with its network of providers, community groups, and other local government entities.

**Results:** Prior to this project, King County found there were limited impaired driving messages that addressed the potential consequences due to driving under the influence of alcohol, marijuana, and other drugs. This project provided key messages to reach youth and young adults including a specific focus on marijuana. Due to time and resource constraints, a separate media campaign was not created specifically for parents and caregivers, although that group was reached through this effort. King County staff did speak about impaired driving issues at a community forum with adults and youth.

As a result of this campaign, more youth and young adults were informed about consequences, specifically: financial costs due to receiving a DUI, getting or keeping a job, and potential impacts related to being offered a scholarship and/or college admission.

An increase among parents, caregivers, youth and young adults who report more exposure to prevention messages related to impaired driving, was measured at the beginning and end of the project.

Although a pre- and post-survey was conducted, this project resulted in exposing the focus populations to impaired driving messages via social media, television ads, and digital ads. The prevention/public health messages were clear and included the following:

- Keep your dreams. Arrange a safe ride ahead of time.
- Get home safely. Call someone or catch a ride.
- Don't ride in a car with someone who's been using marijuana. Just steer clear.

King County conducted a thorough process to design and implement an impaired driving prevention project aimed at youth and young adults ages 16-25. The project:

- Held four focus groups with a diverse group of 35 youth and young adults in different areas of King County.
- Conducted 12 key informant interviews to gain insight into impaired driving prevention and appropriate public awareness messages.
- Involved 14 individuals to provide feedback about draft media campaign messages.
- Developed six different messages for print and social media, resulting in 1,459,283 impressions on Facebook, Instagram, and Google Display Network.
- Translated posters into Spanish.
- Launched television and digital ads as part of the "Steer Clear" local campaign, including 120 paid 30-second spots aired on KSTW during September, followed by pro bono spots, with a total of 132,000 gross impressions.

The final products of social media, television and digital ads, and posters reflected the careful crafting of messages aimed at preventing impaired driving among youth and young adults. King County worked closely with Sermo Digital to disseminate the new media campaign messages via Google Display/Network and social media, specifically Facebook and Instagram. King County also successfully placed "Steer Clear" messages through a contract with CBS Digital/KSTW-TV.

|             |                 |                 |
|-------------|-----------------|-----------------|
| Fund Source | Amount Approved | Amount Expended |
| MAP-21 405d | \$100,000       | \$99,453        |

|   |                   |                 |
|---|-------------------|-----------------|
| Project Title   | Federal Project # | Program Manager |
| Target Zero Teams – Local Law Enforcement/Media East Counties | M6X17-15          | Edica Esqueda   |

**Description:** TZTs in Yakima and Spokane Counties focused on high-visibility, multijurisdictional enforcement patrols backed by media outreach designed to let the public know about extra enforcement, increasing their perception of being caught if they chose to drive impaired. The patrols followed a strict schedule and reinforced publicity efforts. Media efforts provided educational information quarterly in high fatality and serious injury locations by use of billboards, bus tail ads, variable message boards, public service announcements, and earned media events. This project utilized the Home Safe Bar Program, education and compliance visits by local law enforcement officers, and LCB officers on the evenings of enforcement patrols in high fatality and serious injury collisions areas. The project promoted ride-alongs by local media and generate public service announcements by local law enforcement. The task force was comprised of representatives from engineering, law enforcement, education, prevention, health, insurance, and citizens working toward Target Zero goals.

**Results:** TZTs in Yakima and Spokane completed their final year of full funding in FFY 2017. This year the teams had a lot of success with DUI officers working the patrols in Spokane as well as a new TZM in Yakima coordinating activities. Media education and outreach in Spokane consisted localized PSAs, bus tail ads, and earned media events. The Yakima TZT program entered into a sponsorship with the Yakima Valley Pippins baseball club, which earned thousands of opportunities to connect with residents about Target Zero.

| <b>TZT EAST STATS</b>         | <b>Spokane</b> | <b>Yakima</b> | <b>Total</b> |
|-------------------------------|----------------|---------------|--------------|
| Number of Patrols             | 67             | 35            | 102          |
| Number of Agencies            | 3              | 8             | 11           |
| DUI Arrests                   | 62             | 132           | 194          |
| Speed Citations               | 51             | NA            | 51           |
| Occupant Protection Citations | 0              | 0             | 0            |

|                            |                              |                              |
|----------------------------|------------------------------|------------------------------|
| Fund Source<br>MAP-21 405d | Amount Approved<br>\$220,000 | Amount Expended<br>\$131,605 |
|----------------------------|------------------------------|------------------------------|

|  |                               |                                  |
|--|-------------------------------|----------------------------------|
| Project Title<br>Clark County Decisions<br>Points Project' | Federal Project #<br>M6X17-16 | Program Manager<br>Edica Esqueda |
|--|-------------------------------|----------------------------------|

**Description:** The Clark County District Court Corrections implemented the 'Decisions Points Project' and sent four probation officers to the National Association of Drug Court Professionals (NADCP) conference. Decision Points was evidence-based cognitive behavioral programming that equipped facilitators with the tools to provide decision-making skills workshops to higher risk, multiple DUI offenders. The NADCP conference provided DUI Court workshops with the latest research, training, and program information.

**Results:** The Clark County District Court Corrections reached their project goal of developing a DUI related cognitive behavioral education tool as well as conducting training on their new education tool and attending the National Association of DUI Courts conference in Washington, DC. The project had some delays early on in the program year; however, September 12, 2017, marked the first Decision Points DUI class. Clark County DUI Court is now able to offer a second class in our local jail beginning November 1, 2017. Ten probation officers received instructor training of the DUI Decision Points cognitive behavioral curriculum. Since then training has expanded to additional staff. It was a slower than expected ramp up in terms of reaching our goal of having 40 participants through the class by December 31, 2017. Staff have made several presentations to local judges and other community groups which resulted in receiving more referrals. Another notable achievement is that the Clark County District Court has elected to extract the DUI court program from the hybrid model, and now stands as its own treatment court.

|                            |                             |                             |
|----------------------------|-----------------------------|-----------------------------|
| Fund Source<br>MAP-21 405d | Amount Approved<br>\$65,162 | Amount Expended<br>\$46,065 |
|----------------------------|-----------------------------|-----------------------------|

|  |                                      |  |
|--|--------------------------------------|--|
| <b>Project Title</b><br>Okanogan County<br>Enforcement of Underage<br>Drinking Laws  | <b>Federal Project #</b><br>M5X17-17 | <b>Program Manager</b><br>Erika Mascorro |
| <p><b>Description:</b> The Okanogan Community Coalition (OCC) used evidence-based and community-based environmental strategies, building upon the existing relationships between the seven law enforcement jurisdictions. The OCC conducted high visibility enforcement mobilizations, retail compliance checks, and an education campaign about the impacts of underage impairment and driving under the influence.</p> <p><b>Results:</b> OCC successfully completed the following goals and milestones in accordance with the agreement:</p> <ul style="list-style-type: none"> <li>• Conducted 14 emphasis patrols during high risk events between July 1 and September 30 (homecoming, Backyard Brawl, Thanksgiving, Christmas Break, Memorial Day weekend, Senior Skip Day, prom, graduation, and summer break). These patrols included campgrounds.</li> <li>• Conducted three PIPs.</li> <li>• Completed three retail compliance checks.</li> <li>• Produced radio, billboard, bowling alley, and movie preview ads.</li> <li>• Surveyed Omak High School students. This survey which has been conducted since 2015 showed a 10 percent decrease in the use of alcohol and marijuana, and a 10 percent decrease in those who admit to driving while impaired.</li> </ul> |                                      |  |
| <b>Fund Source</b><br>405d   | <b>Amount Approved</b><br>\$48,681   | <b>Amount Expended</b><br>\$32,740       |

|   |                                      |   |
|---|--------------------------------------|---|
| <b>Project Title</b><br>WSP-- Role of THC and<br>Other Drugs on Crashes   | <b>Federal Project #</b><br>M6X17-18 | <b>Program Manager</b><br>Edica Esqueda |
| <p><b>Description:</b> This project used a mixed-method approach to examine Fatality Analysis Reporting System (FARS) data and the causal relationship between THC and fatal crashes from 2010-2014. It compared drivers with THC in their blood with drivers with alcohol and other intoxicants in their system. The qualitative analysis involved the detailed study of the files of 56 drivers who had only THC in their blood. The quantitative analysis, using statistical matching techniques, allowed the ability to estimate causal effects of marijuana use on driver fault.</p> <p><b>Results:</b> Preliminary analysis was submitted for the results of propensity score matching of THC drivers, alcohol drivers, THC + alcohol drivers, and known clean drivers. Qualitative review of narratives and diagrams have been completed and the analysis is being refined. The results of this work are scheduled to be presented at the American Criminal Justice Association Annual Conference in New Orleans, Louisiana, in February 2018, and at the WTSC traffic safety conference in Kennewick, Washington, in April 2018. Preliminary results were presented at the annual meeting of the Academy of Criminal Justice Sciences in Kansas City, Missouri, and at the annual meeting of the Western Association of Criminal Justice in Spokane, Washington. The final aggregate report is expected by the end of 2017.</p> |                                      |   |
| <b>Fund Source</b><br>MAP-21 405d   | <b>Amount Approved</b><br>\$59,393   | <b>Amount Expended</b><br>\$62,455      |

|  |                                      |  |
|--|--------------------------------------|--|
| <b>Project Title</b><br>DOL 21 <sup>st</sup> Birthday  | <b>Federal Project #</b><br>M6X17-19 | <b>Program Manager</b><br>Erika Mascorro |
| <p><b>Description:</b> The initial agreement funded DOL \$35,000 for a proposed pilot project that would develop and provide information to 21 year-olds seeking a horizontal driver’s license. DOL stated in its grant proposal that in 2015, nearly 75,000 people came to a DOL office within three months of their 21st birthday to conduct a licensing transaction. The information disseminated would educate on the impacts of impaired driving. The idea was to produce a 21st birthday card that contained the impaired driving information.</p> <p>Through the course of developing the birthday card, DOL realized that they were not going to be able to distribute the birthday card during the interaction of the 21 year-olds obtaining their horizontal driver’s license due to increased interaction time with the customer. DOL had already spent \$5,000 of the \$35,000 funded in the design of the card.</p> <p>DOL agreed to complete the project by using the design of the card developed for a social media campaign. DOL paid for this campaign from a non-grant source but agreed to provide a report to WTSC on the key audience engagements in the measurement of results.</p> <p><b>Results:</b> Three videos were created for the DOL 21st Birthday Drinkin’ and Drivin’ Campaign’s message about the potential consequences of a DUI. The campaign targeted residents age 20-21 that enjoy clubs, bars, concerts, beers, and cocktails, and parents with adult children 18-26. The videos were placed as paid video advertising on Facebook and YouTube with a link to a microsite. The three videos did well with 30 second view rates as high as 31.8 percent. The benchmark average ranges from 12-18 percent of videos viewed for 30 seconds or longer. View rates for the “parents” demographic was consistently higher for all versions of the videos. The Facebook ads resulted in 1,525 engagements with video, and 27,938 video views. The YouTube ad resulted in 350 clicks to the website, and 40,505 video views.</p> |                                      |  |
| <b>Fund Source</b><br>MAP-21 405d  | <b>Amount Approved</b><br>\$35,000   | <b>Amount Expended</b><br>\$5,000        |

|  |                                      |   |
|--|--------------------------------------|---|
| <b>Project Title</b><br>Target Zero Teams – Local Law Enforcement/Media West Counties  | <b>Federal Project #</b><br>M6X17-20 | <b>Program Manager</b><br>Edica Esqueda |
| <p><b>Description:</b> TZTs in King, Pierce, and Snohomish Counties focused on high-visibility, multijurisdictional enforcement patrols backed by media outreach designed to let the public know about the increased enforcement, increasing their perception of being caught if they should chose to drive impaired. The patrols followed a strict schedule and reinforced publicity efforts. Media efforts provided educational information quarterly in high fatality and serious injury locations by use of billboards, bus tail ads, variable message boards, public service announcements, and earned media events. This project utilized the Home Safe Bar Program education and compliance visits by local law enforcement officers and LCB officers on the evenings of enforcement patrols in high fatality and serious injury collision areas. The project promoted ride-alongs by local media and generate public service announcements by local law enforcement. The task force was comprised of representatives from engineering, law enforcement, education, prevention, health, insurance, and citizens working toward Target Zero goals.</p> |                                      |   |

**Results:**

|                                      | <b>North King</b> | <b>South King</b> | <b>Snohomish</b> | <b>Pierce</b> | <b>Total</b> |
|--------------------------------------|-------------------|-------------------|------------------|---------------|--------------|
| <b>Number of Patrols</b>             | 22                | 24                | 16               | 19            | 78           |
| <b>Number of Agencies</b>            | 9                 | 10                | 13               | 10            | 42           |
| <b>DUI Arrests</b>                   | 36                | 26                | 54               | 72            | 188          |
| <b>Speed Citations</b>               | 190               | 144               | 106              | 271           | 711          |
| <b>Occupant Protection Citations</b> | 8                 | 13                | 9                | 1             | 31           |

Fund Source  
MAP-21 405d

Amount Approved  
\$250,000

Amount Expended  
\$196,772



# SPEEDING

## Problem Statement

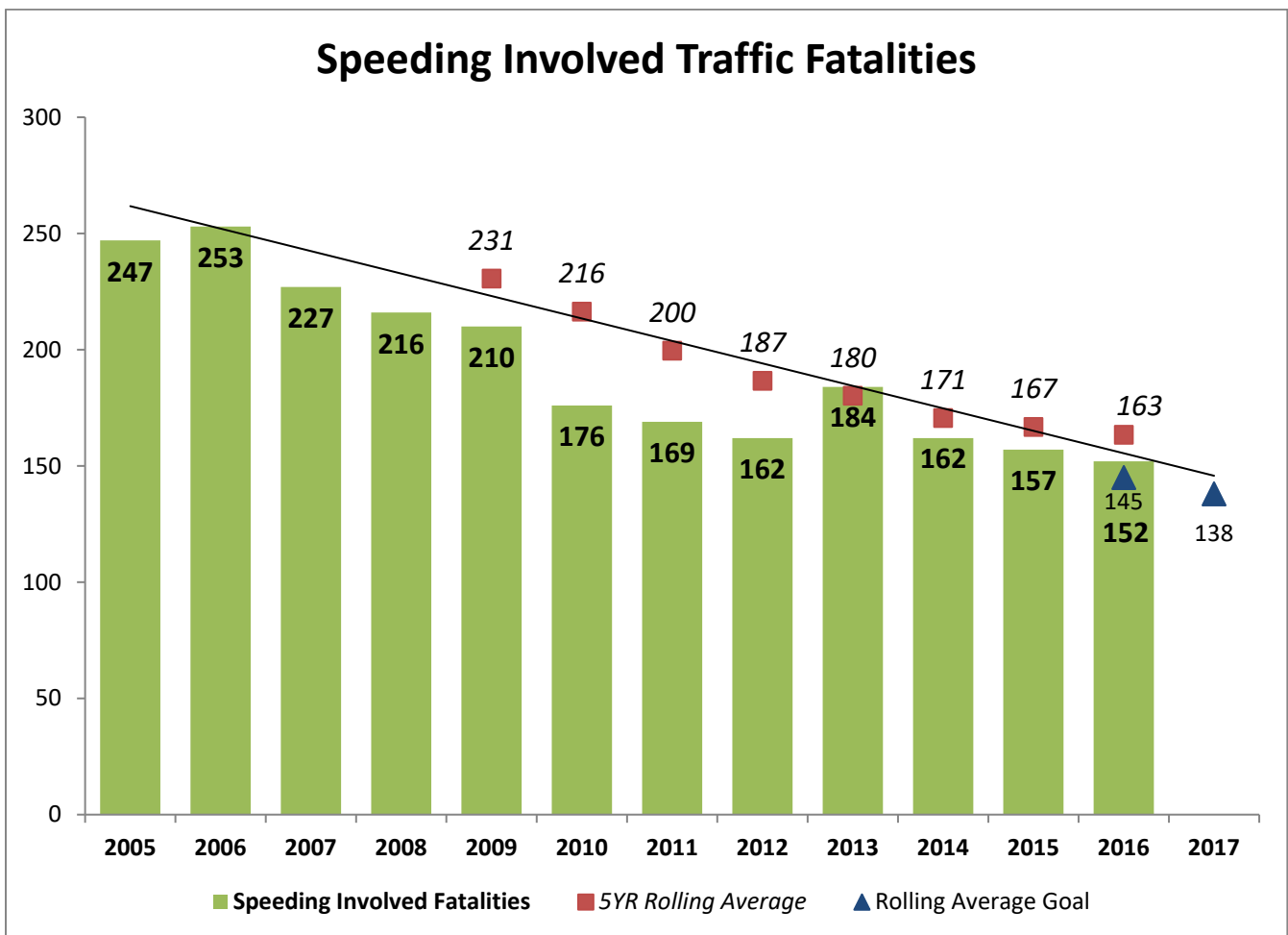
From 2014-2016 speeding was a factor in 30.4 percent of traffic fatalities and 25.4 percent of serious injuries. Speeding involved fatalities decreased 8.5 percent in 2014-2016 (471) compared to 2011-2013 (515). During this same time period, speeding involved serious injuries decreased by 5.2 percent (1,689 to 1,601).

## Performance Analysis

### Speeding Involved Fatalities

Performance Measure: Decrease speeding involved fatalities by 15.3 percent from the 2012-2016 five-year rolling average of 163 to 138 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there were 163 speeding involved fatalities, missing the HSP 2016 goal of 145 by 12.4 percent.



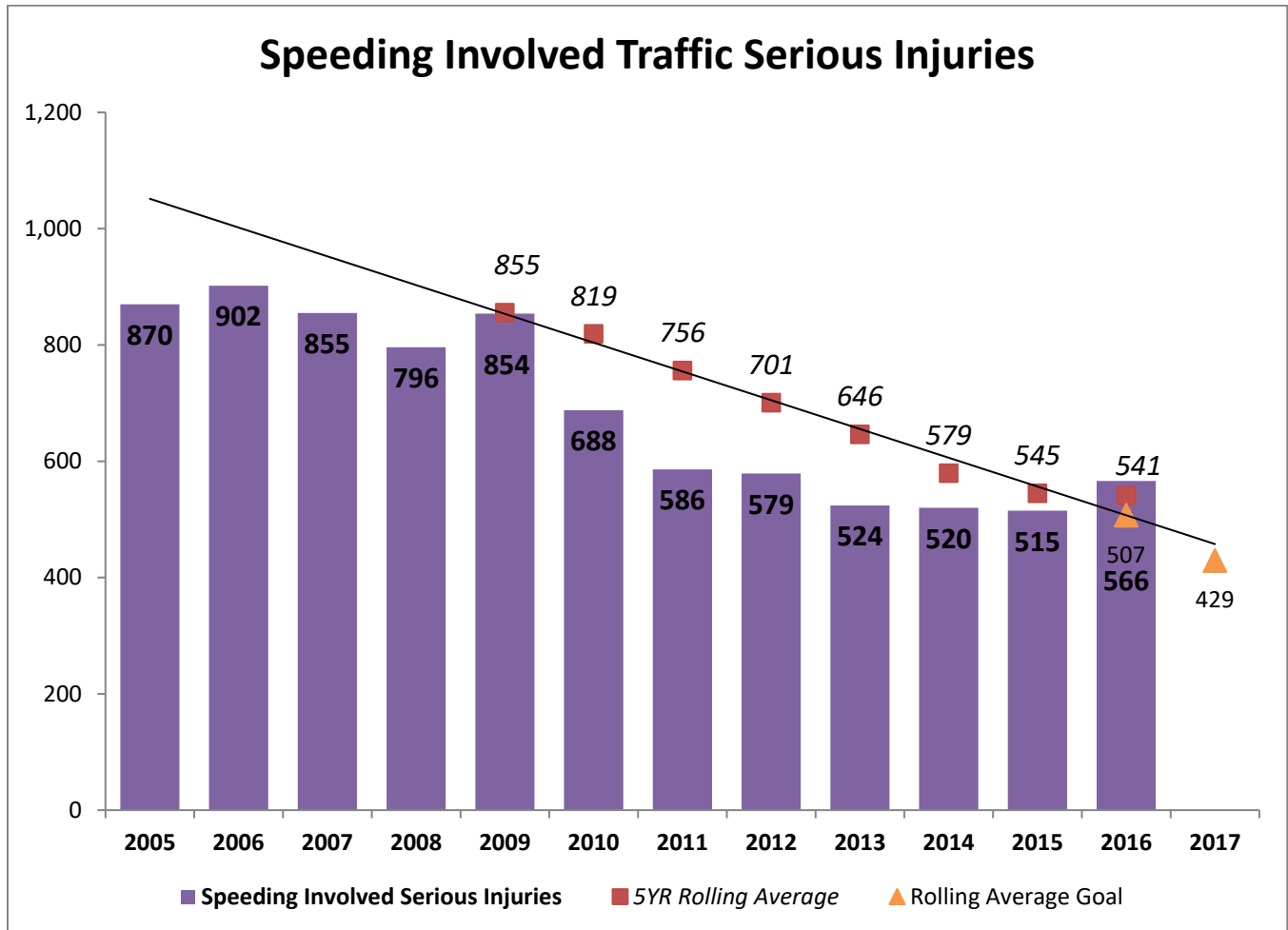
SOURCE: WA FARS



## Speeding Involved Serious Injuries

Performance Measure: Decrease speeding involved serious injuries by 20.7 percent from the 2012-2016 five-year rolling average of 541 to 429 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there 541 speeding involved serious injuries, missing the HSP 2016 goal of 507 by 6.7 percent.



SOURCE: WA FARS

## FFY 2017 Speeding Projects

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| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| Kitsap County Speed  | SE17-02           | Jerry Noviello  |
| <p><b>Description:</b> The Kitsap County speed reduction project was a county level project aimed at identifying and implementing interventions that hold promise for reducing speed-caused fatal and serious injury collisions. In the third and final year of this project, Kitsap County utilized a combination of education, engineering, and enforcement to reduce speeding throughout the county. Target Zero identifies speeding as a level one priority and the third largest cause of fatal collisions. The Kitsap speed eradication team's project was based on the corridor model and used data to drive enforcement locations.</p> <p><b>Results:</b> During FFY 2017, there were 162 hours of overtime enforcement, which resulted in 535 contacts with traffic violators, of which there were 257 citations, 322 warnings, 8 DUI arrests, and 9 other arrests. Of the 257 citations, 173 were for speeding (67 percent). Public outreach efforts included paid advertising on social media, gas pumps, ferries, and on the Naval base. In total, there were 2,038,531 impressions made through these paid media efforts.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| 402  | \$40,000          | \$36,484        |

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| Region 12 Speed   | SE17-03           | Jerry Noviello  |
| <p><b>Description:</b> This project was the second year of continued speed reduction efforts utilizing education, enforcement, electronic reader boards, and media. Region 12 Target Zero task force, which includes Chelan, Douglas, and Kittitas Counties, utilized crash data and local engineering tools to determine high risk areas and times. Outreach efforts supported the multijurisdictional, high-visibility speed enforcement mobilizations conducted throughout the region during the summer months.</p> <p><b>Results:</b> During FFY 2017, there were 324.25 hours of overtime enforcement. This enforcement resulted in 938 contacts, of which there were 421 citations, 676 warnings, 2 DUI arrests, and 27 other arrests. Of the 421 citations, 288 (68 percent) were for speeding. Public education efforts were conducted using electronic reader boards in patrol locations and through social media advertising on Facebook and Pandora. More localized paid advertisements were done through movie theater ads in Ellensburg and Wenatchee. In total, there were 1,143,463 impressions from these paid media efforts.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| 402   | \$40,000          | \$39,154        |

|   |                                     |  |
|---|-------------------------------------|--|
| <b>Project Title</b><br>Thurston County Speed Project   | <b>Federal Project #</b><br>SE17-04 | <b>Program Manager</b><br>Jerry Noviello |
| <p><b>Description:</b> In the third and final year of this project, the Thurston County Target Zero task force utilized mobile speed feedback signs, media publicity, and active enforcement to target speeding throughout Thurston County. Using crash data and data collected from the mobile speed feedback signs, the task force determined high-risk areas and times to target patrols. These feedback signs were also used to influence drivers throughout the year.</p> <p><b>Results:</b> During FFY 2017, there were 297.7 hours of overtime enforcement. This enforcement resulted in 656 contacts, of which there were 317 citations, 377 warnings, and 4 other arrests. Of the 317 citations, 268 (85 percent) were for speeding. Enforcement campaigns were conducted in the spring-summer months. Public outreach included paid and donated radio ads that ran in conjunction to the enforcement periods. Using Facebook and Pandora, a total of 766,024 impressions were made.</p> |                                     |  |
| <b>Fund Source</b><br>402   | <b>Amount Approved</b><br>\$44,000  | <b>Amount Expended</b><br>\$38,721       |

|  |                                     |  |
|--|-------------------------------------|--|
| <b>Project Title</b><br>Local Speed HVE  | <b>Federal Project #</b><br>SE17-05 | <b>Program Manager</b><br>Jerry Noviello |
| <p><b>Description:</b> The WTSC plans to conduct high-visibility speed enforcement efforts in a limited number of WTSC regions during FFY 2017. Regions were selected using a data-driven approach, and the patrol periods were advertised using a combination of paid and earned media. Grants to local law enforcement were coordinated through the TZMs.</p> <p><b>Results:</b> After initial planning, this project was not completed and no funds were charged to this project. During planning, WTSC reached out to the areas where data indicated the state had the most need for a project to reduce speed-related deaths. However, none of those areas had the capacity to take on the project.</p> |                                     |  |
| <b>Fund Source</b><br>402  | <b>Amount Approved</b><br>\$100,000 | <b>Amount Expended</b><br>\$             |

|   |                                     |  |
|---|-------------------------------------|--|
| <b>Project Title</b><br>Paid Media Speed  | <b>Federal Project #</b><br>SE17-05 | <b>Program Manager</b><br>Erica Stineman |
| <p><b>Description:</b> The WTSC planned to purchase media to support high-visibility speed enforcement efforts in a limited number of WTSC regions during FFY 2017. Regions were to be selected using a data-driven approach, and the patrol periods were to be advertised using a combination of paid and earned media. Grants to local law enforcement were to be coordinated through the WTSC's network of TZMs.</p> <p><b>Results:</b> Since the Local Speed HVE (SE17-05) project did not take place, no paid media was conducted.</p> |                                     |  |
| <b>Fund Source</b><br>402   | <b>Amount Approved</b><br>\$100,000 | <b>Amount Expended</b><br>\$             |

Project Title  
WSP Speed HVE

Federal Project #  
M7\*PT17-01

Program Manager  
Jerry Noviello

**Description:** The WSP conducted high-visibility speed enforcement efforts in a limited number of WTSC regions during FFY 2017. Regions were selected using a data-driven approach, with the patrols centered on large events. The overtime enforcement utilized both motorcycle and vehicle enforcement officers. The goal was to saturate an area that was hosting a large event. In addition, officers were stationed on the corridors that lead to the event area.

**Results:** WSP was successful in recruiting the large number of officers needed to complete this project. There were 1,336.70 hours of overtime enforcement. This resulted in 3,084 contacts made by officers. These contacts included 1,525 speeding citations and 933 speeding warnings. The events targeted by this project were:

| Dates            | Emphasis Region      | Emphasis Location | Emphasis Event      |
|------------------|----------------------|-------------------|---------------------|
| May 4 - 6        | Yakima               | I-84              | Cinco-de-Mayo       |
| May 4 - 6        | Vancouver            | I-5               | Cinco-de-Mayo       |
| June 10 - 11     | Wenatchee            | SR 2, SR 97       | Euro Car Rally      |
| June 23 - 25     | Spokane              | I-90              | Hoop-Fest           |
| June 29 - July 1 | King County          | SR 18             | Summer Kick-Off     |
| July 28 - 30     | Thurston/Grays Harbo | SR 8, 12, 101     | Bikers at the Beach |
| Sept. 22 - 24    | Skagit/Snohomish     | I-5               | Oyster Run          |

Fund Source  
MAP-21 405d

Amount Approved  
\$100,000

Amount Expended  
\$91,150

# YOUNG DRIVERS

## Problem Statement

Among drivers involved in fatal collisions, drivers age 16 to 25 have higher incidences of speeding, improper passing, and impairment compared to drivers ages 26 and older.

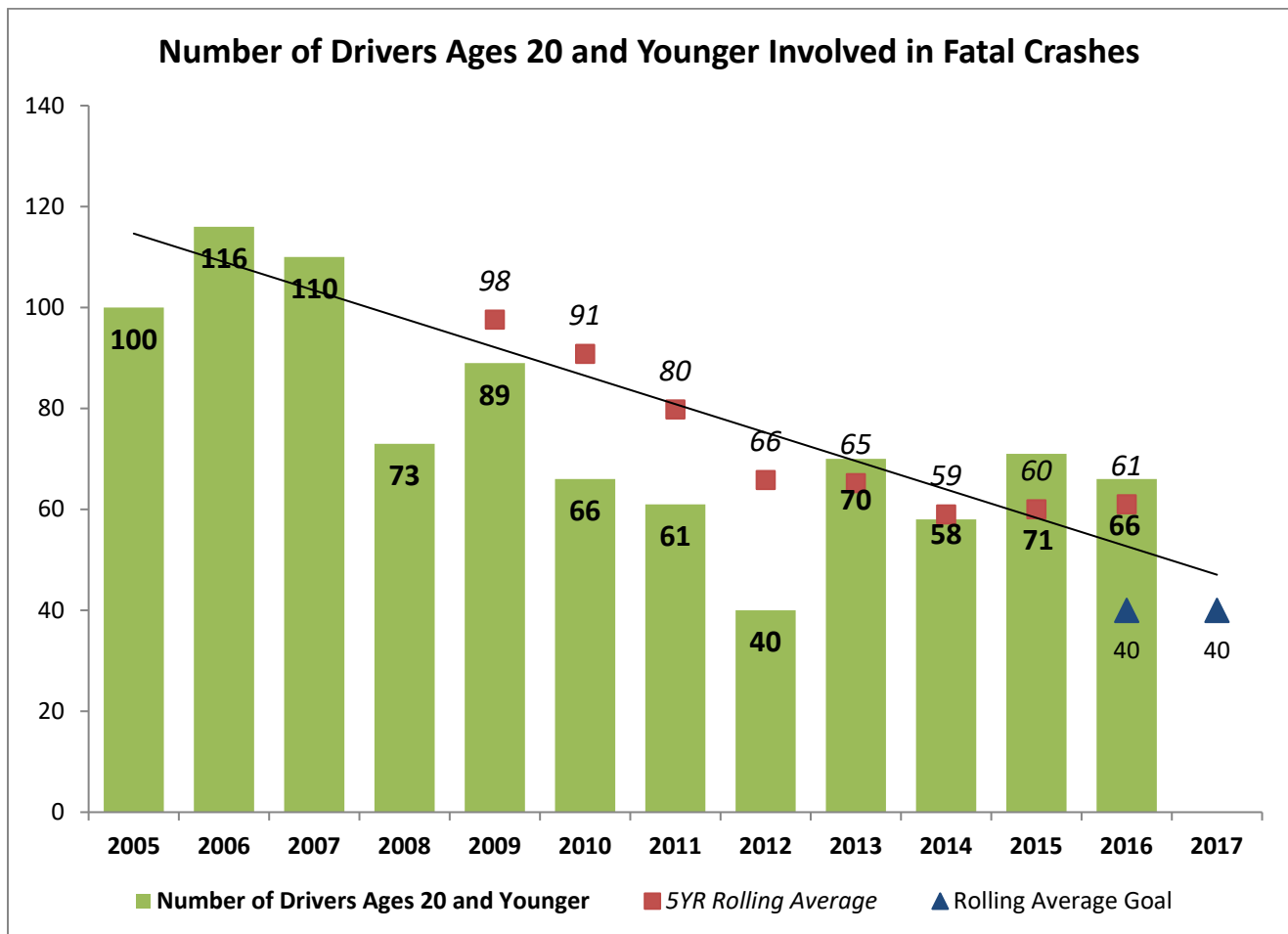
From 2014-2016 31.5 percent of traffic fatalities and 34.1 percent of serious injuries involved a driver age 16-25. Young driver involved fatalities increased 15.4 percent compared to 2011-2013 (422 to 487). During this same time period, young driver involved serious injuries decreased by 2.3 percent (2,202 to 2,151).

## Performance Analysis

### Drivers Age 16-20 Involved in Fatal Crashes

Performance Measure: Decrease the number of drivers age 16-20 involved in fatal collisions by 34.4 percent from the 2012-2016 five-year rolling average of 61 to 40 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 61 drivers age 16-20 involved in fatal collisions, missing the HSP 2016 goal of 40 by 52.5 percent.

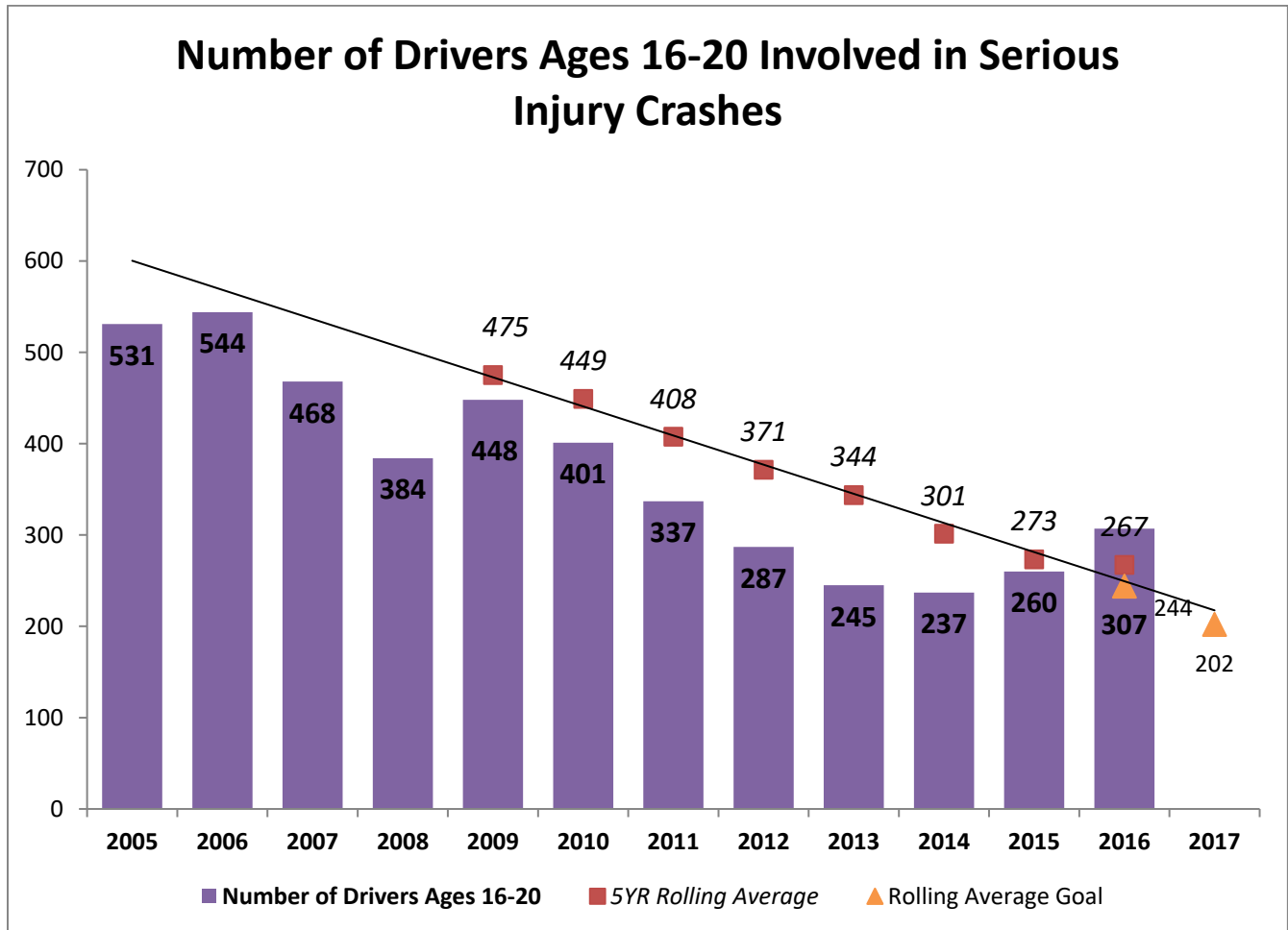


SOURCE: WA FARS

### Drivers Age 16-20 Involved in Serious Injury Crashes

Performance Measure: Decrease the number of drivers age 21-25 involved in serious injury collisions by 17.1 percent from the 2012-2016 five-year rolling average of 340 to 282 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 340 drivers age 21-25 involved in serious injury collisions, missing the HSP 2016 goal of 311 by 9.3 percent.

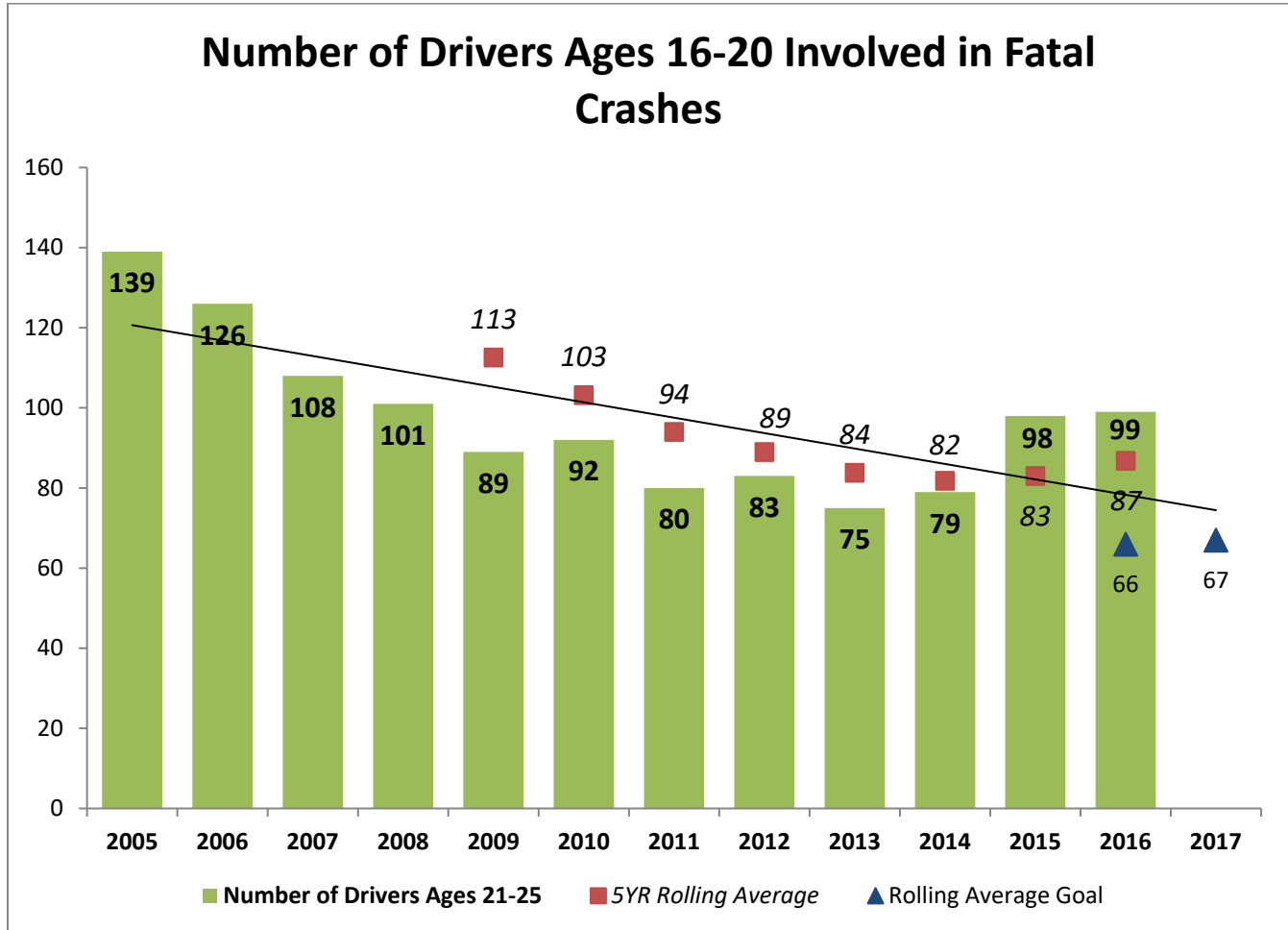


SOURCE: WSDOT

### Drivers Age 21-25 Involved in Fatal Crashes

Performance Measure: Decrease the number of drivers age 21-25 involved in fatal collisions by 17.1 percent from the 2012-2016 five-year rolling average of 87 to 67 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 87 drivers age 21-25 involved in fatal collisions, missing the HSP 2016 goal of 66 by 31.8 percent.

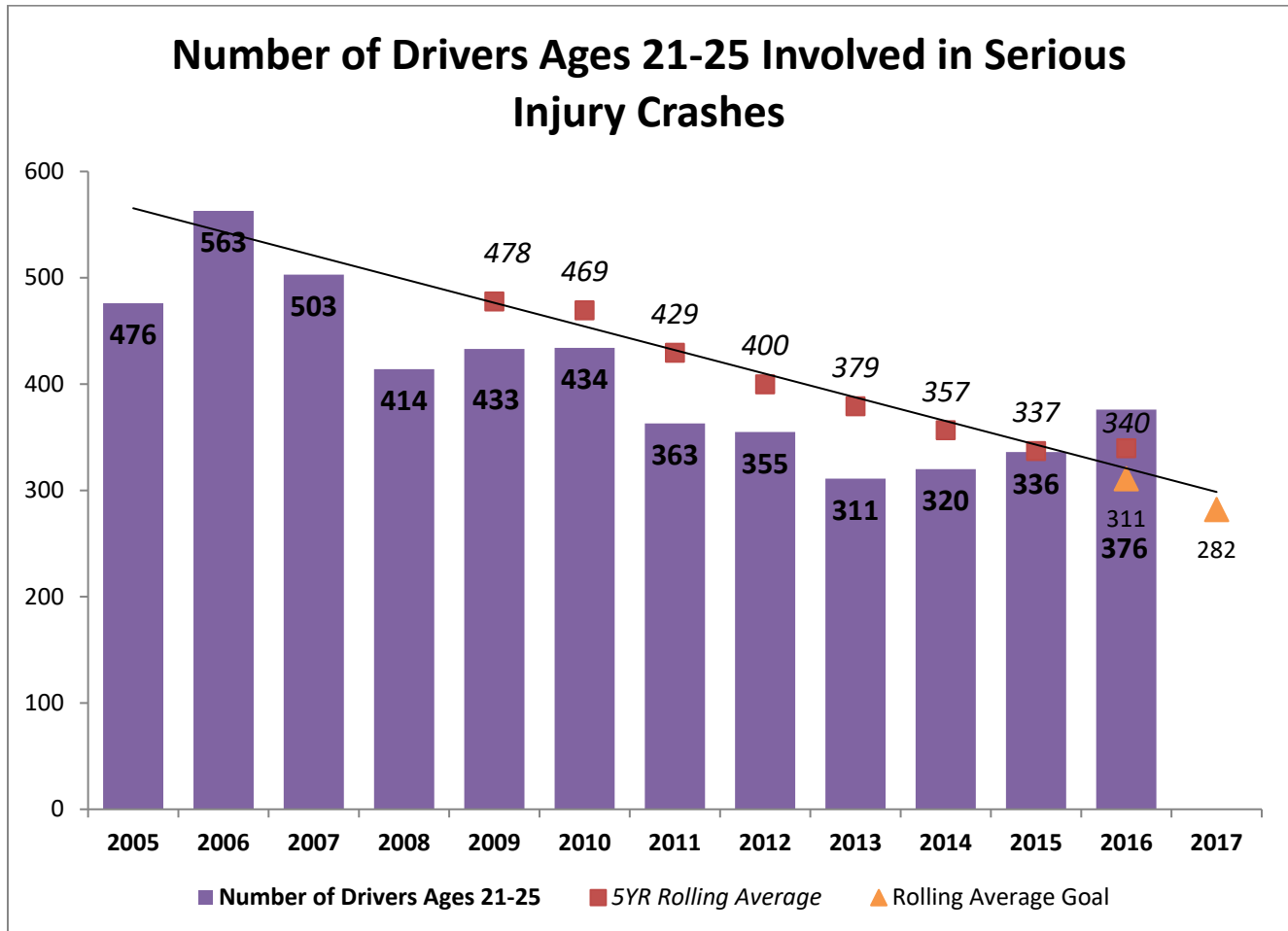


SOURCE: WA FARS

### Drivers Age 21-25 Involved in Serious Injury Crashes

Performance Measure: Decrease the number of drivers age 21-25 involved in serious injury collisions by 17.1 percent from the 2012-2016 five-year rolling average of 340 to 282 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 340 drivers age 21-25 involved in serious injury collisions, missing the HSP 2016 goal of 311 by 9.3 percent.



SOURCE: WSDOT



## FFY 2017 Young Driver Projects

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| Young Drivers   | CP17-06           | Angie Ward      |
| <p><b>Description:</b> Through the guidance of the Action Council on Young Drivers, grant funds supported tasks directly connected to strategies in the Young Driver section of the Target Zero Plan, including: supporting DOL efforts to improve driver education, testing, and the drivers guide; parental involvement; public outreach to parents and young people; and HVE focused on young driver safety.</p> <p><b>Results:</b> The project funded \$10,000 for a social media buy geared towards parents for National Teen Driver Safety Week. Media buy used Radio, TV, digital and resulted in more than 9,067 spots and over 15 million impressions. The project also funded print materials that were made available to driver training schools in Washington. A traffic safety pledge page was developed and distributed to all driver training schools for use with students and for parent nights. The project also funded advanced driver training for DOL, WSP, and WTSC personnel to expand knowledge, awareness, and experience with United Kingdom driver education techniques and standards.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| 402   | \$50,000          | \$6,900         |

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| DOL Inattentional Blindness   | M6X17-21          | Angie Ward      |
| <p><b>Description:</b> <i>Inattentional blindness</i> is a situation where someone does not see something in plain sight (i.e., not seeing a pedestrian in a crosswalk because the driver is on their cell phone). In 2015, DOL made improvements to their Washington Risk Prevention Curriculum, including additional distracted driving content. In order to more effectively educate students about the effects of distracted driving, this project produced a video to demonstrate inattentional blindness in a fun and interactive way.</p> <p><b>Results:</b> The interactive video was distributed to over 400 driver training schools in Washington. Distribution of this video will continue over the next year.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| MAP-21 405d   | \$40,000          | \$40,000        |

# DISTRACTED DRIVING

## Problem Statement

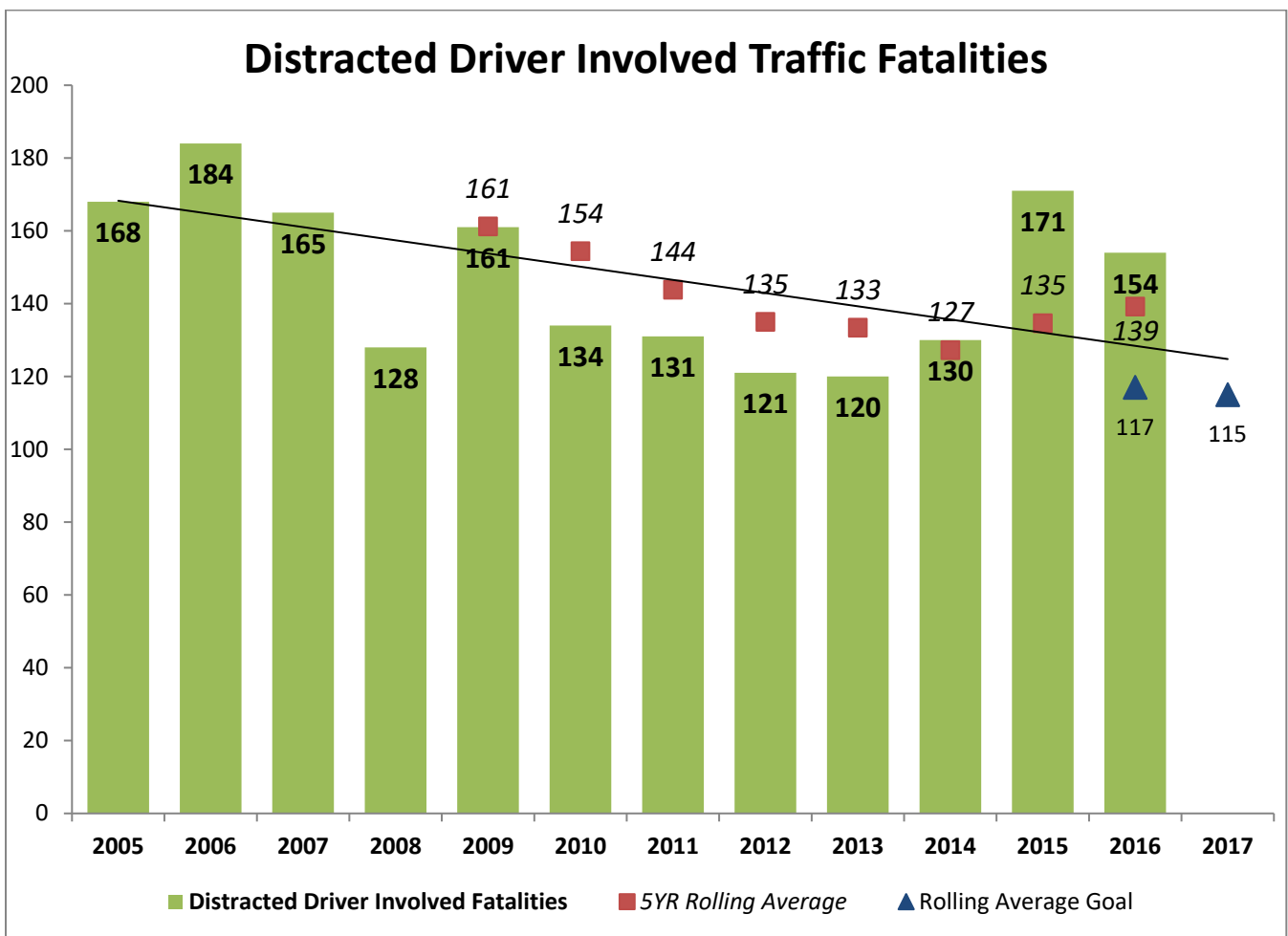
From 2014-2016 distracted driving was a factor in 29.4 percent of traffic fatalities and 27.6 percent of serious injuries. Distracted driver involved fatalities increased 22.3 percent 2014-2016 (455) compared with 2011-2013 (372). Due to a coding change in 2012, serious injury involved distracted drivers cannot be compared to earlier years.

## Performance Analysis

### Distracted Driver Involved Fatalities

Performance Measure: Decrease distracted driver involved fatalities by 17.3 percent from the 2012-2016 five-year rolling average of 139 to 115 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 139 distracted driver involved fatalities, missing the HSP 2016 goal of 117 by 18.8 percent.



SOURCE: WA FARS

## FFY 2017 Distracted Driving Projects

| Project Title<br>Distracted Driving HVE   |       | Federal Project #<br>DD17-02            | Program Manager<br>Angie Ward |          |       |                  |    |                |       |                   |   |  |  |                             |   |     |   |   |     |          |     |                             |    |                |     |                    |    |         |     |                               |    |           |     |                      |     |                |    |                         |     |                  |   |                       |     |              |     |                           |   |
|---|-------|---|-------------------------------|----------|-------|------------------|----|----------------|-------|-------------------|---|--|--|-----------------------------|---|-----|---|---|-----|----------|-----|-----------------------------|----|----------------|-----|--------------------|----|---------|-----|-------------------------------|----|-----------|-----|----------------------|-----|----------------|----|-------------------------|-----|------------------|---|-----------------------|-----|--------------|-----|---------------------------|---|
| <p><b>Description:</b> The Distracted Driving Project funded HVE overtime for local law enforcement agencies to participate in one national mobilization with the goal of reducing distracted driving. This grant worked in conjunction with the WSP Traffic Safety Block Grant, M7*PT 17-01. Paid advertising was coordinated and purchased through a separate project, PM17-01, in an effort to warn the public in advance about these extra patrols.</p> <p><b>Results:</b></p> <table border="1"> <tbody> <tr> <td>OT Hours</td> <td>1,988</td> <td>Reckless Driving</td> <td>46</td> </tr> <tr> <td>Total Contacts</td> <td>5,806</td> <td>Negligent Driving</td> <td>7</td> </tr> <tr> <td></td> <td></td> <td>Intermediate Driver License</td> <td>3</td> </tr> <tr> <td>DUI</td> <td>9</td> <td>Driving while License Suspended/Revoked</td> <td>115</td> </tr> <tr> <td>Speeding</td> <td>766</td> <td>No Valid Operator's License</td> <td>50</td> </tr> <tr> <td>Cell Phone Use</td> <td>890</td> <td>Ignition Interlock</td> <td>13</td> </tr> <tr> <td>Texting</td> <td>358</td> <td>Warrants, Misdemeanors, Other</td> <td>75</td> </tr> <tr> <td>Seat Belt</td> <td>214</td> <td>Equipment Violations</td> <td>100</td> </tr> <tr> <td>Child Car Seat</td> <td>10</td> <td>Other Moving Violations</td> <td>254</td> </tr> <tr> <td>Seat Belt Misuse</td> <td>5</td> <td>Non-Moving Violations</td> <td>231</td> </tr> <tr> <td>No Insurance</td> <td>348</td> <td>Stolen Vehicles Recovered</td> <td>3</td> </tr> </tbody> </table> |       |   |                               | OT Hours | 1,988 | Reckless Driving | 46 | Total Contacts | 5,806 | Negligent Driving | 7 |  |  | Intermediate Driver License | 3 | DUI | 9 | Driving while License Suspended/Revoked | 115 | Speeding | 766 | No Valid Operator's License | 50 | Cell Phone Use | 890 | Ignition Interlock | 13 | Texting | 358 | Warrants, Misdemeanors, Other | 75 | Seat Belt | 214 | Equipment Violations | 100 | Child Car Seat | 10 | Other Moving Violations | 254 | Seat Belt Misuse | 5 | Non-Moving Violations | 231 | No Insurance | 348 | Stolen Vehicles Recovered | 3 |
| OT Hours  | 1,988 | Reckless Driving                        | 46                            |          |       |                  |    |                |       |                   |   |  |  |                             |   |     |   |   |     |          |     |                             |    |                |     |                    |    |         |     |                               |    |           |     |                      |     |                |    |                         |     |                  |   |                       |     |              |     |                           |   |
| Total Contacts  | 5,806 | Negligent Driving                       | 7                             |          |       |                  |    |                |       |                   |   |  |  |                             |   |     |   |   |     |          |     |                             |    |                |     |                    |    |         |     |                               |    |           |     |                      |     |                |    |                         |     |                  |   |                       |     |              |     |                           |   |
|   |       | Intermediate Driver License             | 3                             |          |       |                  |    |                |       |                   |   |  |  |                             |   |     |   |   |     |          |     |                             |    |                |     |                    |    |         |     |                               |    |           |     |                      |     |                |    |                         |     |                  |   |                       |     |              |     |                           |   |
| DUI   | 9     | Driving while License Suspended/Revoked | 115                           |          |       |                  |    |                |       |                   |   |  |  |                             |   |     |   |   |     |          |     |                             |    |                |     |                    |    |         |     |                               |    |           |     |                      |     |                |    |                         |     |                  |   |                       |     |              |     |                           |   |
| Speeding  | 766   | No Valid Operator's License             | 50                            |          |       |                  |    |                |       |                   |   |  |  |                             |   |     |   |   |     |          |     |                             |    |                |     |                    |    |         |     |                               |    |           |     |                      |     |                |    |                         |     |                  |   |                       |     |              |     |                           |   |
| Cell Phone Use  | 890   | Ignition Interlock                      | 13                            |          |       |                  |    |                |       |                   |   |  |  |                             |   |     |   |   |     |          |     |                             |    |                |     |                    |    |         |     |                               |    |           |     |                      |     |                |    |                         |     |                  |   |                       |     |              |     |                           |   |
| Texting   | 358   | Warrants, Misdemeanors, Other           | 75                            |          |       |                  |    |                |       |                   |   |  |  |                             |   |     |   |   |     |          |     |                             |    |                |     |                    |    |         |     |                               |    |           |     |                      |     |                |    |                         |     |                  |   |                       |     |              |     |                           |   |
| Seat Belt   | 214   | Equipment Violations                    | 100                           |          |       |                  |    |                |       |                   |   |  |  |                             |   |     |   |   |     |          |     |                             |    |                |     |                    |    |         |     |                               |    |           |     |                      |     |                |    |                         |     |                  |   |                       |     |              |     |                           |   |
| Child Car Seat  | 10    | Other Moving Violations                 | 254                           |          |       |                  |    |                |       |                   |   |  |  |                             |   |     |   |   |     |          |     |                             |    |                |     |                    |    |         |     |                               |    |           |     |                      |     |                |    |                         |     |                  |   |                       |     |              |     |                           |   |
| Seat Belt Misuse  | 5     | Non-Moving Violations                   | 231                           |          |       |                  |    |                |       |                   |   |  |  |                             |   |     |   |   |     |          |     |                             |    |                |     |                    |    |         |     |                               |    |           |     |                      |     |                |    |                         |     |                  |   |                       |     |              |     |                           |   |
| No Insurance  | 348   | Stolen Vehicles Recovered               | 3                             |          |       |                  |    |                |       |                   |   |  |  |                             |   |     |   |   |     |          |     |                             |    |                |     |                    |    |         |     |                               |    |           |     |                      |     |                |    |                         |     |                  |   |                       |     |              |     |                           |   |
| Fund Source<br>402  |       | Amount Approved<br>\$200,000            | Amount Expended<br>\$139,496  |          |       |                  |    |                |       |                   |   |  |  |                             |   |     |   |   |     |          |     |                             |    |                |     |                    |    |         |     |                               |    |           |     |                      |     |                |    |                         |     |                  |   |                       |     |              |     |                           |   |

| Project Title<br>Paid Media Distracted Driving  |  | Federal Project #<br>PM17-01 | Program Manager<br>Erica Stineman |
|---|--|------------------------------|-----------------------------------|
| <p><b>Description:</b> This project covered two aspects of the WTSC distracted driving program. It supported the Distracted Driving HVE and a campaign to support Washington's new distracted driving law.</p> <p><b>Results:</b> For the Distracted Driving HVE campaign, the WTSC targeted 18-34 year-old female drivers to inform them that extra enforcement patrols are taking place and to remind them that it is never safe to use a cell phone while driving. The campaign received 3,901 purchased and bonus spots and garnered 3.2 million impressions.</p> <p>The new distracted driving law campaign sought to reach all drivers on Washington's roads to make them aware of the new law. It also sought to decrease cell phone use by all drivers. New creative assets were developed for this paid media campaign to be used to engage partners, conduct multicultural outreach, build a news media campaign, and buy digital, social, and radio spots. The paid media campaign purchased 5,954 paid and bonus spots, garnered over 4.1 million impressions, and over 2 million campaign video views.</p> |  |                              |                                   |
| Fund Source<br>402  |  | Amount Approved<br>\$200,000 | Amount Expended<br>\$562,278      |

Project Title  
WSP Distracted Driving HVE

Federal Project #  
M7\*PT17-01

Program Manager  
Angie Ward

**Description:** This project funded HVE overtime for WSP to participate in one national mobilization with the goal of reducing distracted driving. This grant worked in conjunction with project DD 17-02, funding for local law enforcement to work this same national campaign, and project PM 17-01, which funded paid advertising to warn the public in advance of these extra distracted driving patrols.

**Results:**

|                  |       |   |     |
|------------------|-------|---|-----|
| OT Hours         | 1,239 | Reckless Driving                        | 3   |
| Total Contacts   | 2,880 | Negligent Driving                       | 10  |
|                  |       | Intermediate Driver License             | 0   |
| DUI              | 6     | Driving While License Suspended/Revoked | 70  |
| Speeding         | 682   | No Valid Operator's License             | 123 |
| Cell Phone Use   | 398   | Ignition Interlock                      | 0   |
| Texting          | 106   | Warrants, Misdemeanors, Other           | 30  |
| Seat Belt        | 283   | Equipment Violations                    | 0   |
| Child Car Seat   | 16    | Other Moving Violations                 | 0   |
| Seat Belt Misuse | 0     | Non-Moving Violations                   | 0   |
| No Insurance     | 272   | Stolen Vehicles Recovered               | 0   |

Fund Source  
MAP-21 405d

Amount Approved  
\$100,000

Amount Expended  
\$93,769

# TRAFFIC DATA SYSTEMS

## Problem Statement

Target Zero is a data-driven approach to reducing traffic fatalities and injuries. Timely, accurate, complete, uniform, integrated, and accessible data is the foundation for targeting resources and monitoring progress toward zero traffic fatalities and serious injuries by 2030. Quality data is essential in ever-evolving problem identification and assessment of implemented countermeasures. The data assists in identification of the focus areas and innovative strategies that will have the greatest impact on achieving our goal.

Washington’s traffic information and support data systems are comprised of hardware, software, and accompanying processes from multiple agencies that capture, store, transmit, and analyze the following types of data:

- Traffic fatalities (WTSC)
- All collisions (Washington State Department of Transportation (WSDOT))
- Citation/adjudication information (Administrative Office of the Courts (AOC))
- Licensed drivers and registered vehicles (DOL)
- Commercial motor vehicles (DOL, WSP, WSDOT)
- Injury surveillance systems (DOH)
- Roadway information (WSDOT)
- Location information via Geographic Information Systems(GIS) (Various Agencies)

These systems make up Washington’s traffic records system. Each component provides key information for problem identification and decision support related to public and transportation safety. This information enhances management and accountability in public service by gauging progress toward key measures of performance.

## Performance Measures

| <b>Crash - Timeliness</b>   | <b>July 2014 – May 2015<br/>Baseline</b> | <b>July 2015 – May 2016<br/>Actual</b> |
|---|--|--|
| Average number of days from the time of a collision until the report is received by WSDOT for processing to other agencies  | 7 Days                                   | 5 Days                                 |
| <p>When the state’s collision database was created in 2001, the sole method of report entry was manual. This manual entry required a great deal of manpower and caused significant delays in processing reports. Washington State is engaged in a number of orchestrated projects aimed at replacing manual, hand-entry methods with automated processing and filing services. These projects contribute significantly to the reduction of time between the occurrence of a collision and the availability of data to other agencies such as the WSP for their public disclosure and DOL for their drivers’ records. Between July 2014 and May 2015, the average number of days from the time of a collision until its availability for processing by other agencies was five days, representing a decrease from seven days only a year earlier.</p> <p><b>Calculation Method</b><br/>The number of days is calculated by taking date/time the report is received in WSDOT’s system, minus the date of the collision. The number of days for all reports (both electronic and on paper) is then averaged.</p> |  |  |

| Injury Surveillance - Completeness   | 2013<br>Baseline | 2014<br>Actual |
|--|------------------|----------------|
| Number of incident reports submitted by Emergency Medical Service (EMS) agencies   | 621,577          | 703,578        |
| <p>The total number of EMS-run incident reports submitted to the DOH Washington EMS Information System (WEMSIS) increased by 82,001, for a 13.2 percent increase. These are current numbers for the calendar years as of June 2016. The most recent year of complete information is 2014, so that is the year we are using as the actual. This increase has been driven through outreach on the benefits of reports, funded by Traffic Records Committee (TRC) grants in the last few years.</p> <p><b>Calculation Method</b><br/>A total of submitted incident reports by all agencies, by incident date.</p> |                  |                |

### Washington’s Traffic Records Committee

The TRC is a partnership of federal, state, local, and tribal stakeholders from transportation, law enforcement, criminal justice, injury surveillance, and health. This statewide stakeholder forum was created to foster collaboration and to facilitate the planning, coordination, and implementation of projects to improve the state’s traffic data system through the execution of its TRC Strategic Plan.

#### MISSION

The Washington TRC supports the reduction of fatalities and serious injuries on Washington State roadways to achieve the state’s goal of Target Zero by providing timely, accurate, integrated, and accessible traffic records data.

#### VISION

Washington will have a centralized electronic traffic records access system that enables the discovery of life-saving strategies by providing users with quality traffic records data when, where, and in the form they need it.

#### GOALS

- Remove barriers to data sharing and integration.
- Provide quality data, analysis, and tools to customers.
- Sustain high levels of collaboration and acquired knowledge within the TRC.
- Identify and secure targeted investments to sustain TRC initiatives.

## FFY 2017 Traffic Data Systems Projects

| Project Title<br>Traffic Records   |  | Federal Project #<br>M3DA17-01 M3DA17-04 | Program Manager<br>Debi Besser |  |
|--|--|--|--------------------------------|--|
| <p>This table details nine projects approved by the TRC, that support improvements in Washington State's six traffic-related data systems - Crash, Roadway, Vehicle, Driver, Citation &amp; Adjudication, and Injury Surveillance.</p> |  |  |                                |  |
| Sub-grantee  | Project Description  | Amount Approved                          | Amount Expended                |  |
| WTSC   | <p><b>Data Integration</b></p> <p>The Data Integration program is working toward integrating crash data, licensing data, and toxicology data spanning over multiple years using the SAS DataFlux Data Management Studio. The SAS DataFlux Data Management Studio's Quality Knowledge Base (QKB) was customized for the WTSC's data needs, and the final report was presented to the TRC detailing the linkage methodology used and the outcomes of the linkage tests performed.</p>  | \$105,000                                | \$126,190                      |  |
| WSDOT  | <p><b>Roadway Inventory System Modernization</b></p> <p>Based on recommendations outlined in the previously funded "Feasibility Study for GIS Based Roadway Data Integration," WSDOT worked toward developing a sustainable, technical, and business process for maintaining a statewide Linear Referencing System (LRS) of all public roads. The project team and vendor worked together to produce a working data model that supports WSDOT's statewide all public road LRS and selected Electronic Traffic Information Processing (eTRIP) event data elements. WSDOT is now in a position to migrate selected roadway data into Roads and Highways based GIS environment. Other deliverables included:</p> <ol style="list-style-type: none"> <li>1) Advanced Linear Referencing System (ALRS) Geodatabase</li> <li>2) LRS Networked based on Geometry and Calibration points from WSDOT</li> <li>3) Creation of Internal/External Events based on eTRIP data for WSDOT</li> <li>4) Migration scripts for moving event data from TRIPS into the new system</li> <li>5) Workflows for maintaining internal and external event data within roads and highways.</li> </ol> | \$120,000                                | \$112,315                      |  |

|     |  |           |           |
|-----|--|-----------|-----------|
| WSP | <p><b>Electronic DUI Processing</b></p> <p>Within SECTOR, this project began the process of developing an integrated system for officers to complete the current DUI process and associated administrative tasks electronically. After a detailed procurement process, WSP contracted with a vendor, who conducted several multi-agency discussion sessions to gather, document, and confirm the design requirements. The vendor also created the database scripts and a few of the interfaces required to support this project. They conducted one internal and one multi-agency demo to demonstrate their progress. The vendor also documented training requirements and proposed a training plan.</p> <p>This project is continuing into FFY 2018. The ultimate system will provide a DUI data source capable of report creation, data distribution, and extraction resulting in impactful decision-making and efficient, accurate, and timely prosecution.</p> | \$320,000 | \$35,477  |
| DOH | <p><b>Washington State Emergency Department Data System (ESSENCE)</b></p> <p>The DOH continued its progress toward enhancing Washington’s syndromic surveillance system by:</p> <ol style="list-style-type: none"> <li>1) Increasing the number of emergency departments (ED’s) reporting. Thirty-six out of 98 ED’s have data available in the system, representing 23 of 39 counties in Washington (59 percent)</li> <li>2) Improving the quality of the data through data ingestion, validation, and quality assurance processes</li> <li>3) Developing best practices and guidance strategies around the use of ESSENCE data for traffic safety assessments and evaluation processes</li> </ol>  | \$160,437 | \$107,027 |
| DOH | <p><b>WEMISIS Data Management</b></p> <p>This project built on the key EMS performance indicators developed with funding from a previous grant. DOH recruited a full time Research Investigator to lead work related to analyze, clean, and link data sets from WEMISIS and trauma registry. They also contracted with the University of Washington to develop and provide de-duplication protocols, linking methodologies, an analysis of software, and suggested data cleaning procedures for our data. DOH staff received training that provided a broad introduction on Link King software</p>   | \$138,505 | \$97,102  |



|       |   |           |           |
|-------|---|-----------|-----------|
|       | to include how to handle quarterly updates of WEMSIS data and next steps to linking to other data registries. They also successfully obtained a back-up copy of WEMSIS V2 and V3 data for in-house use.   |           |           |
| WTSC  | <p><b>SECTOR Training</b></p> <p>Contracted with three trainers who provided in-person training to new law enforcement users of SECTOR throughout the state, to help ensure quality data through correct use of the electronic ticketing and collision reporting. Thirty law enforcement training classes resulted in a total of 260 officers being trained. In addition, there were four special training classes held to educate prosecutors on their specific role in SECTOR.</p>  | \$50,000  | \$54,194  |
| WASPC | <p><b>SECTOR Equipment</b></p> <p>The WASPC supported the continued expansion of SECTOR use by coordinating the contractor for the SECTOR training project (above), and providing scanners and printers to local law enforcement attendees.</p>   | \$72,000  | \$65,730  |
| WSP   | <p><b>Map Module for SECTOR</b></p> <p>This project added a mapping component to SECTOR to streamline the process of identifying collision location and leverage spatial data in order to auto-populate text fields to reduce officer workload. The vendor completed the XY Map Module development and deployment, a PowerPoint training guide, and submitted the project code for merging into the SECTOR code base for deployment to development and testing environments.</p>  | \$125,000 | \$171,800 |
| WTSC  | <p><b>TRC Training and Support</b></p> <p>To keep the members of the traffic records community knowledgeable about emerging traffic records technologies and aware of best practices in other states, the TRC sponsors partner agency staff working on the core highway databases to attend the Traffic Records Forum. The TRC was able to sponsor nine people from five of our traffic records partner agencies to attend in August 2017. Attendees gathered ideas of best practices and new approaches for traffic data system projects here in Washington.</p> | \$17,580  | \$17,498  |

|     |   |          |          |
|-----|---|----------|----------|
| WSP | <p><b>Data Visualization</b></p> <p>This project continued work on the Collision Analysis tool and Data Visualization Portal. Through a vendor contract, WSP developed a useable collision data feed for DOL and WTSC. They continued work on the data visualization web application, and documented the application for transfer to WSP staff. They also continued to assign x/y coding to historical collision reports so they could be displayed on the data visualization portal map.</p> | \$87,370 | \$81,566 |
|-----|---|----------|----------|

|                       |                                |                              |
|-----------------------|--------------------------------|------------------------------|
| Fund Source<br>MAP-21 | Amount Approved<br>\$1,098,522 | Amount Expended<br>\$868,899 |
|-----------------------|--------------------------------|------------------------------|

|   |                              |                               |
|---|------------------------------|-------------------------------|
| Project Title<br>Research and Data Division | Federal Project #<br>TR17-02 | Program Manager<br>Staci Hoff |
|---|------------------------------|-------------------------------|

**Description:** Washington’s Target Zero Plan is data-driven. The Research and Data Division (RADD) of the WTSC sought to provide customers timely, accurate, and appropriate access to data. Staff used this data to identify emerging traffic safety trends, conduct research and analysis, and evaluate the effectiveness of various traffic safety countermeasure projects. This research and analytical support for traffic safety professionals statewide is vital to achieve the Target Zero vision. These funds covered the costs of conducting the statewide seat belt and distracted driving observation surveys and adding additional questions to the BRFSS.

**Results:** The results of the 2016 BRFSS traffic safety module have been analyzed and included in this annual report. On the 2017 BRFSS, we continued the collection of cell phone use while driving and driving after marijuana use. Those 2017 data will be available late in 2018. The 2017 seat belt observation survey was conducted in July. The 2017 seat belt use report will be released in March 2018. RADD developed and employed methodology for the random selection of intersection sites for observing distracted driving behavior. The state distracted driving estimate was 9.2 percent in 2016 and 9.2 percent in 2017. This information provides a baseline estimate of distracted driving and will be used to evaluate the stricter distracted driving laws passed in 2017. RADD was able to provide the Pullman PD overtime funds for participating in Washington State University’s study of roadside impairment detection of marijuana drivers. Finally, funds were provided to a contractor working with the WSP for implementing the Electronic Data Transfer (EDT) feed for National Highway Traffic Safety Administration (NHTSA), FARS, and Crash Report Sampling System (CRSS).

|                    |                              |                              |
|--------------------|------------------------------|------------------------------|
| Fund Source<br>402 | Amount Approved<br>\$243,000 | Amount Expended<br>\$208,809 |
|--------------------|------------------------------|------------------------------|

# OCCUPANT PROTECTION

## Problem Statement

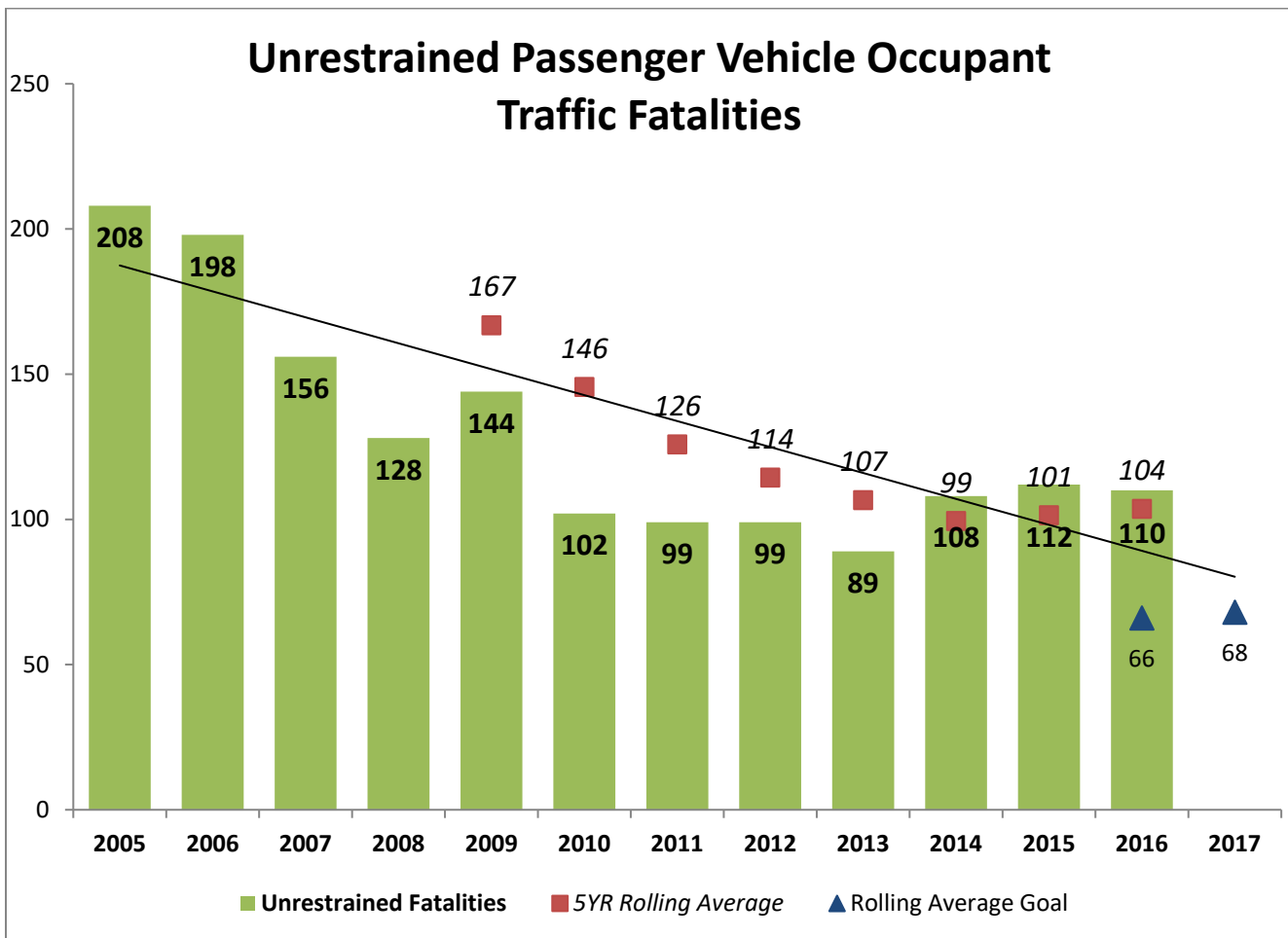
From 2014-2016 21.3 percent of fatally injured persons and 10.7 percent of seriously injured persons were not restrained at the time of the crash. Unrestrained passenger fatalities increased 15 percent in 2014-2016 (330) compared with 2011-2013 (287). During this same period, unrestrained passenger serious injuries increased 5.8 percent (635 to 672).

## Performance Analysis

### Unrestrained Vehicle Occupant Fatalities

Performance Measure: Decrease unrestrained passenger fatalities by 34.6 percent from the 2012-2016 five-year rolling average of 104 to 68 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 104 unrestrained passenger fatalities, missing the HSP 2016 goal of 66 by 57.6 percent.

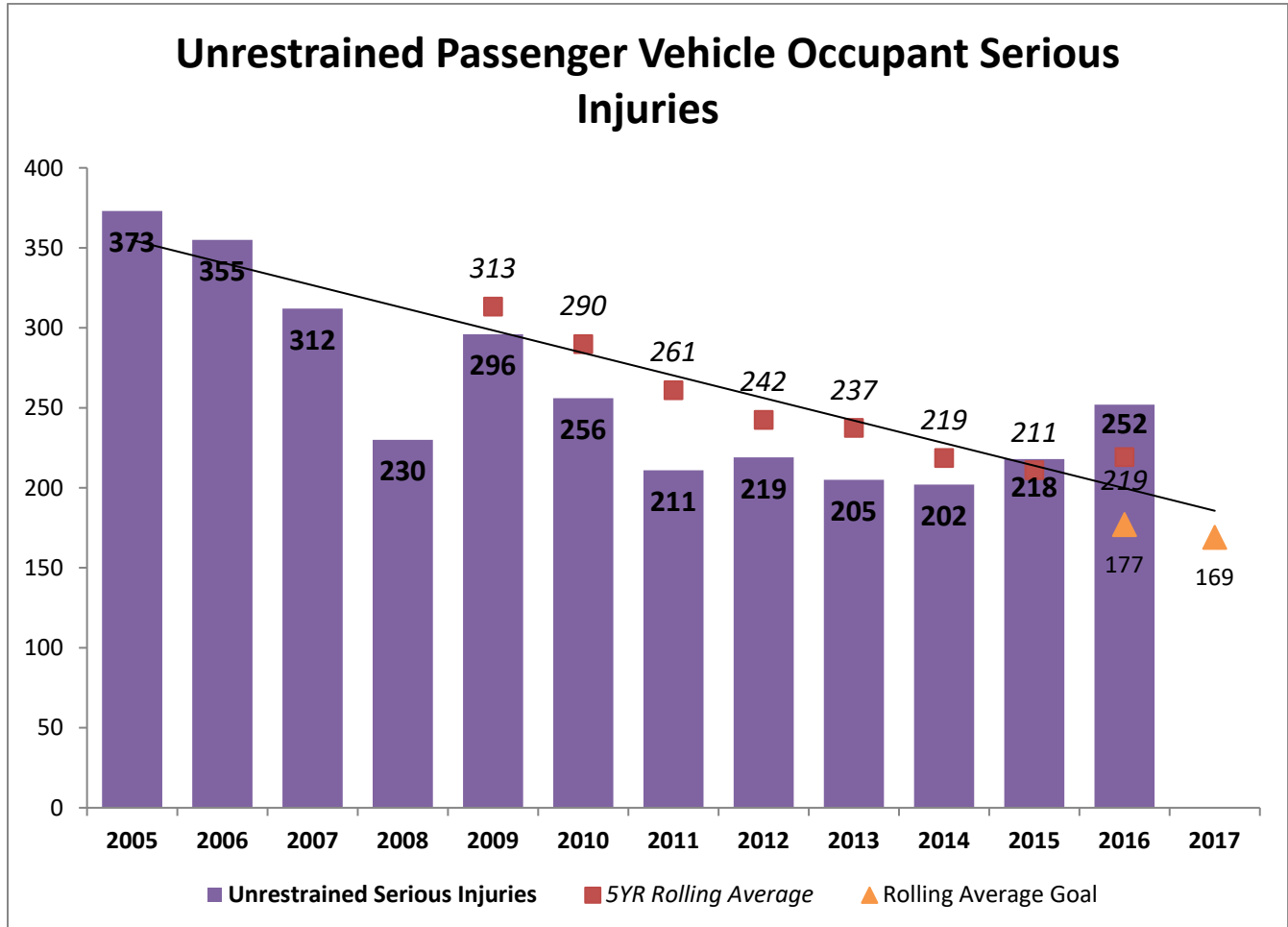


SOURCE: WA FARS

## Unrestrained Vehicle Occupant Serious Injuries

Performance Measure: Decrease unrestrained passenger serious injuries by 22.8 percent from the 2012-2016 five year rolling average of 219 to 169 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 219 unrestrained passenger fatalities, missing the HSP 2016 goal of 177 by 23.7 percent.



SOURCE: WSDOT

### Observed Seat Belt Use Rates in Washington, 1986-2016

By Year, Percent of Front-Seat Motorists Observed Using Restraints

Source: WTSC Annual Seat Belt Use Observation Survey

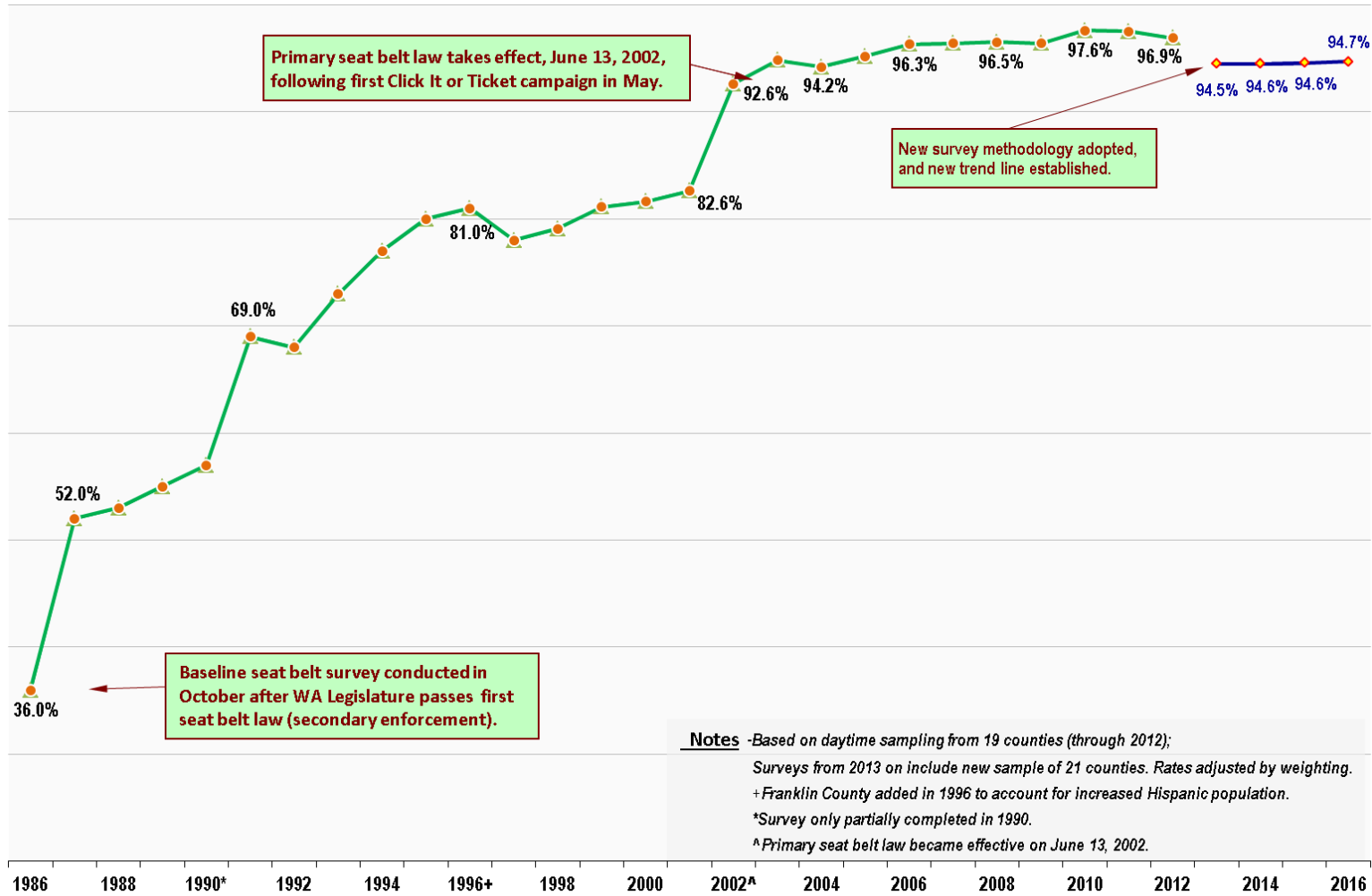


Figure 3

**NOTE:** Please see the note on the following page for important information about this chart.

**Note:** This note applies to Figure 3 on the preceding page. In 2013, WTSC implemented a new methodology for conducting the seat belt observation survey. This change in methodology was a requirement of all states, directed by NHTSA, and this resulted in an entirely new selection of survey sites, as well as the addition of approximately 50 sites. The weighting formula also changed. The result of this new methodology was a slight decline in the statewide seat belt use rate estimate (from 96.9 percent in 2012 to 94.5 percent in 2013). This decline does not represent a decrease in statewide seat belt use, but rather is due to the change in methodology. The new methodology results in a more accurate estimate with greater confidence. The statistical level of accuracy with the new methodology is nearly double what it was under the old methodology.

## FFY 2017 Occupant Protection Projects

| Project Title<br>Seat Belt Local HVE   |                              | Federal Project #<br>OP17-02            | Program Manager<br>Angie Ward |
|--|------------------------------|---|-------------------------------|
| <p><b>Description:</b> The seat belt mobilization project funded overtime for local law enforcement agencies to participate in the national/statewide seat belt mobilization with the goal of increasing restraint use and reducing vehicle occupant fatalities and serious injuries. This grant worked in concert with the WSP Mobilization Project, M1HVE17-01, and was dependent upon the media support outlined in project M1PM17-01 to warn the public of the coming patrols.</p> |                              |   |                               |
| <p><b>Results:</b></p>   |                              |   |                               |
| OT Hours   | 1,912                        | Reckless Driving                        | 45                            |
| Total Contacts   | 5,344                        | Negligent Driving                       | 1                             |
|  |                              | Intermediate Driver License             | 3                             |
| DUI  | 6                            | Driving While License Suspended/Revoked | 95                            |
| Speeding   | 601                          | No Valid Operator's License             | 74                            |
| Cell Phone Use   | 280                          | Ignition Interlock                      | 9                             |
| Texting  | 123                          | Warrants, Misdemeanors, Other           | 54                            |
| Seat Belt  | 962                          | Equipment Violations                    | 61                            |
| Child Car Seat   | 35                           | Other Moving Violations                 | 241                           |
| Seat Belt Misuse   | 71                           | Non-Moving Violations                   | 170                           |
| No Insurance   | 393                          | Stolen Vehicles Recovered               | 0                             |
| Fund Source<br>402   | Amount Approved<br>\$130,000 | Amount Expended<br>\$109,128            |                               |

| Project Title<br>WSP Seat Belt HVE   |                              | Federal Project #<br>M1HVE17-01         | Program Manager<br>Angie Ward |
|--|------------------------------|---|-------------------------------|
| <p><b>Description:</b> The seat belt mobilization project funded overtime for WSP to participate in the national/statewide seat belt mobilization with the goal of increasing restraint use and reducing vehicle occupant fatalities and serious injuries. This grant worked in concert with the local law enforcement agencies' project OP17-02, and was supported by media dollars in project M1 PM17-01 to warn the public of the coming patrols.</p> |                              |   |                               |
| <p><b>Results:</b></p>   |                              |   |                               |
| OT Hours   | 1,622                        | Reckless Driving                        | 1                             |
| Total Contacts   | 3,977                        | Negligent Driving                       | 5                             |
|  |                              | Intermediate Driver License             | 0                             |
| DUI  | 13                           | Driving While License Suspended/Revoked | 132                           |
| Speeding   | 790                          | No Valid Operator's License             | 188                           |
| Cell Phone Use   | 170                          | Ignition Interlock                      | 3                             |
| Texting  | 35                           | Warrants, Misdemeanors, Other           | 63                            |
| Seat Belt  | 1,041                        | Equipment Violations                    | 0                             |
| Child Car Seat   | 67                           | Other Moving Violations                 | 0                             |
| Seat Belt Misuse   | 0                            | Non-Moving Violations                   | 0                             |
| No Insurance   | 431                          | Stolen Vehicles Recovered               | 0                             |
| Fund Source<br>MAP-21 405b   | Amount Approved<br>\$133,000 | Amount Expended<br>\$116,200            |                               |

|  |  |  |
|--|--|--|
| <b>Project Title</b><br>Paid Media Seat Belt   | <b>Federal Project #</b><br>M1*PM17-01 | <b>Program Manager</b><br>Erica Stineman |
| <p><b>Description:</b> This project supported the Click it or Ticket HVE campaign designed to reduce unrestrained traffic deaths and serious injuries. The goal of the paid media campaign is to reach our primary focus audiences with key messaging about the extra enforcement and the importance of buckling up.</p> <p><b>Results:</b> For the Click it or Ticket HVE campaign, we targeted young men, Latino young men, Native American young men ages 16-24, and rural men ages 55+. The campaign received 5,954 purchased and bonus spots and garnered 17.5 million impressions.</p> |  |  |
| <b>Fund Source</b><br>405b   | <b>Amount Approved</b><br>\$263,000    | <b>Amount Expended</b><br>\$281,061      |

|   |  |  |
|---|--|--|
| <b>Project Title</b><br>Washington Child Passenger Safety Program   | <b>Federal Project #</b><br>M1CPS17-01 | <b>Program Manager</b><br>Scott Waller |
| <p><b>Description:</b> This grant covered all costs associated with sustaining and improving the state's Child Passenger Safety program (CPS). This included the project manager; promoting statewide media and education; managing a grant process for the child passenger safety teams, and providing support for the following: courses to acquire national certification, network of currently certified car seat technicians for recertification, current and future car seat inspection services.</p> <p><b>Results:</b> A total of six Child Passenger Safety Technician (CPST) certification workshops were held during the grant period with 52 new technicians trained. Two of the new technicians work for the Yakama Nation Police. Continuing the cooperation among Region 10 CPS programs, seven Idaho residents and one Montana resident received CPST training in Washington State. In the past, Washington technicians received training in those two states or Oregon. This project provided a half-day workshop at Washington State Safety Summit, held March 22, 2017, in Tacoma, Washington, on "Building a CPST Instructor Team." The project manager collaborated with WTSC on media outreach regarding child passenger safety as part of Click It Or Ticket and organized statewide media efforts associated with Child Passenger Safety Week. The project manager brought a team of child car seat inspectors to NHTSA's "Safe Cars Save Lives" event.</p> |  |  |
| <b>Fund Source</b><br>MAP-21 405b   | <b>Amount Approved</b><br>\$270,000    | <b>Amount Expended</b><br>\$237,508    |



# MOTORCYCLES

## Problem Statement

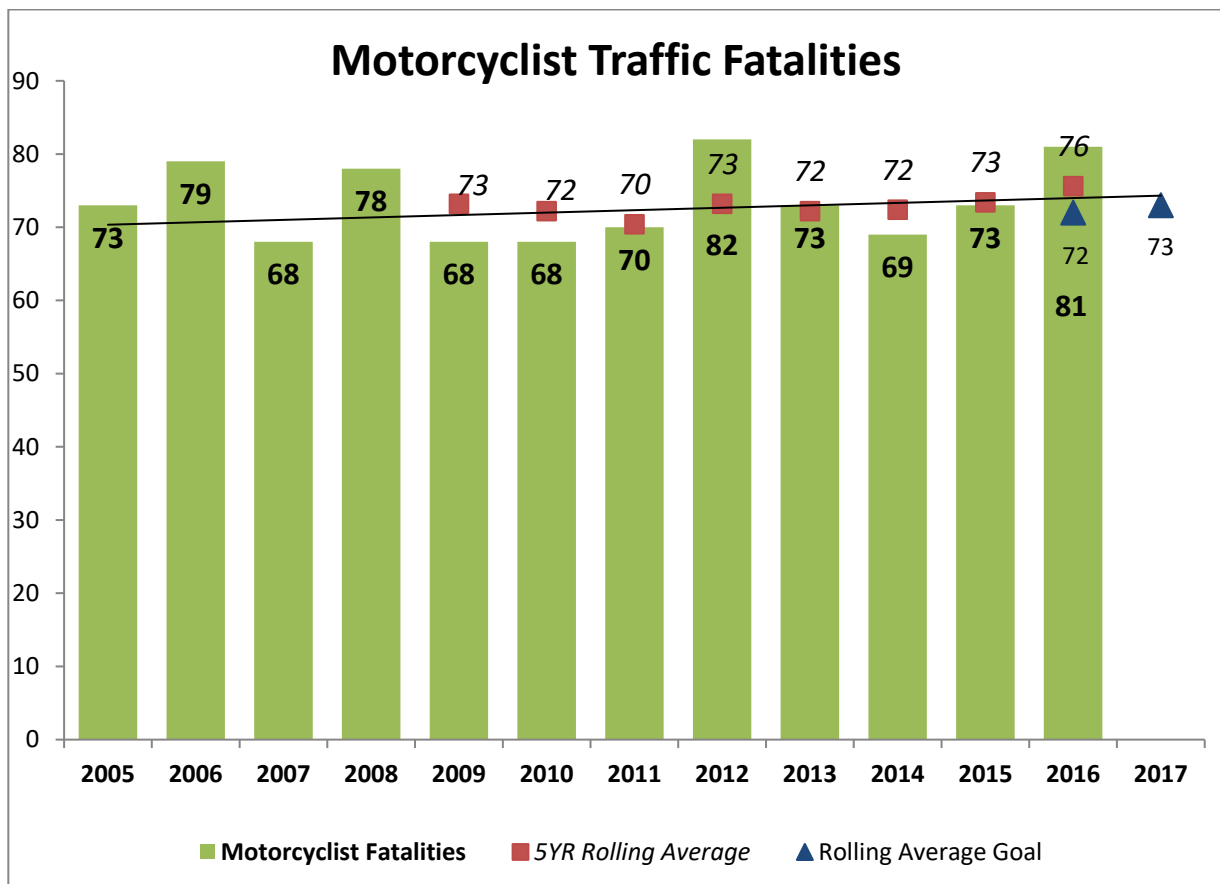
From 2014-2016 motorcyclist fatalities comprised 14.4 percent of statewide traffic fatalities. This represents a 9 percent decrease in motorcyclist fatalities (223) from 2011-2013 (225). During this same time period, motorcyclist serious injuries increased by 2.2 percent (1,115 to 1,140). From 2014-2016, 23.3 percent of fatal motorcyclists were alcohol impaired and 45.1 percent were drug positive, similar to impairment rates among other drivers involved in fatal crashes (26.1 percent alcohol impaired and 41.8 percent drug-positive).

## Performance Analysis

### Motorcyclist Fatalities

Performance Measure: Decrease motorcyclist fatalities by 3.9 percent from the 2012-2016 five-year rolling average of 76 to 73 by December 31, 2017. Decrease unhelmeted motorcyclists by 100 percent from the 2016 total of three to zero by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 76 motorcyclist fatalities, missing the HSP 2016 goal of 72 by 5.6 percent. Among the motorcyclist fatalities in 2016, 3 were unhelmeted, and 17 were unendorsed.

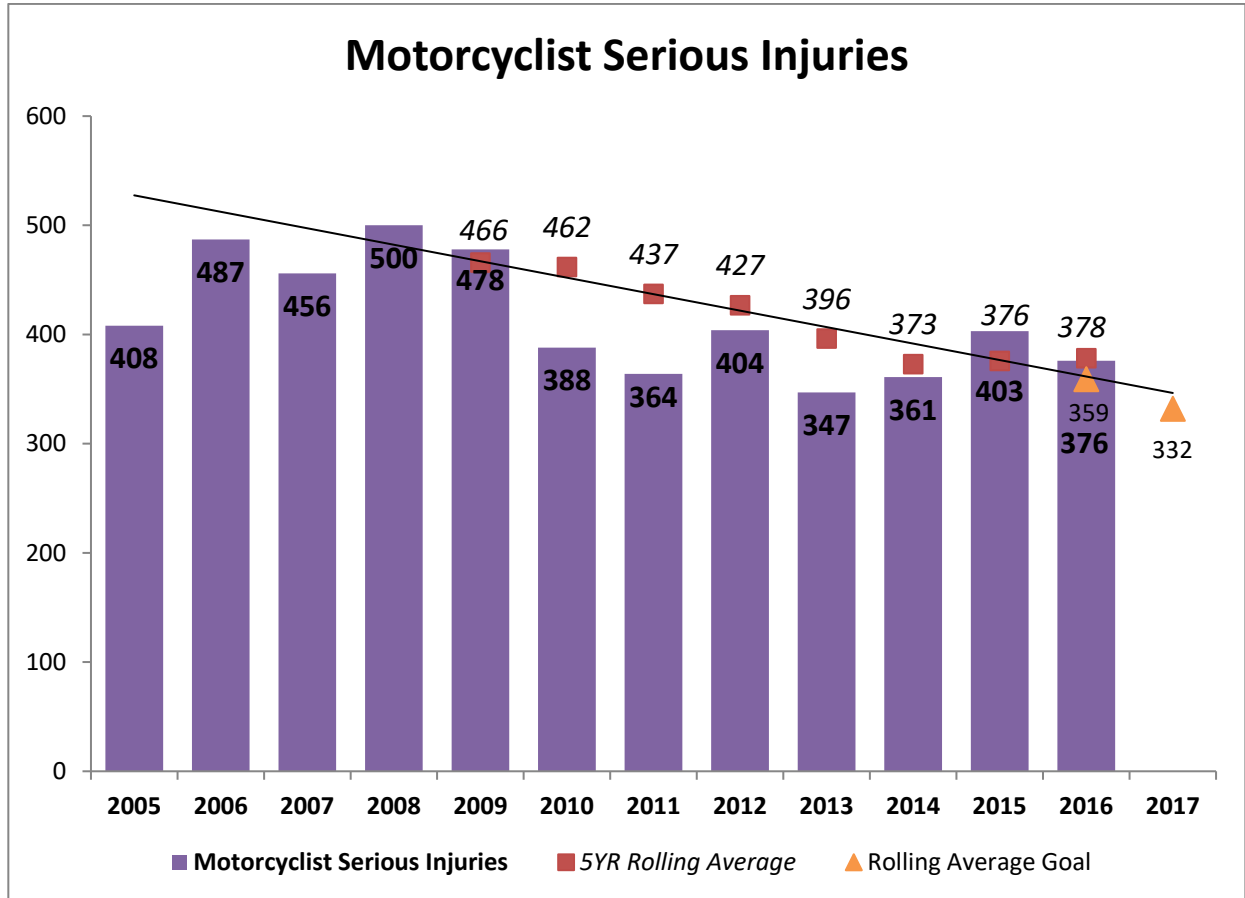


SOURCE: WA FARS

## Motorcyclist Serious Injuries

Performance Measure: Decrease motorcyclist serious injuries by 12.2 percent from the 2012-2016 five-year rolling average of 378 to 332 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 378 motorcyclist serious injuries, missing the HSP 2016 goal of 359 by 5.3 percent.



SOURCE: WSDOT

## FFY 2017 Motorcycle Projects

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| Project Title                 | Federal Project #   | Program Manager |
|-------------------------------|---------------------|-----------------|
| DOL Motorcycle Safety Program | MC17-02<br>M9X17-02 | Mark Medalen    |

**Description:** In 2017, DOL implemented beginner and advanced rider training and motorist awareness programs through this grant following the NHTSA recommendations and funding eligibility. This grant also provided funding to bring in a federal team to conduct a motorcycle safety program assessment. More information can be found at <http://www.dol.wa.gov/driverslicense/motorcycles.html>.

**Results:** DOL Motorcycle Safety Program results are described below:

### Project 1: Movie Theatre Public Service Announcements (PSA) Outreach

This project was a “Training is Everything” push where a 30-second video clip on this topic was shown in theaters around the state. This project release coincided with the blockbuster release of “The Fast and the Furious 8” (allowing us to reach our desired demographic), and Motorcycle Safety Awareness Month in May. The total impressions for this campaign were over 1.5 million.

### Project 2: Event Banners and Messaging

This project allowed us to reach out to riders through social media behavioral targeting. The banner included links to both the “Training is Everything” video on YouTube and WTSC’s “It’s a Fine Line” Facebook page. This allowed us to guide these targeted people to not only our training video but other videos and information, as well. The campaign resulted in over 1.3 million impressions with over 38,000 clicks to the Facebook or YouTube links.

### Project 3: Conferences and Training

A member of the program staff attended the 2017 Motorcycle Safety Instructional Design Summit in Boise, Idaho, in February. Attendance at this summit enabled the program to collaborate with other state motorcycle safety programs on best practice methodology for effectively training riders.

The program administrator and manager both attended the National Association of State Motorcycle Safety Administrators (SMSA) 2017 National Training Summit from September 27-30, 2017, in Burlington, Vermont. Information from this summit is allowing us to compare what we do in Washington to other states in an attempt to best focus our efforts.

### Project 4: Instructor Development

Two series of instructor updates were conducted this year, which allowed Washington Motorcycle Safety Program (WMSP) to train existing instructors on subjects such as: best practices, new methods for educating riders, and endorsement testing procedures.

The program also conducted two instructor preparation courses this year, one on each side of the state. Nineteen people took the course with 17 completing it. This increased our pool of instructors by roughly 8 percent.

In August, the program’s manager and three technical specialists attended a drive training course put on by Advanced Drivers of North America. The course had both classroom and on-

street components. The topics covered are applicable to motorcycle riding as well as driving and will be used in future instructor updates.

Project 5: NHTSA Training Assessment

A NHTSA assessment was conducted of the program in April. It provided a comprehensive evaluation of the program, its current goals, and methods of meeting those goals. Suggestions from this assessment will be used in determining future Target Zero strategies.

| Fund Source | Amount Approved | Amount Expended |
|-------------|-----------------|-----------------|
| 402         | \$30,000        | \$24,533        |
| MAP-21 405f | \$102,500       | \$58,798        |

| Project Title  | Federal Project # | Program Manager |
|----------------|-------------------|-----------------|
| Motorcycle HVE | MC17-03           | Mark Medalen    |

**Description:** The proven HVE model consists of education, program branding, media buys, and social media followed by extra law enforcement patrols. This grant provided overtime funding for local law enforcement agencies in Pierce, King, and Snohomish Counties to participate in a motorcycle safety pilot project. Patrols occurred in locations with a high number of fatal and serious injury motorcycle crashes. Patrols contacted all motor vehicles including cars and motorcycles that committed infractions known to cause serious crashes including impairment, speeding, following too close, equipment, and helmet violations.

**Results:** Overtime patrols occurred July 28 through August 13, 2017. Patrol locations followed data maps that were created and distributed showing the fatal and serious injury motorcycle crashes in the three counties from 2012-2016. The three counties saw a combined total of 31 law enforcement agencies, including the WSP, participate in the motorcycle safety enforcement. Emphasis Patrol Activity Logs show traffic stops of both motorcycles and other motor vehicles for infractions/citations including speeding, impaired driving, reckless driving, equipment violations, seatbelts, and texting/cell phone usage. Citations were also written for no valid driver license, driving while license suspended, no motorcycle license endorsement, and no insurance. Motorcycles and motor vehicles were also impounded.

Purchased media including billboards, live radio reads, and social media advertised and supported the enforcement activity. A news release was distributed to media outlets gaining good coverage for the patrols.

The “It’s A Fine Line” campaign continues to gain social media followers online. The Creative Media Alliance (CMA) performance reports show the growth each month where we are expanding our audience. The law enforcement campaign saw an increase in driver and rider awareness. Serious injury and fatality data for motorcycle riders in the three counties are being reviewed each year to see if this campaign reduces crashes.

| Fund Source | Amount Approved | Amount Expended |
|-------------|-----------------|-----------------|
| 402         | \$100,000       | \$61,267        |

|   |                                      |  |
|---|--------------------------------------|--|
| <b>Project Title</b><br>Paid Media Motorcycles  | <b>Federal Project #</b><br>M6X17-01 | <b>Program Manager</b><br>Erica Stineman |
| <p><b>Description:</b> As part of behavioral change of drivers to reduce traffic deaths and serious injuries, our number one communications goal for mobilizations was to reach our primary target demographic as identified by state and local data analyses. This grant funded paid media as a component of HVE motorcycle safety campaigns. .</p> <p><b>Results:</b> Radio and outdoor billboards let drivers and riders know about the extra enforcement which was focused on keeping motorcycle riders and drivers safe. Using the “It’s a Fine Line” campaign, we purchased 1,125 spots and garnered 5 million impressions.</p> |                                      |  |
| <b>Fund Source</b><br>405d  | <b>Amount Approved</b><br>\$100,000  | <b>Amount Expended</b><br>\$72,761       |

|   |  |  |
|---|--|--|
| <b>Grant Recipient</b><br>WTSC Motorcycle Safety Program  | <b>Federal Project #</b><br>M7*MC17-01<br>M9X17-01 | <b>Program Manager</b><br>Mark Medalen         |
| <p><b>Description:</b> The goal of WTSC’s Motorcycle Safety Program is to reduce and eventually eliminate motorcycle crashes that result in fatalities and serious injuries. This project worked in coordination with DOL’s training and motorist awareness projects as part of the WMSP. The project continued to increase the number of endorsed and trained riders on Washington’s roads and increase motorist awareness of motorcycles.</p> <p><b>Results:</b> The “It’s A Fine Line” campaign continued to gain social media followers online. Eight new training videos were produced educating riders on motorcycle maintenance, braking, curves and corners, track training, following distance, and the importance of rider education at the beginner and advanced levels.</p> <p>Our programs continued to promote motorist awareness of motorcycles, encourage rider training and education for all rider levels, and reduce those crash causation factors present in motorcycle fatalities. Project materials included original videos, website and social media including Facebook, Twitter, and YouTube marketing, road signs (Watch Out For Motorcycles), outreach to motorcycle clubs and dealers including in-store digital signage and print materials, and content distribution for club newsletters.</p> <p>In 2012-2016, there were an average of 76 motorcycle fatalities in Washington. As of October 9, 2017, there were 68 motorcycle fatalities. Unfortunately, history shows that we could surpass the previous five-year average. The majority of these fatal crashes are single vehicle (another motor vehicle was not involved) and caused by rider error. The project will continue working to educate riders about the safety benefits of training, and the importance of riding safe, sober, endorsed, and within your skills.</p> |  |  |
| <b>Fund Source</b><br>Map21 405dII<br>Map21 405f  | <b>Amount Approved</b><br>\$50,000<br>\$50,000     | <b>Amount Expended</b><br>\$41,400<br>\$16,000 |

| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| WSP Motorcycle HVE   | M7*PT17-01        | Mark Medalen    |
| <p><b>Description:</b> The motorcycle mobilization project funded overtime for WSP to participate in a statewide motorcycle mobilization with the goal of addressing motorcycle crash-contributing factors. These issues included impaired riding, speeding, rider awareness, and messaging. These dangerous behaviors were addressed through the proven HVE model of education (including program branding, media buy, and social media) followed by extra law enforcement patrols. This grant worked in conjunction with project MC17-03 and M7*PM17-01.</p> <p><b>Results:</b> Overtime patrols occurred July 28 through August 13, 2017, in King, Pierce, and Snohomish Counties. Patrol locations followed data maps that were created and distributed showing the fatal and serious injury motorcycle crashes in the three counties from 2012-2016. WSP coordinated their efforts with 30 local law enforcement agencies: Snohomish (8), King (15), and Pierce (7). WSP troopers worked a total of 1,023.20 overtime hours with 2,047 contacts during these emphasis patrols. Of the 2,047 contacts made by WSP, 153 (7 percent) were motorcycles. Motorcycle infractions included 8 riders without valid license endorsement, and 13 helmet violations. WSP activity also included 897 speeding tickets, 161 aggressive drivers, 67 seat belt violations, 105 no insurance, and 75 drivers without valid operator’s license.</p> <p>Purchased media including billboards, live radio reads, and social media ads advertised and supported the enforcement activity. A news release was distributed to media outlets gaining good coverage for the patrols.</p> <p>The “It’s A Fine Line” campaign continued to gain social media followers online. The CMA performance reports show the growth each month where we are expanding our audience. The law enforcement campaign saw an increase in driver and rider awareness. Serious injury and fatality data for motorcycle riders in the three counties are reviewed each year to see if this campaign reduces crashes.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| MAP-21 405d  | \$100,000         | \$89,226        |

# PEDESTRIANS AND BICYCLISTS

## Problem Statement

### Pedestrians

From 2014-2016 pedestrians comprised 16.4 percent of statewide traffic fatalities. This represents a 31.6 percent increase in pedestrian fatalities (254) from 2011-2013 (193). During this same time period pedestrian serious injuries increased 7.9 percent (884 to 954).

### Bicyclists

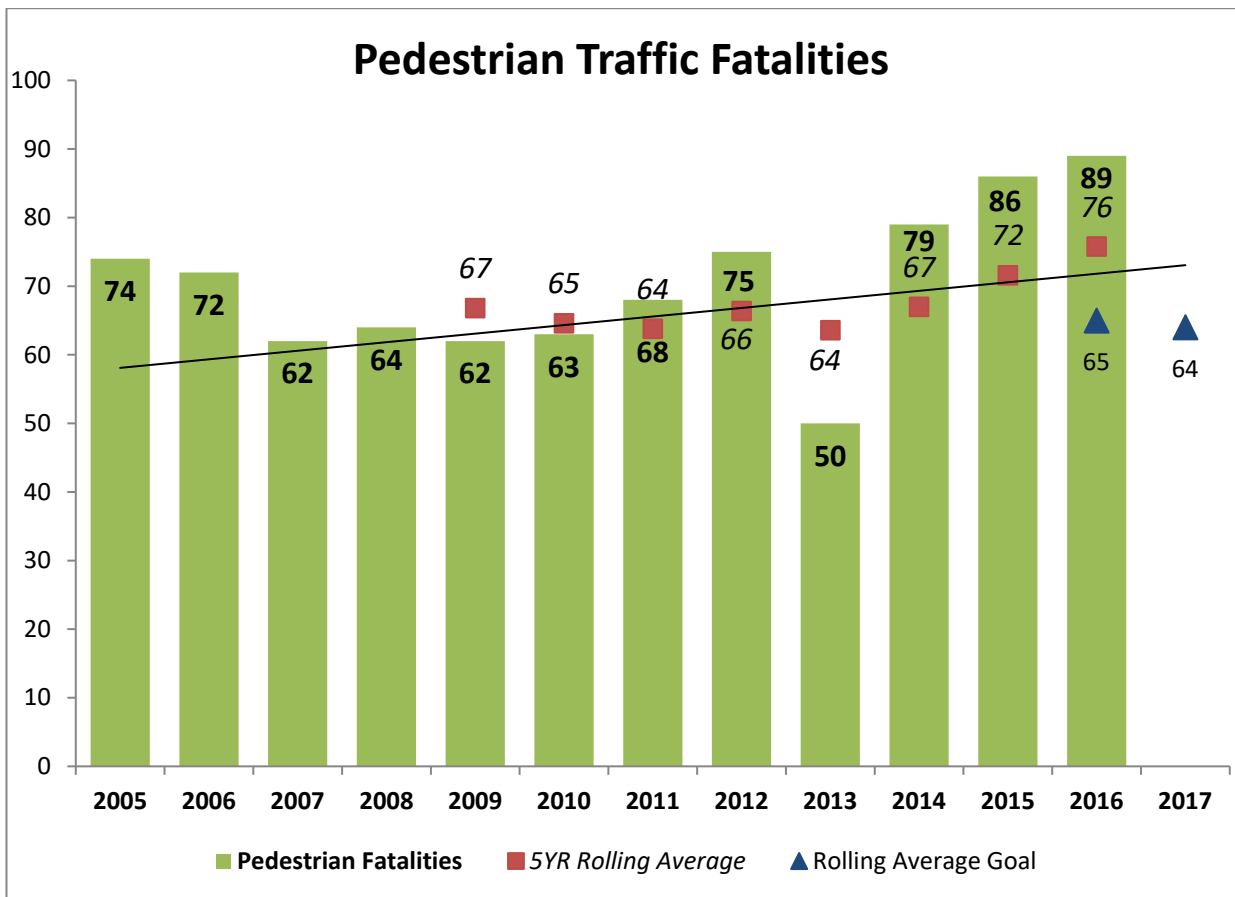
From 2014-2016 bicyclists comprised 2.4 percent of statewide traffic fatalities. This represents an 8.8 percent increase in bicyclist fatalities (37) from 2011-2013 (34). During this same time period bicyclist serious injuries increased 9.2 percent (306 to 334).

## Performance Analysis

### Pedestrian Fatalities

Performance Measure: Decrease pedestrian fatalities by 15.8 percent from the 2012-2016 five-year rolling average of 76 to 64 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 76 pedestrian fatalities, missing the HSP 2016 goal of 65 by 16.9 percent.

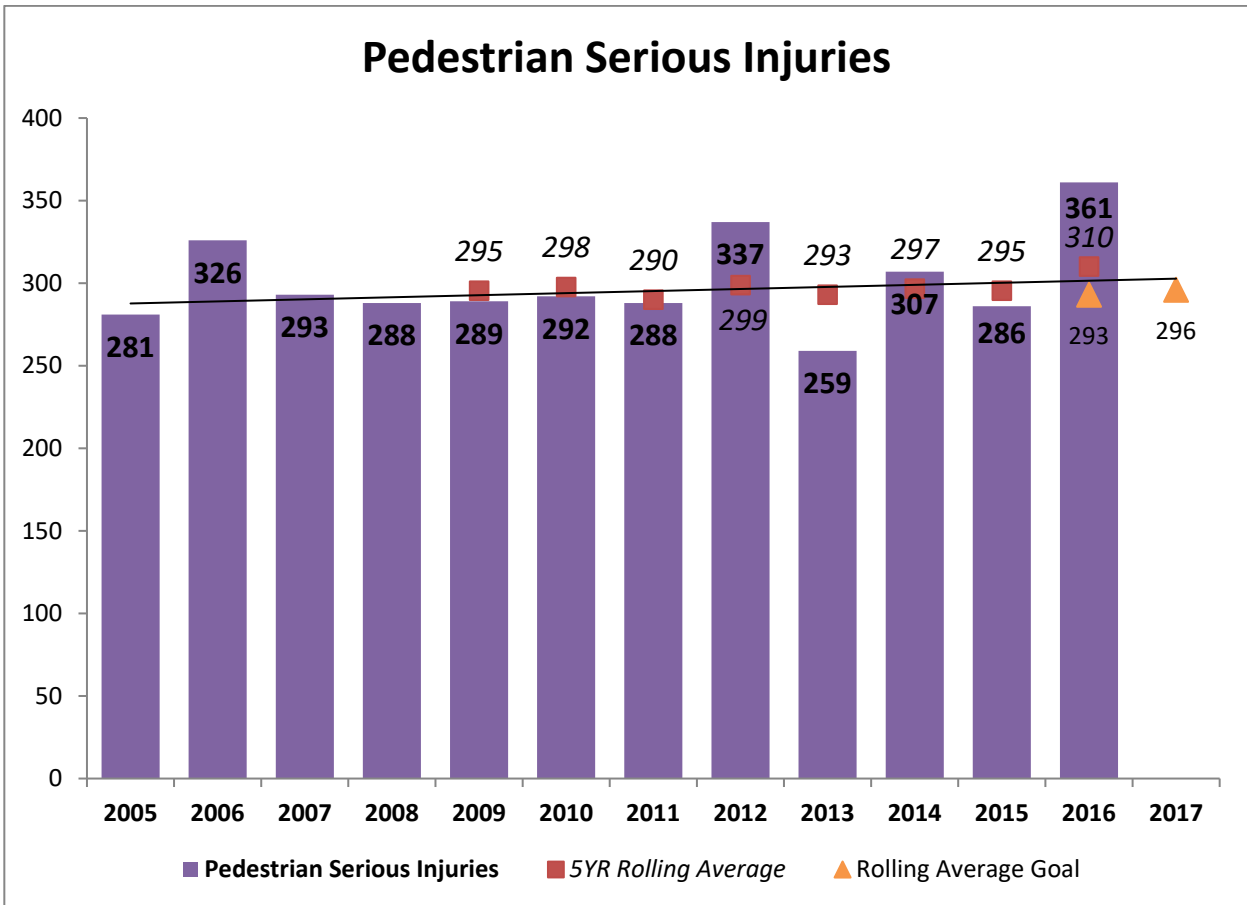


SOURCE: WA FARS

## Pedestrian Serious Injuries

Performance Measure: Decrease pedestrian serious injuries by 4.5 percent from the 2012-2016 five-year rolling average of 310 to 296 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 310 pedestrian serious injuries, missing the HSP 2016 goal of 293 by 5.8 percent.



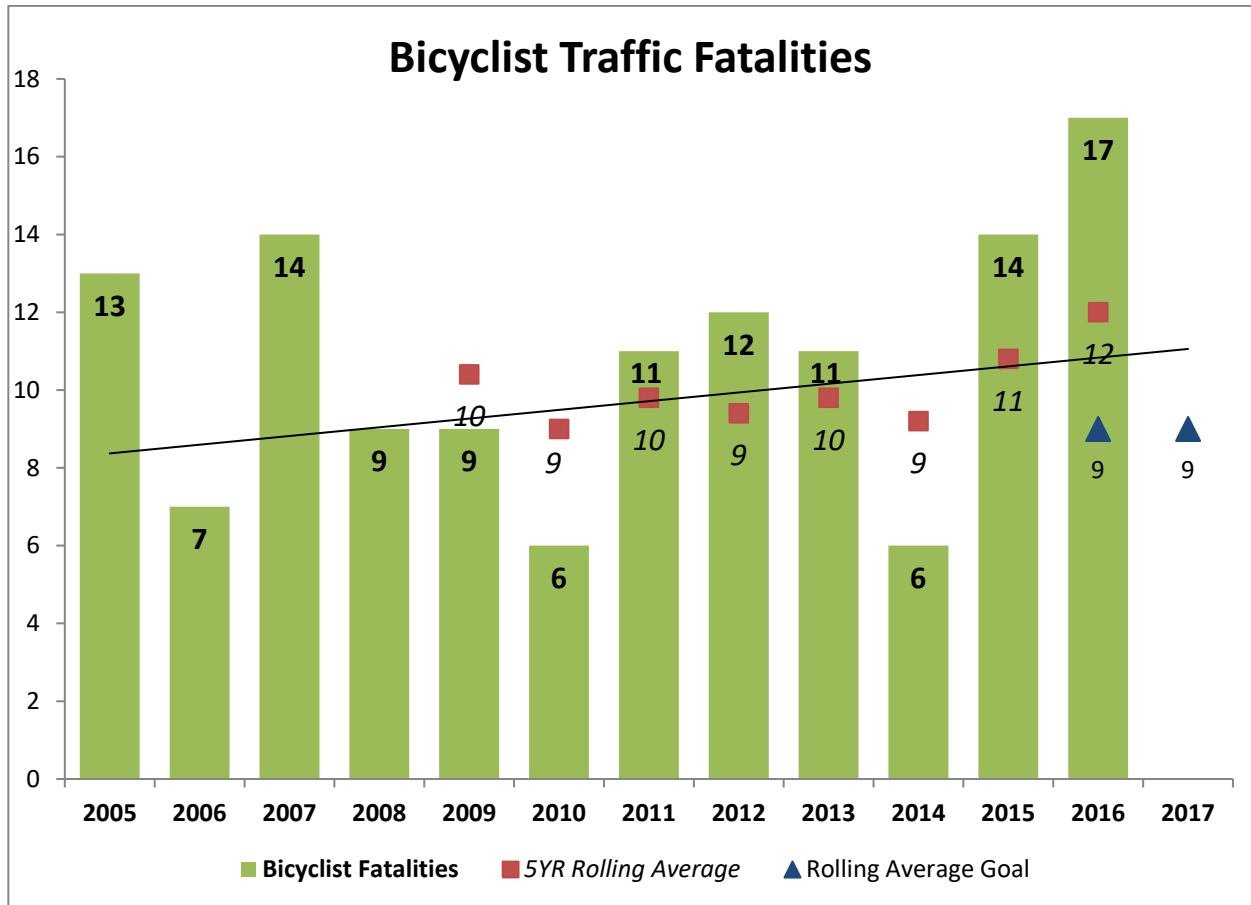
SOURCE: WSDOT



## Bicyclist Fatalities

Performance Measure: Decrease bicyclist fatalities by 25 percent from the 2012-2016 five-year rolling average of 12 to 9 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 12 bicyclist fatalities, missing the HSP 2016 goal of 9 by 33.3 percent.

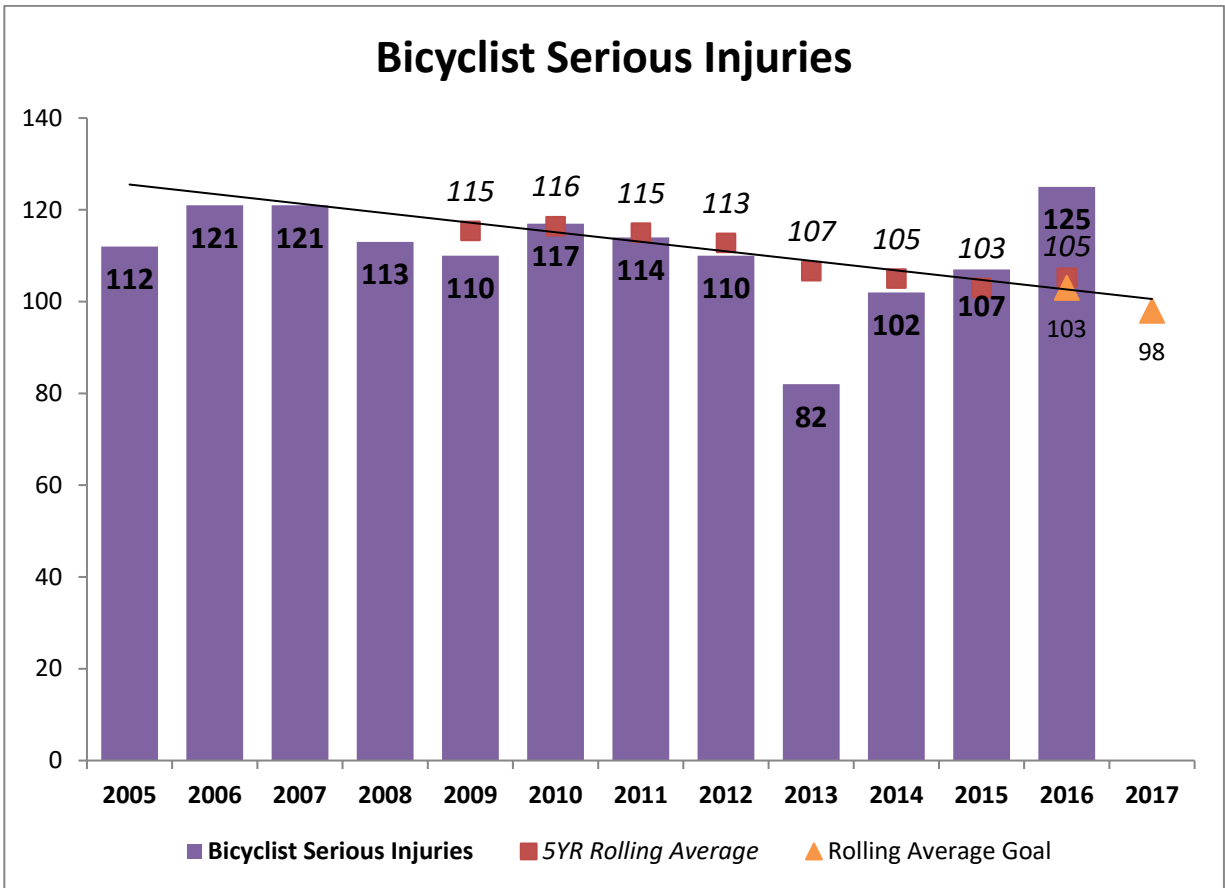


URCE: WA FARS

## Bicyclist Serious Injuries

Performance Measure: Decrease bicyclist serious injuries by 6.7 percent from the 2012-2016 five-year rolling average of 105 to 98 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 105 bicyclist serious injuries, missing the HSP 2016 goal of 103 by 1.9 percent.



SOURCE: WSDOT

## FFY 2017 Pedestrian and Bicycle Projects

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| Cooper Jones  | PS17-02           | Scott Waller    |
| <p><b>Description:</b> The goal of the Cooper Jones project is to collaborate with stakeholders and independent representatives (RCW 43.59.150) to form an advisory committee to develop programs and create public and private partnerships that promote bicycle and pedestrian safety.</p> <p><b>Results:</b> During the reporting period, the Washington State Legislature passed ESB 5402 which created the Cooper Jones Bicyclist Safety Advisory Council to research safety issues faced by bicyclists in Washington State and to make recommendations to the Legislature for addressing those safety issues. The Legislature appropriated \$100,000 to fund operations of the Council through June 2019. The new state-funded effort built on the work done by the original Cooper Jones committee. However, federal funds were not needed at this point to support these efforts.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| 402   | \$2,000           | \$0             |

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| Clark County Pedestrian Project   | PS17-03           | Scott Waller    |
| <p><b>Description:</b> Clark County conducted Pedestrian Safety Zones (PSZs) involving education, enforcement, and engineering improvements. The selection of geographic locations and target demographics of drivers and pedestrians was data-driven. This grant pertained to two of the three E's of PSZs: education and enforcement.</p> <p><b>Results:</b> Designed and printed 2,500 pedestrian safety rack cards. This project localized the graphics and messages developed in the Spokane pedestrian campaign. There were 445 bus panel ads of impressions from the "See and Be Seen" campaign. Additionally, the local task force developed a draft media plan for use in future campaigns and worked with an area college to arrange placement of a media intern. More than 10 different law enforcement agencies participated in three PSZ emphasis enforcement efforts. The three PSZs were scheduled in areas where there is a significant history of pedestrian fatalities and serious injuries. The pedestrian enforcement emphasis patrols made numerous educational contacts with either pedestrians or drivers and issued 145 citations and 358 warnings for law violations that increased risk of death or injury to pedestrians. There were 172 hours of enforcement operations during the project.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| 402   | \$60,000          | \$53,172        |

|  |  |  |
|--|--|--|
| <b>Project Title</b><br>Spokane County Pedestrian Project  | <b>Federal Project #</b><br>M7*PS17-01 | <b>Program Manager</b><br>Scott Waller |
| <p><b>Description:</b> The Spokane County Target Zero Task Force conducted a PSZ project in the cities of Spokane and Spokane Valley to reduce pedestrian fatal and serious injury crashes. This grant pertained to two of the three E's of PZSs: education and enforcement.</p> <p><b>Results:</b> Designed and printed 2,500 pedestrian safety rack cards. There were more than 230,000 impressions of "See and Be Seen" campaign messages on Facebook and Instagram. Additionally, there were five billboard locations that featured "See and Be Seen" messages during the June – August time period. Three law enforcement agencies made 220 educational contacts with either pedestrians or drivers and issued 94 citations and 184 warnings for law violations that increased risk of death or injury to pedestrians. There were 150 hours of enforcement operations during the project.</p> |  |  |
| <b>Fund Source</b><br>MAP-21 405d  | <b>Amount Approved</b><br>\$65,000     | <b>Amount Expended</b><br>\$56,066     |

|   |                                     |  |
|---|-------------------------------------|--|
| <b>Project Title</b><br>School Zone Safety Program  | <b>Federal Project #</b><br>N/A     | <b>Program Manager</b><br>Scott Waller |
| <p><b>Description:</b> The Washington State school zone safety funds are collected from speeding tickets issued in marked school zones throughout Washington. Fines are doubled for school zone violations, with half of the fine deposited in the School Zone Safety Account to be allocated to projects that enhance school zone safety. Funds were used by local law enforcement to purchase equipment for use when enforcing speeds in school zones. Additionally, elementary and middle schools could apply for school zone safety mini grants that cover training, supplies, and equipment for their safety patrol teams.</p> <p><b>Results:</b> During the reporting period, the project provided nearly \$54,000 to support crossing guard programs in 164 elementary or middle/junior high schools statewide. The maximum allocation for each school to purchase items such as traffic cones or flags and vests for crossing guards was \$300. Another focus of the funding was to reimburse law enforcement agencies for purchase of equipment used to enforce laws in school zones. During the reporting period, 17 law enforcement agencies in the state received \$88,562 to support purchase of equipment – primarily radars and foul weather gear for motorcycle patrols. In order to qualify to receive the funding, each applying law enforcement agency submitted evidence that they had already been enforcing speed and other violations in school zones. Each citation submitted entitled the law enforcement agency to \$25 worth of reimbursement for equipment purchases. During the reporting period the applying law enforcement agencies submitted documentation of more than 22,000 school zone violations.</p> |                                     |  |
| <b>Fund Source</b><br>State SZ Funds  | <b>Amount Approved</b><br>\$500,000 | <b>Amount Expended</b><br>\$105,268    |

|   |                                       |   |
|---|---------------------------------------|---|
| <p>Project Title<br/>Pierce County Street Smart</p>   | <p>Federal Project #<br/>M6X17-06</p> | <p>Program Manager<br/>Scott Waller</p> |
| <p><b>Description:</b> "Street Smart" is a PSZ project aimed at changing high-risk driving and walking behaviors that result in pedestrian deaths or serious injuries in three urban areas in Pierce County: Tacoma, Puyallup, and Lakewood/University Place. This grant pertained to two of the three E's of PSZs: education and enforcement. Broad public education, targeted information aimed at motorist and pedestrian behaviors, and high-visibility enforcement of traffic laws at six high-crash locations in three PSZs were to be implemented.</p> <p><b>Results:</b> More than 1,300 pedestrian safety rack cards were designed, printed and distributed to pedestrians and drivers by law enforcement officers as part of the project's community outreach and education phase. Two other pedestrian safety projects adopted the design and theme from the rack cards. In addition, bus tail ads and radio ads during the education phase of the campaign were arranged. Three law enforcement agencies made 608 contacts with either pedestrians or drivers and issued 281 citations (231 of those to drivers) and 420 warnings. There were 218 hours of enforcement operations during the project. All three police departments reported behavior change on the part of pedestrians including a reduction in the number of people walking in or suddenly entering the roadway and an increase in the number of pedestrians obeying pedestrian crossing or other safety rules at special events. Tacoma reported the least amount of change related to pedestrians obeying pedestrian crossing signals and Lakewood the largest number of pedestrians jaywalking. All the law enforcement agencies reported decreases when continuous enforcement was in place and more compliance the longer the project went on. All the agencies felt there was no reduction in the number of drivers speeding or using their cell phones in areas with a large number of pedestrians and near intersections or crosswalks. The project manager is hopeful that pedestrian safety will be enhanced as drivers begin to be cited (vs. warned) in 2018 under the new cell phone law.</p> |                                       |   |
| <p>Fund Source<br/>MAP-21 405d</p>  | <p>Amount Approved<br/>\$60,000</p>   | <p>Amount Expended<br/>\$56,541</p>     |

## ROADWAY AND ENGINEERING

### Problem Statement

From 2014-2016 35.8 percent of traffic fatalities and 28 percent of serious injuries involved a run-off-the-road event. Run-off-the-road fatalities increased by 3.7 percent compared to 2011-2013 (534 to 554). During this same time period, run-off-the-road serious injuries decreased by 2.9 percent (1,818 to 1,765).

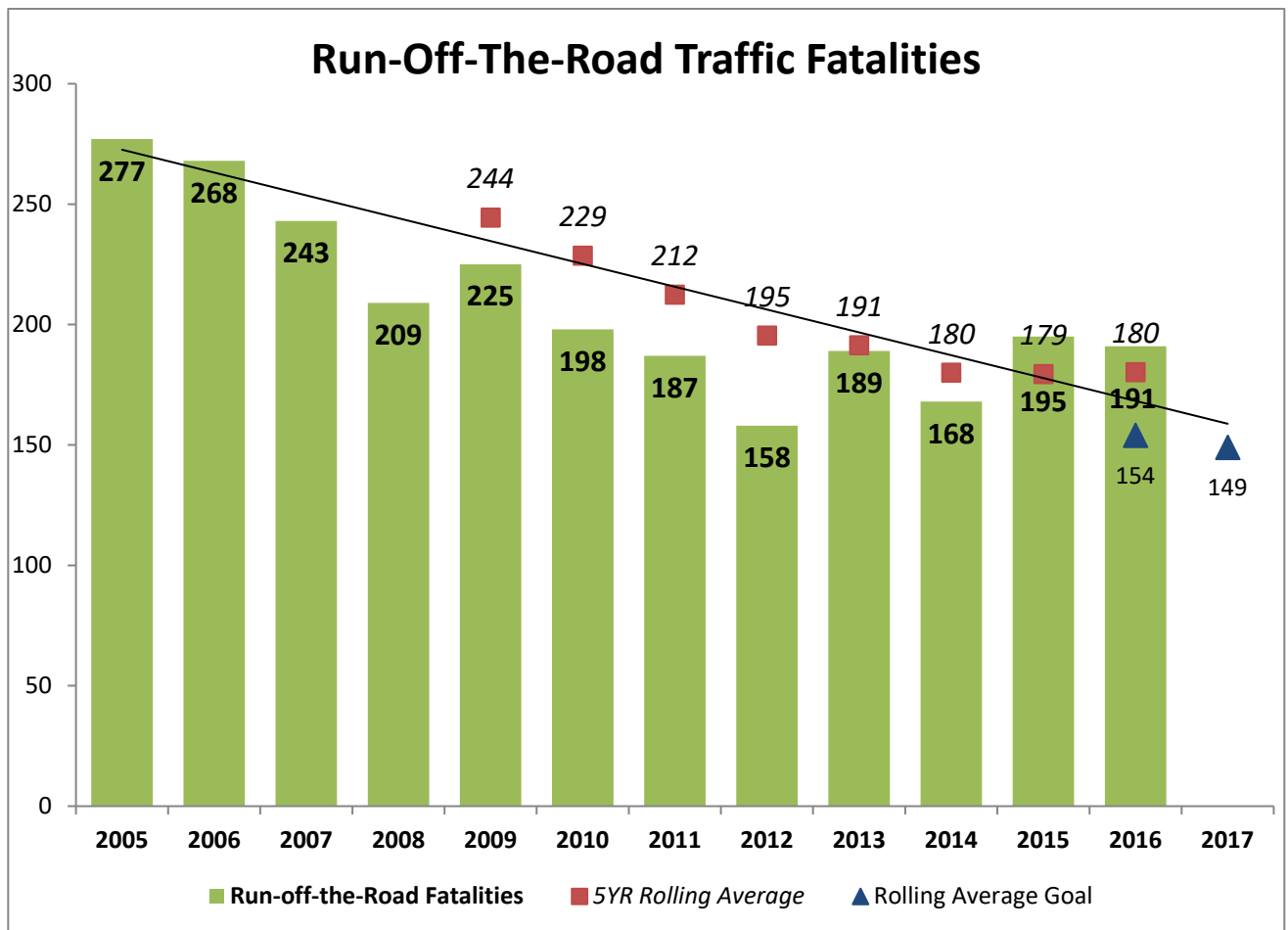
From 2014-2016 22.9 percent of traffic fatalities and 35.3 percent of serious injuries were intersection related. Intersection related fatalities increased 38.7 percent compared to 2011-2013 (256 to 355). During this same time period, intersection related serious injuries increased by 2.2 percent (2,178 to 2,227).

### Performance Analysis

#### Run-off-the-Road Fatalities

Performance Measure: Decrease run-off-the-road fatalities by 17.2 percent from the 2012-2016 five-year rolling average of 180 to 149 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 180 run-off-the-road fatalities, missing the HSP 2016 goal of 154 by 16.9 percent.

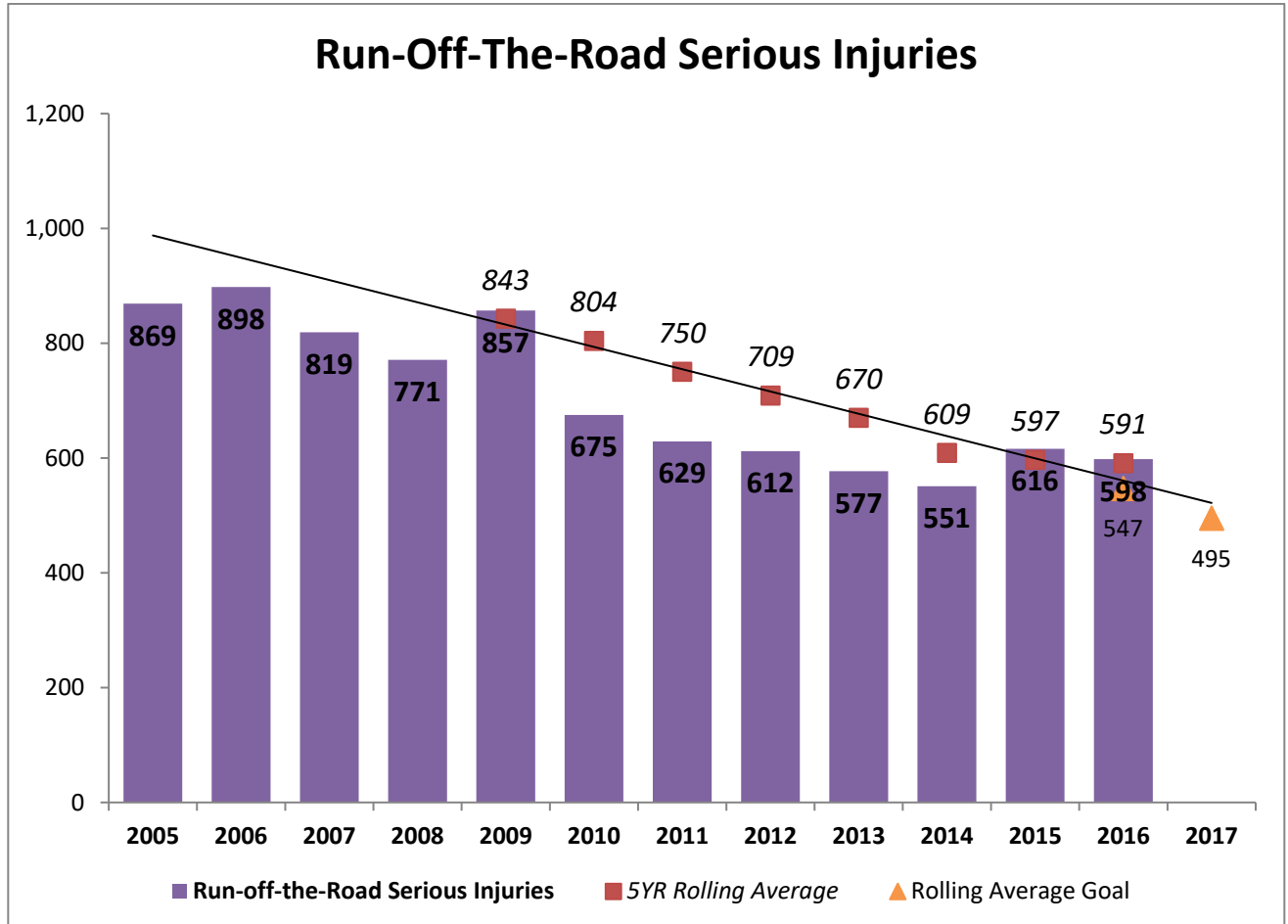


SOURCE: WA FARS

## Run-off-the-Road Serious Injuries

Performance Measure: Decrease run-off-the-road serious injuries by 16.2 percent from the 2012-2016 five-year rolling average of 591 to 495 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 591 run-off-the-road serious injuries, missing the HSP 2016 goal of 547 by 8 percent.

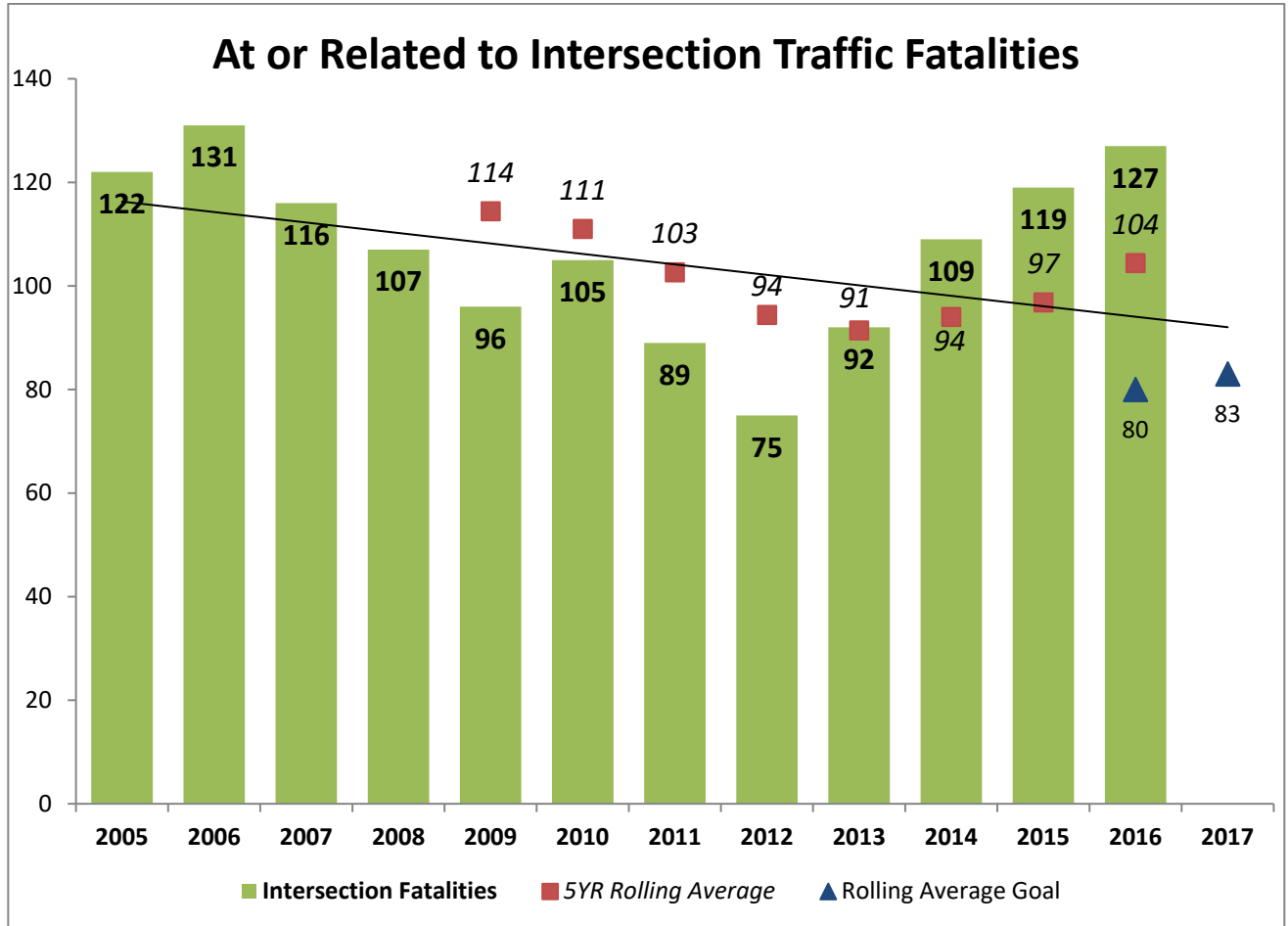


SOURCE: WSDOT

### Intersection-Related Fatalities

Performance Measure: Decrease intersection-related fatalities by 20.2 percent from the 2012-2016 five-year rolling average of 104 to 83 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 104 intersection-related fatalities, missing the HSP 2016 goal of 80 by 30 percent.



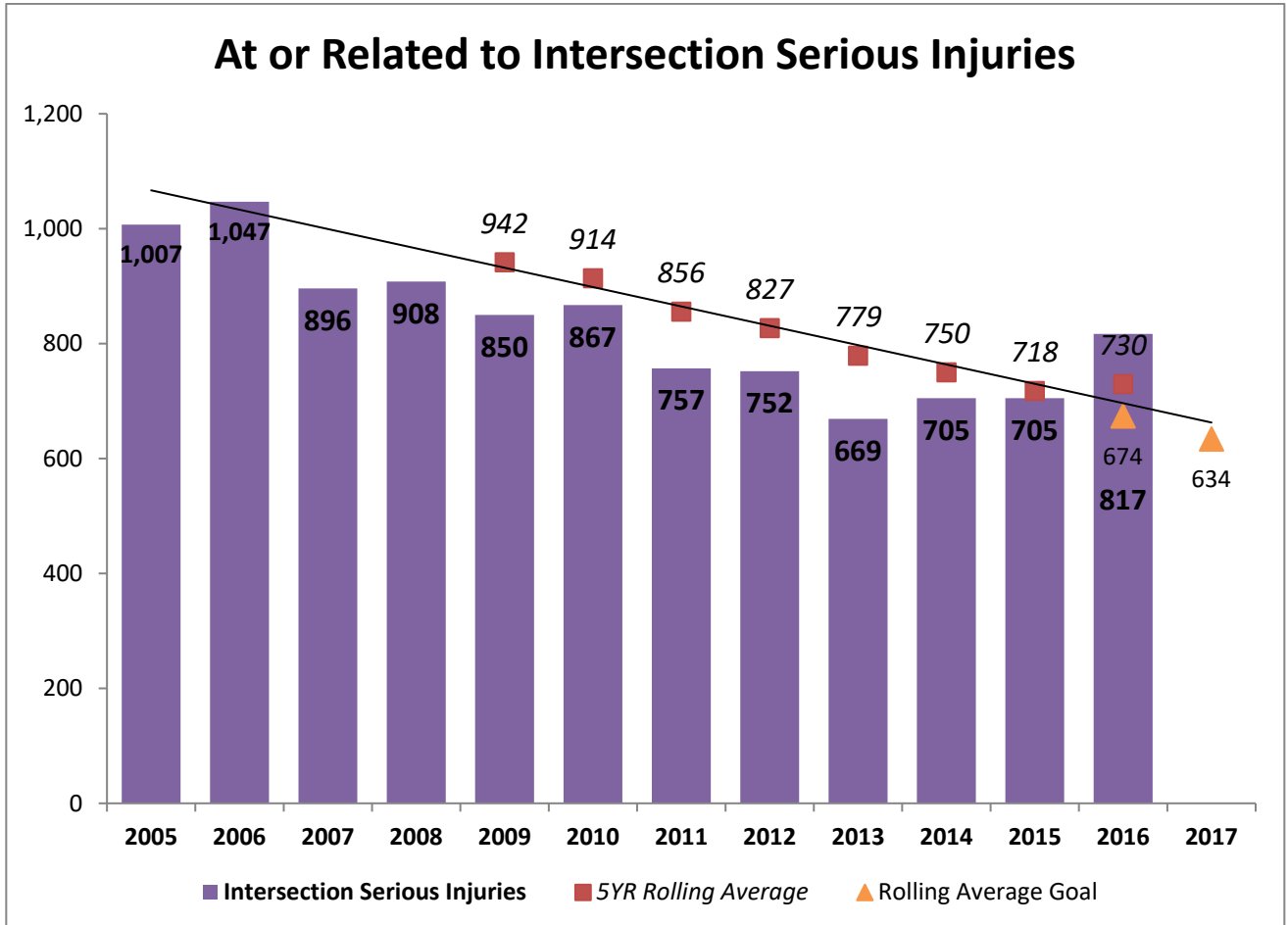
SOURCE: WA FARS



## Intersection-Related Serious Injuries

Performance Measure: Decrease intersection-related serious injuries by 13.2 percent from the 2012-2016 five-year rolling average of 730 to 634 by December 31, 2017.

Performance Report: The 2012-2016 rolling average shows there was an average of 730 intersection-related serious injuries, missing the HSP 2016 goal of 674 by 8.3 percent.



SOURCE: WSDOT

## FFY 2017 Roadway and Engineering Project

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Note: Due to a change in 164 Transfer requirements, WTSC was not required to hold any WSDOT funding for safety improvement projects.

# COMMUNITY PROGRAMS

## Problem Statement

### Target Zero Managers

Several WTSC partners throughout the state host a resident TZM. There are currently 17 TZMs. These individuals work to deploy statewide initiatives at the local level by coordinating local law enforcement participation in emphasis patrols, working with local media and alternative sources to publicize enforcement efforts, and conducting traffic safety education in the community. By localizing these efforts, statewide programs are able to respond to local politics, attitudes, and conditions quickly and effectively.

TZMs and their local traffic safety task forces support and coordinate educational and enforcement campaigns. They also build partnerships designed to reduce the incidence of impaired driving with other public safety agencies.

Washington State is the only state in the nation that employs the task force concept, and the results we have seen to date are reflective of the important role of these coordinators in our traffic safety efforts.

### Tribal Traffic Safety

Native American traffic fatality rates are increasingly higher than the general population. To complicate this situation, researchers and traffic safety experts agree that tribal roadway crash data is under-reported, making the death rates outlined even worse.

This concern prompted us to take action. In alignment with RCW 43.376, which outlines Washington's Centennial Accord, we expanded our partnerships with the 29 federally-recognized Indian tribes in the state.

### Other Community Programs

Additional projects with localized impact were selected for FFY 2016 funding. The proposals for these projects were submitted by local entities and include programs to provide community outreach, education, and technology.

### Performance Analysis

A separate analysis of performance for this section is not included here. The key indicators of performance for these projects are the overall outcome measures listed at the beginning of this report. These outcome measures include total fatalities, fatalities per VMT, and total serious injuries. In addition, the success of individual projects authorized under local programs is determined by the impact on the individual program areas those projects are intended to address.

## FFY 2017 Community Program Projects

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| Project Title<br>Target Zero Managers   | Federal Project #<br>CP17-03 | Program Manager<br>Jerry Noviello |
|---|------------------------------|-----------------------------------|
| <p><b>Description:</b> This project provided supplemental funding to support a network of 17 regional TZMs. They were actively involved in the coordination and fiscal management of many of the WTSC's grant-funded projects. They coordinated all HVE patrols including DUI Holiday, Click It or Ticket, Drive Sober or Get Pulled Over, and Talk, Text, and Ticket Campaigns. In addition, TZMs took on other projects such as TZTs, speed reduction projects, and pedestrian safety zone projects. Traffic safety projects were most effective when planned, coordinated, and led by local communities. Other activities consisted of coordinating media campaigns, monitoring local data to identify emerging trends, leading planning and outreach efforts for the local traffic safety coalition, compiling activity reports, and managing other traffic safety projects.</p> <p><b>Results:</b> The key indicators of performance for the local task forces are the overall outcome measures listed in the other program sections of this report.</p> <p>Each TZM coordinated a county or region-based traffic safety task force. These task forces met at least quarterly during the year. They reviewed traffic safety issues in their region and made decisions about programming. In addition to the task forces, TZMs developed connections with other partners, such as Safe Kids coalitions and bicycle safety advocacy groups.</p> <p>All TZMs supported HVE enforcement and outreach efforts for statewide impaired driving campaigns in December 2016 and August through September 2017, the statewide distracted driving campaign in April 2017, and the statewide Click It or Ticket campaign in May 2017. In addition, they all planned locally-driven enforcement and outreach activities throughout the year. This support was done through scheduling enforcement dates, doing interviews with local media, and interaction with residents at community events and on social media.</p> <p>This funding was also used to provide two professional development events, one in the fall and the other in the spring. At these events, TZMs received WTSC programming updates and policy updates, shared ideas, and discussed other relevant topics.</p> |                              |                                   |
| Fund Source<br>402  | Amount Approved<br>\$400,000 | Amount Expended<br>\$427,070      |

| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| SDOT Middle School Project   | CP17-05           | Erika Mascorro  |
| <p><b>Description:</b> Three schools located near main arterials where high speeds are an issue benefited from this grant. Two of the middle schools opened in 2017 and the third has a high rate of collisions involving child pedestrians near the school. This grant used validated, data-driven best practices from Washington’s Safe Routes to School (SRTS) program to increase safe driving practices of people driving near the schools, and increased safe walking and biking knowledge, skills, and behaviors of students. Seattle Department of Transportation (SDOT) used a multi-aspect approach to achieve its goals, including emphasizing the three E’s in its project.</p> <p><b>Results:</b> SDOT delivered a successful educational campaign in accordance with the contract agreement, meeting its milestone dates and goals. The project:</p> <ul style="list-style-type: none"> <li>• Reached an audience of over 2.5 million through the local driver education campaign comprised of digital advertising, billboards, on-site signage, convenience store posters, social media, and direct mail</li> <li>• Worked with Seattle PD to conduct a two-month targeted enforcement campaign that resulted in 1,246 citations at the three school sites</li> <li>• Reviewed the local street engineering at E. Aloha St. and 23<sup>rd</sup> Ave. E. – and N. 90<sup>th</sup> St. and Aurora Ave. N.</li> <li>• Held three school events promoting safe driving, walking, and biking, reaching over 400 attendees</li> <li>• Worked with the Cascade Bicycle Club to conduct a robust bicycle and pedestrian safety education class</li> </ul> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| 402  | \$85,000          | \$56,689        |

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| US 195 and SR 26  | CP17-07           | Angie Ward      |
| <p><b>Description:</b> This project addressed findings in the US 195 Corridor Analysis study completed by the WSDOT Eastern Region and approved in January 2016. Various Target Zero education and outreach identified in the study targeted driver behaviors associated with fatal and severe crash occurrences on the US 195 and SR 26 corridors. The project was accomplished through partnerships with WSDOT, WSP, emergency management organizations, Whitman County, Washington State University, the Palouse Regional Transportation Planning Organization, and various cities along the corridors, including the cities of Pullman and Moscow.</p> <p><b>Results:</b> This project sponsored driver safety education week for the region holding six events at schools in the area. During the course of the project year, over 11 other community outreach events were held. The campaign ran over 18 hours of radio spots that included safe driving tips and testimonials from friends and family members who lost loved ones in distracted and drowsy driving crashes on US 195 and SR 26. Due to the success of this campaign, the Palouse Regional Transportation Planning Organization was able to secure funding from the WSDOT to keep the campaign going for another year and a half.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| 402   | \$55,150          | \$54,446        |

|  |                              |                                 |
|--|------------------------------|---------------------------------|
| Project Title<br>Tribal Sacred Travelers   | Federal Project #<br>CP17-08 | Program Manager<br>Scott Waller |
| <p><b>Description:</b> This project developed a Tribal Sacred Travelers Coalition to provide traffic safety outreach and education in five tribal communities in Whatcom and Skagit counties: Lummi, Nooksack, Swinomish, Upper Skagit, and Samish. The funding supported the establishment of a Tribal Sacred Travelers Coalition for a traffic safety representative from each of the five tribes, based on the acknowledgement that community leadership is required to interweave traffic safety into each tribe's culture.</p> <p><b>Results:</b> Completed four out of five baseline seat belt surveys using University of North Carolina Observation seat belt survey protocol. In the surveys of two tribes, safety restraint usage was lower than 80 percent. In the two other tribes, safety restraint usage was at – or near – 90 percent. The Washington State safety restraint rate is more than 96 percent. Observers noted that at all of the tribes there was a large percentage of non-seatbelt use among tribal employees driving tribal vehicles for business and among tribal law enforcement. A tribal community dinner was held in March 2017 for more than 150 people where substance abuse traffic safety issues were discussed.</p> |                              |                                 |
| Fund Source<br>402   | Amount Approved<br>\$30,320  | Amount Expended<br>\$ 7,040     |

|   |  |                                   |
|---|--|-----------------------------------|
| Project Title<br>Paid Media Local Flex  | Federal Project #<br>PM17-01<br>M1*PM16-01 | Program Manager<br>Erica Stineman |
| <p><b>Description:</b> As part of the behavioral change of drivers to reduce traffic deaths and serious injuries, our number one communications goal for mobilizations was to reach our primary target demographic as identified by state and local data analyses. Additionally, secondary goals for this grant included educating and informing Washington stakeholders, all vehicle drivers, and driver influencers of the what, where, when, who, and why of WTSC mobilizations. This grant funded paid media as a component of each TSM region's flex patrols which included speeding, DUI, and distracted patrols. Paid media included television, radio and online ads, and outdoor billboards.</p> <p><b>Results:</b> TV, radio, Facebook, out of home, and programmatic channels were used to support county or regional flex patrols. The media buys purchased 9,067 spots and generated 15.3 million impressions.</p> |  |                                   |
| Fund Source<br>402  | Amount Approved<br>\$300,000               | Amount Expended<br>\$312,784      |
| 405b  | \$100,000                                  | \$ 81,939                         |

|   |                                     |   |
|---|-------------------------------------|---|
| <b>Project Title</b><br>Statewide and Local LELs  | <b>Federal Project #</b><br>PT17-04 | <b>Program Manager</b><br>Edica Esqueda |
| <p><b>Description:</b> LELs serve as important links to the law enforcement community in Washington. There are 20 LELs across Washington State paired with the local TZMs. LELs assisted the local TZMs with enforcement planning and media campaigns, strategic planning, compiling activity reports, and assisting in the management of local traffic safety projects. A statewide LEL is accountable for promoting national and state priorities through the state’s highway safety programs. LELs encouraged law enforcement officers and leaders to support the enforcement of traffic safety laws, particularly those dealing with impaired driving, occupant protection, and speed management. Additional activities included assisting in the coordination of the local LEL program, statewide traffic safety enforcement assessment, and local law enforcement listening tour.</p> <p><b>Results:</b> In 2017, there were 23 LELs assisting 17 TZMs across the state. While working in partnership with the TZMs, the LELs coordinated HVE briefings for seat belt, DUI, distracted driving, flex, and other traffic safety activities. LELs served as a communication link to local law enforcement for emerging training and assisted in activities like local Ford Skills for Life events, and National Night Out parties. LELs assisted TZMs in identifying “Top Performers” during statewide HVE mobilizations, and actively engaged in the Traffic Enforcement Assessment Report conducted by the Statewide LEL. This year the SW LEL completed the Traffic Enforcement Assessment Report that included a statewide survey and 25 one-on-one visits with local law enforcement leadership. The finalized report was distributed to internal and external traffic safety partners during the FFY 2017 program year. The SW LEL has presented the findings of the Statewide Traffic Enforcement Assessment to WASPC, local partners, and at the first annual National Law Enforcement Liaison Conference. The SW LEL position has been a valuable addition to programming and has consulted on internal WTSC programs such as the E-DUI packet development, review of the DRE program, pilot enforcement projects, and traffic safety culture study.</p> |                                     |   |
| <b>Fund Source</b><br>402   | <b>Amount Approved</b><br>\$145,000 | <b>Amount Expended</b><br>\$133,517     |

|   |  |  |
|---|--|--|
| <b>Project Title</b><br>Eastern Washington University, Urban and Tribal Planning Demo.  | <b>Federal Project #</b><br>M1*CP17-03 | <b>Program Manager</b><br>Scott Waller |
| <p><b>Description:</b> This project implemented the findings of 2015 Tribal Traffic Safety Assessments in three of the assessed tribes. Implementation included providing direct technical assistance to traffic safety committees; engaging the community in addressing traffic safety behavior; facilitating a community-led self-assessment; encouraging a framework of tribal traffic safety codes based on logical policy implementation/practice through the tribal justice/health data systems; and providing quarterly presentations, safety events, and reports.</p> <p><b>Results:</b> This project established tribal traffic safety committees in three Eastern Washington tribes – the Confederated Tribes of the Colville Reservation, Spokane Indian Tribe and Confederated Tribes and Bands of the Yakama Reservation. Additionally, the project worked with the Affiliated Tribes of Northwest Indians (ATNI) to schedule presentations about substance abuse and traffic safety issues in tribal reservation communities. The project also worked with youth groups at each of the tribes to write, film,</p> |  |  |

and produce short educational videos about traffic safety issues and then worked with Salish language instructors to develop a book and video aimed at young children to provide education about safety restraint usage, distracted driving, and impaired driving. In the course of the project year there were more than 23 meetings with tribal agency staff and tribal councils, including strategic planning sessions for each of the tribes. There were three articles published in tribal newsletters about the work of the project and the tribal traffic safety committees. Program Manager Margo Hill completed a research paper, "Creating a Culture of Tribal Traffic Safety," published by the WIT Press. Ms. Hill presented the research paper at the International Conference on Urban Transport and the Environment, September 5-7, in Rome, Italy.

| Fund Source | Amount Approved | Amount Expended |
|-------------|-----------------|-----------------|
| MAP-21 405b | \$116,500       | \$ 154,565      |

| Project Title                 | Federal Project # | Program Manager |
|-------------------------------|-------------------|-----------------|
| Tribal Traffic Safety Program | M1*CP17-04        | Scott Waller    |

**Description:** The purpose of the Tribal Traffic Safety Program is to build partnerships with tribes in a strategic, deliberate approach in accordance with Washington's codified Centennial Accord within the framework of Target Zero. The project was to improve the disproportionate traffic fatality rates of Native Americans and support the incorporation of a culture of traffic safety into individual tribe's cultures, primarily through the TTSAB.

**Results:** The TTSAB met nearly every month during the reporting period. They developed a strategic plan with priorities that included increasing participation by tribal law enforcement in the state's SECTOR system in order to increase the quality, consistency, and quantity of tribal enforcement and collision data. Progress was slowed due to unintended use of collision information collected by the system by several law firms and insurance companies. During the year, those difficulties were addressed by, first, a temporary restraining order, and then an administrative decision to not publish telephone numbers in SECTOR-related records. The TTSAB also acquired \$120,000 in funding from WTSC and initiated a competitive process to fund tribal traffic safety coordinator positions. These coordinators had two primary missions: 1) bring together tribal agencies in order to share and coordinate data; and 2) increasing public awareness in their tribal communities of traffic safety issues, particularly safety restraint usage and impaired driving. There were significant delays in getting coordinators hired so very little activity occurred on this project during the reporting period.

| Fund Source | Amount Approved | Amount Expended |
|-------------|-----------------|-----------------|
| MAP-21 405b | \$49,000        | \$321           |



# POLICE TRAFFIC SERVICES

## Problem Statement

Law enforcement agencies in Washington play a central role in the state's overall traffic safety program. Enforcing the state's laws is one of the most effective ways of educating and ultimately impacting the behavior of drivers and road users in Washington. The Police Traffic Services program focuses on providing state, county, municipal, and tribal law enforcement agencies with the traffic safety hardware necessary to effectively enforce traffic laws.

## FFY 2017 Police Traffic Services Projects

| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| Alderdale Road Project   | PT17-02           | Jerry Noviello  |
| <p><b>Description:</b> The Klickitat County Sheriff's Office focused on speeding, unlicensed, and drowsy drivers on a very rural agricultural corridor: Alderdale Road. This project included increased law enforcement presence in the area as well as collaboration with established agricultural businesses, the local fire district, the Klickitat County Road Department, schools, and any additional community or cultural organizations. The project utilized a combination of education and enforcement</p> <p><b>Results:</b> The enforcement component of this project included 675 hours of overtime enforcement. There were 946 contacts made, resulting in 872 citations, 253 warnings, 2 DUI arrests, and 21 other arrests. The average vehicle speed was reduced by about 10 mph, and the number of unlicensed drivers was found to be one out of every 20.56 contacts, which was better than their goal of 1 per 15 contacts. Public education was done through presentations at agricultural businesses along the corridor, as well as paid media in Spanish and English.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| 402  | \$50,000          | \$50,000        |

| Project Title   | Federal Project # | Program Manager                         |          |       |                  |   |                |       |                   |   |  |  |                             |   |     |    |   |    |          |       |                             |    |                |    |                    |   |         |    |                               |    |
|---|-------------------|---|----------|-------|------------------|---|----------------|-------|-------------------|---|--|--|-----------------------------|---|-----|----|---|----|----------|-------|-----------------------------|----|----------------|----|--------------------|---|---------|----|-------------------------------|----|
| WSP Local Flex HVE  | M1*PT17-01        | Angie Ward                              |          |       |                  |   |                |       |                   |   |  |  |                             |   |     |    |   |    |          |       |                             |    |                |    |                    |   |         |    |                               |    |
| <p><b>Description:</b> This project funded the trooper overtime component of locally scheduled and organized HVE mobilizations focused on distracted driving, seat belt violations, and speeding throughout the year. These multijurisdictional patrols were coordinated on the local level by TZMs and LELs, and worked in conjunction with local law enforcement agencies. Funds for local law enforcement overtime are in project PT17-05. Funds for media to publicize the extra enforcement are in project M1PM17-01.</p> <p><b>Results:</b></p> <table border="1"> <tbody> <tr> <td>OT Hours</td> <td>1,134</td> <td>Reckless Driving</td> <td>0</td> </tr> <tr> <td>Total Contacts</td> <td>2,617</td> <td>Negligent Driving</td> <td>2</td> </tr> <tr> <td></td> <td></td> <td>Intermediate Driver License</td> <td>0</td> </tr> <tr> <td>DUI</td> <td>12</td> <td>Driving while License Suspended/Revoked</td> <td>41</td> </tr> <tr> <td>Speeding</td> <td>1,024</td> <td>No Valid Operator's License</td> <td>89</td> </tr> <tr> <td>Cell Phone Use</td> <td>41</td> <td>Ignition Interlock</td> <td>1</td> </tr> <tr> <td>Texting</td> <td>10</td> <td>Warrants, Misdemeanors, Other</td> <td>23</td> </tr> </tbody> </table> |                   |   | OT Hours | 1,134 | Reckless Driving | 0 | Total Contacts | 2,617 | Negligent Driving | 2 |  |  | Intermediate Driver License | 0 | DUI | 12 | Driving while License Suspended/Revoked | 41 | Speeding | 1,024 | No Valid Operator's License | 89 | Cell Phone Use | 41 | Ignition Interlock | 1 | Texting | 10 | Warrants, Misdemeanors, Other | 23 |
| OT Hours  | 1,134             | Reckless Driving                        | 0        |       |                  |   |                |       |                   |   |  |  |                             |   |     |    |   |    |          |       |                             |    |                |    |                    |   |         |    |                               |    |
| Total Contacts  | 2,617             | Negligent Driving                       | 2        |       |                  |   |                |       |                   |   |  |  |                             |   |     |    |   |    |          |       |                             |    |                |    |                    |   |         |    |                               |    |
|   |                   | Intermediate Driver License             | 0        |       |                  |   |                |       |                   |   |  |  |                             |   |     |    |   |    |          |       |                             |    |                |    |                    |   |         |    |                               |    |
| DUI   | 12                | Driving while License Suspended/Revoked | 41       |       |                  |   |                |       |                   |   |  |  |                             |   |     |    |   |    |          |       |                             |    |                |    |                    |   |         |    |                               |    |
| Speeding  | 1,024             | No Valid Operator's License             | 89       |       |                  |   |                |       |                   |   |  |  |                             |   |     |    |   |    |          |       |                             |    |                |    |                    |   |         |    |                               |    |
| Cell Phone Use  | 41                | Ignition Interlock                      | 1        |       |                  |   |                |       |                   |   |  |  |                             |   |     |    |   |    |          |       |                             |    |                |    |                    |   |         |    |                               |    |
| Texting   | 10                | Warrants, Misdemeanors, Other           | 23       |       |                  |   |                |       |                   |   |  |  |                             |   |     |    |   |    |          |       |                             |    |                |    |                    |   |         |    |                               |    |

|                  |     |                           |   |
|------------------|-----|---------------------------|---|
| Seat Belt        | 137 | Equipment Violations      | 0 |
| Child Car Seat   | 9   | Other Moving Violations   | 0 |
| Seat Belt Misuse | 0   | Non-Moving Violations     | 0 |
| No Insurance     | 249 | Stolen Vehicles Recovered | 0 |

|                            |                              |                             |
|----------------------------|------------------------------|-----------------------------|
| Fund Source<br>MAP-21 405b | Amount Approved<br>\$100,000 | Amount Expended<br>\$93,149 |
|----------------------------|------------------------------|-----------------------------|

|                              |                              |                                  |
|------------------------------|------------------------------|----------------------------------|
| Project Title<br>Kent DDACTS | Federal Project #<br>PT17-03 | Program Manager<br>Edica Esqueda |
|------------------------------|------------------------------|----------------------------------|

**Description:** The Kent PD deployed HVE in three geographic “hot spot” areas determined by traffic collisions, DUI arrests, other traffic enforcement issues, and overall crime statistics. Kent police utilized Data-Driven Approaches to Crime and Traffic Safety (DDACTS) to improve traffic safety priority one issues in Kent and reduce crime statistics and trends.

**Results:** The most significant reduction seen in DDACTS zones since funding began in 2015 is the number of collision reductions in the Valley DDACTS zone. Since the grant period started in late 2015, the number of collisions in the emphasis area has steadily decreased since from the high point encountered when the grant began. While the reduction has been ongoing since project inception, no research has been conducted to determine whether DDACTS enforcement had a significant contribution to this reduction.

Officers made contact with warrant subjects and a number of high profile warrant/misdemeanor arrests were made during the project. Kent PD also saw “buy in” from many patrol officers as represented by the “in-kind” hours worked.

The inconsistency of patrols and the lack of duration of the program made difficult to determine the overall effectiveness DDACTS had on reducing collisions and overall crime. However, due to staffing challenges Kent PD has determined that the DDACTS model is not feasible.

|                                    |      |
|------------------------------------|------|
| Number of Emphasis Patrols         | 51   |
| Number of Overtime Hours           | 90   |
| Number of In-Kind Hours            | 62.5 |
| Number of Contacts                 | 538  |
| Number of DUI Arrests              | 7    |
| Number of Warrant Arrests          | 4    |
| Number of Misdemeanor Arrests      | 17   |
| Number of Speed NOIs               | 29   |
| Number of Distracted Driving NOIs  | 42   |
| Number of Occupant Protection NOIs | 12   |
| Number of Equipment NOIs           | 78   |
| Number of Insurance NOIs           | 94   |

|                    |                             |                            |
|--------------------|-----------------------------|----------------------------|
| Fund Source<br>402 | Amount Approved<br>\$36,000 | Amount Expended<br>\$5,990 |
|--------------------|-----------------------------|----------------------------|

|   |                                     |  |
|---|-------------------------------------|--|
| <b>Project Title</b><br>Auburn Traffic Safety | <b>Federal Project #</b><br>PT17-06 | <b>Program Manager</b><br>Jerry Noviello |
|---|-------------------------------------|--|

**Description:** This project was a continuation of Auburn PD’s safety campaign started in FFY 2016. The focus for FFY 2017 was to reduce collisions where speed and/or distracted driving are involved. The demographics for this project included the area surrounding Green River Community College, as well as five additional Auburn public schools and the Auburn/Enumclaw corridor on SR164 that passes through the Muckleshoot Indian Reservation. This project used a combination of public outreach, HVE, mobile speed feedback technology, and collaboration between public safety and engineering agencies.

**Results:** Speed enforcement was conducted between July 10 and September 30. There were 177 hours of overtime worked over 35 patrol shifts. The enforcement resulted in 708 contacts with 572 infractions, of which 245 (43 percent) were for speeding. The public outreach efforts included presentations to local high school classes and paid advertising on social media and digital video. The project manager supported the WTSC in developing new creative outreach for reducing speed and distracted driving. In total, there were 367,150 impressions made through these paid media efforts.

|                           |                                    |                                    |
|---------------------------|------------------------------------|------------------------------------|
| <b>Fund Source</b><br>402 | <b>Amount Approved</b><br>\$36,500 | <b>Amount Expended</b><br>\$28,350 |
|---------------------------|------------------------------------|------------------------------------|

|   |                                     |                                      |
|---|-------------------------------------|--------------------------------------|
| <b>Project Title</b><br>Local LE Flex HVE | <b>Federal Project #</b><br>PT17-05 | <b>Program Manager</b><br>Angie Ward |
|---|-------------------------------------|--------------------------------------|

**Description:** This project funded the officer overtime component of locally scheduled and organized HVE mobilizations focused on DUI, distracted driving, seat belt violations, and speeding. These multijurisdictional patrols were coordinated at the local level by TZMs and LELs, and worked in conjunction with the WSP. Funds for WSP overtime are in project M1\*PT17-01 and M6X15-05. Funds for a media buy that publicized the extra enforcement are in project M1PM17-01.

**Results:**

|                  |        |   |     |
|------------------|--------|---|-----|
| OT Hours         | 3,999  | Reckless Driving                        | 3   |
| Total Contacts   | 10,923 | Negligent Driving                       | 13  |
|                  |        | Intermediate Driver License             | 3   |
| DUI              | 151    | Driving while License Suspended/Revoked | 268 |
| Speeding         | 2,515  | No Valid Operator’s License             | 161 |
| Cell Phone Use   | 593    | Ignition Interlock                      | 28  |
| Texting          | 167    | Warrants, Misdemeanors, Other           | 157 |
| Seat Belt        | 208    | Equipment Violations                    | 274 |
| Child Car Seat   | 18     | Other moving Violations                 | 493 |
| Seat Belt Misuse | 45     | Non-Moving Violations                   | 366 |
| No Insurance     | 722    | Stolen Vehicles Recovered               | 7   |

|                           |                                     |                                     |
|---------------------------|-------------------------------------|-------------------------------------|
| <b>Fund Source</b><br>402 | <b>Amount Approved</b><br>\$300,000 | <b>Amount Expended</b><br>\$249,075 |
|---------------------------|-------------------------------------|-------------------------------------|

|   |                                     |   |
|---|-------------------------------------|---|
| <b>Project Title</b><br>Washington Association of Sheriffs and Police Chiefs  | <b>Federal Project #</b><br>PT17-07 | <b>Program Manager</b><br>Edica Esqueda |
| <p><b>Description:</b> WASPC represents over 280 Washington police agencies. This grant provided specialized enforcement training and equipment relating to traffic safety. The number of grant applicants increases each year, helping maintain focus on traffic safety as a primary enforcement activity. This year's grant also assisted agencies with equipment (bar code scanners and in-vehicle printers) to transition to SECTOR, the state's electronic ticketing and collision reporting program, and mobile speed feedback signs. Grant recipients provided WASPC a report of their total fatalities, injuries, crashes, and property damage collisions, and a final report was compiled by WASPC and provided to the WTSC.</p> <p><b>Results:</b> Project funds were awarded for equipment grants and mini grants. The WASPC Traffic Safety Committee met in January 2017 and distributed \$364,668 in equipment to 51 law enforcement agencies across the state. In July 2017, WASPC awarded \$47,839 in a second round of grants. The funding for the second round was made available as a result of agencies in the first round who did not fully expend their grant awards. Funds were used for the purchase of radars and portable breath test devices.</p> |                                     |   |
| <b>Fund Source</b><br>402   | <b>Amount Approved</b><br>\$395,000 | <b>Amount Expended</b><br>\$389,478     |

|  |  |  |
|--|--|--|
| <b>Project Title</b><br>NATEO  | <b>Federal Project #</b><br>M1*CP17-05 | <b>Program Manager</b><br>Scott Waller |
| <p><b>Description:</b> This project enabled the Northwest Association of Tribal Enforcement Officers (NATEO) to conduct a request for proposals among Tribal PDs for equipment, public information efforts, and officer scholarships for traffic safety training. This project also helped WTSC build needed relationships with Tribal PDs.</p> <p><b>Results:</b> During the reporting period, the project funded equipment purchases for four tribes. Equipment purchased included radars and portable breath testing devices. One tribe received assistance to send a new officer through the tribal law enforcement academy in New Mexico.</p> |  |  |
| <b>Fund Source</b><br>Map21 405b   | <b>Amount Approved</b><br>\$40,000     | <b>Amount Expended</b><br>\$32,446     |

## OTHER TRAFFIC SAFETY PROJECTS

The following projects were funded in FFY 2016. These projects either facilitate the implementation of other projects directly related to reductions in traffic deaths and serious injuries or streamline processes the WTSC uses to carry out Washington's traffic safety program.

| Project Title<br>Emerging Projects   | Federal Project #<br>CP17-02 | Program Manager<br>Pam Pannkuk |
|--|------------------------------|--------------------------------|
| <p><b>Description:</b> The WTSC regularly receives requests for project funding outside of the annual grant process. These projects respond to changing dynamics in our state's traffic safety environment and emerging issues or funding needs not previously known or anticipated. This grant will fund those worthy emerging projects that align with the Target Zero Plan to accomplish their stated traffic safety outcomes.</p> <p><b>Results:</b> This grant funded several traffic safety projects that aligned with the Target Zero Plan to accomplish specifically stated traffic safety outcomes, and included:</p> <ul style="list-style-type: none"> <li>• Travel for Washington State University staff to present information on a DUI Court Recidivism Study at the Academy of Criminal Justice Symposium, which furthered the work in DUI Court strategies.</li> <li>• Design and printing costs for Save the Date cards to educate stakeholders about the upcoming 2018 Traffic Safety Conference.</li> <li>• Airfare for presenters attending the 2017 WASPC Training Conference.</li> </ul> |                              |                                |
| Fund Source<br>402   | Amount Approved<br>\$25,000  | Amount Expended<br>\$10,280    |

| Project Title<br>Grants Management System (WEMS)  | Federal Project #<br>CP17-04 | Program Manager<br>Pam Pannkuk |
|---|------------------------------|--------------------------------|
| <p><b>Description:</b> The WTSC receives and manages funds from multiple sources. These include NHTSA grants, state funds including the Washington State School Zone Safety Account, and private funds. These funds are then distributed to various entities in the state based on a competitive award process. Prior to implementing the new Washington Enterprise Management System (WEMS), the information was provided, received, and maintained using a combination of methods, mainly paper- and email-based. The WEMS system automates the grants process by significantly reducing the handling and storing of paper documents; reducing the amount of hours required to manage grants; decreasing the amount of errors, lost documents, or incorrect files; and simplifying the application process.</p> <p><b>Results:</b> The process and system improvements created through the use of the WEMS system resulted in a reduction in paper processing and an increase in the amount of applications received during this grant cycle, and allowed for a greater percentage of WTSC funding and resources to be appropriated to traffic safety projects. The system continues to be expanded and this year included developing, issuing, and electronically signing various agreements and contracts, and development of a unique electronic reimbursement management and tracking system.</p> |                              |                                |
| Fund Source<br>402  | Amount Approved<br>\$85,000  | Amount Expended<br>\$89,795    |

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| DOL Target Zero Messaging   | M1*CP17-01        | Myke Gable      |
| <p><b>Description:</b> Forty-four of DOL's largest driver licensing offices have "You're Next" lobby management video monitors in their lobbies. These monitors display content to customers while they wait. The DOL lobby messaging system has historically been underutilized, and lobby wait times have been running between 30 minutes to one hour for an average customer. This grant funded the design of long-needed new video messaging content around Target Zero priority areas, specifically young drivers, impaired drivers, distracted driving, and speeding. Bold and compelling imagery and infographics were created to convey statistics and the risks of bad driving behavior. This messaging is now being seen by an audience of well over 100,000 people annually. This project culminated in a unique opportunity to raise awareness around Target Zero priorities as DOL customers wait to complete their licensing transactions.</p> <p><b>Results:</b> In accordance with the agreement, DOL successfully contracted with a vendor, who provided mock-up slides, which were reviewed and approved by DOL and WTSC. In consultation with WTSC, DOL delayed deployment of the content in order to add language to some of the slides regarding new changes to the state's distracted driving law, which took effect July 23, 2017. This slightly delayed the scheduled deployment, but ensured timely and relevant information was featured. The project was still completed on time and on budget. Beginning August 20, 2017, DOL began displaying the newly-developed content on the public viewing monitors in 44 licensing services offices across Washington.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| MAP-21 405b   | \$10,000          | \$10,000        |

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| Traffic Safety Culture Change   | M1*CP17-02        | Shelly Baldwin  |
| <p><b>Description:</b> Reducing traffic deaths and injuries is becoming more complex and efforts are emerging to improve the state's traffic safety culture. Specific data regarding driver behavior, values, and beliefs is needed to begin developing strategies to change the state's traffic safety culture. This grant funds a comprehensive survey and analysis of road users to determine Washington's traffic safety culture, and which values and beliefs have the strongest influence on driver behavior. The results of the survey will be used to develop new traffic safety strategies, modify existing strategies, or recognize strategies that do not change behavior. The results will also establish a baseline for an on-going traffic safety culture evaluation system, allowing comparisons between future surveys to note improvements or other changes in culture.</p> <p><b>Results:</b> WTSC released a request for proposals in order to find a partner who could help WTSC staff learn how to influence the social environment of road user behavior using a model called Traffic Safety Culture Change. The Center for Health and Safety Culture at Montana State University's Western Transportation Institute won the competitive bid process for this 18-month project. They completed the first step in FFY 2017, assessing the agency culture, and are currently working to assess the culture of citizens who use both alcohol and marijuana and then drive.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| MAP-21 405b   | \$250,000         | \$31,693        |



|   |  |  |
|---|--|--|
| <b>Project Title</b><br>Website Redesign  | <b>Federal Project #</b><br>M1*CP17-06 | <b>Program Manager</b><br>Erica Stineman |
| <p><b>Description:</b> This grant provides funding to revamp the WTSC website. The current website was built in 2010, with an updated "look" completed in 2014. The goal of the revision is to improve the user experience as a whole. The WTSC website is a tool to provide staff, partners, and citizens with information on traffic safety programs, grants, and data. This information should be available in a clear, concise, and easy to find format. The current website provides this information; however, this grant will allow us to evaluate the usability of the site, gather feedback on the content, and work toward providing the best possible resource for anyone visiting the website.</p> <p><b>Results:</b> Work began in FFY 2017 to review analytics of the current WTSC website and gather feedback from staff internally on what they would like to see improved and discuss options on new design elements. The remainder of the project was put on hold in order to shift resources to develop creative assets and provide news media support for the new distracted driving law.</p> |  |  |
| <b>Fund Source</b><br>MAP-21 405b   | <b>Amount Approved</b><br>\$100,000    | <b>Amount Expended</b><br>\$3,575        |

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|--|--|--|
| <b>Project Title</b><br>News Media, Creative and Other   | <b>Federal Project #</b><br>M7*CP17-01 | <b>Program Manager</b><br>Erica Stineman |
| <p><b>Description:</b> The communications goal for mobilizations is to reach our primary target demographic. As part of a proven strategy, this grant funded news media, outreach, and publicity efforts as a component of HVE campaigns. This project also funded the development of new creative assets (TV, radio, web, etc.) for use during paid media and educational campaigns.</p> <p><b>Results:</b> This grant was used to pay for various subscription-based tools to support communications initiatives and other WTSC program areas, print jobs, and purchase stock images to use for numerous communications items such as web pages, in-house graphic design work, and informational documents. It also provided funding for news media, outreach and publicity during statewide HVE campaigns and additional news-worthy events that occurred during the year. A portion of this grant was used to pay for the development of new creative assets. WTSC communications worked with contractors to develop new creative for distracted driving, seat belt, and speeding campaigns.</p> |  |  |
| <b>Fund Source</b><br>MAP-21 405d II   | <b>Amount Approved</b><br>\$250,000    | <b>Amount Expended</b><br>\$227,160      |

|   |                                     |                                      |
|---|-------------------------------------|--------------------------------------|
| <b>Project Title</b><br>GHSA GMM Update   | <b>Federal Project #</b><br>CP17-09 | <b>Program Manager</b><br>Myke Gable |
| <p><b>Description:</b> Under the FAST Act, best practice requires that every State Highway Safety Office have an up-to-date Grants Management Manual which documents standard operating procedures and the management of the highway safety program. Under this grant, the WTSC contracted with the Governors Highway Safety Association (GHSA) Consulting Services Initiative (CSI) to review and update the content of its current Grant Management Manual to ensure compliance with all federal and state grants management policies and procedures, and to incorporate and include applicable information from the current WTSC Program Managers Manual and new WEMS electronic grants management</p> |                                     |                                      |

system. In addition, the grant covered creating an updated WTSC Processes and Procedures Manual.

**Results:** This project was completed on time and under budget. The GHSA CSI contractor conducted a review of the WTSC current manuals and completed the Grants Management Manual update, utilizing a grants management manual template developed for states by the CSI Coordinator. The consultant worked with the WTSC to develop a set of user-friendly final draft operating manuals that are clear, concise, and easy to revise in the future.

| Fund Source | Amount Approved | Amount Expended |
|-------------|-----------------|-----------------|
| 402         | \$30,000.00     | \$26,030.00     |



## PLANNING AND ADMINISTRATION/TECHNICAL COORDINATION

### Overview

The following project table presents the operational costs incurred by the WTSC to manage the state's traffic safety program. These projects include the costs for salaries and benefits, travel for training and project-related events, and a small portion for miscellaneous goods and services.

|   |   |  |
|---|---|--|
| <p>Project Title<br/>Planning and<br/>Administration/Technical<br/>Coordination</p>   | <p>Federal Project #<br/>AL17-01, CP17-01, DD17-01,<br/>MC17-01, OP17-01, PS17-<br/>01, SE17-01, TR17-01,<br/>PA17-01</p> | <p>Program Manager<br/>Pam Pannkuk</p> |
| <p><b>Description:</b> This project funds the federal share of costs to support WTSC employees' salaries and benefits for executive, administrative, research, and programs and services staff.</p> <p><b>Results:</b> This project funded the federal share of costs to support WTSC employees' salaries and benefits, as planned. No delays, issues, or problems were identified in the management of this project.</p> |   |  |
| <p>Fund Source<br/>402</p>  | <p>Amount Approved<br/>\$1,885,000</p>  | <p>Amount Expended<br/>\$1,845,501</p> |

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## ACRONYMS

This table provides a list of common acronyms used throughout this document.

| ACRONYMS |  |
|----------|--|
| AOC      | Administrative Office of the Courts                                |
| ALRS     | Advanced Linear Referencing System                                 |
| ARIDE    | Advanced Roadside Impaired Driving Enforcement                     |
| ATNI     | Affiliated Tribes of Northwest Indians                             |
| BAC      | Blood Alcohol Content  |
| BRFSS    | Behavioral Risk Factor and Analysis Survey                         |
| BUI      | Boating Under the Influence  |
| CMA      | Creative Media Alliance  |
| CPS      | Child Passenger Safety   |
| CPST     | Child Passenger Safety Technician                                  |
| CRSS     | Crash Reporting Sampling System                                    |
| DDACTS   | Data-Driven Approaches to Crime and Traffic Safety                 |
| DOH      | Department of Health   |
| DOL      | Department of Licensing  |
| DRE      | Drug Recognition Expert  |
| DUI      | Driving Under the Influence  |
| ED       | Emergency Departments  |
| EDT      | Electronic Data Transfer   |
| E-DUI    | Driving Under the Influence of Electronics                         |
| ELIAS    | Electronic Law Enforcement Interface for the Acquisition of Search |
| EMS      | Emergency Medical Services   |
| ESSENCE  | Washington State Emergency Department Data System                  |
| e-TRIP   | Electronic Traffic Information Processing                          |
| FARS     | Fatality Analysis Reporting System                                 |
| FFY      | Federal Fiscal Year  |
| FHWA     | Federal Highway Administration                                     |
| GIS      | Geographic Information Systems                                     |
| HSP      | Highway Safety Plan  |
| HVE      | High Visibility Enforcement  |
| IDS      | Impaired Driving Section   |
| LEL      | Law Enforcement Liaison  |
| LCB      | Liquor and Cannabis Board  |
| LRS      | Linear Referencing System  |
| MIDU     | Mobile Impaired Driving Units                                      |
| MRSC     | Municipal Research and Services Center                             |
| NADCP    | National Association of Drug Court Professionals                   |
| NATEO    | Northwest Association of Tribal Enforcement Officers               |
| NHTSA    | National Highway Traffic Safety Association                        |
| OCC      | Okanogan Community Coalition                                       |
| OKB      | Quality Knowledge Base   |
| PD       | Police Department  |
| PIP      | Party Intervention Patrols   |
| PSA      | Public Service Announcement  |
| PSZ      | Pedestrian Safety Zones  |
| RADD     | Research and Data Division   |
| SAS      | Statistical Analysis System  |
| SRTS     | Safe Routs to School   |
| SDOT     | Seattle Department of Transportation                               |

|        |  |
|--------|--|
| SECTOR | Statewide Electronic Collision and Ticket Online Records |
| SFST   | Standard Field Sobriety Testing                          |
| SHSP   | Strategic Highway Safety Plan or Target Zero             |
| SMSA   | State Motorcycle Safety Administrators                   |
| SW LEL | Statewide Law Enforcement Liaison                        |
| THC    | Tetrahydrocannabinol                                     |
| TRC    | Traffic Records Committee                                |
| TSRP   | Traffic Safety Resource Prosecutor                       |
| TTSAB  | Tribal Traffic Safety Advisory Board                     |
| TZM    | Target Zero Manager                                      |
| TZT    | Target Zero Team   |
| VMT    | Vehicle Miles Traveled                                   |
| WASPC  | Washington Association of Sheriffs and Police Chiefs     |
| WEMS   | Washington Enterprise Management System                  |
| WEMSIS | Washington EMS Information System                        |
| WIDAC  | Washington Impaired Driving Advisory Council             |
| WMSP   | Washington Motorcycle Safety Program                     |
| WSDOT  | Washington State Department of Transportation            |
| WSP    | Washington State Patrol                                  |
| WTSC   | Washington Traffic Safety Commission                     |

