TRAFFIC SAFETY COMMISSION

FFY 2024 Washington Triennial Highway Safety Plan

Submitted: June 29, 2023

Resubmitted: July 25, 2023

Contents

Washington is applying for the triennial highway safety plan in the document and will apply for the following in our Annual Grant Application:

Section	Yes/No
Section 402/3-HSP	Yes
405(b) Occupant Protection Grant —High	Yes
405(c) State Traffic Safety Information System Improvements	Yes
405(d) Impaired Driving Countermeasures Grant — Mid-Range Rate State	Yes
405(d) Ignition Interlock	Yes
405(d) 24-7 Sobriety Programs	Yes
405(e) Distracted Driving	Yes
405(f) Motorcyclist Safety Grant	Yes
405(g) Nonmotorized Safety Grant	Yes
405(h) Preventing Roadside Deaths	Yes
405 (i) Driver Education Safety Courses	Yes
1906 Racial Profiling Data Collection	No

Chapter 1: Planning Process and Problem Identification

1. Agency Overview

The Washington Traffic Safety Commission (WTSC) is a small cabinet agency and Washington's designated highway safety office as codified in RCW 43.59. The WTSC Director, Shelly Baldwin, is the Governor's Highway Safety Representative. Our Commission is made up of 27 employees and 10 Commissioners. It is chaired by Washington's Governor, Jay Inslee.

The WTSC seeks to reduce traffic deaths to zero by addressing behavioral risk factors that lead to fatal crashes, including impairment, speed, distraction, and lack of restraint or helmet use. Our vision is a Washington where we all work together to travel safely on our roadways, and our role is to equip and empower people and communities with knowledge, tools, and resources to build a positive traffic safety culture.

The WTSC has adopted the Positive Culture Framework as the most effective way to increase traffic safety. We grow positive culture by influencing skills, knowledge, and beliefs that, in turn, influence behavior. Through positive messaging, we make the positive norms visible, and reinforce healthy behaviors. Developing and building positive culture requires working with diverse communities with culturally appropriate outreach.

WTSC works under the direction of a 10-member commission made up of agency heads or the representatives of key stakeholders. The Governor's cabinet agencies that serve on the Commission include the Washington State Patrol, Department of Transportation, Department of Health, Department of Licensing, Health Care Authority, and the Office of Superintendent of Public Instruction.

The Governor appoints the remaining members representing the Washington State Association of Counties, Association of Washington Cities, and the District and Municipal Court Judges' Association.

The Commission meets quarterly on the third Thursday of January, April, July, and October in open public meetings which anyone can attend either in person or through an accessible video meeting. The meetings are held in an ADA compliant building. Every agenda is published in advance and contains directions for accessing reasonable accommodations, including written materials in alternative formats or languages, physical accessibility accommodations, and language interpretation services.

Time for public comment is included before votes and at the end of each meeting. Public comments at meetings have resulted in changes to the WTSC highway safety plan. See Chapter 2, Public Participation and Engagement for more information.

The WTSC planning process involves two phases. The first phase is the development of the State's Strategic Highway Safety Plan (SHSP), which we refer to as our Target Zero plan. It is a statewide-coordinated safety plan that provides a comprehensive framework for reducing highway fatalities and serious injuries on all public roads. The Target Zero plan identifies Washington's key safety needs and guides investment decisions towards strategies and countermeasures with the most potential to save lives and prevent injuries. It is updated at least every five years.

The second phase is the creation of the Triennial Highway Safety Plan (3HSP) and the Annual Grant Application (AGA), which flow from the SHSP. These planning cycles ensure coordination and collaboration between the WTSC, Washington State Department of Transportation (WSDOT), all agencies represented on the Commission, and other stakeholders.

Washington is currently in the process of creating the 2024 SHSP. WTSC works jointly with the Washington State Department of Transportation (WSDOT) on the development of the state Strategic Highway Safety Plan (SHSP). The last SHSP covers 2020 -2024 and included feedback from community stakeholders, including tribal representatives. Work on the new SHSP has just begun and will involve a greatly expanded effort to engage and solicit input directly from community members most impacted by traffic crashes including those in historically marginalized and impacted communities. The new SHSP is expected to be completed in the fall of 2024 and will inform future grant applications and future iterations of the 3HSP and HSP amendments.

Each update cycle of the SHSP begins with an evaluation of the prior plan and an analyzes the new cycle of data. This data shapes the SHSP priorities for the next cycle. Research is conducted to identify new frameworks and countermeasure strategies to ensure the most effective countermeasures are present. The SHSP team directs the work of subject matter experts who

craft the plans content. The team presents the final draft to the WTSC Commissioners, who approve it for the Governor's signature. Beginning with the 2024 SHSP, the plan will be organized in line with the Safe System approach and centered on equity and culture. The Target Zero team conducts an expansive public participation and outreach process during the plan's development.

1i. Highway Safety Planning Process

Processes, Stakeholders, Data Sources

3HSP Development, Review, and Approval Process

The development of the 3HSP starts with a review of the prior HSP, updated data, and input from traffic safety stakeholders and members of the public. The behavioral priorities set in the Target Zero plan result in WTSC programs.

The development of the 3HSP begins with program plans - three-year planning documents summarized in Chapter 4. Our 13-priority traffic safety program areas are:

- Communications
- Community Traffic Services
- Distracted Driving
- Impaired Driving
- Motorcycles
- Non-Motorized Services
- Occupant Protection
- Program Coordination
- Research and Data
- Speed
- Traffic Records
- Tribal Traffic Safety
- Young Drivers

Each program plan consists of a problem identification, description of the program's focus populations, a list of countermeasure strategies, theories of change for each countermeasure strategy, and a 3-year budget.

Problem ID
This is established and updated through a review of the most current data available. The problem ID is critical in that it establishes the scope of the traffic safety problems. The most critical data source used in program planning is the FARS data managed by WTSC's Research and Data Division (RADD). RADD has created data dashboards that are the most current source of data for the WTSC program managers, but since they are web-based, there is transparency in them being freely available to anyone. Program managers may consult multiple sources of information to help establish the scope and subtlety of the problems they seek to address. In some cases, Program Managers may have research reports, targeted survey results, or other databases. Other data sources are described in the *Highway Safety Plan Data Sources and Processes* section of this document. Some programs are also aided in this process by advisory councils identified in the *Stakeholder Input* section of this chapter.

Focus Populations
The second section of the plan summarizes the populations most impacted by traffic crashes or stakeholders needed to address the problems. Data is used to identify focus populations.

Countermeasure Strategies
This section summarizes the countermeasure strategies chosen to influence the focus populations to address the problem. Countermeasure strategies and countermeasures may come from several sources, such as NHTSA's *Countermeasures That Work,* the Behavioral Traffic Safety Cooperative Research Program and the National Cooperative Highway Research Program (NCHRP). Countermeasures may also be designed in cooperation with sub-recipients around specific problems and circumstances. The WTSC has adopted the Positive Culture Framework as its behavior change model (working in close collaboration with the Montana State University Center for Health and Safety Culture) and this is used in the process of designing countermeasure strategies through the use of theories of change (described below). Some countermeasures are designed to influence the behavior of the target audience, and some are designed to fill a gap or improve the systems that support the effectiveness of a countermeasure.

Theories of Change
Theories of change are an instrument used to summarize the issues, describe what the countermeasure strategy is intended to do, list assumptions about how the countermeasure strategy will influence the skills, knowledge, beliefs, and behaviors of the focus population(s), and if the strategy is successful how shifts in behavior should impact crashes and the numbers of fatal and serious injuries that result. WTSC considers theories of change a critical process because they state clearly how we think changes in behaviors will happen and how the countermeasure strategy can be evaluated through process and outcome measures.

Three-year Budgets and Project Development
Most program plans contain a three-year budget which is the program manager's best estimate of which countermeasures and the projects that will be funded to implement them will continue, end, and start over the course of the next three years. Our program managers work with subject matter experts, attend conferences, and work with grantees and the public to identify opportunities to use grant funds to reduce traffic-related fatalities and serious injuries.

The ideal opportunity is created when there is alignment between four things: 1) an evidence-based countermeasure, 2) policy (the countermeasure is permitted by law or rule), 3) funding (meaning the countermeasure is an allowable expense under NHTSA guidelines or there is an alternate funding source), and 4) willing and skilled grantees or contractors to execute the work. If any of these pieces are missing, there is no opportunity. These opportunities translate to projects. Project design is driven by the creation of logic models. Logic models translate to a theory of change (which is a high-level description of a countermeasure strategy) to the scope of work in a grant agreement. This involves working with a sub-recipient to clearly articulate the project purpose and strategies to use, identify measurable goals, specific objectives, deadlines,

measures (both process and outcome measures), and targets. Sub-recipients report quarterly on their progress in accomplishing the work. Program managers can use the quarterly reports and ongoing conversations with the sub-recipient project managers to evaluate the project and theory of change to determine if adjustments are necessary.

Program Plan Review and Approval Process

The program plans are reviewed annually and updated. Part of this update depends on a review of project performance which includes evaluating the theories of change to determine if the assumptions were valid, invalid, or if more time is needed to see a change. Based on this review, program managers may make any number of adjustments such as adjusting countermeasure strategies, looking for additional project opportunities, or adjusting budgets.

Program plans undergo an annual two-stage review. They are presented internally by program managers to all WTSC staff, and feedback is provided. Program plans are then shared with a Technical Advisory Committee (TAC) made up of representatives of all Commission agencies and organizations, NHTSA region representatives, and three Target Zero Managers. TAC members are sent summaries of all program plans, including the theories of change, and their feedback is gathered through an online feedback form and in a meeting. They work with program managers to suggest improvements to the program plans. They brief their respective Commissioner on the program plans and relay any recommendations from the Commissioners back to the program staff. All input is considered by program managers and the program director, who responds to the reviewers about their input. Program managers adjust their plans based on this feedback.

The last step in the process occurs each year at the April meeting of the Washington Traffic Safety Commission. The program director provides a summary overview of the 3HSP to the Commission. The Commissioners then vote to approve the plan, giving the WTSC permission to produce the 3HSP and AGA.

3HSP Development Participants

There are numerous key groups representing the traffic safety community that are critical participants in each step of the program planning processes, including:

- Washington Commissioners
- Washington Impaired Driving Advisory Council
- Cooper Jones Active Transportation Safety Council
- Washington Traffic Records Governance Council
- Traffic Data Analysis and Evaluation
- Target Zero Planning Team

WTSC Commissioners

The Commissioners assign representatives to develop the Target Zero plan and approve it before it is sent to the Governor for review and final signature. The Commissioners also appoint representatives to the Technical Advisory Committee (TAC) to review the programs and countermeasures for the 3HSP and AGA. They work with program managers to suggest improvements and request changes. Each TAC representative briefs their commissioner on the plan and relays any comments from the commissioners back to the program managers. At the April 20, 2024, Commission meeting, the WTSC program director presented the final programs, countermeasures, and funding plan to the Commissioners who voted to approve the plan as presented.

Washington Impaired Driving Advisory Council

Washington's Impaired Driving Advisory Council (WIDAC) was formed by a Memorandum of Understanding in June 2009. The WIDAC is composed of 16 Executive Board Members, an expanding group of advisory members, and staff. WIDAC membership includes all appropriate stakeholders and meets the membership requirements outlined by 23 CFR § 1300.23 (e). Stakeholders include representatives from the highway safety office, law enforcement, prosecution, adjudication and probation, driver licensing, treatment/rehabilitation, ignition interlock programs, data and traffic records, public health, and communication, as well as advocacy groups, business groups, and family members of people who died in DUI-related crashes.

The WIDAC serves as an advisory body to the WTSC. It works to enhance traffic safety initiatives by providing feedback and recommendations to the WTSC on program priorities, funding, strategic planning and implementation, and research designed to reduce the incidence of impaired driving in accordance with the SHSP.

The WIDAC executive board membership includes:

- WTSC Director
- WTSC Research and Data Division Director
- State Toxicology Lab
- State and Local Law Enforcement
- Drug-Impaired Driver Professional
- County or Municipal Prosecutor
- Department of Licensing
- Judicial Liaison, Current or Retired Judge
- Public Health Education Liaison
- Prevention Specialist
- Communications/Community Engagement
- Mothers Against Drunk Driving (MADD)
- Washington State Misdemeanant Corrections Association/Probation

- District Court Administrators
- Association of Alcoholism and Addiction Programs of Washington State
- A Survivor and/or Victims' Advocate
- Representatives from other organizations as the Executive Board deems necessary

The WIDAC builds the Impaired Driving Strategic Plan which informs the Target Zero plan and the Impaired Driving Program Plan. It provides in-depth information specific to impaired driving issues and organizes the information in accordance with the general areas stated in NHTSA's *Uniform Guidelines for State Highway Safety Programs,* Guideline No. 8: Impaired Driving. The plan is guided by the WIDAC Strategic Framework. There are three areas of support – WIDAC, legislation and policy, and data and integration. It focuses on eight areas of concentration – Public Outreach and Education; Prevention; Law Enforcement and Training; Toxicology; Prosecution; Adjudication and Probation; Treatment; and Licensing.

Cooper Jones Active Transportation Safety Council

The Cooper Jones Active Transportation Safety Council (ATSC), established by the Washington Legislature (RCW 43.59.156), works to create recommendations for the Legislature to improve the transportation system to decrease fatalities and serious injuries involving walkers, bicyclists, and other non-motorized methods of transportation. The ATSC reviews and analyzes crash data to identify patterns in crashes and find points at which the transportation system can be improved. The ATSC reports to the Legislature annually to recommend changes in statutes, ordinances, rules, and policies to improve the transportation system for all modes of travel. The ATSC's name honors Cooper Jones, a 13-year-old boy who died after being struck from behind by a driver as he participated in a bicycle road race in Spokane County. Recommendations from the group were incorporated in two pieces of legislation passed in 2022 and 2023.

ATSC members include representatives identified by the legislation:

- WTSC Director or representative
- County Coroner
- Law enforcement
- Traffic engineer
- WSDOT representative
- Association of Washington Cities representative
- Washington State Association of Counties representative
- A member of the public representing pedestrian advocacy group
- A member of the public representing bicycle or active transportation advocacy group
- Department of Health representative
- A member of the public representing Victim/victim's family member

The ATSC also identified additional representatives to ensure members of historically disadvantaged communities could impact the legislative recommendations. These include:

- Washington State Commission on African American Affairs representative
- Tribal representative
- A member of the public representing Asian Pacific American Affairs
- A member of the public representing the disability population
- A member of the public representing economic diversity
- A member of the public representing Senior citizens
- A member of the public representing Hispanic Affairs
- A member of the public representing Unhoused Services
- Public Transit representative
- Emergency Medical Service representative(s)

Additionally, the members invited representatives of other organizations to ensure a full understanding of pedestrian and bicyclist issues were part of the process. These include:

- City planner(s)
- Safe Routes to School program representative(s)
- Target Zero Manager(s)

Washington Traffic Records Governance Council
The Traffic Records Governance Council (TRGC) is a stakeholder group with representatives from various state agencies that govern, steward, or use Washington's six core traffic records systems: crash, driver, vehicle, roadway, citation and adjudication, and injury surveillance. This cross-disciplinary team leads efforts to improve quality attributes of traffic records data including completeness, uniformity, timeliness, accuracy, accessibility, and integration. The TRGC oversees five committees:

- Electronic Traffic Information Processing Committee
- Traffic Records Integration Program Committee
- Grants Management and Review Committee
- Traffic Data Analysis and Evaluation Committee
- SECTOR Replacement Governance Committee

TRGC's work includes developing the statewide traffic records strategic plan, implementing recommendations from traffic records assessments, and identifying solutions and improvements to core and ancillary traffic records systems. Each year TRGC evaluates data systems improvement proposals to develop a package of projects consistent with the TRGC Strategic Framework while satisfying federal requirements. This project list and funding recommendations become the following fiscal year's spending plan for Washington's Section 405c – State Traffic Safety Information System Improvement Grants.

Traffic Data Analysis and Evaluation Committee
The Traffic Data Analysis and Evaluation (TDAE) is a committee with oversight from the Traffic Records Governance Council (TRGC). The TDAE Committee is responsible for identifying and

prioritizing traffic safety emphasis areas, including high-risk behaviors, crash type, and road users during Target Zero plan updates. The primary indicators used by the TDAE Committee to prioritize emphasis areas are the number of fatalities and serious injuries that result from traffic crashes. This team ranks emphasis areas into Priority Levels One or Two based on the proportion of traffic fatalities and serious injuries associated with a particular area. Analysts representing all the traffic records core data systems participate in TDAE. For the upcoming edition of the Target Zero plan, the TDAE committee is working with our Target Zero consultants to bring in additional data sources to inform the focus on equity and traffic safety culture.

Target Zero Project Team

The Project Team develop and approve the content and evidence-based strategies and consist of manager and executive-level representatives from the agencies represented on the Commission, plus the following organizations:

- Administrative Office of the Courts
- County Law Enforcement
- Department of Social and Health Services
- Target Zero Manager (TZM) Network
- Governor's Office
- Harborview Injury Prevention and Research Center
- Northwest Association of Tribal Enforcement Officers
- Office of Superintendent of Public Instruction
- Tribal Transportation Planning Organization
- Association of Washington Cities
- Washington State Association of Counties
- Tribal Police Departments
- Federal Highway Administration
- Washington Association of County Engineers
- Regional Transportation Planning Organization
- Metropolitan Planning Organization

Data Sources and Analysis Process

The WTSC uses information from the Fatality Analysis Reporting System (FARS) when data is final and information from Washington Coded Fatal Crash (CFC) files for performance measure target-setting and performance reports. Serious injuries in crashes are provided by WSDOT, and targets C-1, C-2, and C-3 are coordinated and set with WSDOT, Metropolitan Planning Organizations (MPOs), and Regional Transportation Planning Organizations (RTPOs). Representatives from the Federal Highway Administration (FHWA) and the National Highway Traffic Safety Administration (NHTSA) are included in these discussions. The remaining targets are set by WTSC program managers and the partners with whom they consult.

Problem identification and target audience analysis are pulled from the WTSC program plans. These analyses come from a variety of sources. Detailed fatal crash data with multiple filter options for detailed program area analyses are available from the WTSC Fatal Crash Data dashboards. For non-fatal crash information, program managers query and review information from the WSDOT Crash Data Portal. More recently, the Washington State Department of Health launched additional tools to identify community health disparities and social determinants of health. To better understand our communities where traffic fatalities occur, program managers also use tools made available by the U.S. Census Bureau. Finally, the U.S. DOT's newest data story, Our Nation's Roadway Safety Crisis, has also been used to identify areas and communities for targeting traffic safety programming.

In addition to the many tools available for analyzing crashes and health outcomes, program managers reference peer-reviewed literature, white papers, conference proceedings, NHTSA CrashStats publications, and partner agency reports and information. Statewide and localized surveys are also considered when relevant and available.

Further data sources are also discussed in Chapter 2, Public Participation and Engagement.

1ii. Problem Identification

Description and Analysis of Washington's Overall Traffic Safety Issues

The 2019 Target Zero plan determines emphasis areas for our Highway Safety Plan program areas. The Target Zero plan helps to focus 3HSP efforts on the primary factors involved in fatal and serious injury traffic crashes. In the 3HSP planning process, the most current fatal and serious injury data is reviewed and compared to the Target Zero plan emphasis areas. If an emerging trend is identified that data is considered when choosing AGA projects. Each 3HSP program chapter includes a more in-depth problem and target audience data review for those emphasis areas.

Traffic Fatality Data

Washington's Target Zero plan represents a bold vision: zero deaths and serious injuries on Washington's roadways. Unfortunately, data trends are heading in the wrong direction. Traffic deaths and serious injuries are at historic highs and the rate at which death and injury are increasing year-over-year is unprecedented and one of the highest in the nation. High-risk behaviors like speeding, not using seat belts, and driving while impaired are increasing. Additionally, incomplete data for 2023 year-to-date is matching the pace with 2022 numbers and may even be higher as more information is received.

Traffic Fatalities in Washington State					
	2020	**2021**	**% Change in 2021**	**2022**	**% Change in 2022**
All Fatalities	574	675	17.6%	750	11.1%
Impaired Driver Involved	274	340	24.1%	339	-0.3%
Speeding Involved	173	207	19.7%	251	21.3%
Distracted Driver Involved	90	116	28.9%	101	-12.9%
Unrestrained Vehicle Occupants	110	153	39.1%	154	0.7%
Motorcyclists	93	92	-1.1%	132	43.5%
Active Transportation Users	123	160	30.1%	147	-8.1%
Driver Ages 16-17 Involved	22	33	50.0%	34	3.0%
Driver Ages 18-20 Involved	63	65	3.2%	51	-21.5%
Driver Ages 21-25 Involved	84	129	53.6%	120	-7.0%
Driver Ages 70+ Involved	74	83	12.2%	98	18.1%
Heavy Truck Involved	69	96	39.1%	95	-1.0%
Traffic Serious Injuries	2,429	2,921	20.3%	3,090	5.8%

Source: Washington Coded Fatal Crash (CFC) files; WSDOT Crash Data Portal.

While research experts are studying how the COVID pandemic and other societal changes have impacted trends in traffic deaths, this public health crisis demands that we all act to reverse this trend and bring us closer to our Target Zero goal. The rate at which fatalities are increasing year-over-year is a trend not seen since the late 1970s, and fatalities in 2022 were at the highest number since 1990. Fatality and injury rates are increasing across all measures of exposure: vehicle miles traveled, population, licensed drivers, and registered vehicles.

Traffic Fatality and Serious Injury Rates in Washington State			
	2020	**2021**	**2022**
Vehicle Miles Traveled (VMT) (in 1,000s)	53,512	57,797	58,530
Fatality Rate per 100 Million VMT	1.073	1.166	1.281

Serious Injury Rate per 100 Million VMT	4.537	5.054	5.279
Population	7,706,310	7,766,975	7,864,400
Fatality Rate per 100,000 Population	7.4	8.7	9.5
Serious Injury Rate per 100,000 Population	31.5	37.6	39.3
Licensed Drivers	5,888,294	5,920,572	5,977,980
Fatality Rate per 100,000 Licensed Drivers	9.7	11.4	12.5
Serious Injury Rate per 100,000 Licensed Drivers	41.2	49.3	51.7
Registered Vehicles	8,042,128	8,139,392	8,049,484
Fatality Rate per 100,000 Reg. Vehicles	7.1	8.3	9.3
Serious Injury Rate per 100,000 Reg. Vehicles	30.2	35.9	38.4

Source: Washington Department of Transportation Annual Mileage and Travel Information; Office of Financial Management Population Estimates; Washington Department of Licensing Statistics at a Glance for Calendar Year 2022 (NOTE: DOL expects that slower growth of licensed drivers in registered vehicles reflect demand exceeding COVID-related diminished capacity and not true trends in population patterns.)

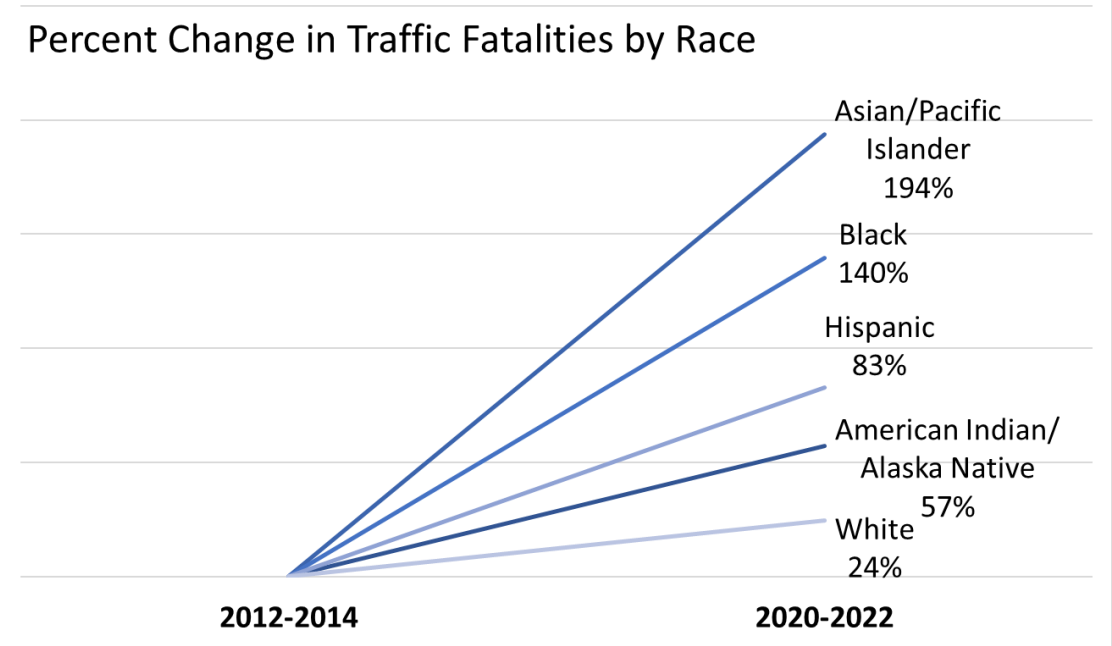
The number of traffic deaths in 2022 increased the most for Whites, and moderately for Hispanics, and slightly declined for other racial groups. Similarly, the traffic death rate for Whites increased the most at 13 percent, followed by a 2 percent increase in the Hispanic death rate, and unchanged for Blacks. Death rates for other racial groups declined in 2022.

Sociodemographic Data

Traffic Fatalities and Rates by Race			
	2021	**2022**	**% Change in 2022**
White	407	462	13.5%
Rate per 100,000 Population	*8.25*	*9.33*	*13.2%*
Hispanic	110	112	1.8%
Rate per 100,000 Population	*9.92*	*9.83*	*-0.9%*
Black	38	38	0.0%
Rate per 100,000 Population	*12.37*	*11.87*	*-4.1%*
Asian/Pacific Islander	37	34	-8.1%
Rate per 100,000 Population	*4.52*	*3.97*	*-12.2%*
American Indian/Alaska Native	44	34	-22.7%
Rate per 100,000 Population	*47.90*	*36.69*	*-23.4%*
Multiracial	32	22	-31.3%
Rate per 100,000 Population	*6.34*	*4.35*	*-31.4%*

Source: Washington Coded Fatal Crash (CFC) files; Office of Financial Management Population Estimates.

However, increases in traffic fatalities over the past 10 years have disproportionately increased for racial minority groups. Asian/Pacific Islander traffic deaths from 2020 to 2022 nearly tripled with a 194 percent increase in the number of deaths since 2012 to 2014. The number of Black fatalities more than doubled. AIAN deaths retain the highest population death rate and increased 57 percent.



Source: Washington Coded Fatal Crash (CFC) files; Office of Financial Management Population Estimates.

For the last decade, active transportation user fatalities have increased at a much faster rate than overall fatalities, mirroring a national trend. Walker and roller deaths increased to the highest number ever in 2021. These deaths from 2019 to 2021 were 75 percent higher than the number of deaths from 2011 to 2013. This is part of an overall 34 percent increase in traffic fatalities during the same period. In 2022, these deaths declined by 8 percent to 147. However, this is still a historically high number, second only to the number of deaths in 2021.

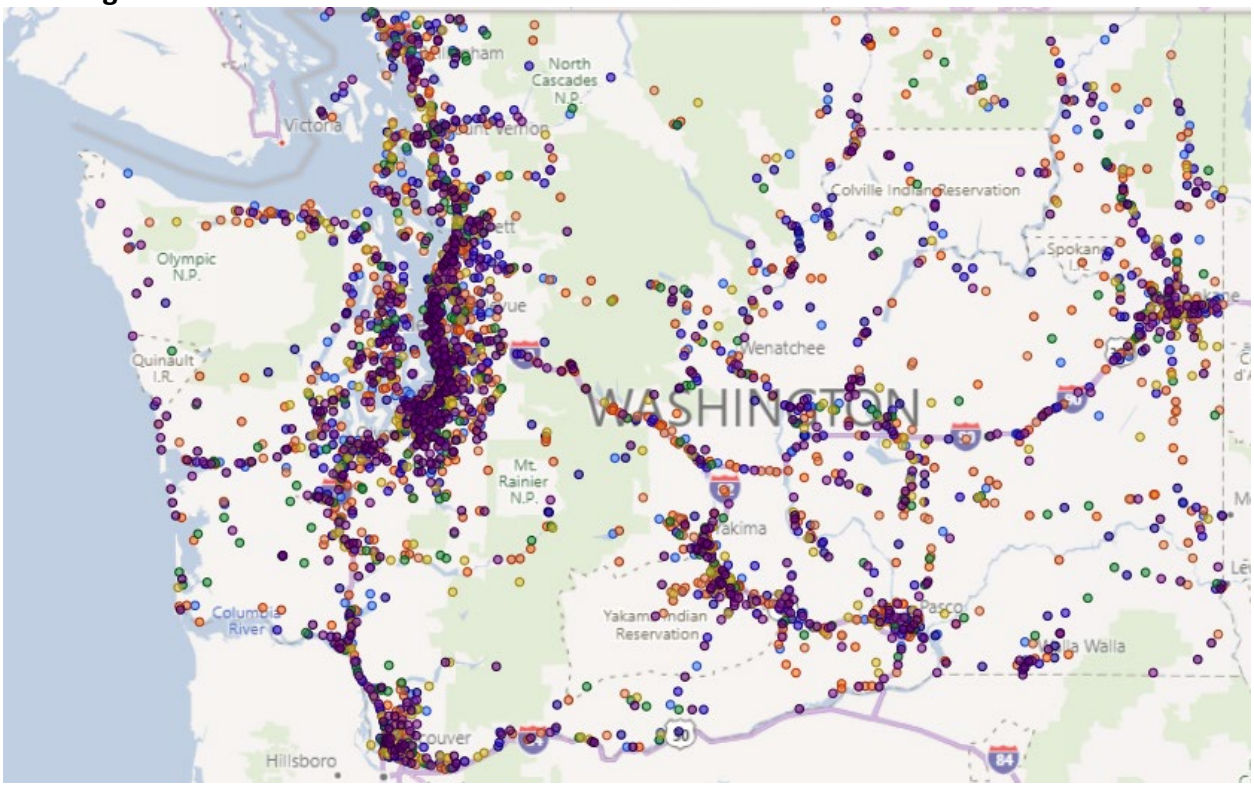
Geospatial Data

The map below is a view from our data dashboard. Each This is a view from our data dashboard. Each dot represents a deadly crash location over the past 10 years. Each color indicates the year in which the fatal crash occurred.

60 percent of our fatal crashes occur in the eight largest counties by population—King, Pierce, Snohomish, Spokane, Clark, Thurston, and Kitsap. However, as you see, this is a problem that reaches all parts of the state.

Yakima County experiences substantially higher fatality rates per capita and accounts for the highest number of American Indian and Hispanic fatalities of any county.

Washington Fatal crashes from 2013 - 2022



Source: WTSC Fatal Crash Map Dashboard (https://wtsc.wa.gov/research-data/fatal-crash-map/).

Each dot on the map above represents the year in which the crash occurred.

Fatal crash patterns vary between counties and from year-to-year within counties. In 2022, 14 counties had fewer, no changes, or no fatalities compared to 2021. Some less populated counties experienced significant increases in fatalities, most notably Grant, Kittitas, Klickitat, and Mason counties. Columbia and Wahkiakum counties have had no fatalities in the previous three years.

Fatal Crashes in Washington State by County					
	2020	**2021**	**% Change in 2021**	**2022**	**% Change in 2022**
Adams	5	6	20.0%	6	0.0%
Asotin	0	0	0.0%	3	Increase
Benton	12	18	50.0%	19	5.6%
Chelan	6	5	-16.7%	9	80.0%
Clallam	10	8	-20.0%	6	-25.0%

Fatal Crashes in Washington State by County					
	2020	**2021**	**% Change in 2021**	**2022**	**% Change in 2022**
Clark	35	31	-11.4%	37	19.4%
Cowlitz	7	13	85.7%	10	-23.1%
Douglas	5	4	-20.0%	9	125.0%
Ferry	2	4	100.0%	0	-100.0%
Franklin	5	8	60.0%	5	-37.5%
Garfield	0	2	Increase	1	-50.0%
Grant	17	20	17.6%	30	50.0%
Grays Harbor	6	10	66.7%	14	40.0%
Island	7	5	-28.6%	5	0.0%
Jefferson	3	4	33.3%	7	75.0%
King	107	126	17.8%	149	18.3%
Kitsap	11	15	36.4%	19	26.7%
Kittitas	7	3	-57.1%	13	333.3%
Klickitat	5	0	-100.0%	8	Increase
Lewis	12	7	-41.7%	10	42.9%
Lincoln	0	3	Increase	1	-66.7%
Mason	14	9	-35.7%	18	100.0%
Okanogan	5	6	20.0%	9	50.0%
Pacific	1	1	0.0%	5	400.0%
Pend Oreille	2	3	50.0%	5	66.7%
Pierce	67	92	37.3%	92	0.0%
San Juan	0	3	Increase	1	-66.7%
Skagit	17	13	-23.5%	18	38.5%

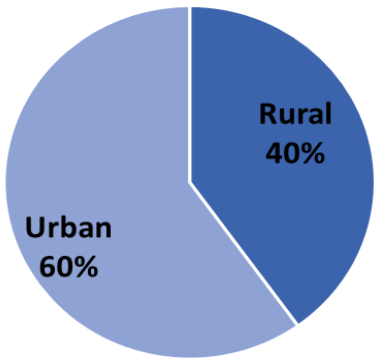
Fatal Crashes in Washington State by County					
	2020	**2021**	**% Change in 2021**	**2022**	**% Change in 2022**
Skamania	6	3	-50.0%	6	100.0%
Snohomish	45	34	-24.4%	59	73.5%
Spokane	51	56	9.8%	41	-26.8%
Stevens	4	3	-25.0%	7	133.3%
Thurston	17	21	23.5%	20	-4.8%
Walla Walla	1	4	300.0%	9	125.0%
Whatcom	8	16	100.0%	17	6.3%
Whitman	2	3	50.0%	2	-33.3%
Yakima	37	48	29.7%	39	-18.8%

Source: WTSC Fatal Crash Dashboard (https://wtsc.wa.gov/research-data/fatal-crash-dashboard/).

Fatal crashes increased across all road types in 2022, but those increases were largely concentrated on state routes, county roads, and city streets. Nearly 80 percent of all fatal crashes occurred on these three road types, and the majority of fatal crashes occurred on state routes, followed by county roads. Sixty percent of crashes occurred in urban areas.

Fatal Crashes in Washington State by Road Class					
	2020	**2021**	**% Change in 2021**	**2022**	**% Change in 2022**
Interstate	54	87	61.1%	89	2.3%
US highway	36	49	36.1%	51	4.1%
State route	137	166	21.2%	213	28.3%

Fatal Crashes 2020-2022



Continue …	2020	2021	% Change in 2021	2022	% Change in 2022
County road	152	157	3.3%	189	20.4%
City street	145	139	-4.1%	160	15.1%
Other	15	9	-40.0%	7	-22.2%

Source: WTSC Fatal Crash Dashboard (https://wtsc.wa.gov/research-data/fatal-crash-dashboard/).

Washington has also seen a shift in the days and months when fatal crashes are more likely to occur. There was a large increase in fatal crashes occurring on Saturdays in 2020. However, in 2021 fatal crashes on Fridays and Saturdays declined and the largest increases in fatal crashes occurred on Sundays and Mondays. In 2022, the trend has reversed again with the largest increases in fatal crashes occurring on Fridays and Saturdays.

Fatal Crashes in Washington State by Day of Week					
	2020	2021	% Change in 2021	2022	% Change in 2022
Sunday	67	91	35.8%	99	8.8%
Monday	68	95	39.7%	106	11.6%
Tuesday	68	82	20.6%	91	11.0%
Wednesday	66	76	15.2%	82	7.9%
Thursday	61	75	23.0%	86	14.7%
Friday	104	99	-4.8%	123	24.2%
Saturday	105	89	-15.2%	122	37.1%

Source: WTSC Fatal Crash Dashboard (https://wtsc.wa.gov/research-data/fatal-crash-dashboard/).

Finally, fatal crash patterns by month are shifting in recent years. Historically, fatal crashes were highest during the summer months. However, in 2022 the rise in fatal crashes was primarily concentrated in the early months, January through May. Fatal crashes occurring in February doubled in 2022 and rose more than 60 percent in the month of May. Fatal crashes occurring in August have been rising since 2020, reaching historical highs in 2022 and comprising 12 percent of fatal crashes in the month of August alone.

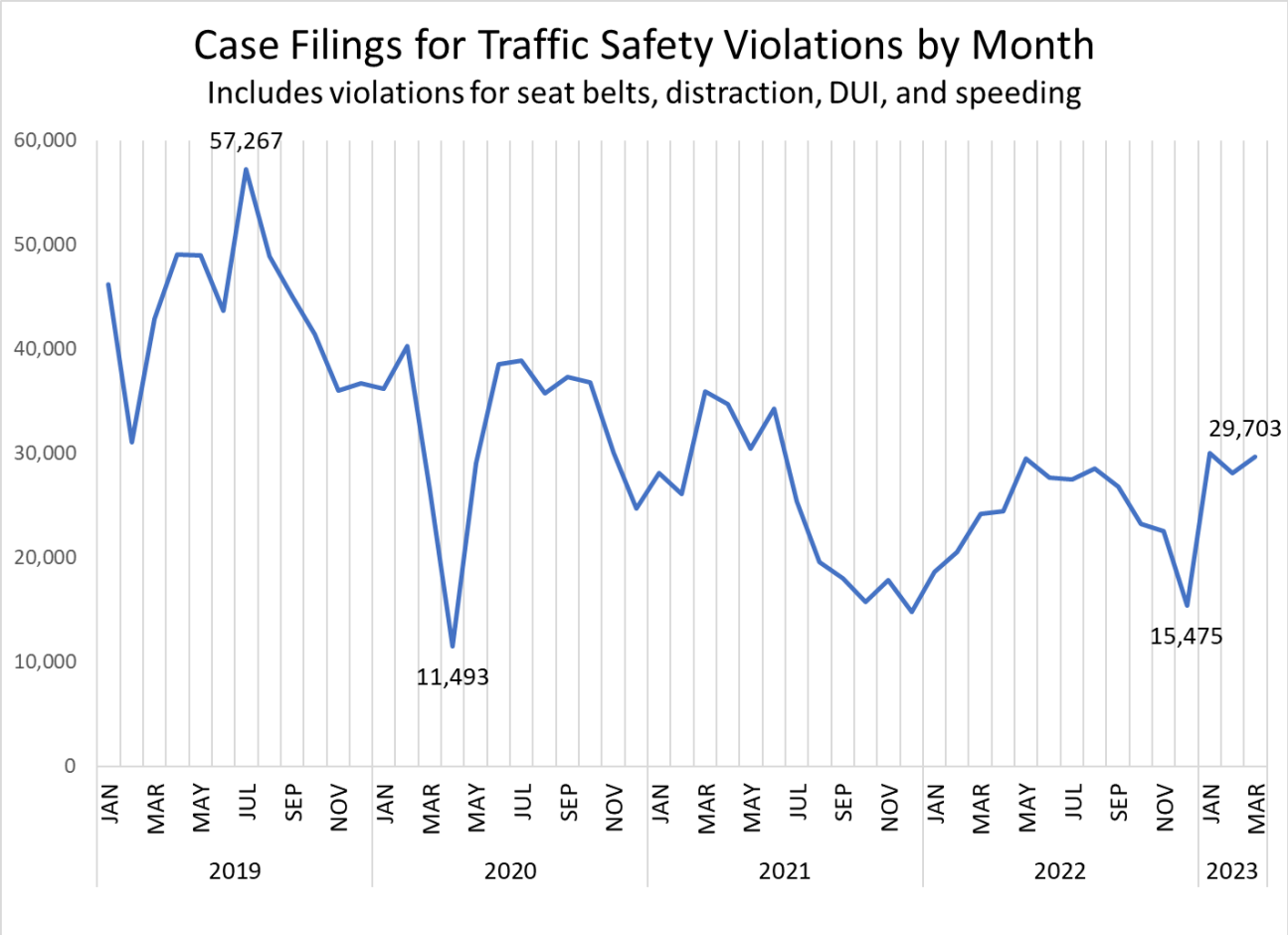
Fatal Crashes in Washington State by Month					
	2020	**2021**	**% Change in 2021**	**2022**	**% Change in 2022**
January	39	38	-2.6%	50	31.6%
February	28	25	-10.7%	50	100.0%
March	27	41	51.9%	53	29.3%
April	35	36	2.9%	50	38.9%
May	41	44	7.3%	71	61.4%
June	57	63	10.5%	58	-7.9%
July	61	58	-4.9%	64	10.3%
August	63	72	14.3%	87	20.8%
September	51	62	21.6%	67	8.1%
October	48	60	25.0%	63	5.0%
November	43	60	39.5%	54	-10.0%
December	46	48	4.3%	42	-12.5%

Source: WTSC Fatal Crash Dashboard (https://wtsc.wa.gov/research-data/fatal-crash-dashboard/).

Early estimates of fatalities so far in 2023 suggest the increasing trends are not slowing. Crash characteristics and trends are shifting. The WTSC continues to build tools and resources that can be used by the traffic safety community to understand and monitor these shifts and to plan strategies intended to reverse the trend.

Traffic safety enforcement, measured by the number of case filings for primary traffic safety violations issued by law enforcement, continues to be well below 2019 enforcement levels. While the first quarter of 2023 is slightly higher than the first quarter of 2022, the numbers are still 27 percent lower than the first quarter of 2019, and 15 percent lower than the first quarter of 2020.

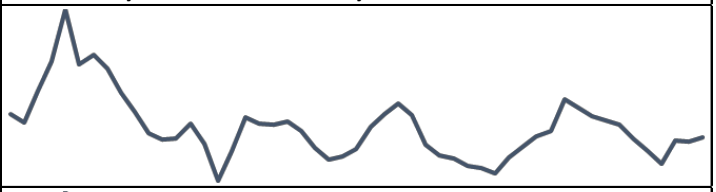
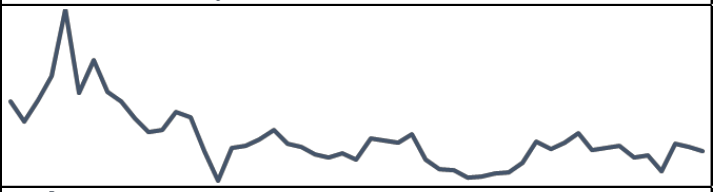
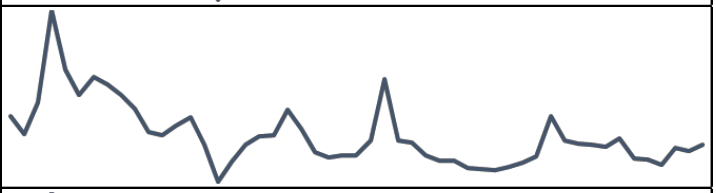
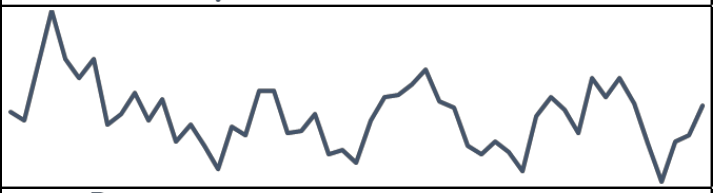
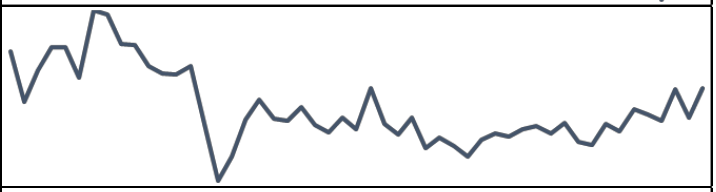
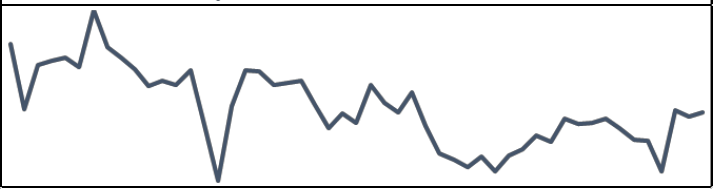
Enforcement/Court Data



Source: Administrative Office of the Courts Citation Case Filings.

Enforcement can vary by month and is influenced by factors such as enforcement mobilizations, daylight hours, and weather. The chart above shows significant drops toward the end of the year in 2021 and 2022, in particular. Overall, enforcement of traffic safety laws has been trending downward since 2019.

The following sparklines break display trends in case filings by violation type. The decline since the COVID outbreak started is seen across violation types, including citations for the highest risk crash-causing behaviors. During the same period, fatal crashes involving speed and impairment increased significantly.

Violation	Monthly Trend January 2019 - March 2023
Adult Seat Belt High: May 2019 = 6,041 Low: Apr 2020 = 248 March 2023 = 1,732	
Child Seat Belt High: May 2019 = 532 Low: Apr 2020 = 48 March 2023 = 133	
Distraction - Device Use High: Apr 2019 = 7,274 Low: Apr 2020 = 356 March 2023 = 1,855	
Dangerously Distracted High: Apr 2019 = 114 Low: Dec 2022 = 33 March 2023 = 69	
DUI/Physical Control High: Jul 2019 = 3,301 Low: Apr 2020 = 1,160 March 2023 = 2,326	
Speeding High: Jul 2019 = 44,387 Low: Apr 2020 = 9,642 March 2023 = 23,588	

Source: Administrative Offices of the Courts Citation Case Filings.

Chapter 2: Public Participation and Engagement

The WTSC works with communities of various types to seek their input on our highway safety planning processes and incorporate their feedback into our programming. This chapter includes WTSC starting goals for public engagement and how the WTSC identifies affected and potentially affected communities. The WTSC engages extensively with communities and this chapter provides six specific examples of community engagement occurrences. Ultimately, the results of community engagement inform the WTSC 3HSP through our program development, chosen countermeasure strategies theories of change, and project implementation.

The WTSC recognizes that community can be a broad term that defines groups of people with shared characteristics. It can also refer to people who share common beliefs, language, and activities.

Community may include a geographic location and the characteristics of its local residents. Because of this country's history of segregation by race, ethnicity, language, income, wealth, and other factors, members of a geographic community can also share several common characteristics and be impacted by similar social and economic forces. In this sense, some communities enjoy political and economic power and the privilege of access to resources as a result. These factors may lead to the presence of safe facilities for road users and the absence of structures that pose greater risks to health and safety, such as interstate highways, factories, and waste disposal facilities. The opposite is often true for historically marginalized communities that lack the political and economic power to bring safe facilities to their communities and keep safety and environmental hazards out.

Communities may refer to people who have common characteristics, whether their members regularly interact or not. Examples of these communities include bicyclists and motorcyclists, as well as younger or older drivers.

Community can also refer to people who share common values, beliefs, language, and culture. An example of sharing common beliefs includes the group of people who believe wearing a seat belt protects them in the event of a crash. They might also believe that everyone should want to wear their seat belt. Due to these beliefs, they will engage in proactive traffic safety behaviors. They will wear their seat belt and encourage others to also wear a seat belt.

It is important to be clear about community types and how a community is defined or defines itself to engage them effectively and constructively.

2i Triennial HSP Engagement Planning

The WTSC began planning for the 3HSP in 2020 as the new transportation authorization passed congress and was signed by President Biden. We recognized that, along with an increase in

funding, highway safety offices would have new requirements to expand data sources. In July 2021, we hired a new Research Associate to expand our public data interface and explore fatal crash data and rates disaggregated by race/ethnicity, sex, age, and county. The availability of this data ensured that program managers would be able to use this data to further identify those impacted by traffic crashes, which are called Target Audience in our program plans. This data is then incorporated into their program plans and countermeasure strategies which form the basis of this 3HSP.

We also recognized the requirement to expand and document equity and public participation efforts., developing countermeasure theory of change, identifying focus groups (public impacts). We modified a legislative relations and communication position to include Diversity, Equity, and Inclusion and public participation initiatives and hired this staff member in January 2022.

Engagement Timeline and Plan

In terms of developing the Triennial Highway Safety Plan (3HSP) and Annual Grant Applications (AGA), the following is a timeline and schedule of activities to increase and enhance public input and community engagement for the 2024-2026 3HSP and for AGA update in 2025:

May - June 2022	Establish Pro-Equity Anti-Racism (PEAR) Team
October 2022	Publish Fatality Rates Dashboard with disaggregated race/ethnicity data by county, 2011-2020
January 2023	WTSC program managers update theories of change and draft program plans
January – February 2023	Program managers present draft plans to WTSC staff and receive comments and questions
February 2023	Review permanent rule CFR Part 1300, dated February 6, 2023, and participate in webinars on the implementation of the new rules
February 2023	Draft program plans are sent to the Technical Advisory Committee (TAC) comprised of representatives from the 10 commission agencies and represented constituencies
March 2023	Begin work with PRR (contractor) on community engagement efforts with Community-Based Organizations (CBOs) in counties high higher numbers or rates of traffic fatalities and those that are also in historically underserved communities
March 2023	TAC members provide feedback and questions on program plans; a meeting with all program managers and TAC members is held
March 2023	Review additional guidance provided on the new public participation and engagement requirements under CFR 1300.11(b)(1)-(2)
April 2023	Distribute the survey to 30-50 CBOs that serve communities in disproportionately impacted and historically underserved communities
April 2023	WTSC Executive team reviews USDOT story maps for Washington counties and census tracts and develops preliminary plans and guidance for program managers and other staff

May 2023	Planning with staff to discuss the scope and focus of targeted community engagement efforts, including a review of the initial plan, dashboard data, USDOJ story maps, and WA DOH health disparities maps. Identify potential communities for the focus of outreach and engagement efforts
May 2023	Develop and distribute a survey of WTSC Target Zero Managers (TZMs) in 17 regions to assess current community engagement efforts
May 2023	Review results of CBO surveys to inform the selection of communities for outreach
June 2023	Triangulate fatality data, CBO responses, and TZM regions to identify communities for outreach, engagement, and public input
July 2023	Finalize plan for focus communities (highly impacted and low historic investment)
August – December 2023	WTSC staff work with CBOs, TZMs, and other community liaisons to gather input from communities in selected communities
January – February 2024	WTSC program managers in selected programs develop plans incorporating data and community feedback
March – April 2024	Program managers present draft program plans to stakeholders, including TAC, and community groups that have provided initial input to validate program plans, projects, and goals
April 2024	Presentation to and approval by Washington Traffic Safety Commission for 2025 Annual Grant Application and amendments to the 2024-2026 Triennial Highway Safety Plan

Other Planning Factors

The WTSC is unique in terms of its collaborative traffic safety structure. The WTSC has historically relied upon input from commission members and their agencies and constituencies in the development of the annual Highway Safety Plans. This has helped the state maintain a more holistic view of traffic safety that encompassed the traditional areas of engineering, education, enforcement, and emergency medical services. The structure now is lending itself again to the Safe System Approach. Nonetheless, we recognize more direct input from the public and historically underinvested communities is important in identifying needs and appropriate behavioral traffic safety programs.

The WTSC is a small, stand-alone cabinet agency that primarily manages behavioral traffic safety grants to other state agencies, local governmental agencies, schools, and community-based organizations. It is our grantees in law enforcement, licensing, transportation, education prevention and others who have regular direct contact with members of the public. Specifically, the WTSC maintains a regional network of Target Zero Managers (TZMs) who run local coalitions of community members and local agencies dedicated to eliminating traffic fatalities and serious injuries. The TZM network is discussed in more detail later in this chapter.

The WTSC is engaging in intentional processes to engage members of the public more directly. As we engage community members, it is important to provide context in terms of fatality data, risk factors, and relevant countermeasures. One set of tools we have developed to provide

information and context to various stakeholders, including members of the general public, are the Microsoft Power BI dashboards developed by the WTSC Research and Data Division. More information on the dashboards is provided below, and screenshots from these dashboards are included in this chapter to illustrate our process for using data and public input in traffic safety planning.

The WTSC is in the process of identifying interested individuals – particularly with members of historically marginalized communities – who are most impacted by traffic crashes to act as a group of consultants to yield insights that inform WTSC's 3HSP planning process as well as behavioral traffic safety program development and programs.

2ia: Goals for Public Engagement Efforts

WTSC's Pro-Equity/Anti-Racism (PEAR) team developed goals to guide our agency equity efforts and our community participation efforts. They included the goal that every person who uses Washington roadways benefits from our behavioral traffic safety programs, regardless of race, ethnicity, creed, color, national origin, citizenship or immigration status, gender identity, sexual orientation, veteran or military status, or the presence of sensory, mental, or physical disability, or language used. To accomplish this goal, WTSC builds behavioral traffic safety programs that contribute to achieving Target Zero in consultation with those communities most impacted by traffic death and serious injuries.

Specific to the development of the 3HSP, the WTSC will identify members of communities most impacted by traffic crashes, those overrepresented in fatal crashes, and those communities that are historically underserved to:

- Engage with and learn from these communities.
- Provide data and other information that adds context to everyone's understanding of behavioral traffic safety protective and risk factors.
- Provide an overview of program planning and selected countermeasures.
- Provide information and education to community stakeholders on proactive traffic safety culture, evidence-based countermeasures, and the Safe System Approach.
- Gain communities' perspectives on root causes of traffic safety risk factors and their input on program planning efforts and selected countermeasures.
- Adapt program plans and countermeasures based on community feedback.
- Develop a group of representative community members as consultants in identifying and implementing countermeasures that will increase traffic safety.

We are taking the following steps toward these goals:

Step One: Prepare the agency to conduct increased data analysis and to increase specific types of public participation and engagement efforts.

Step Two: Conduct data analysis using new and existing data sources to identify areas and communities most impacted by traffic deaths and serious injuries.

Step Three: Engage with identified communities to gather their input and identify and document public participation and engagement.

Step Four: Use the results of these efforts to build agency and program-specific public participation contribute to the development of the State's countermeasure strategies for programming funds.

2iib: Identification of Communities Most Impacted by Traffic Crashes Including Affected Areas and Underserved Populations

The WTSC Research and Data Division has developed several data dashboards for use by WTSC staff, traffic safety stakeholder agencies, the media, and the public. The extensive data provided and the tools for filtering data based on dozens of variables have made these powerful tools that WTSC uses in program planning and evaluation.

The dashboards generally reflect the most recent 10-year period of available data (2013-2022) unless otherwise noted:

Dashboard Name	Data Types	Displays
Fatalities Dashboard	Number of people killed by year, location, road user type, and other criteria	Traffic fatalities over time; Demographics of crash victims; Restraint use; High-risk driver behaviors
Fatal Crash Dashboard	Fatal crash incident counts, locations, and related data	Fatal crashes by time, place, road type, crash type; High-risk driver behaviors
Fatal Crash Map	Map of fatal crash maps	Fatal crashes by time, road type, crash type; Pedestrian/bicyclist/motorcyclist involved; Unrestrained involved
Drivers Involved in Fatal Crashes	Data on all drivers involved in crashes when a fatality resulted	Demographics of drivers; Impairment status and other high-risk behaviors; Crash history; License status
Traffic Fatality Rates Dashboard	County-level fatality rates compared to 2011-2020 Census data	Fatality rates per 100,000 population by county, sex, age, and race/ethnicity; Fatality rates per 100M VMT by county

Target Zero Performance	Number of traffic fatalities by high-risk behaviors, crash type, road users; County-level priorities	Over time by city, county, and emphasis area; Trend lines
Child Passenger-Vehicle Occupants in Fatal Crashes	Number of children ages 0-12 involved in fatal crashes; Drivers of child passengers involved in fatal crashes	Number of fatalities and injuries; Restraint use for child occupant; Restraint type; Child seating position; Driver behaviors; Vehicle type; Crash type; Crash map
Active Transportation User Traffic Fatalities	Number of active transportation user (ATU) fatalities and number of fatal crashes involving ATUs	Demographics of ATUs killed; Locations; Driver high-risk behaviors; ATU behaviors; Striking vehicle type; Road type; Time and place; Posted speed limit; Crash map
Alcohol or Drug Positive Drivers, Pedestrians, and Cyclists	Number of drivers, pedestrians, and cyclists involved in fatal crashes that were positive for alcohol and/or drugs	Demographics of drivers and pedestrians/bicyclists; Alcohol/drug positivity status; Blood alcohol content; Drug families tested positive for; High-risk behaviors; Time and place; Injury severity; Road type; Crash map; Posted speed limit
American Indian/Alaska Native and Tribal Land Dashboard	Number of AIAN traffic fatalities and fatal crashes occurring on and off tribal lands	Demographics of crash victims; crash map; Driver high-risk behaviors; Time and place
Holiday Fatalities	Number of traffic fatalities and fatal crashes occurring on holidays	Holidays; Demographics of crash victims; Crash map; Driver high-risk behaviors; Time and place
Fatal Motorcycle Crashes	Number of fatalities and fatal crashes involving motorcyclists	Demographics of motorcyclists and other drivers involved; Driver high-risk behaviors; Crash map; Time and place; Helmet use; License endorsement/status
Speed Observation Survey Results	Driver speed data at 206 sites throughout Washington	Survey map; Time and place; Vehicle type; Sex of driver; Distraction and seat belt use; Posted speed limit; Speed observed

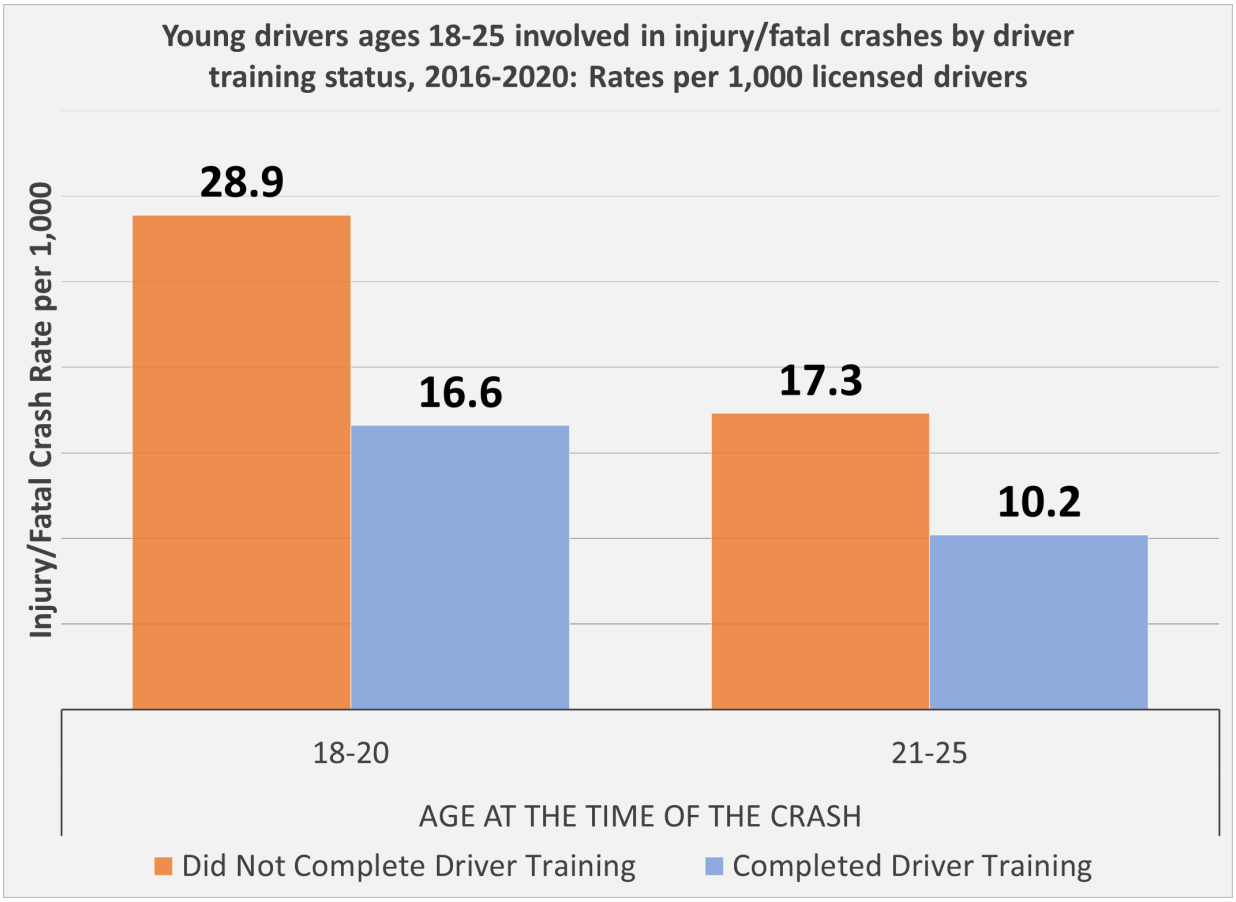
Data and Population Considerations

In Chapter 1, we provided an overview of our most recent traffic safety data. Chapter 3, contains our trend data and Chapter 4 provides specific data by program area

Washington has experienced alarming increases in fatalities since 2019. The increase has been driven by risk factors including impairment by drugs and alcohol, speeding, and unrestrained occupants. Vulnerable road users have experienced a disproportionate share of the increase. Pedestrians and motorcyclists experienced historically high numbers of deaths in 2021.

The race and ethnicity data from Chapter 1 shows that the American Indian and Alaska Native community experiences traffic fatalities at four times the rate of white Washingtonians.

Recent data on young drivers have also shown that those who do not receive driver training have substantially higher rates of crash involvement. In the chart below, we see that in Washington, young drivers who have not completed driver training have 70 percent greater involvement in fatal and injury crashes than their counterparts who completed driver training. Driver training is required only for novice drivers who obtain intermediate licenses at the age of 16 or 17.



Source: Washington Department of Licensing, August 2022, N = 554,747 licensed drivers

As discussed above, communities are often understood as geographically based. Housing policies and practices have often segregated neighborhoods by race, ethnicity, income, and

other socio-economic characteristics. Analysis of fatality data often focuses on crash locations, including roadway, city, county, and state. We must take several factors into account to accurately identify disproportionately impacted communities. This involves analysis involving neighborhoods or communities (e.g., census tracts) within a city or unincorporated area. On a county level, the seven most populous counties have crash rates lower than the state average, yet the eighth largest has a fatality rate nearly double the state average of 6.97 per 100,000 residents.

County	Number of fatalities, 2012-2021	Traffic fatalities per 100,000 population (2011-2020)
King	1,039	4.53
Pierce	625	6.61
Snohomish	404	5.26
Spokane	366	6.74
Clark	281	5.47
Thurston	185	6.42
Kitsap	158	6.01
Yakima	359	13.15

Source: Washington Coded Fatal Crash (CFC) files; Office of Financial Management Population Estimates.

Later in this chapter, we will discuss some of the needs identified in Yakima County and initial strategies to address them. In addition to a higher number of fatalities compared to more populous counties, the largest number of Hispanic and American Indian traffic fatalities occur annually in Yakima County. We will also discuss King County, which has one of the lowest rates, it is still the county where the largest number of fatalities occur each year. Specific communities in King County have been historically marginalized, leading to transportation under-investment and overrepresentation in traffic fatalities. These include areas of Seattle and King County segregated by redlining and other discriminatory practices.

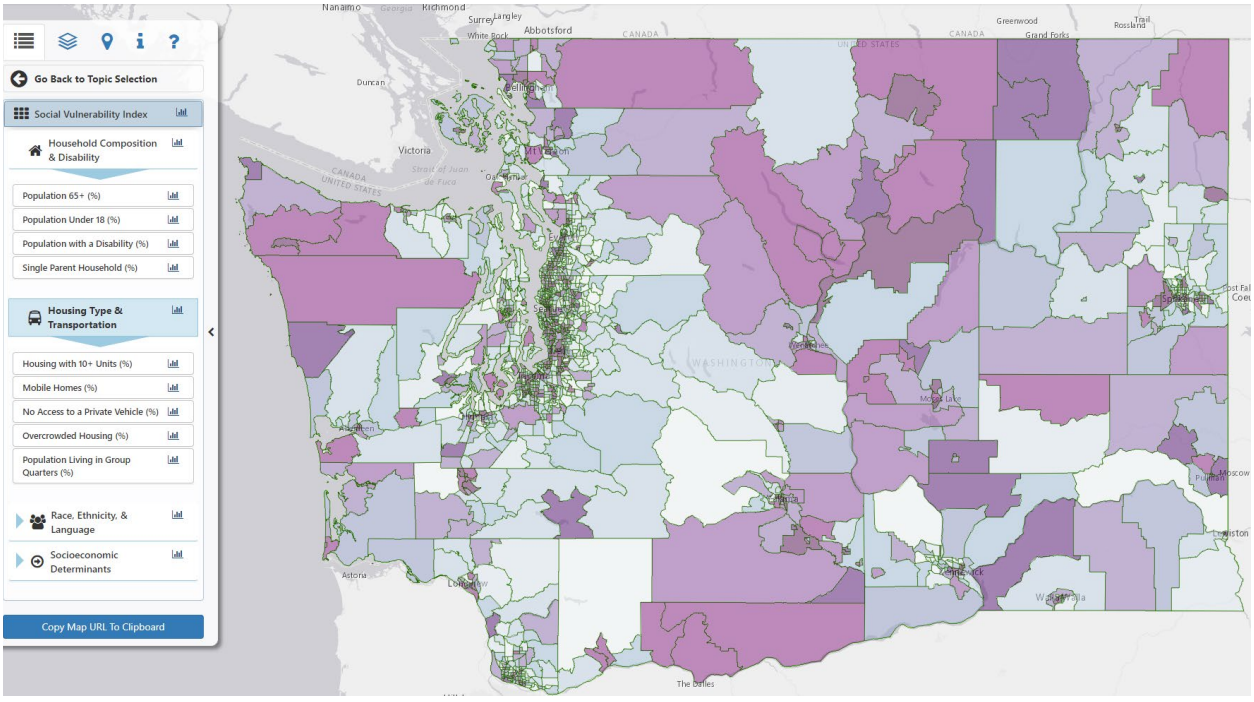
Over-Burdened and Under-Invested Communities

Within Washington, there are substantial differences between urban and unincorporated, suburban, ex-urban, and rural areas of the state. The Washington Department of Health (DOH) has compiled maps to visually communicate data on social, health, and safety vulnerabilities by census tract. One data set includes the Social Vulnerability Index, which takes multiple factors in four domains into account:

Household composition and disability • Population 65+ (%) • Population under 18 (%) • Population with a disability (%) • Single parent household (%)	Socioeconomic determinants • Median household income • No high school diploma (%) • Population 19 to 64 with no health insurance • Population living in poverty (%) • Unemployed (%)
Housing type and transportation • Housing with 10+ units (%) • Mobile homes (%) • No access to a private vehicle (%) • Overcrowded housing (%) • Population living in group quarters (%)	Race, ethnicity, and language • Limited English (LEP) • People of color (race/ethnicity)

There are communities with high levels of social vulnerability across the state. There are some that stand out in relation to their high numbers and rates of traffic fatalities, as well.

An Example of Washington Department of Health Social Vulnerability Index Map

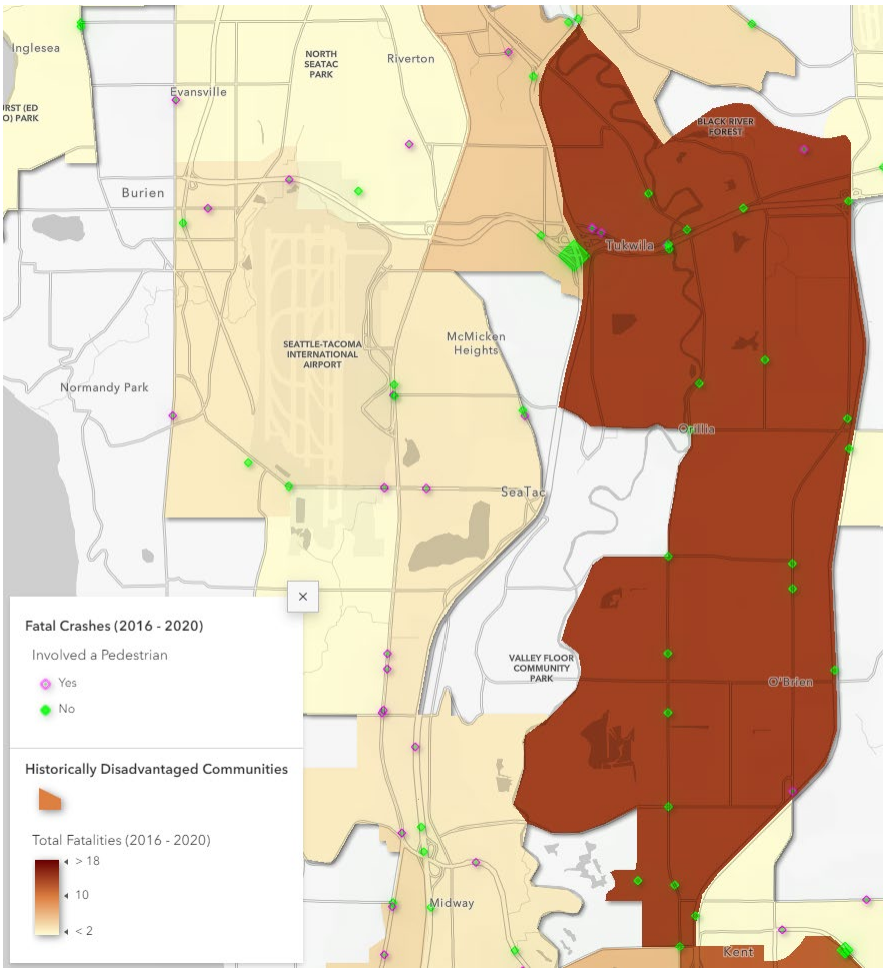


Source: Washington Department of Health Social Vulnerability Index Map.

US DOT ARC-GIS Story Maps

Another data reference is the US DOT data story maps, which allows us to zoom in on specific census tract information with combines historically marginalized communities with traffic deaths.

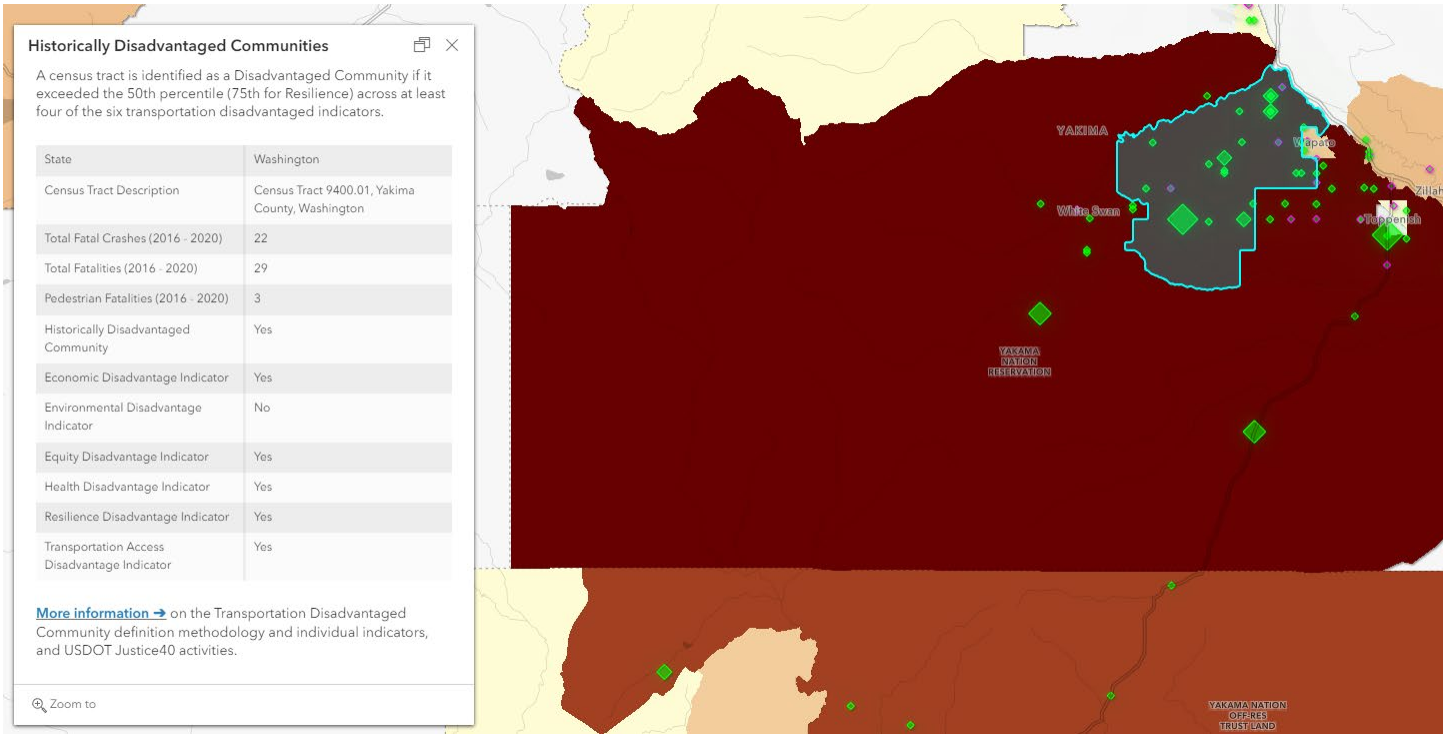
The picture below from the US DOT data story maps outlines census tracts 262 and 292.06 in South King County. From the data map we learned that census tract 262 has five of the seven indicators of being disadvantaged. It also shows the area had 14 fatal crashes from 2016 to 2020, five of which were pedestrians. Census tract 292.06 has all seven indicators of a disadvantaged community and also had 14 fatal crashes.



Source: U.S. Department of Transportation Our Nation's Roadway Safety Crisis Story Map.

Another area of concern emerged. As mentioned before, Yakima County experiences substantially higher fatality rates per capita and accounts for the highest number of American Indian and Hispanic fatalities of any county.

The picture below shows that much of Yakima County contains many census tracts that have both a high number of crashes and are disadvantaged. Census tracts 9400-1, 9400-2, and 9400-3 each have six out of seven indicators and collective experienced 70 traffic deaths, 14 of which were pedestrians.



Source: U.S. Department of Transportation Our Nation's Roadway Safety Crisis Story Map.

Community Concerns

Historic disparities in traffic stops and arrests in Black, Indigenous and other People of Color (BIPOC) communities in Washington and the United States have created a significant challenge in engaging impacted communities around behavioral traffic safety, which has traditionally relied upon enforcement (and the related threats of fines or arrest) as a primary countermeasure.

After the murder of George Floyd in Minneapolis in 2020, Washington has seen laws and proposed laws to limit police pursuits, traffic stops, and enforcement of jaywalking. In 2021 and 2022, a bill was introduced to prevent the enforcement of traffic laws, such as the requirement to stop at a stop sign or stoplight. In 2023, a bill was introduced to prohibit most stops for "non-moving violations." This would have preempted the state's primary seat belt law. Fortunately, the bills did not pass. Another bill would have removed right-of-way restrictions to allow pedestrians to cross in the middle of roads, diagonally across intersections, and generally outside of marked crosswalks and other pedestrian facilities, such as pedestrian overpasses. Those are areas where we know that most pedestrian fatalities occur. This bill also did not pass in 2023.

It will take time, effort, patience, and mutual understanding to engage impacted communities around solutions which effectively address disparities in enforcement actions without sacrificing the enforcement efforts that help to reduce impairment, distraction, speeding, and other risk factors which substantially contribute to traffic deaths and serious injuries. The WTSC can and has used its role and relationships with law enforcement to promote effective and equitable enforcement practices. One example of this has been to remove any minimum stop requirements from high visibility enforcement (HVE) grant awards. This was important to ensure that officers in HVE patrols focus on stops for high-risk target behaviors, such as impairment or speed, rather than making stops simply to fulfill, which could also lead to more stops for minor and highly subjective reasons.

The WTSC continues to pursue the development of a Proactive Traffic Safety Culture, which focuses on road users who engage in safe behaviors. Road users who regularly engage in positive behaviors serve as models to influence their family, friends, and co-workers. Threats of fines or arrest and scare tactics are ineffective strategies for long-term behavior change, yet enforcement is still important to intervene with drivers who engage in high-risk driving behaviors. Modeling and reinforcing positive behaviors are important at a time when skepticism of law enforcement, particularly among communities of color, appears to be at an all-time high. And the development of effective messaging depends upon input from members of impacted communities.

2ii Triennial HSP Engagement Outcomes

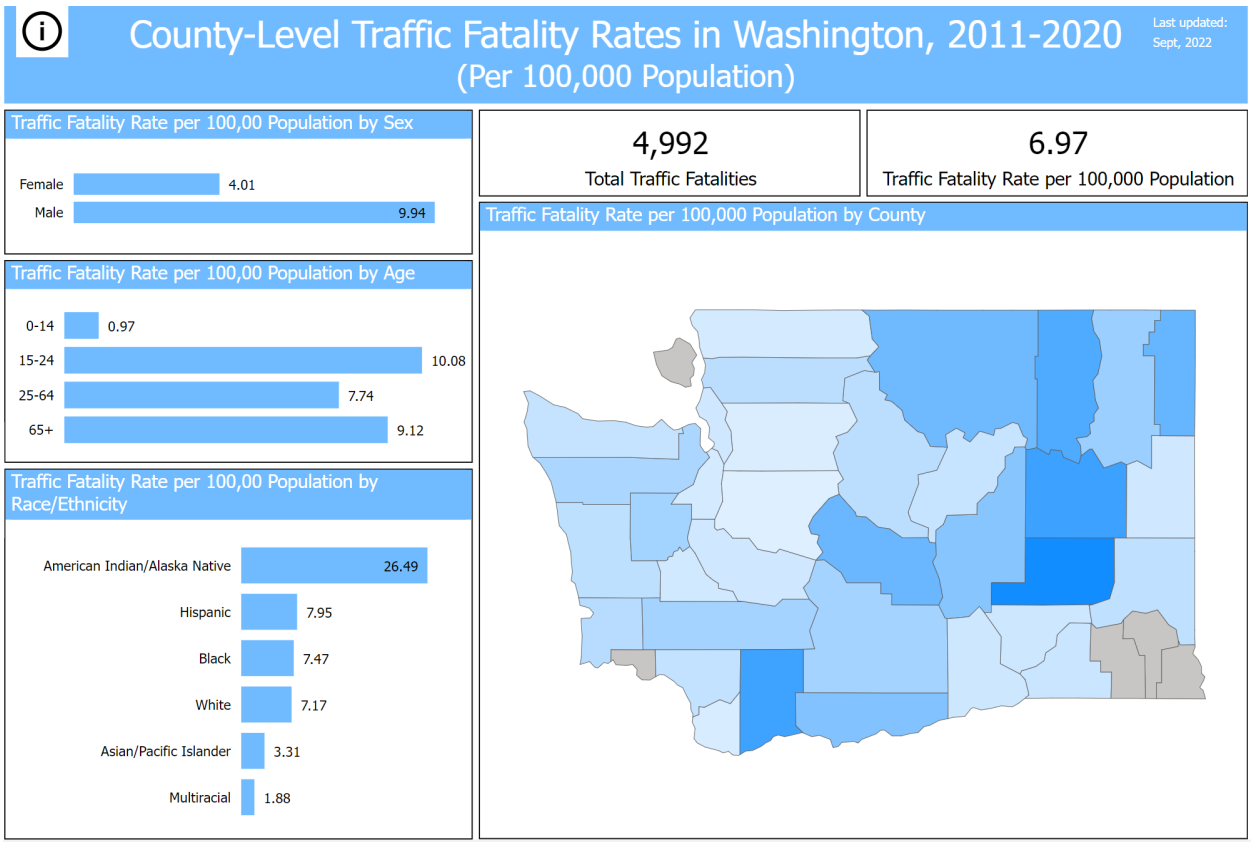
As stated in the Goals for Public Engagement section on page 24, WTSC set our goal to take steps to engage with communities. The following contains a reminder of the planned steps, a description of the outcomes of these steps, and the outcomes of these steps, including how the public engagement efforts will contribute to the development of the State's countermeasure strategies for programming funds.

Step One

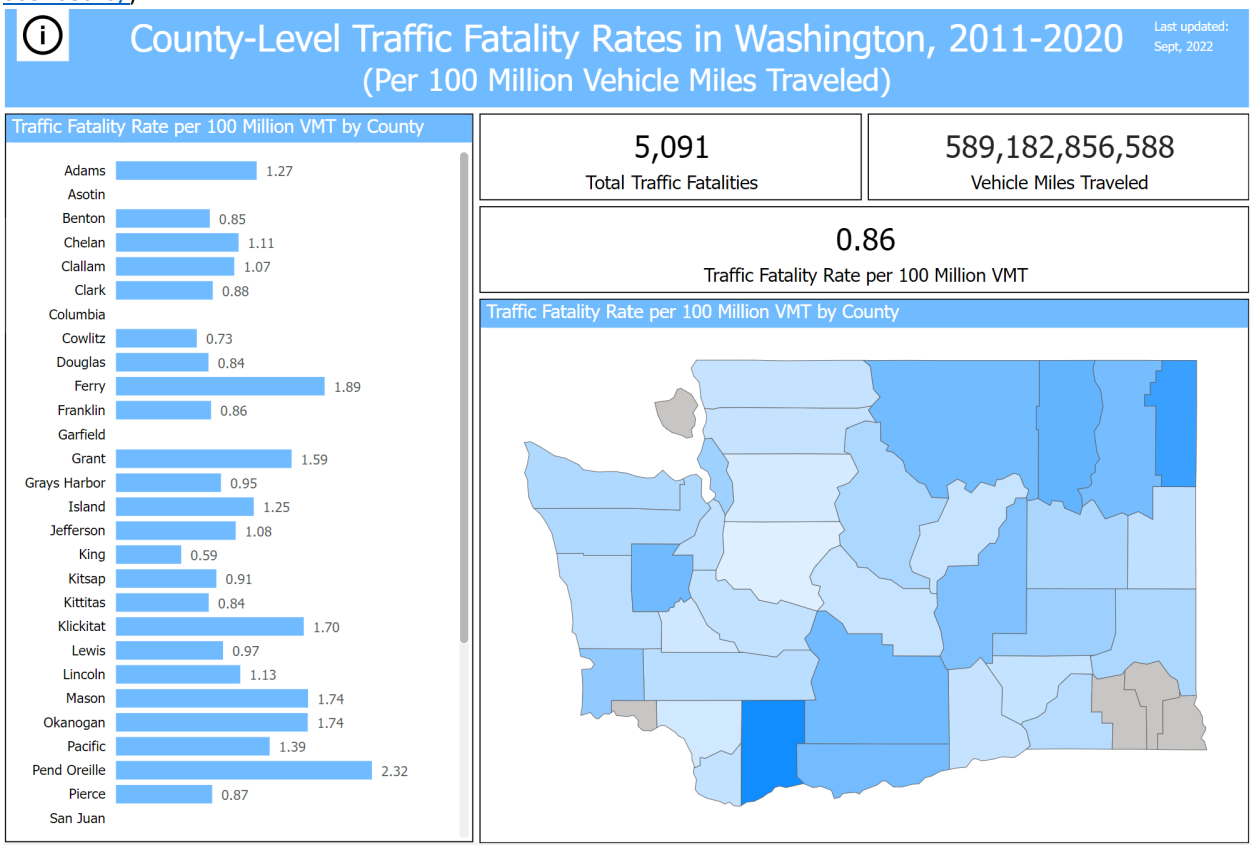
Prepare the agency to meet the increased need for data analysis, including identifying areas and communities most impacted by traffic deaths and serious injuries.

Step One Progress

In response to state and federal requirements on outreach and engagement efforts, the WTSC took action to begin this work. In July 2021, the WTSC hired a new research associate to increase the capacity to look at data through a deeper equity lens. In January 2022, the WTSC hired an External Relations Director. The modified position includes Diversity, Equity, and Inclusion initiatives, as well as legislative relations and communications. They worked together to create a rates dashboard (shown below) that provides disaggregated fatal crash data and rates disaggregated by race/ethnicity, sex, age, and county.



Source: WTSC Traffic Fatality Rates Dashboard (https://wtsc.wa.gov/research-data/traffic-fatality-rates-dashboard/).



Source: WTSC Traffic Fatality Rates Dashboard (https://wtsc.wa.gov/research-data/traffic-fatality-rates-dashboard/).

When the dashboards were complete, WTSC held a webinar. We invited our staff, Target Zero Managers, Law Enforcement Liaisons, and other grantees to explore the wealth of data contained in each dashboard and provided data questions for the audience to solve to ensure they were comfortable working the dashboard options. We provided closed captioning during the webinar and recorded the webinar and posted it to the Data and Research section of the WTSC website (wtsc.wa.gov) which is built to meet the requirements of the Website Accessibility Initiative and ADA requirements.

We also presented these dashboards and dashboards specific to active transportation users to the Cooper Jones Active Transportation Council. (See page 7 for a description of this council.) The councilmembers include members of the public who represent:

- Pedestrian advocacy groups
- Bicycle advocacy groups
- Traffic crash victims/victim's family members
- African American Affairs
- Tribal representative

- Asian Pacific American Affairs
- The disability population
- Economic diversity
- Senior citizens
- Hispanic Affairs
- Unhoused Services
- Public Transit

The dashboards were presented at a hybrid meeting at the Thurston County Transit Center. This new building is highly ADA compliant. The presentation of the data (which included close captioning) was followed by a discussion with the councilmembers to reflect on the data, provide suggestions to make the data easier to understand and suggestions on the ways in which this data should inform future non-motorized grant funding.

Step One Outcome

The WTSC Research and Data Division listened to the members of the community and made adjustment to the dashboards for clarity and created a new dashboard to provide further insights to the council.

The WTSC non-motorized program manager used the comments as she was picking countermeasures and projects for this 3HSP.

WTSC program managers used this new data, as applicable, while developing the problem identification within their programs. They also adjusted projects within a countermeasure to require grantees to conduct and report on their community outreach efforts. The results of these efforts can be seen in Chapter 4, Countermeasure Strategy for Programming Funds.

Step Two

Conduct data analysis using new and existing data sources to identify areas and communities most impacted by traffic deaths and serious injuries.

Step Two Progress

In this Chapter at 2iib, “Identification of Communities Most Impacted by Traffic Crashes Including Affected Areas and Underserved Populations,” we have already described how we used new and existing data sources to identify areas and communities. Two areas –South Seattle and Yakima County and Tribal communities have been identified as areas and communities most impacted by traffic deaths and serious injuries. Later in this Chapter we provide an in-depth description of actions we have taken in these locations and with this community.

Step Two Outcomes

Having hired addition WTSC’s staff to meet the need for expanded data analysis and conducted data analysis using new and existing data sources, we have identified areas and communities

most impacted by traffic deaths and serious injuries. This has allowed the WTSC move on to Step3, Engaging with the identified communities, gathering their input and allowing that input to shape our 3HSP planning process.

Step Three

Engage with identified communities to gather their input and identify and document public participation and engagement.

Step Three Progress

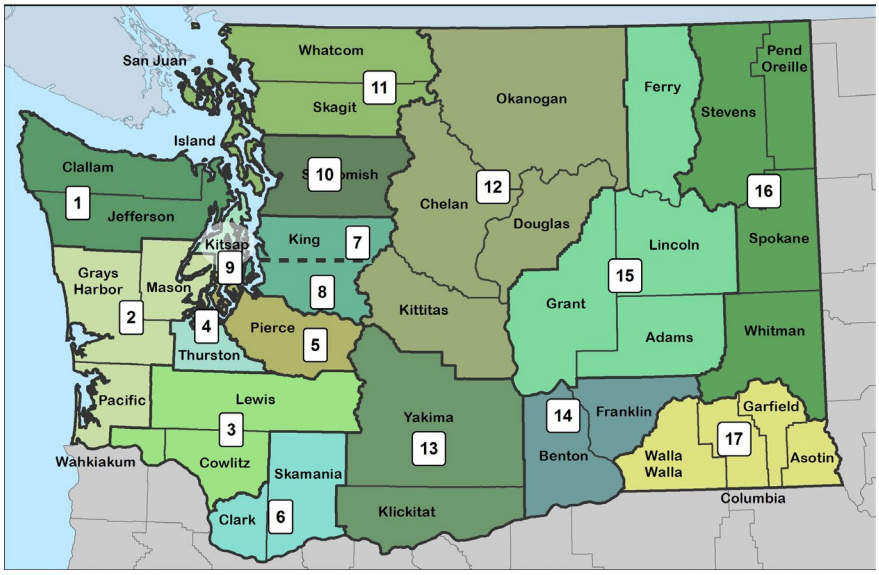
The WTSC has multiple channels available to engage with communities, gather their input and use that input in the development of our 3HSP, across the state and including in the South King and Yakima Counties.

Advisory Councils

The WTSC has existing committees and councils that involve community members, including the Washington Impaired Driving Advisory Committee (WIDAC) and the Cooper Jones Active Transportation Safety Council (ATSC), described in chapter one. These are statewide groups where state agencies and local representatives work side-by-side with impacted individuals, community members, and advocates. Program managers, responsible for developing the 3HSP countermeasures and program proposals in the annual grant application work directly with these advisory groups to develop projects within countermeasure strategies that make up their program plans. These program plans are a critical component to this 3HSP and are contained in Chapter 4.

Regional Target Zero Managers

At a regional level, WTSC hires 17 Regional Target Zero Managers. Most are employees of municipal or county agencies, including public health, public works, or law enforcement agencies who work through grants from WTSC to perform traffic safety duties.



Here is a map and current roster of the TZMs (5/16/2023):

Region 1
Josh Ley
Clallam County Sheriff's Office

Region 2
Haley Falley
Grays Harbor County Public Health

Region 3
Dianne Swanson WTSC Contractor

Region 4
Tara Tsehlana
Thurston County PAO

Region 5
City of Tacoma Public Works: Currently VACANT

Region 6
Jesamie Peters
WTSC Contractor

Region 7
Gurman Kaur
Rebecca Lis
Public Health—Seattle King County

Region 8
Sara Wood
Kent Police Department

Region 9
Marsha Masters
Kitsap County Sheriff's Office

Region 10
Stacey McShane
Snohomish County Sheriff's Office

Region 11
Carr Lanham
WTSC Contractor

Region 12
Eveline Roy
WTSC Contractor

Region 13
Charlotte Layman
WTSC Contractor

Region 14
Jen and David Dorsett
WTSC Contractor

Region 15
Jana Rackham
Grant County Health District

Region 16
John Griffin
Spokane County Public Works

Region 17
Ruben Hernandez
Walla Walla Co Dept Comm Health

TZMs identify specific county-level needs and communities within their regions who are most impacted by regional traffic death and serious injuries. Then the TZMs conduct outreach with community members in their areas and gather the community members' input to identify strategies and countermeasures important to their region.

The TZMs are involved in community engagement activities and planning and implementation of traffic safety programs, including high visibility enforcement (HVE), child safety seat, and bicycle safety events, therapeutic court programs (e.g., DUI), and education. As TZMs work with local community groups and implement programming on the local level, the data and public input generated inform WTSC programming.

There are three WTSC program managers assigned to work directly with TZMs, which are divided into three groups for eastern, western, and metro zones. The program managers and the TZMs have monthly meetings to provide information on community member input from their regions and identify the need for funding or technical support to address specific risk factors. The information provided by TZMs informs the development of the 3HSP and the AGA.

An example of how TZMs gather community input, share the input with WTSC program managers and how that input informs the 3HSP planning process is in the next section under the heading, "Step Three Outcomes."

State Strategic Highway Safety Plan Planning

WTSC also works jointly with the Washington State Department of Transportation (WSDOT) on the development of the state Strategic Highway Safety Plan (SHSP), which we refer to as our Target Zero plan.

Before starting the update to the 2019 SHSP, the WTSC held a traffic safety partners meeting at an ADA compliant tribal owned facility, The Great Wolf Lodge in Centralia. There were 205 people present representing over 100 community groups, including representatives from six tribal nations. The express purpose of the meeting was to gather community input prior to beginning the 2019 update. For example, when provided with an overview of traffic safety data, the audience felt that the following were important changes to make in order to achieve target zero: automated enforcement, autonomous vehicles, sobriety checkpoints and increase in the availability of public transit. This feedback was incorporated into the 2019 SHSP by adding a legislative chapter which discussed automated enforcement and sobriety checkpoints; adding a chapter on autonomous vehicles and acknowledging that improved transit options would be included in the WSDOT transit plan. When asked what improvements could be made to the 2016 SHSP, the audience felt that the following would help: additional and improved traffic safety education, better traffic safety communication, improving the traffic safety culture and increased enforcement. These comments changed the impairment chapter in the SHSP to include information about public awareness and communication, prevention, treatment and rehabilitation, and law enforcement strategies and law enforcement training.

These examples are important because WTSC HSP uses the information and countermeasure strategies contained in the SHSP. Therefore, this meeting directly influences WTSC's HSP planning.

Public Traffic Safety Surveys

WTSC uses public input from traffic safety surveys to shape our HSP planning processes. One example currently in process is the 2023 WA WTSC Traffic Safety Survey. The questions in the survey are designed to gather input from the public in order to inform the Theories of Change that WTSC program managers develop for each countermeasure strategy. The survey solicits information from road users around the state, including demographics, experiences with traffic safety and crashes, behavioral beliefs, and road behaviors, such as speeding, substance use, and seat belt use. This helps to inform the WTSC about traffic safety culture and the attitudes and beliefs held the road-user population in Washington about engaging in safe behaviors (e.g., wearing seat belts), or unsafe behaviors (e.g., driving impaired, speeding, or using a phone or while driving).

The survey instrument was developed in both English and Spanish. The survey was sent to a random sample of 33,335 addresses as part of a statewide address-based sample of Washington adults ages 18 and older. This will be supplemented by an online panel sample

from multiple panel providers with significant participation in Washington. The goal is to receive 10,000 total responses based on multiple sampling methods. Results are expected by September, the end of the current federal fiscal year. We will use the results to inform updates to the 3HSP, as well as annual grant applications across programs.

Focus Groups

As part of 3HSP planning, the WTSC also uses focus groups in order to plan out public outreach messaging. For messaging to be effective, we need to hear from the community groups it is designed to impact. As a rule, we conduct this community outreach prior to choosing our final communication approach to ensure we are meeting the needs of our communities. Another rule included in 3HSP planning is transcreating messages to ensure language access to Washington communities. We typically transcreate our messages into eight other languages most spoken at home in Washington (Spanish, Cantonese, Korean, Mandarin, Russian, Somali, Tagalog, and Vietnamese).

Step Three Outcomes

The outcome of having multiple channels available to engage with communities, gather their input and use that input in the development of our 3HSP can best be understood by the example below which shows the community engagement work by the TZMs in King County, narrated below. Additionally, outcomes of Steps 3 are contained in two detailed project descriptions at the end of this chapter. These projects include Active Transportation Safety in King County and traffic safety work in the Yakima Valley.

TZM Example from King County, Regions 7 and 8

King County is home to nearly 29 percent of the state's population; thus, it encompasses two TZM regions. The two regions work together closely and complement one another. Two TZMs are housed in the Seattle/King County Public Health Department, and one TZM is based at the Kent Police Department. Kent is one of the most racially, culturally, and linguistically diverse cities in Washington. Traffic safety efforts funded by the WTSC are integrated with broader injury prevention efforts through the efforts of the TZMs and the agencies that employ them. The TZMs manage a large traffic safety taskforce including a steering committee, law enforcement committee, engineering committee, evaluation and data support work group, curriculum and development work group, and educator/outreach group. Recently these TZMs gathered a group of over 50 community members, community-based organization representatives, and county agency representatives to develop a three-year local strategic plan and perform an Equity Review on all of their King County Target Zero traffic safety programming. This effort was part of the King County Equity and Social Justice Strategic Plan.

For their review, the team used the Government Alliance on Race and Equity (GARE) Racial Equity Toolkit. They audited each project area of the King County Traffic Safety Operational Plan with their community task force members. Specifically, the team:

- Divided program areas into three groups of work and assigned steering committee members to each group.
    - Group 1 – Impairment, Distraction, Speeding, People Riding Motorcycles, Heavy Trucks
    - Group 2 - Safe Systems Approach, People Walking, Biking, and Rolling, Lane Departures, Intersections, EMS and Trauma Care Services, Cooperative Automated Transport
    - Group 3 - Unrestrained Occupants, Young Drivers , Older Drivers, Traffic Data Systems, Evaluation, Analysis and Diagnosis
- Held Zoom meetings with closed captions turned on to facilitate review of each programmatic group using the GARE Toolkit.
- Once the first round was complete, rotated program areas and completed toolkit with the next group for additional comments and review via email.
- Rotated once more and gather final comments and feedback via email.
- Compile all feedback and completed toolkits to create final report.
- Developed outcomes and action steps.

Outcome

As this Equity work progressed, the TZM team shared the insights they gained from the community input with the WTSC program managers. The WTSC program managers adjusted their program plans and countermeasures as listed in Chapter 4 of this HSP.

On-going efforts

As the TZMs apply for funding from the WTSC, they will use the outcomes to shape their grant applications when applying for grant funding from the WTSC.

Step Four

Use the results of these efforts to build agency and program-specific public participation and engagement goals for 2024 to 2026 planning and program funding decisions.

Step Four Progress

As you will see in the remainder of the chapter, WTSC has been using several strategies to receive and incorporate public input on our behavioral traffic safety programs. Public input has shaped programs in previous HSPs, many aspects of which are continuing in the 2024-2026 triennial plan. Input from community members through TZMs, law enforcement officers, allied agencies, CBOs, and concerned community members has also informed the implementation of programs at the design, implementation, and evaluation stages. This includes input from the WIDAC and ATSC described above.

Step Four Outcome

Because WTSC actively uses data as part of our planning processes, we are already focused on overburdened communities where there are a disproportionate number and rate of fatal

crashes and disproportionate rates for groups such as American Indians or active transportation users. This focus has more often been at the regional, county, or city level, or on a specific roadway corridor, as this has been the level of data available.

2iii. Triennial HSP Ongoing Engagement Planning

Going forward, we will place a greater emphasis and focus on marginalized, under-invested, and overburdened communities at a more targeted level, including census tracts, neighborhoods, school districts, and school enrollment areas. Specific school zones with known problems with excessive speeds are currently the focus of the new speed program, for example.

While the WTSC will be adopting new activities in accordance with new federal requirements, we have many examples of programs developed with stakeholder and community input informing our 3HSP planning process. It is very clear that traffic fatalities disproportionately impact historically marginalized communities that are characterized by lower household incomes; the absence of safe facilities for walkers, rollers, and transit users; and the siting of facilities, such as interstate and state highways, which pose additional health and safety risks for residents.

In 2023, WTSC completed hiring new staff to support increased data analysis needs and successfully used the increased data to identify affected and potentially affected communities. Now it is time to prepare to conduct expanded public engagement and to develop the tracking systems needed to better describe the outcomes of the public engagement and the ways in which that input is been incorporated into the next 3HSP.

This staff person must be considered a P&A cost. Even though the P&A percentage has been raised to 18 percent, WTSC does not have sufficient 50 percent state match to accommodate the position. The first step will be to request additional state match funding through the Governor's office and if that is successful, through the legislative transportation budget process.

2iiia Community Engagement Goals

As the WTSC will continue to identify members of communities most impacted by traffic crashes, those overrepresented in fatal crashes, and those communities that are historically underserved to:

- Engage with and learn from these communities.
- Provide data and other information that adds context to everyone's understanding of behavioral traffic safety protective and risk factors.
- Provide an overview of program planning and selected countermeasures.
- Provide information and education to community stakeholders on proactive traffic safety culture, evidence-based countermeasures, and the Safe System Approach.
- Gain communities' perspectives on root causes of traffic safety risk factors and their input on program planning efforts and selected countermeasures.
- Adapt program plans and countermeasures based on community feedback.

- Develop a group of representative community members as consultants in identifying and implementing countermeasures that will increase traffic safety.

We plan on taking the following steps toward these goals:

Step One: Prepare the agency to conduct increased public participation and engagement efforts.

Step Two: Conduct data analysis using new and existing data sources to identify areas and communities most impacted by traffic deaths and serious injuries.

Step Three: Engage with identified communities to gather their input and identify and document public participation and engagement.

Step Four: Use the results of these efforts to build agency and program-specific public participation contribute to the development of the State's countermeasure strategies for programming funds.

2iiib Identification of affected communities

The WTSC is proud of the accomplishments we have made in conducting data analysis using new data sources to identify areas and communities most impacted by traffic crashes. However, new data tools are being created currently at a rapid pace. WTSC looks forward to exploring these new data tools and discovering new information to guide our community outreach efforts. The WTSC plans on continuing to focus efforts to gather community input in South King and Yakima Counties. The description of the data used to identify these communities and the process which led to the selection is documented in Chapter 2ib.

2iiic Community Engagement Plans

Having identified South King and Yakima Counties as communities that have been affected by traffic crashes as well as communities that are historically disadvantaged, the WTSC has provided in-depth information about projects in both locations. Project 1 is an active transportation safety project being conducted in South King County. Project 2 covers several projects being conducted in Yakima County, including direct outreach with the Confederate Tribes of the Yakima Nation. Each project description includes on-going engagement plans.

WTSC is currently building a system to require appropriate grantees to conduct community outreach by building plans present the 3HPS countermeasure that applies to their work to community members. As they design outreach strategies, they will be instructed on effective strategies and ways to ensure ADA compliance. They will invite community input and report the input back to the WTSC program managers so that the input will inform program plans and countermeasures strategies in our Annual Grant Application and future 3HSPs.

We will continue to take advantage of the multiple channels available to the WTSC to conduct engagement with communities, gather their input and use that input in the development of our

3HSP, across the state and including in the South King and Yakima Counties. This will include community outreach training for the WTSC Target Zero Managers, and formal sessions with the advisory councils to present draft countermeasure plans to seek their input. The results of the Statewide Traffic Safety Survey will be available to program managers to improve their countermeasure Theory of Change. Additionally, we will find and work with community based organizations and members of the public to form the WTSC Community Consultant Group and expand public outreach in the update to the State Strategic Highway Safety Plan.

WTSC Community Consultant Group

The WTSC is currently pursuing additional, new strategies to develop direct connections to community members and community-based organizations. One method will be to develop the WTSC Community Consultant Group.

The WTSC has contracted with a local communications firm focused on transportation, safety, and health issues to survey a range of community-based organizations (CBOs) that serve under-invested communities that have evidenced higher rates or numbers of traffic fatalities. The survey will help us to identify CBOs that may have an interest in traffic safety. The contractor will use existing connections to target surveys and elicit responses as they have found that this is the best outreach method. The survey responses will be used to engage CBOs that indicate an interest on behalf of their organizations and the constituencies they serve. The WTSC will enter into contractual agreements to support the participation of CBO staff and community members.

The WTSC worked with WSDOT and the contractor to identify 74 CBOs across Washington State who work with priority communities. This includes counties, cities, and communities with large numbers and/or higher than average rates of traffic fatalities, areas with higher rates or numbers of non-motorist fatalities, and areas that have been identified as having high social vulnerability, such as South Seattle, South King County, Northwest Pierce County, Yakima County, and Spokane County. Through email and phone outreach, PRR invited CBOs to share their input by completing the Community Input Survey. Outreach efforts included:

Five rounds of outreach.

- 159 email invitations to complete the survey.
- 42 phone calls.
- 74 organizations were invited to complete the survey.
- 15 organizations participated in the survey.

PRR received nine complete surveys and six partial responses. CBOs that responded serve and represent a range of communities that are disproportionately impacted by serious and fatal traffic crashes and live in communities that have experienced underinvestment in safe transportation. These include Latino and Black communities, refugees, immigrants, migrants,

seniors, youth, people with disabilities, low-income individuals and families, and formerly incarcerated individuals.

Five CBOs indicated an interest in working with WTSC to engage their community members on traffic safety.

The next steps will include following up directly with these organizations and using their input to build the WTSC Community Consultant Group, then to form the group in order to gain insights and opinions that will impact WTSC Highway Safety Planning.

State Strategic Highway Safety Plan

Work on the 2024 SHSP has begun. The WTSC and the WSDOT have planned to greatly expand the effort to engage and solicit input directly from community members in historically marginalized and impacted communities on the content of the SHSP. These efforts will focus on areas such as South Seattle, South King County, Northwestern Pierce County, and Yakima County. The 2024 SHSP will contain commitments for action on countermeasures based on the information and input received from this expanded outreach.

Engagement Timeline

The year-long cycle planning cycle established for the 2024-2026 3HSP will repeat annually in future years to inform WTSC's Annual Grant Applications and 3HSP updates. The planning cycle is described below:

June	Triangulate fatality data, CBO responses, and TZM regions to identify communities for outreach, engagement, and public input
July	Finalize plan for focus communities (highly impacted and low historic investment)
August – December	WTSC staff work with CBOs, TZMs, and other community liaisons to gather input from communities in selected communities ensuring accessibility measures are taken. i
January – February	All program managers present draft plans to WTSC staff and receive comments and questions
January – February	WTSC program managers in selected programs develop plans incorporating data and community feedback
February	Draft program plans are sent to the TAC comprised of representatives from the 10 commission agencies and represented constituencies
March – April	Program managers present draft program plans to stakeholders, including TAC and community groups that have provided initial input to validate program plans, projects, and goals
April	Presentation to and approval by Washington Traffic Safety Commission for 2025 Annual Grant Application and amendments to the 2024-2026 Triennial Highway Safety Plan

2iiid Impact of Community Input on 3HSP Planning Process

With the development and adoption of data tools and targeted outreach and engagement, including partnerships with community-based organizations, we will establish a dynamic and ongoing feedback loop with impacted communities and individuals with lived experience. We will further formulize our mechanisms to receive community input on our draft 3HSP countermeasures and incorporate their input and views into those chosen countermeasures and the projects implemented under the countermeasures.

This effort will help us focus our programs, resources, and efforts in communities and populations where they are most needed and can have the greatest impact in reversing current trends and driving traffic fatalities closer to Target Zero.

Community Engagement Examples

Project 1: Active Transportation User Safety

Seattle/King County Engagement Planning

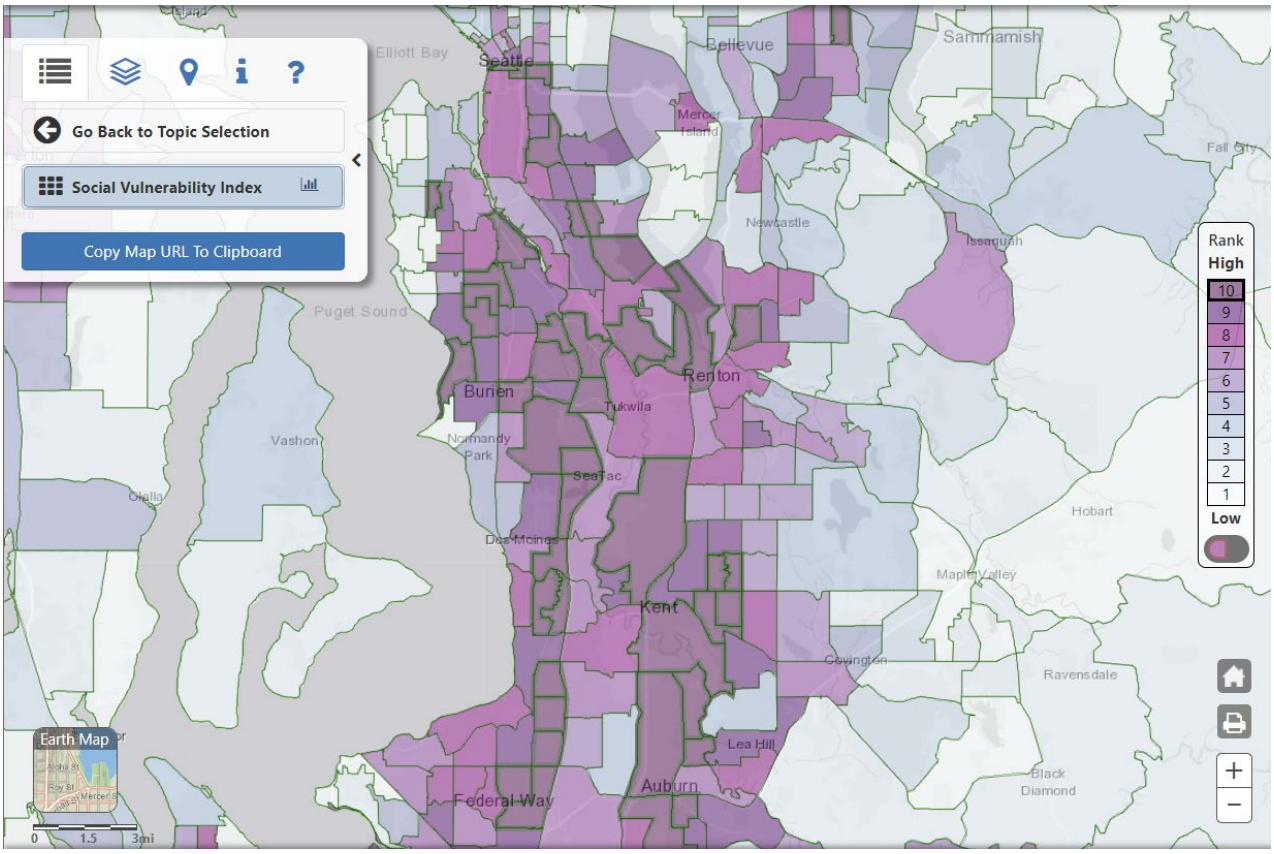
One of our greatest concerns is the safety of vulnerable road users, including children who walk or bike to school, people with disabilities, and all road users who are not protected by the body of a motor vehicle as they travel to work, school, and other essential locations. From 2013 through 2022, 1,014 pedestrians and 126 bicyclists were killed on Washington Roads. They represent 20 percent of all fatalities.

The Active Transportation Safety Program, referred to as the Non-Motorized Services Program in Chapter 4, working with the Cooper Jones Active Transportation Safety Council (ATSC), developed an equity framework in 2020 for the development and awarding of grant funds to local communities. Grant sites are chosen based upon high rates of pedestrian and bicyclist fatalities and data regarding disproportionate impacts on underinvested communities, including factors such as disparities based upon race/ethnicity, median household income, and schools/districts with high percentages of students who qualify for free or reduced lunch programs.

Since then, several grants have been awarded in multiple communities that experience higher than average active transportation user (ATU) deaths and in communities that are impacted by historic under-investment and social disadvantage, often due to the legacy of redlining.

King County is the state's largest county and the 13th most populous county in the United States. It is not surprising the highest number of fatalities occur in King County each year. It contains highly urban areas, which also means that it accounts for a high proportion of the state's active transportation user deaths, approximately one-third of deaths 2013-2022. Seattle and other cities in the region also have some of the most racially, ethnically, and linguistically diverse communities in the state. The southern part of Seattle and cities in the southern part of

the county experience a disproportionate number of vehicle occupants, pedestrian, and bicyclist fatalities. Following is the Washington DOH map that highlights the areas of South Seattle and South King County that have significant characteristics of social vulnerability:



Source: Washington Department of Health Social Vulnerability Index Map.

The WTSC Active Transportation Safety program manager has done substantial outreach to community-based organizations in King County and in other urban areas of the state including Disability Rights Washington; Rooted In Rights; Whose Streets? Our Streets!, King County Chapter; Outdoors for All; Cascade Bicycle Club; non-profit organizations serving the unhoused community in Clark County, such as the Community Closet and the Food Bank; Front and Centered; the University of Washington; Washington State University; People for Mobility Justice; and others. The program manager contacted organizations and attended some of their meetings and invited some of them to participate in ATSC meetings.

These groups provided feedback on local priorities and concerns regarding active transportation user safety to the Active Transportation Safety program manager and to the Target Zero Managers in the region. These groups also provided information that led to introductions to organizations and individuals who are concerned and currently working on transportation safety locally.

Seattle/King County Engagement Outcomes

Like many public engagement efforts, it took time and several contacts to eventually surface an organization that was based in the community and positioned to address behavioral traffic safety risk factors. Town hall style meetings are often ineffective to engage members of marginalized communities. Some of these organizations eventually referred the program manager to Seattle Neighborhood Greenways, a small nonprofit organization that leads a coalition of 16 volunteer-led chapters. Their focus is to make Seattle streets safer for people of all ages, ethnicities, genders, and abilities, with a focus on Seattle neighborhoods with significant populations of Black, Indigenous, and other People of Color (BIPOC).

The Seattle Neighborhood Greenways program worked with the program manager to submit a proposal for a project planned to start in FFY 2024 under the new 3HSP. The language from their grant proposal best articulates the need and approach they plan to take:

> *In 2022, more than 50 percent of King County fatalities occurred in South Seattle District Two, the most racially and ethnically diverse area of the city. According to the Seattle Department of Transportation (SDOT), 80 percent of Seattle pedestrian fatalities (2017-2022) occur on multilane arterials and 80 percent of people killed while biking are riding where there is no bike lane. The project will focus on Martin Luther King Jr Way South, a multilane arterial located in Seattle District Two that has been identified by SDOT as one of the most dangerous streets in the city. Since 2019 alone, nine people were killed while traveling on Martin Luther King Jr Way South.*
>
> *The purpose of this project is to improve the safety of the Martin Luther King Jr Way South Corridor in Southeast Seattle using proven safety countermeasures. This work will use strategies including community education and engagement to advance the following key objectives of the Washington State Strategic Highway Safety Plan in communities underserved by infrastructure and disproportionately impacted by roadway injuries and fatalities:*
>
> - *Meet with relevant agency stakeholders to understand their perspectives and interest in engaging with project goals and community members.*
> - *Engage and educate community members and organizations about the laws and best practices related to bicyclist and pedestrian safety through one-on-one meetings, presentations, project-hosted community events, guest presentations at community-planned events (church functions, affinity groups, neighborhood councils, PTAs), and through traditional and social media.*
> - *Ask District Two residents to identify safety concerns related to walking and rolling and educate them about countermeasures that work to address their concerns (bulb outs, bike lanes, crossings, lighting).*
> - *Create and host regular meetings of a stakeholder committee to guide education activities and build community support for proven safety countermeasures.*

- *Following community education efforts and engagement activities, connect community member-driven traffic safety proposals to appropriate public sector agencies to seek funding to implement these proven safety countermeasures.*

This project will unite diverse partners and stakeholders with majority leadership from communities of color to ensure that the needs of communities most underserved by infrastructure and disproportionately impacted by roadway injuries and fatalities are heard. Seattle Neighborhood Greenways is uniquely suited to achieve success in these efforts based on pre-established trust and relationships with organizations led by and serving communities of color, such as Rainier Beach Action Coalition, Bethany Church, Front and Centered, and the Rainier Vista Boys and Girls Club. This project will also engage local businesses as important stakeholders. King County, traffic safety partners, include Beacon Hill Safe Streets, Central Seattle Greenways, Rainier Valley Greenways-Safe Streets, Mt Baker Hub Alliance, and others.

Seattle/King County Ongoing Engagement Planning

The program is poised to begin in the fall of 2023, pending approval of the FY 2024 3HSP and grant application. It is expected to be a three-year project, subject to annual renewal. The WTSC feels very fortunate to have identified Seattle Greenways, as they are members of the community and have a long track record of service based upon trusting relationships with impacted members of their communities. They engage and receive input from community members organically through neighborhood bicycle rides, community events, and volunteer activities. Continued feedback collected from underserved communities will inform project activities each year. They will also help inform future 3HSP strategies and annual grant planning.

The goal of this project is to empower local communities to directly engage in the planning and implementation of safety improvements for bicyclists and pedestrians along the MLK Jr Way South corridor. As with all the grant programs promoting active transportation safety, the program manager will work with the grantee, with the TZMs in the region, and with other local partners to support the project and monitor its implementation and identified outcome measures. Input provided from community members to Seattle Greenways or directly to the local TZMs or the WTSC program manager will help to inform future 3HSP amendments and programs. Program representatives and participants will be invited to provide input through multiple avenues, including presentations to the ATSC or Commission, participation in 3HSP development and review, and/or participation in local community input sessions with WTSC and King County.

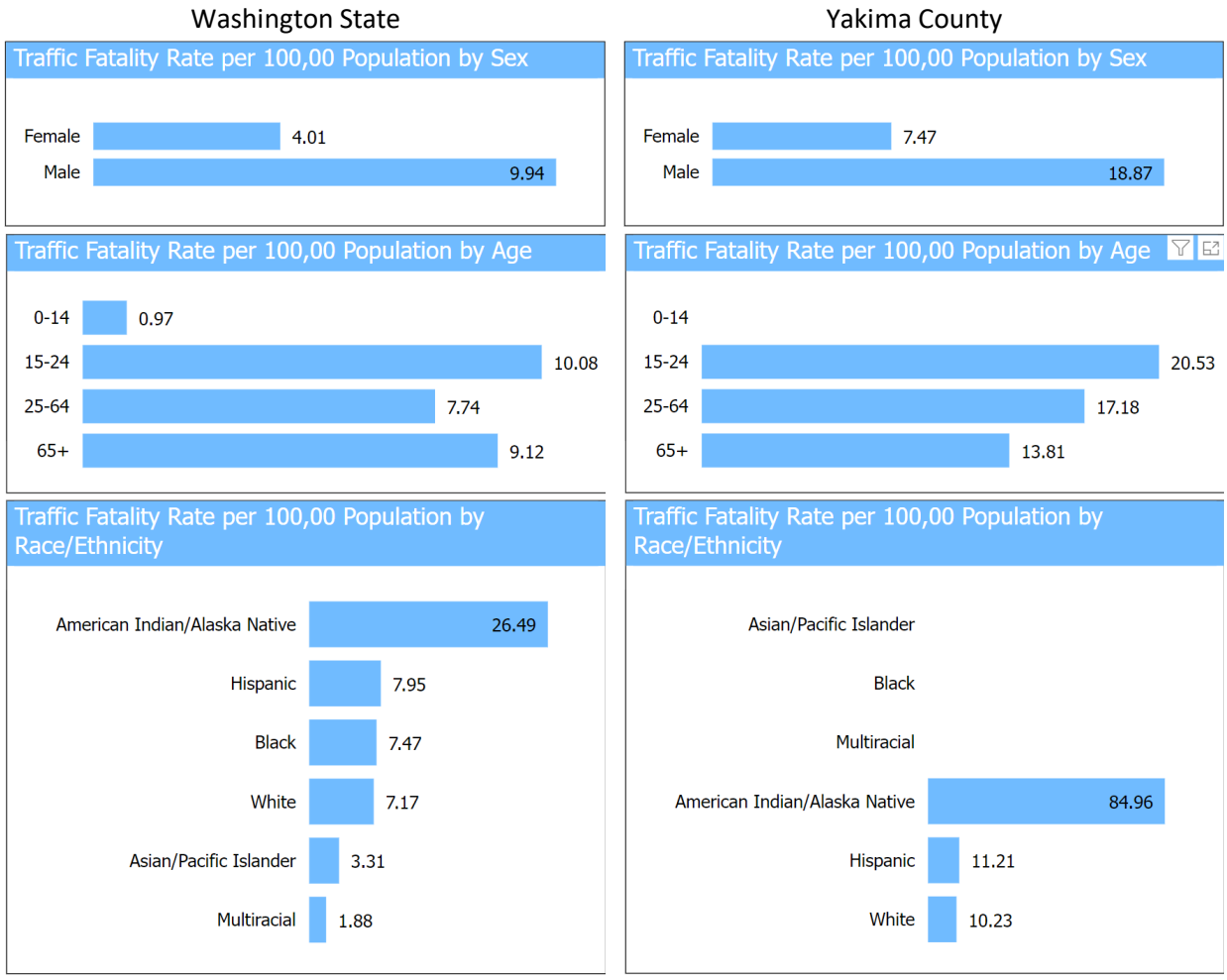
Project 2: The Yakima Valley

Yakima Valley Engagement Planning

Yakima County is an example of a county that is disproportionately impacted by traffic fatalities, including the greatest number of fatalities of Hispanic and American Indian people of any county in the state. Much of the county is also characterized by a lack of investment in safe transportation facilities and other infrastructure. Sixty-one pedestrians and bicyclists died on roadways in Yakima County during 2013-2022.

Yakima lies southeast of Mt. Rainier (Tahoma). Yakima is the eighth largest county by population with 255,151 residents in 2021, but it has consistently been in the top six Washington counties for traffic fatalities, along with much more populous counties. Over the 10-year period from 2011-2020, Yakima accounted for 6.6 percent of the state's traffic fatalities, and the fatality rate by population was nearly double the state average (13.15 versus 6.79 fatalities per 100,000 population).

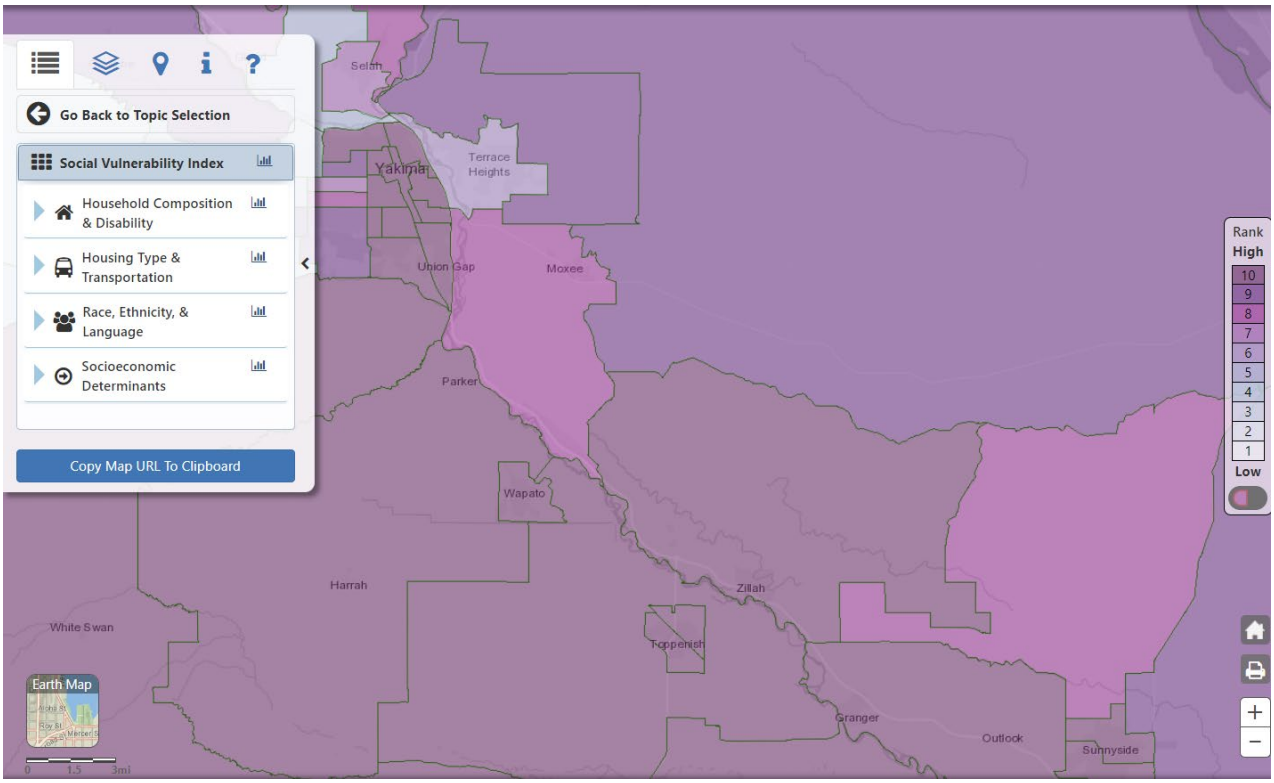
The following screenshot from the Fatality Rates Dashboard shows Yakima County's data on fatalities by population, including disaggregation by sex, age, and race/ethnicity groups.



Source: WTSC Traffic Fatality Rates Dashboard (https://wtsc.wa.gov/research-data/traffic-fatality-rates-dashboard/).

Yakima is a largely agricultural county known for hops, wine grapes, tree fruits, and other agricultural products. Yakima is also the home to the 1.2-million-acre reservation of the Confederated Tribes and Bands of the Yakama Nation. Yakima County has seen more traffic deaths of American Indian and Hispanic people than any other county.

The following map shows that eastern and southern areas of Yakima County have high prevalence rates of social vulnerabilities:



Source: Washington Department of Health Social Vulnerability Index Map.

Compared to the statewide rate of 6.79 traffic fatalities per 100,000 residents, the fatality rate for American Indian or Alaska Native individuals in Yakima County was 84.96 per 100,000 population (76 fatalities) during 2011-2020. The rate for Hispanic individuals killed was 11.21 (138 fatalities) during that time.

As a result, the needs of Yakima County have been a focus for WTSC programs and collaboration with Washington State Department of Transportation (WSDOT), the Yakama Tribe, law enforcement, and other stakeholders. The WTSC contracts with the Yakama Tribe to host a Tribal Traffic Safety Coordinator. They have been responsible for coordinating local efforts on several infrastructure projects and behavioral traffic safety initiatives.

Washington State agencies employ tribal liaisons to manage government-to-government relations with tribes as sovereign nations. In September, WTSC hired a program manager whose role includes being the agency's tribal liaison. This, coupled with the dramatic impact that COVID-19 has had on the Yakama Nation and all tribes in Washington, has required rebuilding relationships and structures for traffic safety efforts involving tribal governments.

Yakama Nation and WSDOT combined efforts to develop a Tribal Traffic Safety Committee (TTSC) that would include stakeholders whose focus is on improving traffic safety efforts for Yakama Nation Citizens on and off tribal land. After months of effort, they have re-established the TTSC. It has met once and will continue to meet quarterly. The members include:

- Yakama Nation Tribal Traffic Safety Coordinator
- WSDOT Communications Consultant-Yakima Region
- Yakama Nation Tribal Council Members
- Yakama Nation Engineering Department
- WSDOT Engineers-South Central Region
- Washington State Patrol -District 3 Yakima
- Yakima County Sheriff's Department
- Private Engineering Contractors
- Forest Service Job Corps
- Local transportation planners
- WTSC Program Manager/Tribal Liaison

In addition, our tribal liaison spent two days touring areas of Yakima County with the tribal traffic safety coordinator. This included roads on and adjacent to the Yakama Reservation that pose particular traffic safety challenges, including locations where fatal crashes have occurred. The reservation and adjacent areas include irrigation roads and other back roads people used as alternate routes to bypass traffic or trouble spots on county and state roads. The Yakama Nation is working with researchers from the University of Washington to install sensors in some of these areas to better understand road use patterns and develop solutions. Additional funding is being sought to expand the use of sensors and to provide additional data analysis.

The WTSC has participated in work to address fatalities along state routes, US highways, and interstates that run through Yakima County. US-97 is a surface-level highway that runs through the Yakama Reservation and several cities and towns, and it converges with I-82 and US-12 as they run through the city of Yakima. The WSDOT has convened multiple community forums in the Yakima Valley area and is actively working to make road improvements, including the installation of multiple roundabouts.

As a highway, US-97 has had higher speeds and lacks safe facilities for pedestrians and bicyclists, including sidewalks, crosswalks, and bike lanes. Like many legacy highways, populations surrounding US-97 and other highways running through Yakima County have

increased substantially, including the addition of businesses, schools, recreational facilities, and housing.

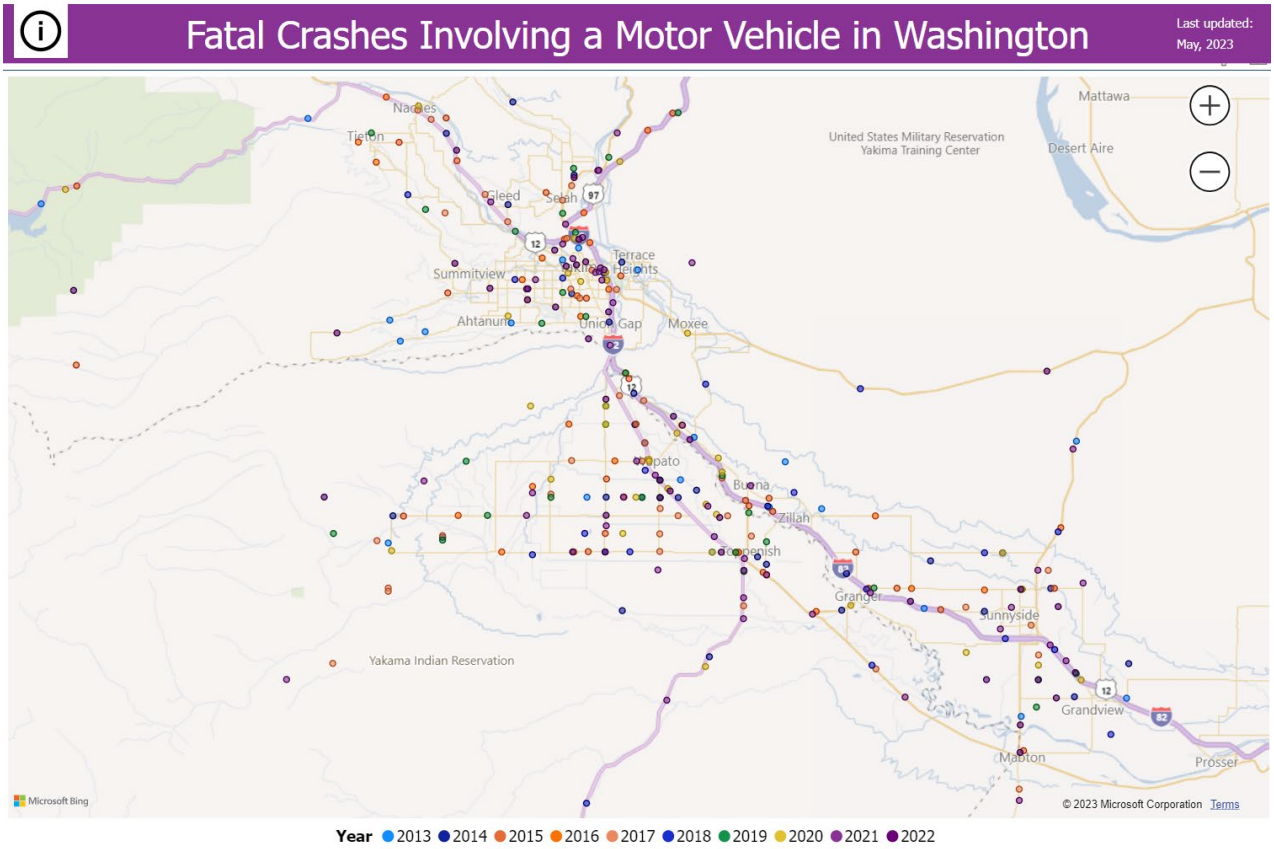
The following screenshot from the WTSC fatalities map shows a large intersection at the site of one of the county's pedestrian fatalities.

Source: WTSC Fatal Crash Map (https://wtsc.wa.gov/research-data/fatal-crash-map/).

Yakima Valley Engagement Outcomes

The dangers for pedestrians and for all road users have been raised by the Tribal Traffic Coordinator, the Yakama Tribe, local government representatives, local law enforcement, and other community members. WSDOT has worked with Yakima County and the Yakama Tribe to make improvements, which include installing roundabouts at high-risk and high-volume intersections and adding crosswalks. The Yakama Nation Tribal Council signed a resolution in August 2022 to support the installation of four roundabouts on US 97, SR 22, and SR 223. One project has been completed and has significantly reduced the number of crashes at that location. Another project is underway and will be completed within a year. These roundabouts will help to reduce motor vehicle speeds and significantly reduce the conflicts among motorists and other road users that characterize traditional intersections. In short, roundabouts do a better job of separating road users in space and time.

The following screenshot of the Fatal Crash Map dashboard shows the location of fatal crashes that have occurred across Yakima County.



Source: WTSC Fatal Crash Map (https://wtsc.wa.gov/research-data/fatal-crash-map/).

Due in part to the planning, coordination, and investments that had already occurred, the Yakama Nation and WSDOT were well-positioned to apply for and receive a $1 million United States Department of Transportation (USDOT) Rebuilding American Infrastructure with Sustainability and Equity (RAISE) grant to support local efforts to connect and improve pedestrian routes, including connections to transit in the Yakima Valley.

Yakima County has experienced a high rate of pedestrian fatalities that disproportionately impact American Indian and Hispanic communities as well. According to the WTSC Active Transportation User Fatalities Dashboard, these fatalities are characterized by a number of risk factors, including a lack of lighting. Sixty-nine percent of pedestrian fatalities occurred on roadways, not in marked or unmarked crosswalks. Statewide, 44 percent of pedestrian fatalities occur on city streets. But in Yakima County, a significantly higher proportion occur on road types other than city streets: county roads (25 percent),US highways (16 percent), and state highways (11 percent). This also means that 87 percent occurred on roads with posted speeds of 30 MPH or greater, including 38 percent on roads with posted speeds of 45-55 MPH and 20 percent with posted speeds of 60 MPH or higher. These are speeds that have a much higher likelihood of resulting in fatal injuries when pedestrians are struck.

In terms of behavioral traffic safety, there are risk factors that also stand out among motor vehicle crashes generally. Speeding drivers were involved in 32 percent of all fatalities in the county. In terms of impairment, 24 percent involved alcohol-impaired drivers and 38 percent involved drug-positive drivers. In the process of developing programs and funding priorities for FFY 2024, local community members raised concerns at local government meetings about the prevalence of impaired driving to the Yakima City Commission and the Yakima Police Department. As a result, a Yakima police captain contacted WTSC about support for increased DUI patrols. WTSC maintains relationships with hundreds of law enforcement officers, including meetings with designated Law Enforcement Liaisons.

While WTSC also funds time-limited emphasis and high visibility enforcement (HVE) patrols in Yakima and elsewhere, we mutually determined that this was insufficient for the needs in Yakima. The higher rate of fatalities overall and the disproportionate impact on local Hispanic and tribal communities demanded additional resources. As a result, the WTSC agreed to fund a dedicated DUI enforcement position at the City of Yakima Police Department in addition to support for HVEs. The city will match this by funding an additional law enforcement position. Both will be dedicated to traffic safety and specifically to DUI patrols and community outreach aimed at preventing impaired driving.

Yakima County is also considering additional staffing dedicated to DUI patrols, but plans have not yet been determined. At a time when all law enforcement agencies struggle with staffing issues, the WTSC can help fill important gaps with grants to local agencies. Particularly in rural areas and historically marginalized communities, it is important to be flexible and provide funding in a way that takes local needs and existing resources into account. The WTSC continues to talk with the county, cities, and tribal representatives about ways the Commission can support enforcement efforts that best fit community needs and cultures.

In addition, the Yakima Valley and other agricultural areas of the state have higher percentages of Spanish speakers and speakers of dialects from Mexico and Central America. Many of these individuals are not accustomed to driving norms in Washington and the United States. Migrant workers and their families may also be more fearful of law enforcement contact. These groups are not typically reached through typical traffic safety education programs. Another enhancement to enforcement efforts in the Yakima Valley is the El Protector program. Proposed originally by the WSP, the El Protector program provides traffic safety education and grows positive traffic safety culture through engagement with Spanish-speaking residents and migrant workers.

The mission of the El Protector program is to provide Hispanic/Latino community outreach education addressing the leading causes of fatality and serious injury collisions while building and promoting positive relationships between law enforcement, the community, and our stakeholders. El Protector engages its audience where they work and live in a proactive and non-confrontational way. El Protector increases the skills of WSP officers to engage Spanish-

speaking road users more effectively, as well. Based upon positive community responses to El Protector, the WTSC plans to continue funding and look for opportunities to expand the program to more areas of the state. One of the primary barriers to expansion has been staffing shortages experienced by the state patrol. Over the longer term, the WSP's efforts to recruit diverse classes of cadets, including Spanish speakers, will help facilitate the growth of the program. The WTSC and WSP continue to work to maintain and hopefully expand the program geographically.

Yakima Valley Ongoing Engagement Planning

The areas around the Yakama Reservation and adjacent areas of the county that are overburdened by traffic fatalities and have had historic underinvestment in safe transportation facilities will continue to be a focus of the Commission's efforts. Work with the Yakama and other tribes was severely disrupted by the COVID-19 pandemic. Relationships and systems are being re-built again. The Tribal Traffic Coordinator in the area helped re-start a Tribal Traffic Safety Advisory Committee (TTSC) and held its first meeting in the spring of 2023.

The TTSC will support building partnerships to focus on traffic safety improvement efforts on the Yakama Nation Reservation and attract resources to support infrastructure improvements. The plan will be to identify community-specific traffic safety problems to drive decision making. There is a goal for the TTSC to develop two traffic safety projects per year to present to the Tribal Council. The committee provides an opportunity for community stakeholders to present at each meeting. Accessibility measures will be determined as needed for physical access, technology access, and language interpretation or translation. Accessibility measures will be determined by local hosts and can be supported with WTSC resources as needed.

The WTSC also plans to host community engagement sessions in Yakima County as part of the development of the Strategic Highway Safety Plan for 2024-2029. Existing partnerships will continue related to enforcement, El Protector, and the corridor work. Increased education around seat belt use is also under discussion. The WTSC will also plan for public accessibility (including transportation access, disability accommodations, and language) for community engagement sessions. These sessions will include opportunities for initial problem identification and feedback on proposed strategies. These plans are still under development, and the WTSC will be working with one of the contractors, PRR, to help ensure that sessions are accessible and inclusive.

We expect these outreach activities will lead to increased partnerships and development of strategies and programs that address the specific needs identified by local community groups. Behavioral traffic safety is one segment of the Safe System Approach required to eliminate disparities related to ethnicity, language, and income in this area.

Conclusion

Because the WTSC is a small, stand-alone agency, and it is not part of the state's departments of transportation or public safety, where many other state highway safety offices are located, we do community engagement differently. This provides both challenges and opportunities.

The WTSC contracts with a network of individuals based in communities and agencies across the state who have direct contact with community members and other stakeholders. These partners also focus on the behavioral aspects of traffic safety and in building a positive traffic safety culture across multiple communities.

Additional outreach to overburdened communities is important and should be done with care and respect. This chapter outlined current efforts and how we plan to increase and expand them in the future. This will likely require additional staffing, so we will need to work with the Governor's Office, the Legislature, and NHTSA to expand our public involvement capacity.

The WTSC has and will continue to undertake efforts to actively engage communities and receive public input at various stages of program development, implementation, and evaluation, as well as long-term planning through the 3HSP and SHSP. The Commission has begun to focus in a more targeted way on outreach to communities that have been historically marginalized and overburdened by serious and fatal crashes. Going forward, a greater emphasis and focus will be placed on marginalized, under-invested, and over-burdened communities at a more targeted level, including census tracts, neighborhoods, school districts, and school enrollment areas.

It is important to better understand and respect community needs. We need to be careful not to add additional burdens to already overburdened communities. With the development and adoption of data tools and targeted outreach and engagement, including partnerships with community-based organizations, we will establish a dynamic and ongoing feedback loop with impacted communities and individuals with lived experience. This effort will help us focus our programs, resources, and efforts in communities and populations where they are most needed and can have the greatest impact in reversing current trends and driving traffic fatalities closer to Target Zero.

Chapter 3: Performance Plan and Report

The WTSC, WSDOT, Metropolitan Planning Organizations (MPOs), and Regional Transportation Planning Organizations (RTPOs) coordinate the development of targets C-1 Total Fatalities, C-2 Total Serious Injuries, and C-3 Fatality Rate. A description of this coordination and the outcomes of this coordination can be found in Chapter 1: Planning Process and Problem Identification.

Certification

WTSC's 3HSP performance targets are identical to WSDOT's targets for common performance measures (C-1 Total Fatalities, C-2 Total Serious Injuries, and C-3 Fatality Rate) that will be reported in the Highway Safety Improvement Plan (HSIP) Annual Report, as coordinated through the Target Zero plan.

Performance Metrics and Targets Summary

Performance Metric	**Current Safety Level/Baseline**	**FFY 2024 Target**	**FFY 2025 Target**	**FFY 2026 Target**
C-1 Number of Traffic Fatalities *Five-Year Rolling Average*	615.0 *2018-2022 Avg*	461.3 *Target Zero*	384.4 *Target Zero*	307.5 *Target Zero*
C-2 Number of Serious Injuries *Five-Year Rolling Average*	2,585.8 *2018-2022 Avg*	1,939.4 *Target Zero*	1,616.1 *Target Zero*	1,292.9 *Target Zero*
C-3 Fatality Rate per 100M VMT *Five-Year Rolling Average*	1.049 *2018-2022 Avg*	0.787 *Target Zero*	0.656 *Target Zero*	0.525 *Target Zero*
C-4 Unrestrained Occupant Fatalities *Calendar Year (CY) Totals*	154 *2022 CY Total*	154 *Constant*	149 *-3%*	145 *-3%*
C-5 Alcohol Impaired Driver Involved Fatalities [FARS Imputed] *Calendar Year Totals*	262 *2021 FARS ARF*	262 *Constant*	262 *Constant*	262 *Constant*
C-6 Speeding Related Fatalities *Calendar Year Totals*	251 *2022 CY Total*	251 *Constant*	243 *-3%*	236 *-3%*
C-7 Motorcyclist Fatalities *Calendar Year Totals*	132 *2022 CY Total*	112 *-15%*	99 *-10%*	92 *-5%*
C-8 Unhelmeted Motorcyclist Fatalities *Calendar Year Totals*	14 *2022 CY Total*	0 *-100%*	0 *-100%*	0 *-100%*
C-9 Number of Drivers Ages 20 or Younger Involved in Fatal Crashes *Calendar Year Totals*	87 *2022 CY Total*	87 *Constant*	84 *-3%*	82 *-3%*

Performance Metric	Current Safety Level/Baseline	FFY 2024 Target	FFY 2025 Target	FFY 2026 Target
C-10 Pedestrian Fatalities *Calendar Year Totals*	133 *2022 CY Total*	133 *Constant*	130 *-2%*	126 *-3%*
C-11 Bicyclist Fatalities *Calendar Year Totals*	11 *2022 CY Total*	11 *Constant*	11 *Constant*	10 *-5%*
APM-1 Distracted/Inattentive Driver Involved Fatalities *Calendar Year Totals*	101 *2022 CY Total*	98 *-3%*	95 *-3%*	92 *-3%*
APM-2 American Indian/Alaska Native Fatalities *Calendar Year Totals*	34 *2022 CY Total*	34 *Constant*	29 *-15%*	25 *-15%*
APM-3 Police Reported/Toxicology Confirmed Alcohol Impaired Driver Involved Fatalities *Calendar Year Totals*	192 *2022 CY Total*	192 *Constant*	186 *-3%*	181 *-3%*
APM-4 Number of Drivers Ages 21-25 Involved in Fatal Crashes *Calendar Year Totals*	115 *2022 CY Total*	115 *Constant*	115 *Constant*	115 *Constant*
B-1 Observed Seat Belt Use *Calendar Year Rate Estimates*	93.9% *2022 Estimate*	95%	95%	95%

Performance Target Metric	Program Areas Linked to Performance Target
C-1 Number of Traffic Fatalities	Chapter 4.1 - Communications Chapter 4.2 - Community Traffic Services Chapter 4.8 - Program Coordination Chapter 4.9 - Research and Data Chapter 4.11- Traffic Records
C-2 Number of Serious Injuries	
C-3 Fatality Rate per 100M VMT	
C-4 Unrestrained Occupant Fatalities	Chapter 4.7 - Occupant Protection
C-5 Alcohol Impaired Driver Involved Fatalities [FARS Imputed]	Chapter 4.4- Impaired Driving
C-6 Speeding Related Fatalities	Chapter 4.10 - Speed
C-7 Motorcyclist Fatalities	Chapter 4.5 - Motorcycle Safety
C-8 Unhelmeted Motorcyclist Fatalities	
C-9 Number of Drivers Ages 20 or Younger Involved in Fatal Crashes	Chapter 4.13 - Young Drivers
C-10 Pedestrian Fatalities	Chapter 4.6 - Non-Motorized Services
C-11 Bicyclist Fatalities	

Performance Target Metric	Program Areas Linked to Performance Target
B-1 Observed Seat Belt Use Rate	Chapter 4.7 - Occupant Protection
APM-1 Distracted/Inattentive Driver Involved Fatalities	Chapter 4.3 - Distracted Driving
APM-2 American Indian/Alaska Native Fatalities	Chapter 4.12 - Tribal Traffic Safety
APM-3 Police Reported/Toxicology Confirmed Alcohol Impaired Driver Involved Fatalities	Chapter 4.4- Impaired Driving
APM-4 Number of Drivers Ages 21-25 Involved in Fatal Crashes	Chapter 4.13 - Young Drivers

Target Justification for Common Performance Measures C-1, C-2, and C-3

The C-1, C-2, and C-3 targets are coordinated with WSDOT and fully align with the goal set in the SHSP. The goal in Washington's SHSP is zero fatalities and serious injuries by the year 2030. Overlapping 3HSP and HSIP targets are set on the most recent Target Zero line, a line straight to zero in the year 2030 from the most recent five-year rolling average; a data-driven approach to performance management of an aggressive, time-bound zero goal. This Target Zero approach to statewide performance management of traffic injury-related goals is supported by WSDOT, WTSC, WSP, DOL, DOH, HCA, OSPI, and many other agency leaders, legislators, and the Governor.

Regardless of how aggressive, even outright unrealistic, these targets may seem, it is important for us to set targets reflective of our primary goal, zero traffic fatalities and serious injuries by 2030. After all, the target is just a place to point, it is how you get to that point that really matters. YES, we are off our target; but this is the very information we need to present to our Legislature and other funders and decision-makers to show that we are not doing enough. Using a purely statistical approach to target setting may lead to ever increasing targets, even if this is the most reliable means to achieve targets given current performance trends. However, we believe you do not change your target because it is hard or because it is subjectively unrealistic, and we are Target Zero.

The linear trend line of the five-year rolling average is shown on the common performance measure charts for progress comparison. This is just one simple way to monitor progress toward Target Zero. It is difficult to attribute individual behavior change to specific countermeasures funded under the 3HSP, or even the entire 3HSP portfolio, to direct reductions in fatalities. The 3HSP portfolio is more process-based. According to *Countermeasures that Work* (9th Edition, page 2), we know that if we implement a variety of behavioral safety countermeasures and implement them well, we are supporting a strong traffic safety culture; but that is only one small piece of eliminating traffic fatalities and serious

injuries, or even reducing them. The WTSC has built program and project-level logic models to better link our efforts to these outcomes, but we know some of these linkages will be theoretical and difficult to measure.

While these fatality and serious injury outcome performance measures are required in the 3HSP application, many of the 3HSP countermeasures have not been shown to have a significant direct reduction in fatalities and injuries, especially once major policy milestones have been implemented, such as universal helmet and primary seat belt laws. In contrast, the HSIP infrastructure change impact on safety of all mobilities is better established and is complimented by statistical evaluation methods and guidelines (Highway Safety Manual and Crash Modification Factors) not available for 3HSP countermeasures. For example, WSDOT has developed performance curves within its HSIP, Washington's overall approach to infrastructure spending. These performance curves are intended to show how given different investment levels, safety benefits would be achieved.

WSDOT implements the HSIP, and it is the efforts of WSDOT throughout its programs that will have the most measurable impact on traffic fatalities and serious injuries. In addition, WSDOT assumes the "penalties" for not meeting 3HSP/HSIP performance targets, which were not met this year. However, WSDOT already implements the "penalties" because they are good practices, these actions would be carried out regardless of whether these performance targets are met or not met. Further, WSDOT leadership believes that the SHSP sets the right philosophy as no life lost is acceptable. In our collective efforts to achieve safety culture, setting any target that does not lead to Target Zero does not send the right message. Imagine telling the public and the Legislature that we set a target to achieve the same number of fatal and serious injuries, and then ask for additional funding to do so. This is not effective, and targets must support the Target Zero goal.

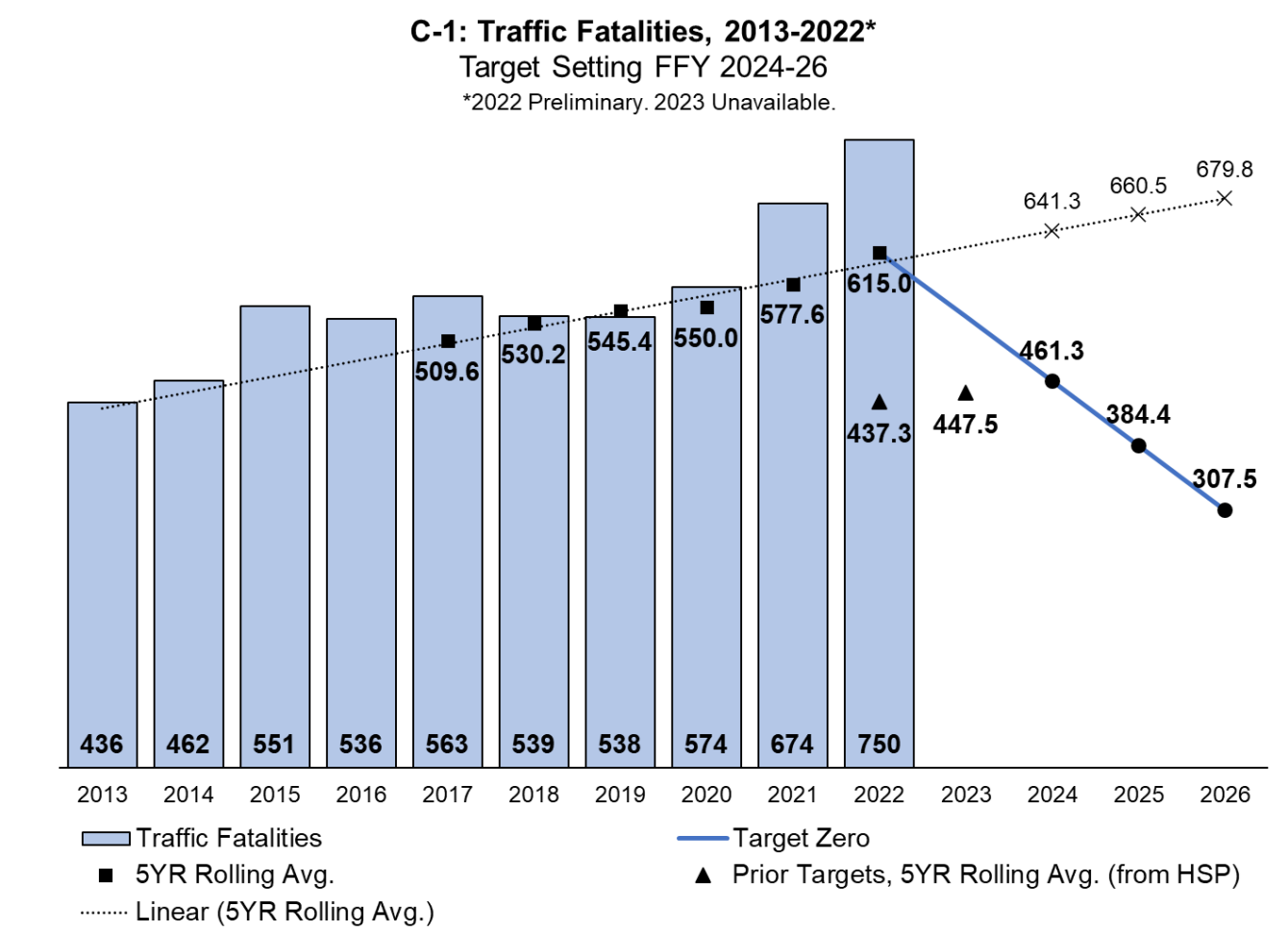
The Commission believes we need to try to reach Target Zero, and the staff of the Commission believes this too. This has been our goal since 2000, and we are not going to give up on our goal now when we still have time to aim toward that target. The WTSC alone cannot measure the impact of non-3HSP investments and efforts on fatalities and serious injuries, but we believe our partners, who are the experts in these areas, when they say our targets should be set on the Target Zero line. There is coordinated work being done to see that we reach our 2030 targets. We will do everything we can to achieve our goals believing in the philosophy of Target Zero. It is better to attempt to achieve aspirational targets rather than setting flat targets that we meet. Our goal is not to achieve a target, our goal is to save lives and prevent injury.

C-1 Number of Traffic Fatalities

Current Safety Level and Targets

The current safety level is defined as the most recent five-year rolling average (2018-2022), which is 615.0. Targets demonstrating constant or improved performance are compared to this baseline.

Performance Metric	Current Safety Level/Baseline	FFY 2024 Target	FFY 2025 Target	FFY 2026 Target
C-1 Number of Traffic Fatalities *Five-Year Rolling Average*	615.0 *2018-2022 Avg*	461.3 *Target Zero*	384.4 *Target Zero*	307.5 *Target Zero*



Source: Washington Coded Fatal Crash (CFC) files.

Performance Report

The Target Zero line on which C-1 targets are set is a straight line to zero in 2030 from the most recent available five-year rolling average at the time the target is set. With recent increasing trends, even if there were zero fatalities in 2023, the five-year rolling average (507.2) would still exceed the FFY 2023 target of 447.5.

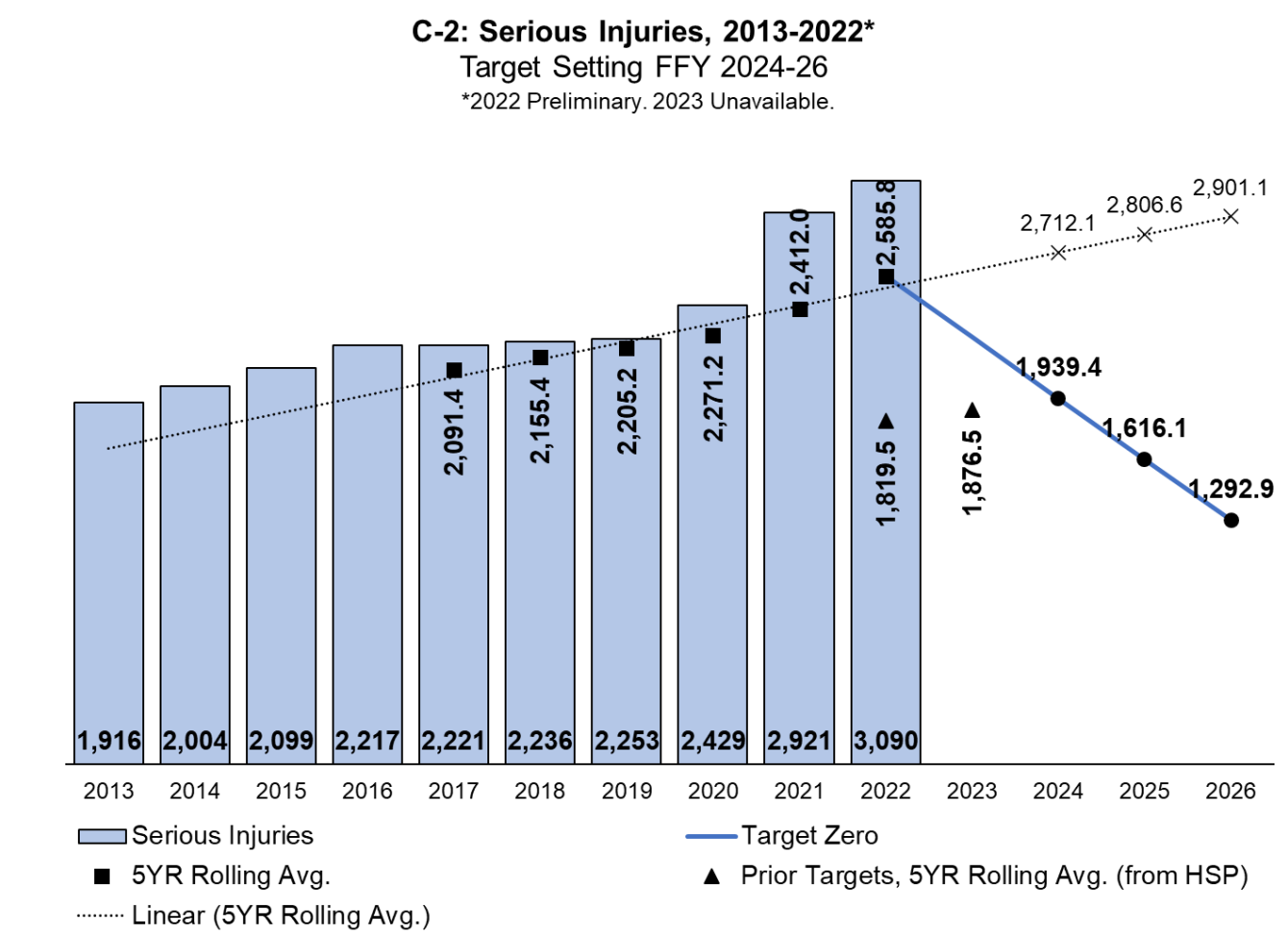
FFY 2023 Performance Report: NOT MET

C-2 Number of Serious Injuries in Traffic Crashes

Current Safety Level and Targets

The current safety level is defined as the most recent five-year rolling average (2018-2022), which is 2,585.8. Targets demonstrating constant or improved performance are compared to this baseline.

Performance Metric	Current Safety Level/Baseline	FFY 2024 Target	FFY 2025 Target	FFY 2026 Target
C-2 Number of Serious Injuries *Five-Year Rolling Average*	2,585.8 *2018-2022 Avg*	1,939.4 *Target Zero*	1,616.1 *Target Zero*	1,292.9 *Target Zero*



Source: Washington Department of Transportation Multi-Row Flat Files (MRFF).

Performance Report

The Target Zero line on which C-2 targets are set is a straight line to zero in 2030 from the most recent available five-year rolling average at the time the target is set. With recent increasing trends, even if there were zero serious injuries in 2023, the five-year rolling average (2,138.6) would still exceed the FFY 2023 target of 1,876.5.

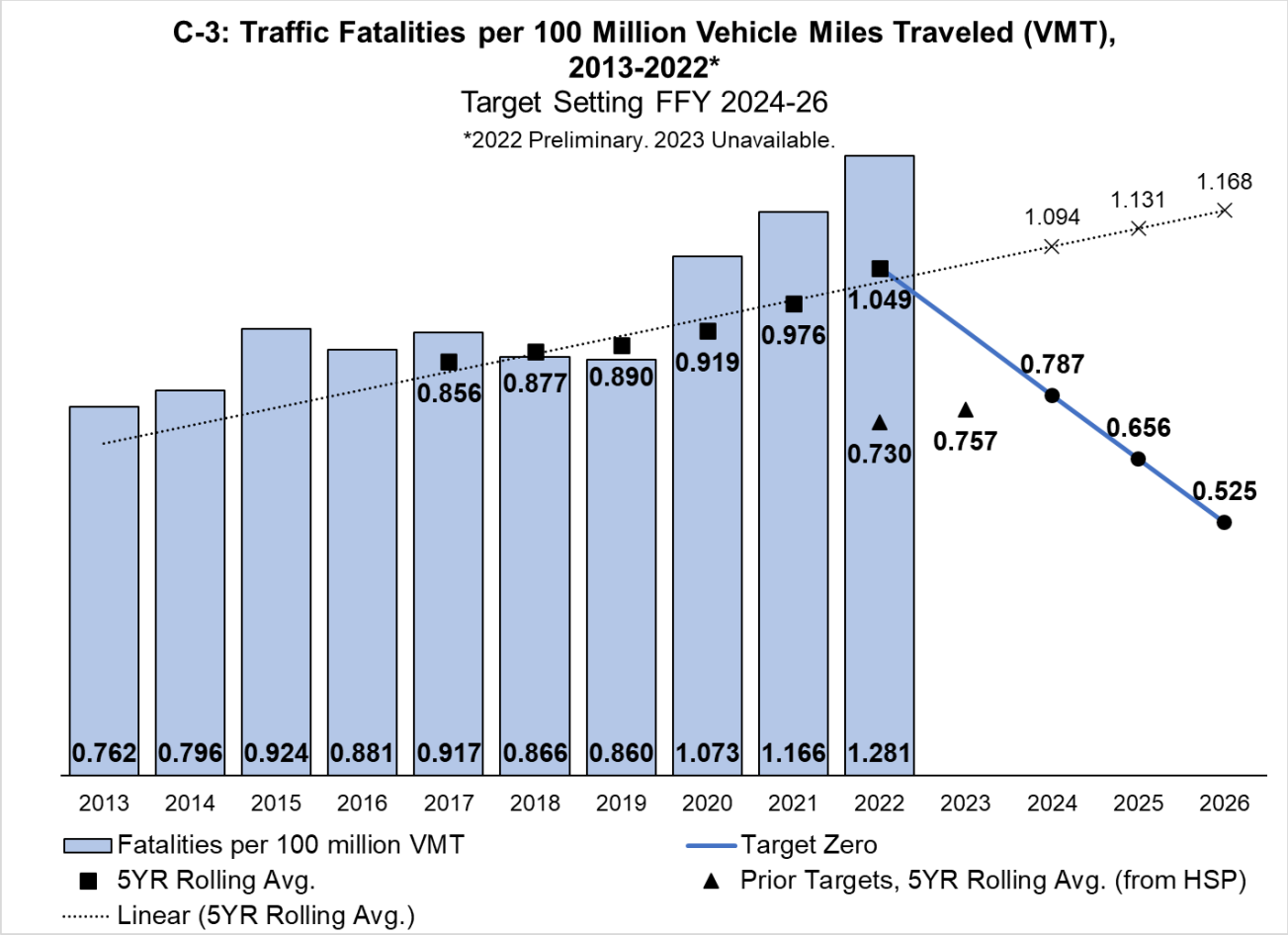
FFY 2023 Performance Report: NOT MET

C-3 Fatalities/VMT

Current Safety Level and Targets

The current safety level is defined as the most recent five-year rolling average (2018-2022), which is 1.049. Targets demonstrating constant or improved performance are compared to this baseline.

Performance Metric	Current Safety Level/Baseline	FFY 2024 Target	FFY 2025 Target	FFY 2026 Target
C-3 Fatality Rate per 100M VMT *Five-Year Rolling Average*	1.049 *2018-2022 Avg*	0.787 *Target Zero*	0.656 *Target Zero*	0.525 *Target Zero*



Source: Washington Coded Fatal Crash (CFC) files; Federal Highway Administration Highway Performance Monitory System.

Performance Report

The Target Zero line on which C-3 targets are set is a straight line to zero in 2030 from the most recent available five-year rolling average at the time the target is set. With recent increasing trends, even if there were zero fatalities in 2023, the five-year rolling average would still exceed the FFY 2023 target of 0.757.

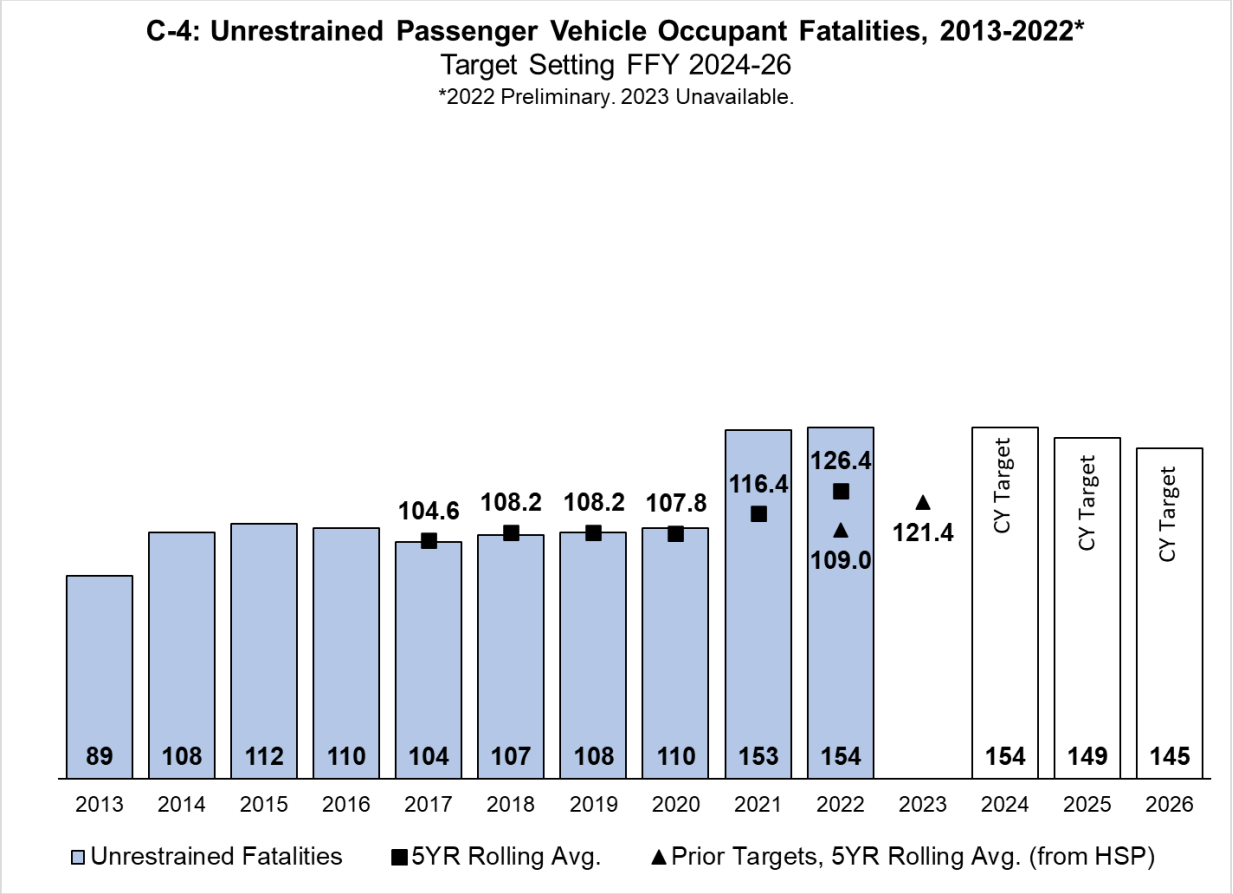
FFY 2023 Performance Report: NOT MET

C-4 Unrestrained Passenger Vehicle Occupant Fatalities

Current Safety Level and Targets

The safety level is defined as the most recent calendar year data available, which was 154 unrestrained passenger vehicle occupant fatalities in 2022. Targets demonstrating constant or improved performance are compared to this baseline.

Performance Metric	**Current Safety Level/Baseline**	**FFY 2024 Target**	**FFY 2025 Target**	**FFY 2026 Target**
C-4 Unrestrained Occupant Fatalities *Calendar Year Totals*	154 *2022 CY Total*	154 *Constant*	149 *-3%*	145 *-3%*



Source: Washington Coded Fatal Crash (CFC) files.

Target Justification

The FFY 2024-2026 performance targets were set as calendar year targets. The FFY 2024 target was set to constant performance based on the 2022 safety level or 154 unrestrained passenger-vehicle occupant fatalities. The FFY 2025-2026 targets were set to improving performance, with a three percent decrease in fatalities in 2025 and another three percent decrease in 2026.

Despite an increase in unrestrained passenger vehicle occupant fatalities in recent years, Washington has maintained a high seat belt use rate of 93.8 percent. We continue to look for ways to reach the minority of the population that does not wear their seat belt so we can understand why and look for ways to influence behavior change. Information gathered from the statewide survey will be used to help us understand people's current attitudes about wearing their seat belt. We hope to use this information to identify populations and locations where we should focus our efforts.

There have also been efforts in the child passenger safety program that we expect will lead to a decrease in unrestrained deaths among children. The network of certified child passenger safety technicians was negatively impacted by the COVID-19 pandemic where the number of certified techs dropped from 529 at the end of FFY 2020 to 394 at the end of FFY 2021. The

program has made great progress in recruiting technicians and by the end of FFY 2022 there were 433 certified technicians. At the end of the second quarter in FFY 2023, there were a reported 462 certified technicians. Recruitment efforts and training opportunities to ensure recertification will continue to be a priority to ensure there are an adequate number of technicians to serve the entire state. The replacement of two vacant Target Zero Manager (TZM) positions (in Region 2 and Region 15) in the spring of 2023 will also have a positive impact, as they can help recruit people in their local communities to become certified.

The distribution of tablets to all child passenger safety technicians and the requirement for all car seat checks to be entered into the National Digital Check Form as of October 1, 2022, will provide us with more complete, accurate, and timely data about child passenger seat use across the state. This information will help us determine where services and education can be improved. The program has also responded to emerging needs such as creating materials in more languages, outreach to arriving refugee families, and training for staff who transport children such as Department of Children, Youth, and Families, local law enforcement agencies that transport children in emergency situations, and agencies that work with children with disabilities.

Traffic enforcement is expected to increase based on new policies to recruit and retain law enforcement. Increased high visibility enforcement is likely to influence motorist behaviors including wearing their seat belt while driving. Target Zero Managers may also be activated to identify areas where high visibility enforcement and educational campaigns could have the greatest impact.

Other programs outside of the occupant protection program are also expected to increase seat belt use and help decrease the number of unrestrained fatalities. Teens in the Driver Seat is being adopted in high schools statewide. This project has a component focused on seat belt use. Our new speed program will also help to reduce driving speeds, making crashes less deadly for the few people who are not wearing seat belts.

Performance Report

The FFY 2023 target for unrestrained fatalities was 121.4 (2019-2023 rolling average value). After holding relatively constant from 2014-2020, unrestrained fatalities increased by 39 percent in 2021, reaching 153 fatalities and remained unchanged in 2022 at 154. The number of unrestrained fatalities in 2023 to meet the five-year rolling average FFY 2023 target would need to be 80, which is unlikely judging by recent trends.

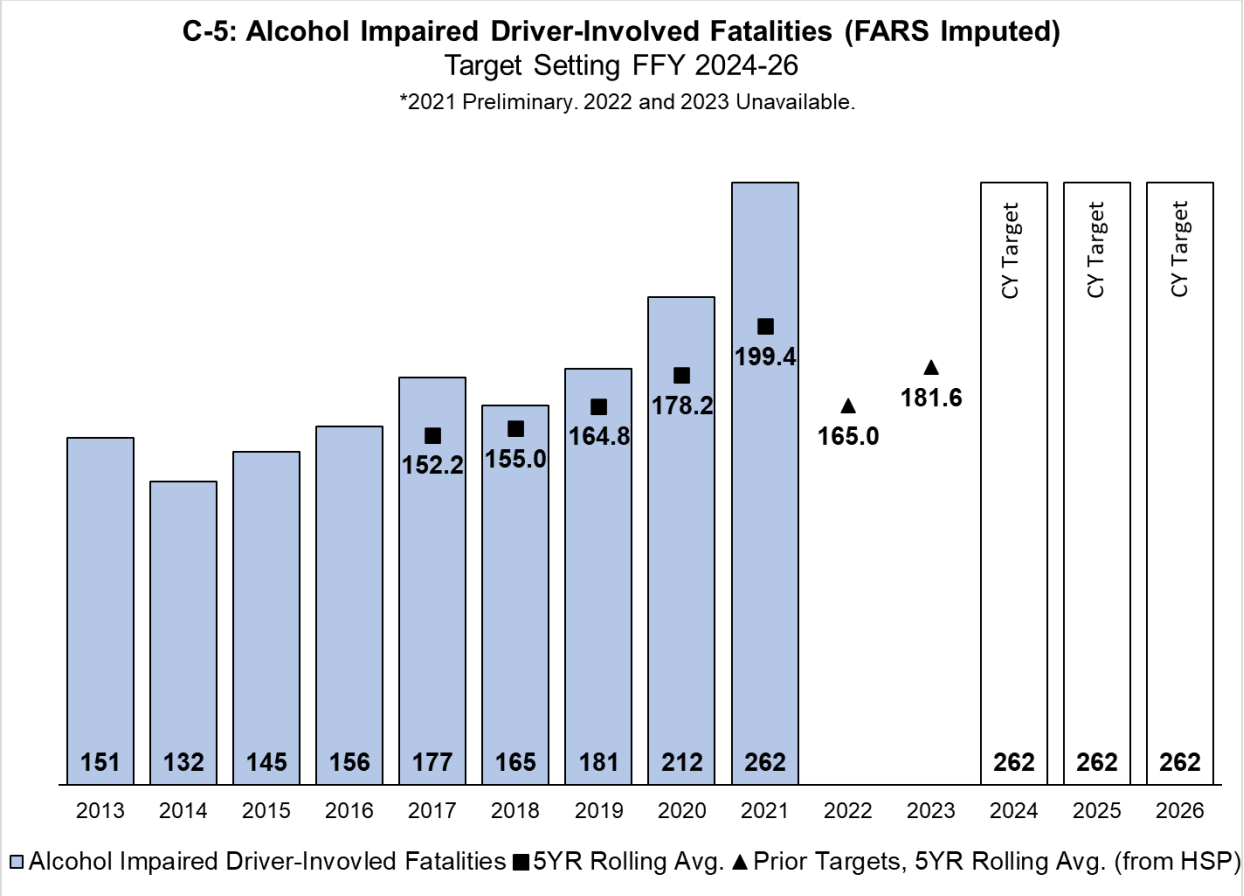
FFY 2023 Performance Report: NOT MET

C-5 Alcohol Impaired Driver Involved Fatalities (FARS Imputed)

Current Safety Level and Targets

The safety level is defined as the most recent calendar year data available, which was 262 alcohol impaired driver-involved fatalities (FARS ARF - Imputed) in 2021. Targets demonstrating constant or improved performance are compared to this baseline.

Performance Metric	Current Safety Level/Baseline	FFY 2024 Target	FFY 2025 Target	FFY 2026 Target
C-5 Alcohol Impaired Driver Involved Fatalities [FARS Imputed] *Calendar Year Totals*	262 *2021 FARS ARF*	262 *Constant*	262 *Constant*	262 *Constant*



Source: NHTSA State Traffic Safety Information (STSI).

Target Justification

The FFY 2024-2026 performance targets were set as calendar year targets. The FFY 2024-2026 targets were set to constant performance since this target is based on an imputed statistical method that is influenced by missing data rather than program performance. According to NHTSA, differences between years for this measure are not necessarily directly related to a

state's alcohol traffic safety program (DOT HS 813 106) and therefore setting anything other than constant targets is meaningless. A more meaningful measure, APM-3: Police Reported/Toxicology Confirmed Alcohol Impaired Driver-Involved Fatalities was added to this 3HSP to better monitor actual program performance.

Performance Report

The FFY 2023 target for alcohol impaired driver-involved fatalities (FARS imputed) was 181.6 (2019-2023 rolling average value). It is not possible to provide a performance report for this measure, as currently the data available is insufficient to evaluate this progress with any confidence. The imputation method is a statistical approach for estimating missing information, which results in this measure fluctuating based on data completeness and not impaired driving programming. There is no state data comparable to the imputed estimates to supplement this performance report. Imputed alcohol information is only used for required 3HSP target setting purposes and due to the lack of timeliness and linkage to programming this measure remains perpetually in progress.

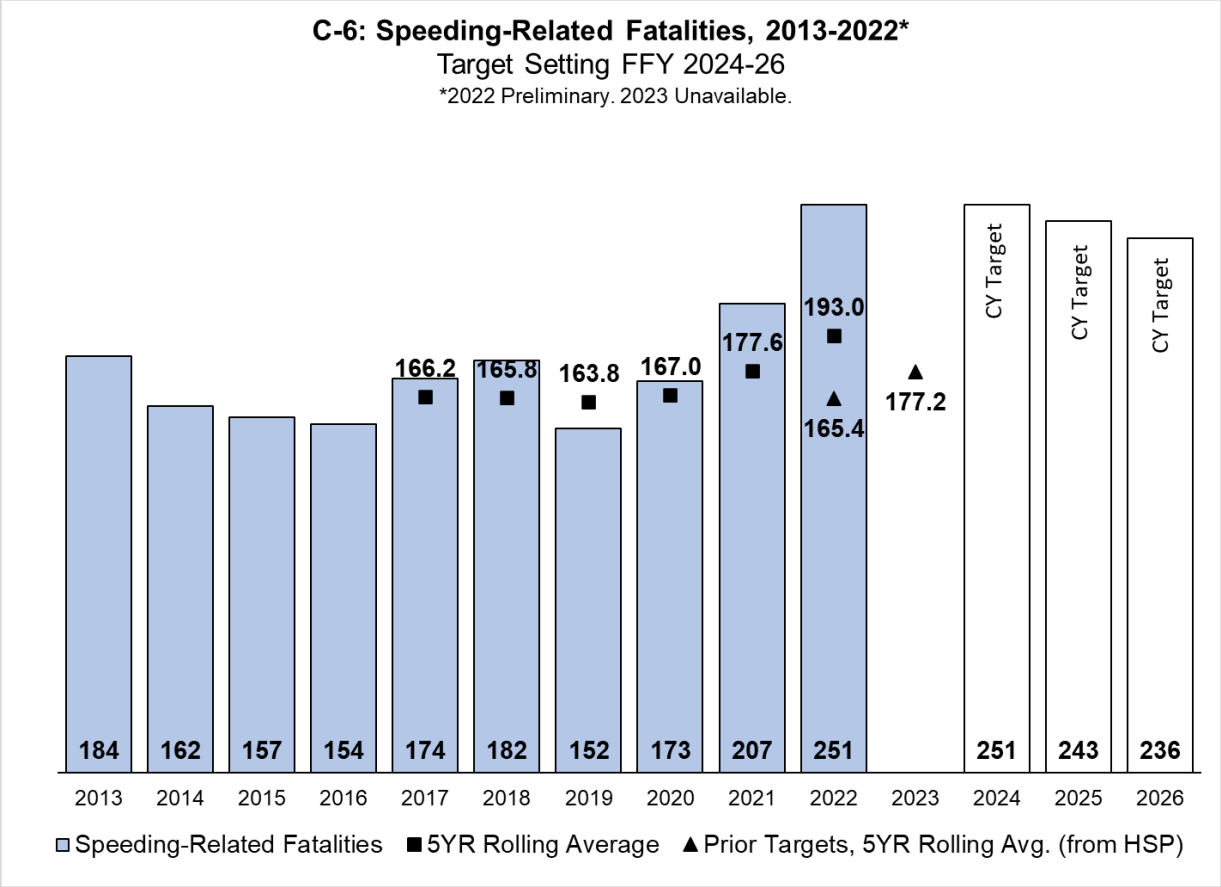
FFY 2023 Performance Report: IN PROGRESS

C-6 Speeding Related Fatalities

Current Safety Level and Targets

The safety level is defined as the most recent calendar year data available. Targets demonstrating constant or improved performance are compared to this baseline.

Performance Metric	**Current Safety Level/Baseline**	**FFY 2024 Target**	**FFY 2025 Target**	**FFY 2026 Target**
C-6 Speeding Related Fatalities *Calendar Year Totals*	251 *2022 CY Total*	251 *Constant*	243 *-3%*	236 *-3%*



Source: Washington Coded Fatal Crash (CFC) files.

Target Justification

The FFY 2024-2026 performance targets were set as calendar year targets. The FFY 2024 target was set to constant performance based on the 2022 safety level. The FFY 2025-2026 targets were set to improving performance, with a 3 percent decrease in fatalities in 2025 and another 3 percent decrease in 2026.

The improving performance for FFY 2025-2026 was based on an anticipated statewide speed messaging campaign and improved traffic patrols to manage speeding drivers. The WTSC is also establishing a comprehensive speed program to address speed management through education, outreach, and messaging. Additionally, state laws have permitted the use of speed safety cameras in school walk zones, construction zones, and near hospitals. More than 100 public schools participated in a 2023 speed in school zone study and have received localized data about driver behaviors at their locations and resources, including the Speed Safety Camera Readiness Guide, to slow speeds and calm traffic.

Performance Report

The FFY 2023 target for speeding-related fatalities was 177.2 (2019-2023 rolling average value). Speeding-related fatalities have been increasing year-over-year. Since 2019, speeding-related fatalities have increased by 65 percent, reaching a 10-year high of 251 in 2022. The number of

speeding-related fatalities in 2023 to meet the five-year rolling average FFY 2023 target would need to be 100. With recent data showing an upward trend in speeding-related fatalities, it is unlikely that the FFY 2023 target will be met.

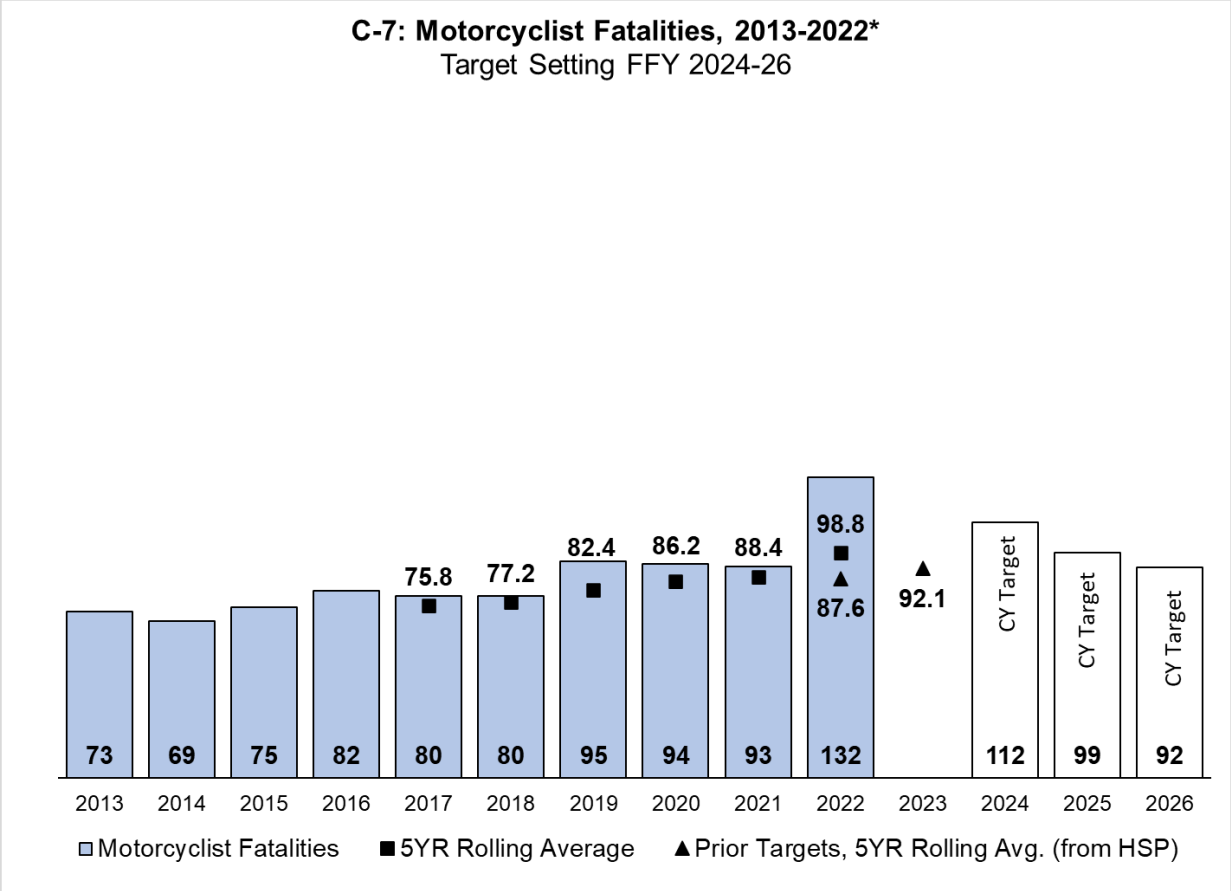
FFY 2023 Performance Report: NOT MET

C-7 Motorcyclist Fatalities

Current Safety Level and Targets

The safety level is defined as the most recent calendar year data available, which was 132 motorcyclist fatalities in 2022. Targets demonstrating constant or improved performance are compared to this baseline.

Performance Metric	Current Safety Level/Baseline	FFY 2024 Target	FFY 2025 Target	FFY 2026 Target
C-7 Motorcyclist Fatalities *Calendar Year Totals*	132 *2022 CY Total*	112 *-15%*	99 *-10%*	92 *-5%*



Source: Washington Coded Fatal Crash (CFC) files.

Target Justification

The FFY 2024-2026 performance targets were set as calendar year targets. The FFY 2024-2026 targets were set to improving performance, with a 15 percent decrease in 2024, a 10 percent decrease in 2025, and a 5 percent decrease in 2026.

Motorcyclist fatalities reached an unprecedented and abnormal high in 2022. Historically, Washington has experienced 80-90 motorcyclist fatalities each year since 2016. The motorcycle safety campaign is being rebranded to *Ride On, Ride Safe* which aligns more closely with the *Together We Get There* initiative. Additionally, the WTSC website and social media will be going through a redesign soon and will increase accessibility to resources. Following declines during COVID, we also expect motorcycle safety classes to have increased attendance as life increasingly returns to normal functions post-COVID.

Performance Report

The FFY 2023 target for motorcyclist fatalities was 92.1 (2019-2023 rolling average value). After holding constant from 2019-2021, motorcyclist fatalities increased by 42 percent in 2022, reaching a historic high of 132 fatalities. The number of motorcyclist fatalities in 2023 to meet the five-year rolling average FFY 2023 target would need to be 46, which is unlikely after the historically high year of motorcyclist fatalities.

FFY 2023 Performance Report: NOT MET

C-8 Unhelmeted Motorcyclist Fatalities

Current Safety Level and Targets

The safety level is defined as the most recent calendar year data available, which was 14 unhelmeted motorcyclist fatalities in 2022. Targets demonstrating constant or improved performance are compared to this baseline.

Performance Metric	**Current Safety Level/Baseline**	**FFY 2024 Target**	**FFY 2025 Target**	**FFY 2026 Target**
C-8 Unhelmeted Motorcyclist Fatalities *Calendar Year Totals*	14 *2022 CY Total*	0 *-100%*	0 *-100%*	0 *-100%*

	Unhelmeted Motorcyclist Fatalities	**Total Motorcyclist Fatalities**	**Percent of Motorcyclist Fatalities Unhelmeted**
2013	8	73	11.0%
2014	4	69	5.8%

	Unhelmeted Motorcyclist Fatalities	Total Motorcyclist Fatalities	Percent of Motorcyclist Fatalities Unhelmeted
2015	7	73	9.6%
2016	5	81	6.2%
2017	6	77	7.8%
2018	9	80	11.3%
2019	2	95	2.1%
2020	11	93	11.8%
2021	9	92	9.8%
2022	14	132	10.6%

Source: Washington Coded Fatal Crash (CFC) files.

Target Justification

The FFY 2024-2026 performance targets were set as calendar year targets. The FFY 2024-2026 targets were set to improving performance, with a target of zero unhelmeted motorcyclist fatalities in 2024, 2025, and 2026. Washington has a law that requires any operator or passenger of a motorcycle, motor-driven cycle, or moped to wear a helmet. For this reason, the target for unhelmeted motorcyclist fatalities will continue to be zero.

Performance Report

Unhelmeted motorcyclist fatalities have historically been relatively low (<10). However, there were 14 unhelmeted motorcyclist fatalities in 2022. With the recent rise in unhelmeted motorcyclist fatalities, it is unlikely that the FFY 2023 target of zero will be met.

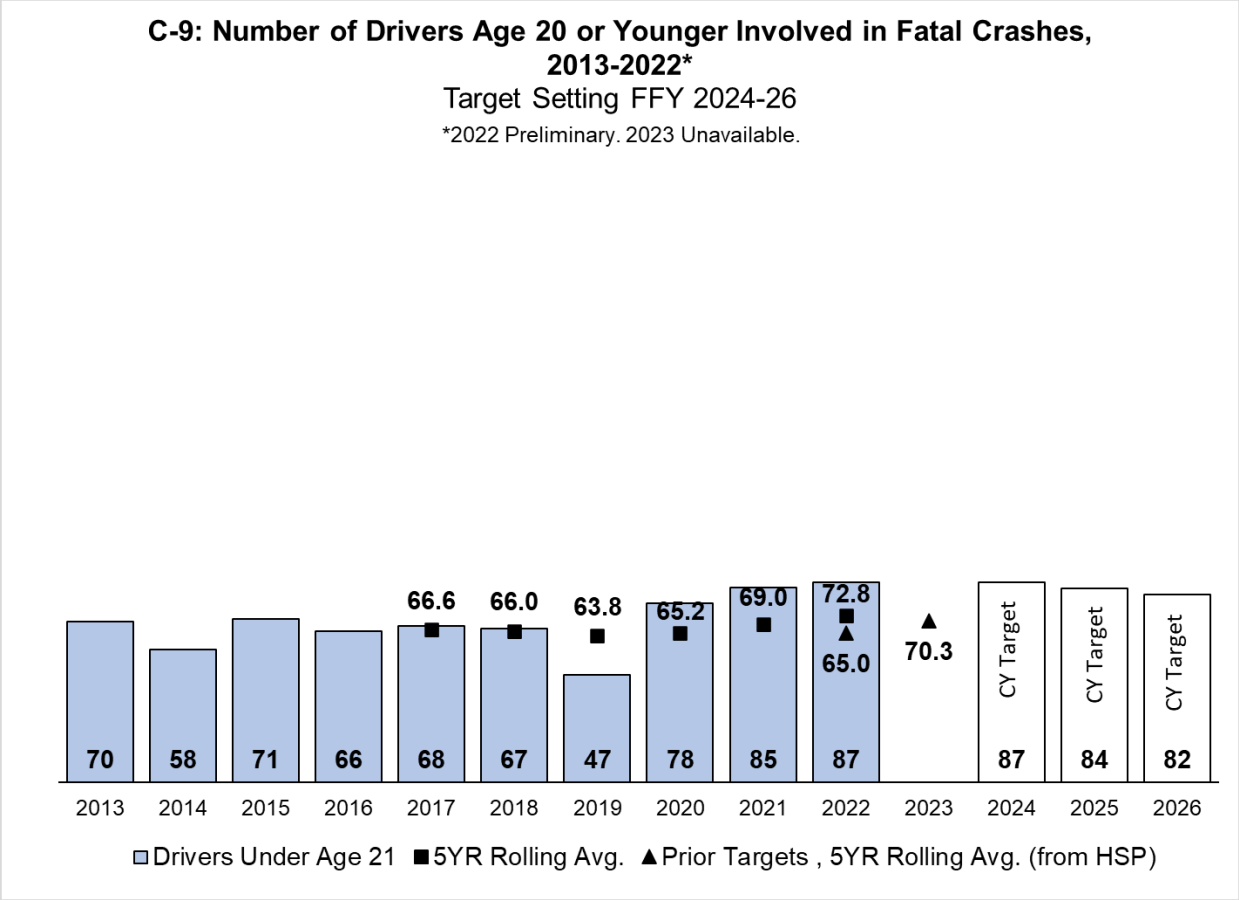
FFY 2023 Performance Report: NOT MET

C-9 Number of Drivers Ages 20 or Younger Involved in Fatal Crashes

Current Safety Level and Targets

The safety level is defined as the most recent calendar year data available, which was 87 drivers ages 20 or younger involved in fatal crashes in 2022. Targets demonstrating constant or improved performance are compared to this baseline.

Performance Metric	Current Safety Level/Baseline	FFY 2024 Target	FFY 2025 Target	FFY 2026 Target
C-9 Number of Drivers Ages 20 or Younger Involved in Fatal Crashes *Calendar Year Totals*	87 *2022 CY Total*	87 *Constant*	84 *-3%*	82 *-3%*



Source: Washington Coded Fatal Crash (CFC) files.

Target Justification

The FFY 2024-2026 performance targets were set as calendar year targets. The FFY 2024 target was set to constant performance based on the 2022 safety level. The FFY 2025-2026 targets were set to improving performance, with a 3 percent decrease in fatalities in 2025 and another 3 percent decrease in 2026.

The WTSC, in collaboration with the Department of Licensing, produced an analysis showing that young drivers without driver education are more likely to be involved in a crash. This has informed proposed legislation to require driver education to new drivers up to age 25. If the legislation passes in 2024, it will have a significant impact in reducing crashes, but it will take some time to implement widely and even longer to see the anticipated reduction in crashes.

Beyond legislation, WTSC's programs geared toward young drivers under age 21 rely on peer-to-peer influence and education. It can be a challenge to reach many high school or college students, especially after the disruption caused by the pandemic. However, we have a continually expanding program to get more middle schools, high schools, and colleges to implement peer-to-peer projects.

Performance Report

The FFY 2023 target for drivers aged 20 and younger in fatal crashes was 70.3 (2019-2023 rolling average value). The number of drivers ages 20 and younger in fatal crashes in 2023 to meet the five-year rolling average FFY 2023 target would need to be 54. Thus, it is unlikely that the FFY 2023 target will be met.

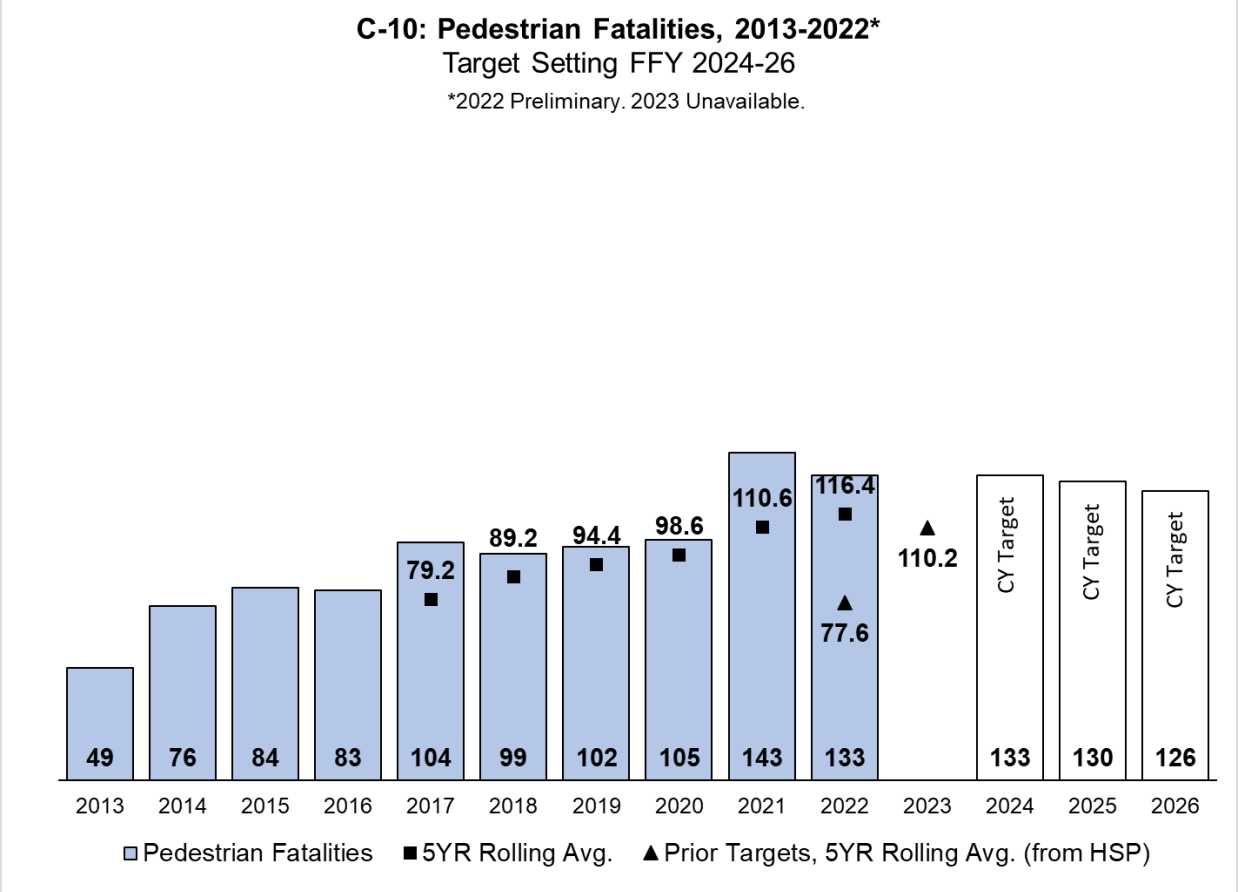
FFY 2023 Performance Report: NOT MET

C-10 Pedestrian Fatalities

Current Safety Level and Targets

The safety level is defined as the most recent calendar year data available, which was 133 pedestrian fatalities in 2022. Targets demonstrating constant or improved performance are compared to this baseline.

Performance Metric	Current Safety Level/Baseline	FFY 2024 Target	FFY 2025 Target	FFY 2026 Target
C-10 Pedestrian Fatalities *Calendar Year Totals*	133 *2022 CY Total*	133 *Constant*	130 *-2%*	126 *-3%*



Source: Washington Coded Fatal Crash (CFC) files.

Target Justification

The FFY 2024-2026 performance targets were set as calendar year. The FFY 2024 target was set to constant performance based on the 2022 safety level. The FFY 2025-2026 targets were set to improve performance, with a 2 percent decrease in fatalities in 2025 and a 3 percent decrease in 2026.

The state of Washington is in "recovery," following a sharp increase in pedestrian fatalities that peaked in 2021 and only marginally declined in 2022. Pedestrian fatalities spiked to an historic high of 143 fatalities in 2021, before decreasing to 133 in 2022. The pandemic coincided with an increase in reported and observed substance use disorder and increased death rates due to substances and over 50 percent of statewide pedestrian fatalities involved pedestrian impairment. Washington has one of the highest rates of individuals struggling with mental health and addiction problems in the country.

Washington State has failed to meet goals related to mental health and substance use disorder services. Although it appears implementation of increased support is on the horizon, it is unlikely that high-impact solutions will be implemented in time to significantly impact pedestrian fatality rates prior to FFY 2026. Homelessness, median household income, and poverty rates result in increases in pedestrian crashes.

The Cooper Jones Active Transportation Safety Council made recommendations to the Washington State Legislature that were adopted and signed into law in 2022 and 2023. The laws include safety improvements for walkers and rollers, such as expanding the law that allows cities to lower speed limits to 20 MPH; expanding application of the "due care" standard that applies to those operating a motor vehicle to pedestrians; expanding allowable locations for automated traffic safety camera speed enforcement; and an update to the Cooper Jones Act lowering the barrier for law enforcement to refer a driver to the Department of Licensing for further examination after a crash. These new laws will take time to be adopted statewide and implementation is necessary before a measurable impact in the number of pedestrian fatalities can be attributed to their impact.

Statewide education and messaging campaigns will be aimed at ‘hot spots’ where there are frequent pedestrian and bicyclist fatalities and serious injuries. Traffic gardens in schools are being used to teach young children how to use the roadways safely. Current programs aimed at schools and children will take time to influence parent or adult behaviors for safer road users.

Performance Report

The FFY 2023 target for pedestrian fatalities was 110.2 (2019-2023 rolling average value). The number of pedestrian fatalities spiked by 36 percent to 143 in 2021, the highest number in Washington’s history. The number of pedestrian fatalities in 2023 to meet the five-year rolling

average FFY 2023 target would need to be 65. Given recent trends, it is unlikely that the FFY 2023 target will be met.

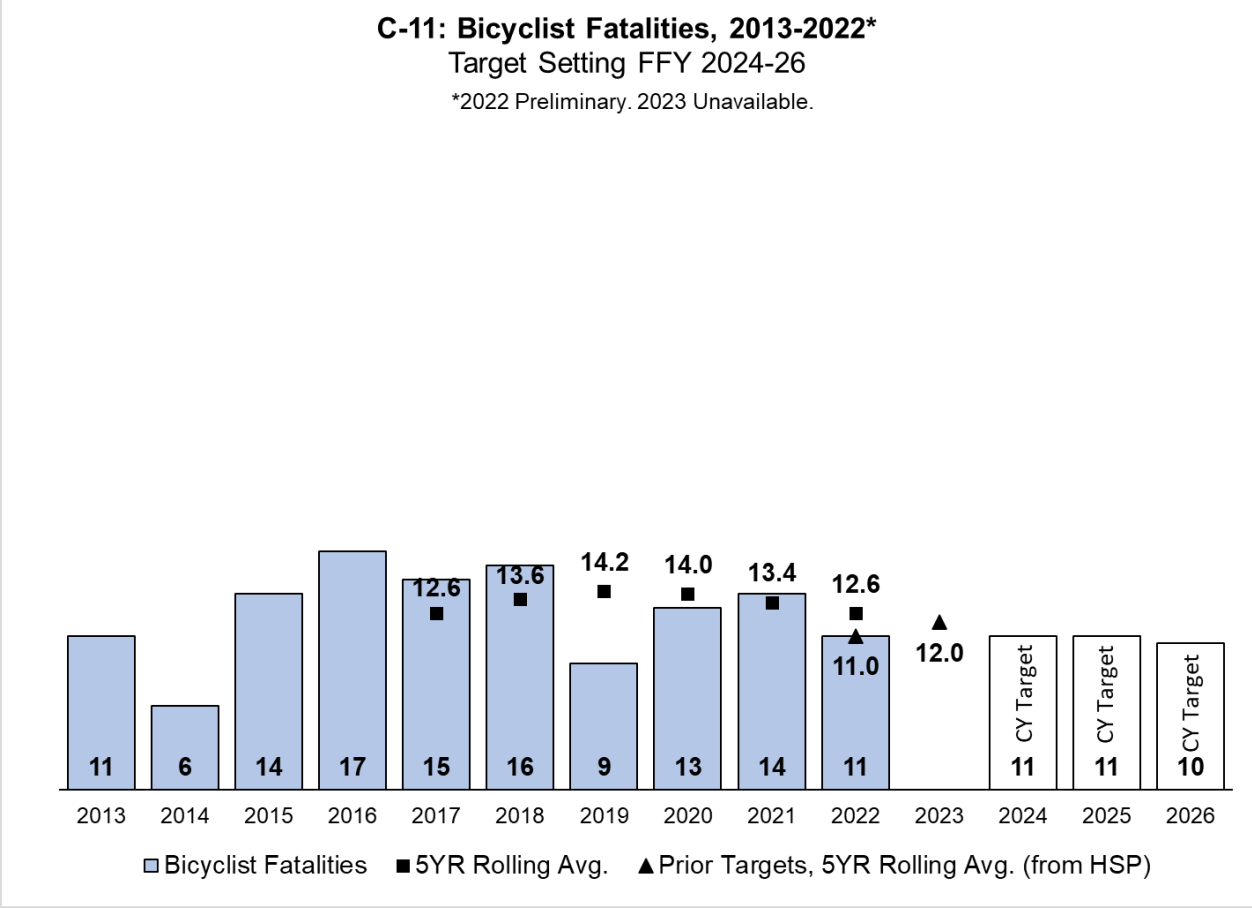
FFY 2023 Performance Report: NOT MET

C-11 Bicyclist Fatalities

Current Safety Level and Targets

The safety level is defined as the most recent calendar year data available, which was 11 bicyclist fatalities in 2022. Targets demonstrating constant or improved performance are compared to this baseline.

Performance Metric	Current Safety Level/Baseline	FFY 2024 Target	FFY 2025 Target	FFY 2026 Target
C-11 Bicyclist Fatalities *Calendar Year Totals*	11 *2022 CY Total*	11 *Constant*	11 *Constant*	10 *-5%*



Source: Washington Coded Fatal Crash (CFC) files.

Target Justification

The FFY 2024-2026 performance targets were set as calendar year. The FFY 2024-2025 targets were set to constant performance based on current safety levels. The FFY 2026 target was set to improve performance, with a 5 percent decrease in fatalities.

New policies have permitted speed enforcement cameras in areas not available before, including school walk zones and near hospitals, which can help reduce speeds in areas frequented by pedestrians and bicyclists. Statewide education and messaging campaigns will be aimed at 'hot spots' where there are frequent pedestrian and bicyclist fatalities and serious injuries. Traffic gardens in schools are being used to teach young children how to use the roadways safely. Current programs aimed at schools and children will take time to influence parent or adult behaviors for safer road users.

Performance Report

The FFY 2023 target for pedestrian fatalities was 12 (2019-2023 rolling average value). The number of bicyclist fatalities has held relatively steady. The number of bicyclist fatalities in 2023 to meet the five-year rolling average FFY 2023 target would need to be 11. Given the decline in bicyclist fatalities in 2022 and the relative steadiness in bicyclist fatalities since 2020, it is possible that the FFY 2023 target could be met.

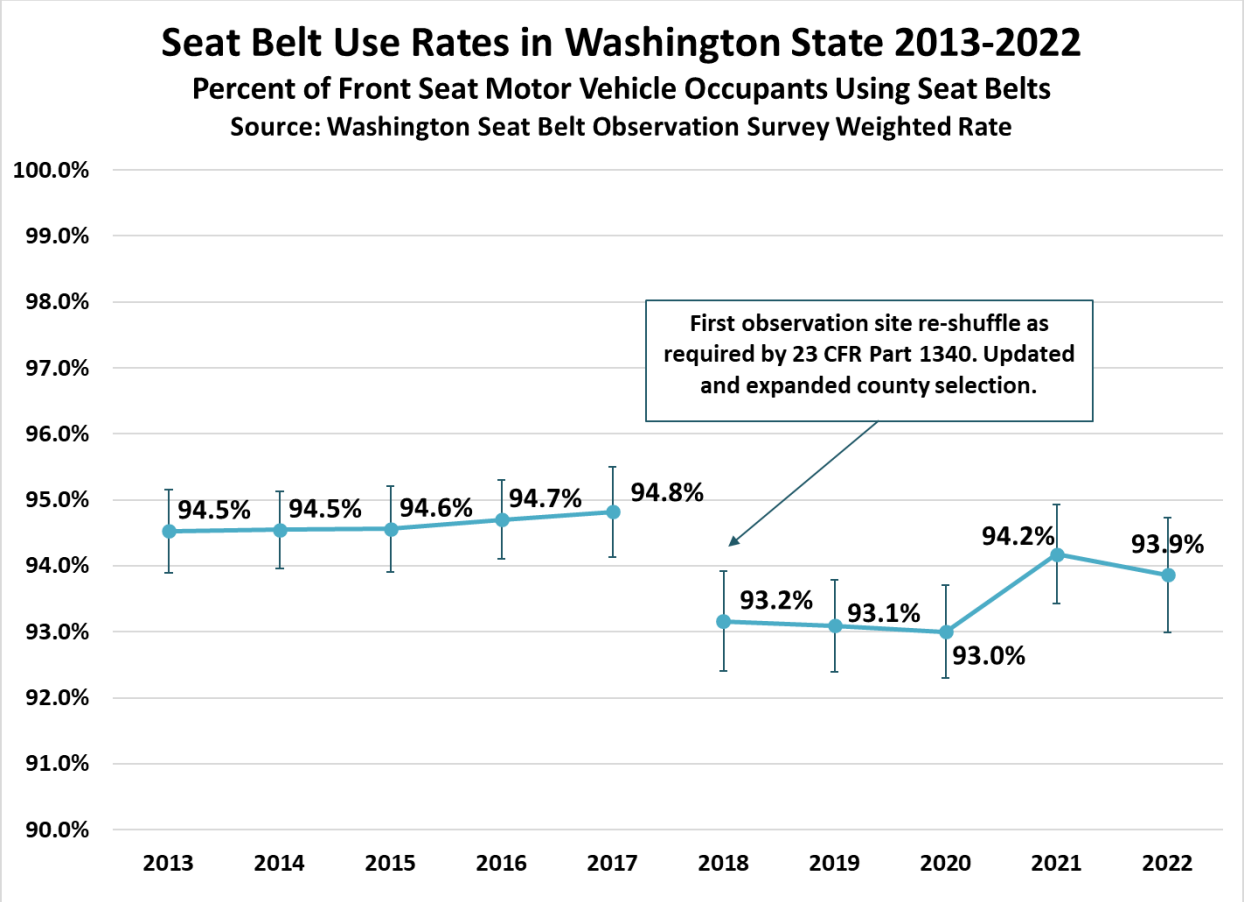
FFY 2023 Performance Report: IN PROGRESS

B-1 Observed Seat Belt Use for Passenger Vehicles, All Seat Positions (Survey)

Current Safety Level and Targets

The safety level is defined as the most recent seat belt use rate available, which was 93.9 percent in 2022. Targets demonstrating constant or improved performance are compared to this baseline.

Performance Metric	**Current Safety Level/Baseline**	**FFY 2024 Target**	**FFY 2025 Target**	**FFY 2026 Target**
B-1 Observed Seat Belt Use *Calendar Year Rate Estimates*	93.9% *2022 Estimate*	95%	95%	95%



Source: WTSC Roadside Observation Survey.

Target Justification

Washington's seat belt use rate goal is to achieve and maintain a rate of >95 percent. Washington has one of the highest seat belt use rates in the nation, but our rate has hovered just below 95 percent for the past several years. The 95 percent goal is consistent with previous years' targets.

Performance Report

Seat belt observation surveys are conducted in June of each year so at the time of this report the 2023 estimate is not available. The target remains "in progress" until the 2023 survey data becomes available.

FFY 2023 Performance Report: IN PROGRESS

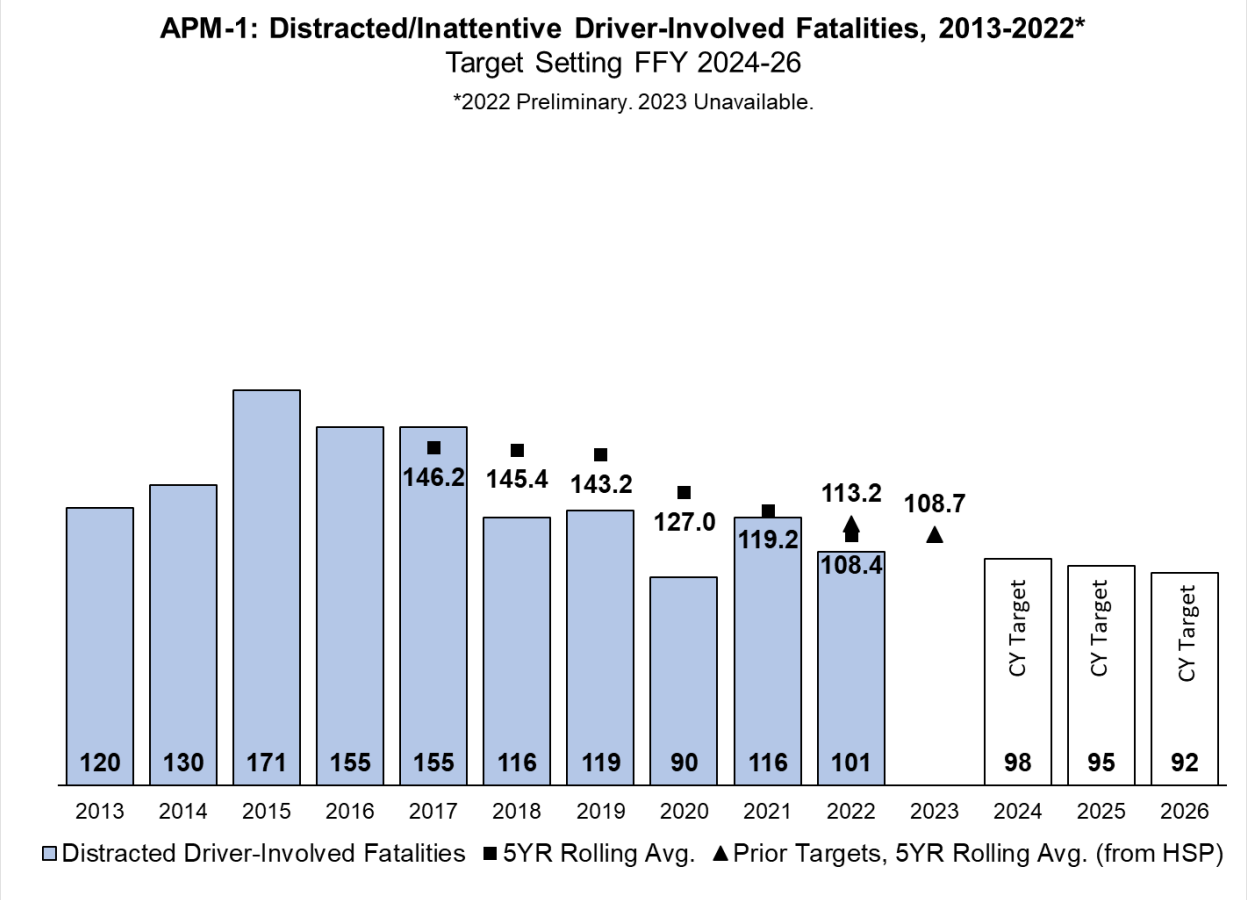
APM-1 Distracted/Inattentive Driver Involved Fatalities

Current Safety Level and Targets

The safety level is defined as the most recent calendar year data available, which was 101 distracted/inattentive driver-involved fatalities in 2022. Targets demonstrating constant or

improved performance are compared to this baseline.

Performance Metric	Current Safety Level/Baseline	FFY 2024 Target	FFY 2025 Target	FFY 2026 Target
APM-1 Distracted/Inattentive Driver Involved Fatalities *Calendar Year Totals*	101 *2022 CY Total*	98 *-3%*	95 *-3%*	92 *-3%*



Source: Washington Coded Fatal Crash (CFC) files.

Target Justification

The FFY 2024-2026 performance targets were set as calendar year. The FFY 2024-2026 targets were set to improve performance, with a 3 percent decrease in fatalities in 2024, 2025, and 2026.

In July 2023, a new employer distracted driver policy development toolkit will be available and marketed to commercial and organizational partners to support the adoption of workplace focused driving policies. The 'Teens in the Driver Seat' program includes a distracted driver module to promote focused and attentive driving. Additionally, training for focused and

attentive driving will be provided through collaboration with the Washington Trucking Association and commercial motor vehicle partners.

Washington State has one of the strongest distracted driving laws in the nation. Traffic enforcement is expected to increase based on new policies to recruit and retain law enforcement. Increased high visibility enforcement is likely to influence motorist behaviors while driving. Target Zero Managers may also be activated to identify areas where high visibility enforcement and educational campaigns could have the greatest impact.

Performance Report

The FFY 2023 target for distracted/inattentive driver-involved fatalities was 108.7 (2019-2023 rolling average value). The number of distracted/inattentive driver-involved fatalities has trended downward since 2015. The number of distracted/inattentive driver-involved fatalities in 2023 to meet the five-year rolling average FFY 2023 target would need to be 112. Given the decline in distracted/inattentive driver-involved it is likely that the FFY 2023 target will be met.

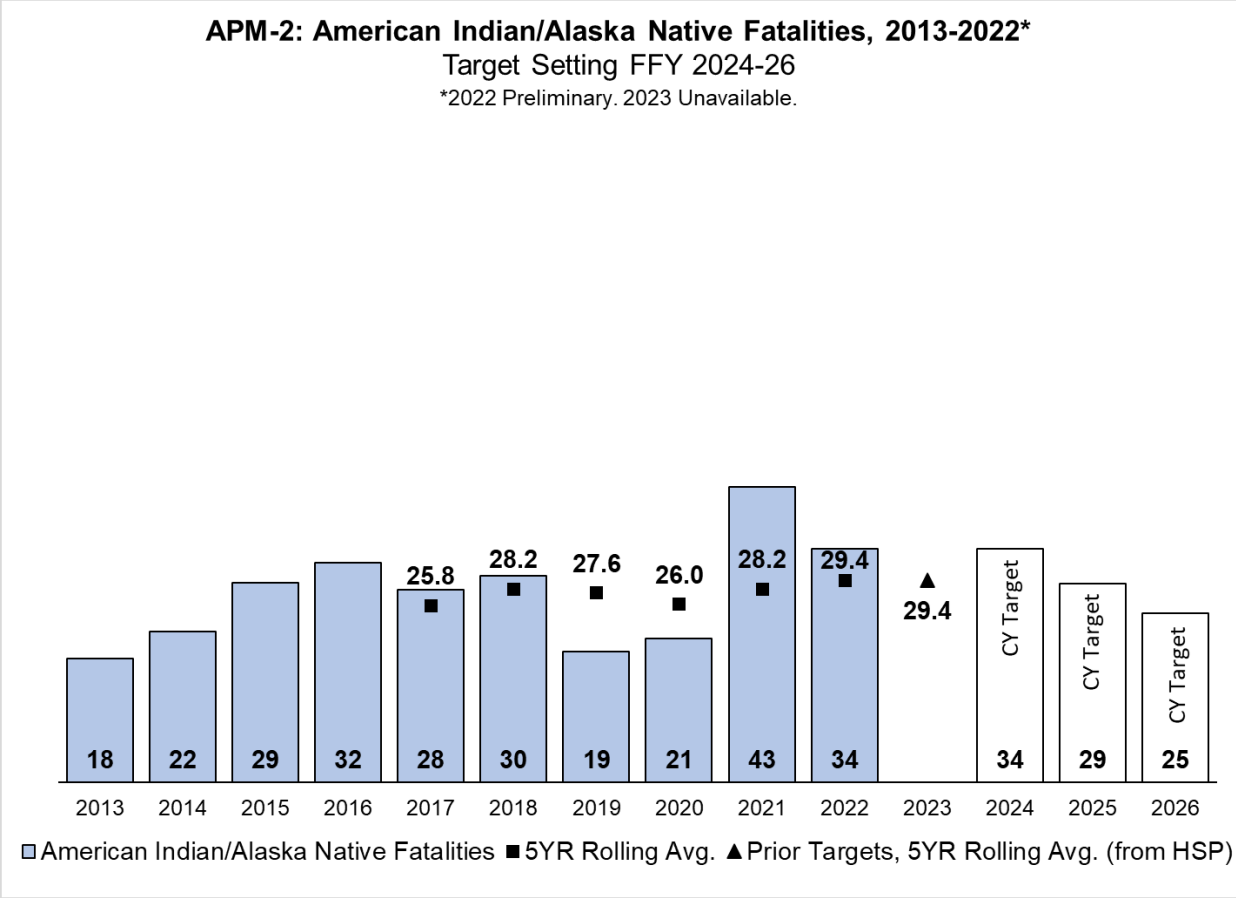
FFY 2023 Performance Report: MET

APM-2: American Indian/Alaska Native Fatalities

Current Safety Level and Targets

The safety level is defined as the most recent calendar year data available, which was 34 American Indian/Alaska Native fatalities in 2022. Targets demonstrating constant or improved performance are compared to this baseline.

Performance Metric	**Current Safety Level/Baseline**	**FFY 2024 Target**	**FFY 2025 Target**	**FFY 2026 Target**
APM-2 American Indian/Alaska Native Fatalities *Calendar Year Totals*	34 *2022 CY Total*	34 *Constant*	29 *-15%*	25 *-15%*



Source: Washington Coded Fatal Crash (CFC) files.

Target Justification

The FFY 2024-2026 performance targets were set as calendar year targets. The FFY 2024 target was set to constant performance. The FFY 2025-2026 targets were set to improving performance with a 15 percent decrease in American Indian/Alaska Native fatalities in 2025 and 2026.

The pandemic turned public health priorities on tribal lands away from traffic safety towards more urgent matters. Since then, efforts to re-establish connections and networks with tribal leaders and partners have increased. These new connections take time to develop. Efforts have increased to partner with other entities to be responsive to tribes' needs and explore culturally tailored countermeasures and strategies. These efforts include participating on a steering committee designed to support tribal communities.

There will be increased focus on occupant protection to include participation in a regional workgroup focusing on environmental and systemic factors influencing seat belt use among tribal citizens. Additionally, raising awareness of tribal youth through partnering with tribal universities and schools, collaborating with Students Against Destructive Decisions (SADD), working with tribal law enforcement to promote high visibility enforcement for impairment and

occupant protection, exploring the use of road sensor devices for rural tribal roads, and supporting the development of Tribal Traffic Safety Coordinator positions.

Performance Report

The FFY 2023 target for American Indian/Alaska Native fatalities was 29.4 (2019-2023 rolling average value). American Indian/Alaska Native fatalities increased by 105 percent in from 21 in 2020 to 43 in 2021, but then decreased by 21 percent in 2022. The number of American Indian/Alaska Native fatalities in 2023 to meet the five-year rolling average FFY 2023 target would need to be 26. If American Indian/Alaska Native fatalities continue to decrease in 2023, it is possible that the FFY 2023 target could be met.

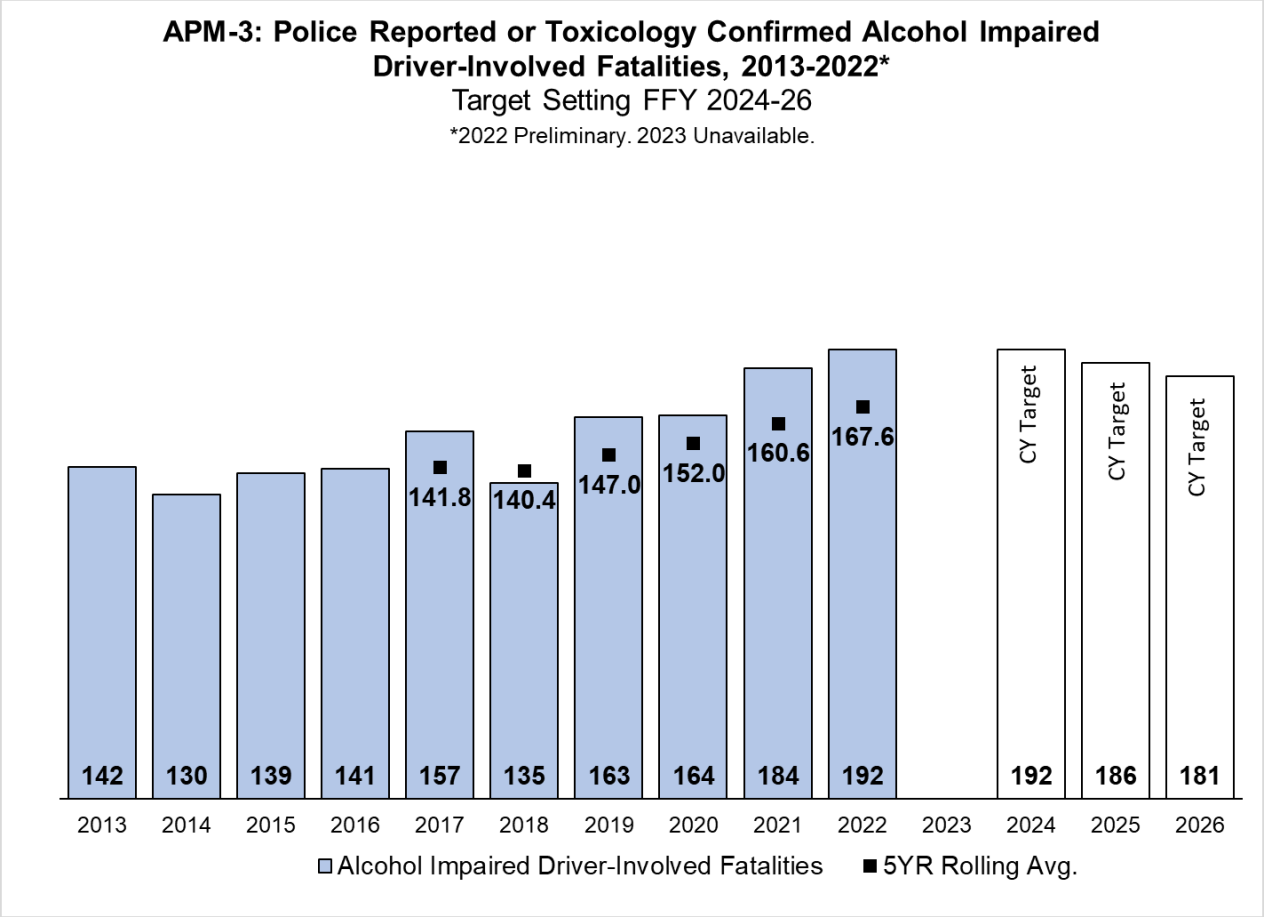
FFY 2023 Performance Report: IN PROGRESS

APM-3: Police Reported or Toxicology Confirmed Alcohol Impaired Driver-Involved Fatalities

Current Safety Level and Targets

The safety level is defined as the most recent calendar year data available, which was 192 police reported or toxicology confirmed alcohol impaired driver-involved fatalities in 2022. Targets demonstrating constant or improved performance are compared to this baseline.

Performance Metric	**Current Safety Level/Baseline**	**FFY 2024 Target**	**FFY 2025 Target**	**FFY 2026 Target**
APM-3 Police Reported/Toxicology Confirmed Alcohol Impaired Driver Involved Fatalities *Calendar Year Totals*	192 *2022 CY Total*	192 *Constant*	186 *-3%*	181 *-3%*



Source: Washington Coded Fatal Crash (CFC) files.

Target Justification

The FFY 2024-2026 performance targets were set as calendar year targets. The FFY 2024 target was set to constant performance based on current safety levels. The FFY 2025-2026 targets were set to improving performance, with a 3 percent decrease in fatalities in 2025 and 2026.

The improving performance for FFY 2025-2026 is based on anticipated influential legislation to reduce the blood alcohol concentration (BAC) limit to 0.05. Additionally, efforts are ramping up to recruit and retain Washington State Patrol troopers who are vital to traffic patrols and high visibility enforcement which can influence behavior and decisions to drive while impaired. The Washington State Patrol will also be opening a second state toxicology laboratory that will address the backlog of DUI forensic evidence and provide more timely toxicology results.

Performance Report

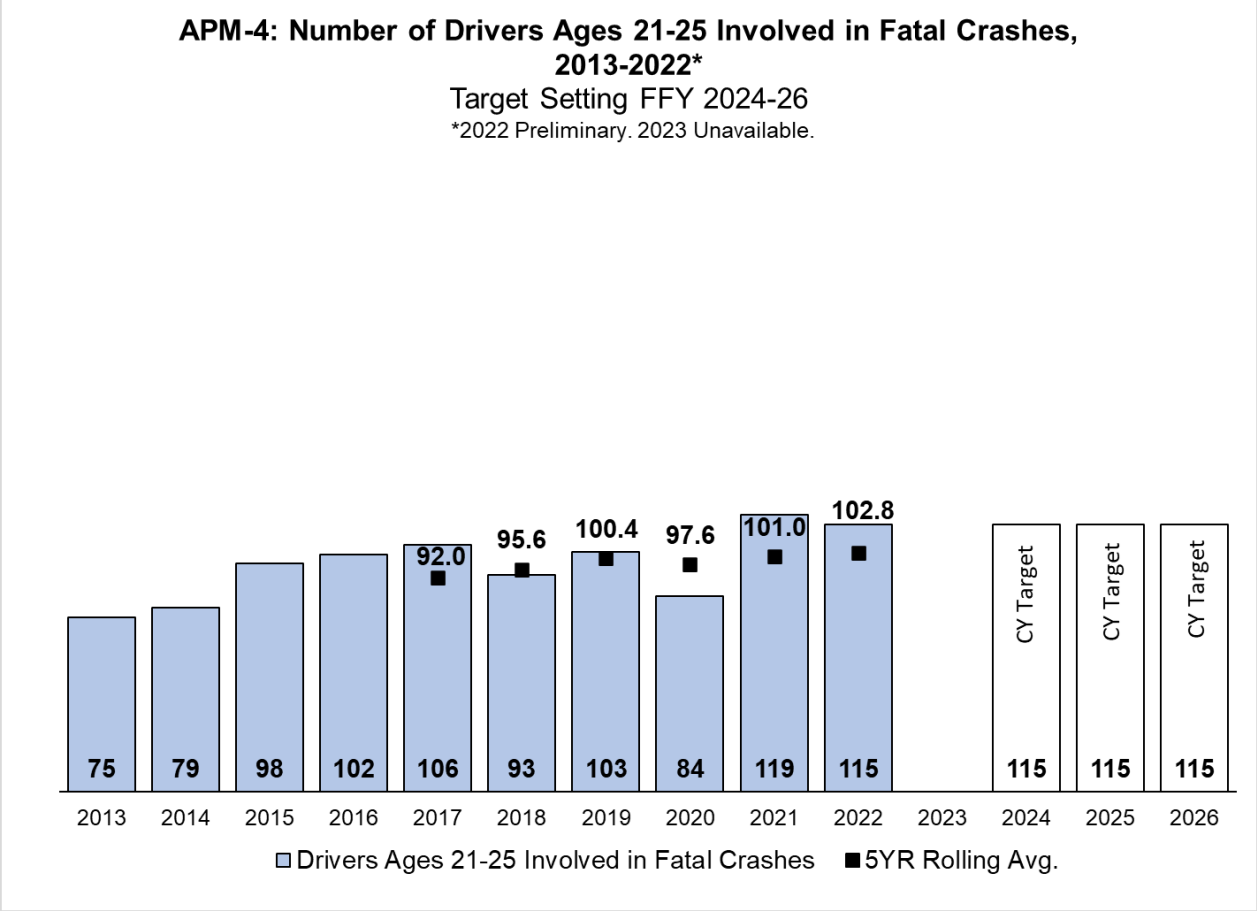
APM-3 is a new performance measure and therefore did not have a target set for FFY 2023.

APM-4: Number of Drivers Ages 21-25 Involved in Fatal Crashes

Current Safety Level and Targets

The safety level is defined as the most recent calendar year data available, which was 115 drivers ages 21-25 involved in fatal crashes in 2022. Targets demonstrating constant or improved performance are compared to this baseline.

Performance Metric	Current Safety Level/Baseline	FFY 2024 Target	FFY 2025 Target	FFY 2026 Target
APM-4 Number of Drivers Ages 21-25 Involved in Fatal Crashes *Calendar Year Totals*	115 *2022 CY Total*	115 *Constant*	115 *Constant*	115 *Constant*



Source: Washington Coded Fatal Crash (CFC) files.

Target Justification

The FFY 2024-2026 performance targets were set as calendar year targets. The FFY 2024-2026 targets were set to constant performance based on the 2022 safety level.

There are currently no programs tailored to the 21-25 aged population beyond current messaging for all drivers to discourage driving while impaired, distracted, or speeding. The 21-

25 aged drivers remain a challenging population to reach as most are no longer in organized school environments where peer messaging or drivers education programs may be available. There is legislation to require driver education for new drivers under the age of 25 that could possibly be passed in 2024, but full implementation of the new requirements would likely be several years after passage.

Performance Report

APM-4 is a new performance measure and therefore did not have a target set in FFY 2023

Chapter 4: Countermeasure Strategy for Programming Funds

4.1: Communications

Problem ID

Since the COVID-19 pandemic, fatalities on Washington roadways have been increasing at unprecedented rates and are currently on track to reach highs not seen since the early 1990s. High-risk driving behaviors have increased, and it seems decades of building a positive traffic safety culture have been undermined by the unprecedented effects of the COVID pandemic. But we have a solid foundation upon which to rebuild. A comprehensive Safe System Approach involves using all available tools, including education and outreach. These outreach efforts support enforcement and engineering countermeasures by increasing public awareness. The Communications program complements many other countermeasures throughout this plan and is a robust and comprehensive approach to influencing human behavior.

Countermeasure Strategy: Link to Specific Problem ID	Countermeasures
Communications and Outreach General communications support is needed for over-arching initiatives such as our web presence with various support subscriptions, website maintenance, support, and improvements, as well as stakeholder and public education. This includes the development of communications materials to support HVE and traffic safety enforcement grants – such as public service announcements (PSAs), print materials, videos, graphic design, etc. WTSC uses communication tactics designed to accomplish the following: • Encourage safe road users to grow their proactive safety behaviors and use their influence to engage with risky drivers.	**Communications and Outreach** • Alcohol- and Drug-Impaired-Driving Countermeasures: Mass-Media Campaigns – CTW 3 stars citation • Alcohol- and Drug-Impaired-Driving Countermeasures: Community-Based Programs (Schools, Employers, Community Coalitions & Traffic Safety Programs) • Speeding and Speed Management: Communications and Outreach Supporting Enforcement – CTW 3 stars citation • Distracted Driving: Communications and Outreach on Distracted Driving – CTW 1 star citation

• Create awareness of specific safety issues that vulnerable road users face and encourage safe road users to take proactive steps to increase protections for those vulnerable road users. • Provide social media platforms and content to engage our partners to help us grow proactive traffic safety behaviors. • Conduct outreach to stakeholders from across the social ecology who can take actions to engage others in ways that change the shared belief systems of the traffic safety culture. • Conduct outreach to risky drivers that challenge their misperceptions about risky driving behaviors and increase their perception of the risks of those behaviors.	
Growing a Positive Traffic Safety Culture This countermeasure is designed to influence the behavior of risky drivers by engaging traffic safety partners and stakeholders to promote proactive traffic safety behaviors. Growing a positive traffic safety culture also influences safe road users by giving them the tools and confidence to take actions such as asking someone to put away their phone while they are driving. The long-range plan for this countermeasure seeks to answer, "What are the skills we need to build in safe road users, partners, and stakeholders to grow proactive traffic safety?" We plan to work with the concept that everyone has a role in traffic safety because our actions impact one another. We share road dangers and responsibilities for mitigating those dangers. Additionally, we	**Growing a Positive Traffic Safety Culture** *Washington Strategic Highway Safety Plan, Target Zero 2019*: • MCC.1. Increase awareness of inclusion of all populations in a project area by traffic safety agencies and partners. • MCC.2. Increase the quality of traffic safety educational materials and the quantity of languages it is available in. • MCC.3. Increase data collection of population demographics. • MCC.4. Increase the inclusion of all populations in all projects.

want to map culture change treatment for each risky-driving behavior—impairment, distracted driving, seat belt use, motorcycle safety and speed.	

Countermeasure Strategy Link to Performance Targets

Communications and Outreach

To gain public support and compliance with traffic safety laws, the WTSC must create and distribute news releases, social media posts, public service announcements, and printed material. The public relies on us to help them understand major traffic law changes–such as the 2017 distracted driving law and the 2019 change to our child passenger safety laws. Our websites provide valuable information to the public about traffic safety data and issues. For example, since Washington changed its child passenger safety law, our website pages explaining the new law have had over 50,000 visits. Most of these visitors found the site because they were searching for specific traffic safety information, or because they were driven there through one of our news releases or PSAs.

The Communications and Outreach countermeasure also supports NHTSA-required HVE campaigns and the WTSC's traffic safety enforcement campaigns. Matching enforcement with public education amplifies the effectiveness of both strategies, according to *Countermeasures That Work*.

Growing a Positive Traffic Safety Culture

NHTSA concluded that driver behavior was the critical reason for 94 percent of all traffic crashes. Impaired driving, speeding, distraction, and lack of seat belt use are the major driver behaviors cited in fatal crashes in Washington. Each of these behaviors is the result of a choice. The choices that we make are deeply connected to our values, attitudes, and beliefs. Therefore, growing a positive traffic culture requires understanding of which attitudes and beliefs are most closely associated with either the choices that increase traffic safety, or choices that disregard traffic safety.

According to the Center for Health & Safety Culture, Western Transportation Institute, University of Montana, a traffic safety culture is "the shared belief system of a group of people, which influences road user behaviors and stakeholder actions that impact traffic safety."

Road users include all participants in the roadway transportation system such as drivers, passengers, and people who walk or roll. Road user behaviors include actions that increase crash risk such as speeding, driving impaired, or driving distracted, as well as actions that decrease crash risk or crash severity such as a driver keeping their focus on the road or wearing a seat belt.

Our partners also take actions that impact this shared belief system. They establish effective traffic safety laws, enforce traffic safety rules, engineer safer roads, or fund effective traffic safety programs. This countermeasure also seeks assistance from the majority of our road users, those that exhibit consistently safe behaviors. It encourages them to be proactive in driving-related activities such as setting up family rules about wearing seat belts, planning to avoid impaired driving, securing vehicle loads, or coaching new drivers about hazard perception.

Federal Fund Description

Federal Funding Source:	Estimated 3-Year Allocation:
NHTSA 402 (BIL/Supl), 405b (BIL/Supl) Flex, 405d (BIL/Supl), 405d (BIL/Supl) Flex, 164 Transfer (BIL)	$7,500.000

Considerations Used to Select Projects

Communications and Outreach

- Sociodemographic data
- A review of common factors in fatal crashes
- Focus groups of drivers in Washington
- NHTSA's *Uniform Guidelines for State Highway Safety Programs,* Guideline No. 3: Motorcycle Safety, Section X. Communication Program

Growing a Positive Traffic Safety Culture

Efforts will include focusing on community-based programs (Schools, Employers, Community Coalitions and Traffic Safety Programs

- Sociodemographic data
- NHTSA's *Uniform Guidelines for State Highway Safety Programs,* Guideline No. 3: Motorcycle Safety, Section X. Communication Program

4.2: Community Traffic Services

Problem ID

Communities–especially rural communities–have limited resources to address traffic safety concerns. Washington's diversity calls for a customized approach to reaching Target Zero. This diversity from community to community creates a need for community-level approaches to traffic safety improvements that consider the following:

- Diversity in people – ethnicity, language, political beliefs, socioeconomic status, etc.
- Diversity in roads – rural vs. urban differences in roads include roadway design, safety features, and options available for roadway improvements.
- Diversity in resource availability – capacity to make traffic safety improvements varies greatly from community to community, and access to post-crash medical care varies significantly from community to community.
- Diversity in political views.

These four factors drive local traffic safety priorities and efforts that may not match the priorities of Target Zero plan at the state level. This program provides resources that support traffic safety at a local level based on the needs of specific communities so that:

- Local communities can implement strategies to increase traffic safety.
- Local leaders recognize the importance of traffic safety.
- Community members feel empowered and take ownership to solve traffic safety problems identified in their community.

Countermeasure Strategy: Link to Specific Problem ID	Countermeasures
Regional Traffic Safety Coordination Washington is known for strong state and local partnerships in traffic safety efforts. For over 30 years our state has invested in a coordinated network of regional traffic safety professionals known as Target Zero Managers (TZM). TZMs guide local traffic safety task forces and coordinate other local traffic safety efforts. Eleven of the 17 are hosted by local government agencies, and	**Target Zero Managers** *Washington Strategic Highway Safety Plan, Target Zero 2019*[1]: • State, Regional, and Local Implementation chapter. • IMP.2.1 Continue statewide High Visibility Enforcement (HVE) and media campaigns to reduce impaired driving. (P, CTW)

[1] P = Proven, R = Recommended, U = Unknown, NCHPR = National Cooperative Highway Research Program, CTW = *Countermeasures That Work*

the remaining six are independent contractors. The WTSC will continue to provide a mix of state and federal funding to sustain this program. In FFY 2024 and going forward, the WTSC is amending the scope of TZM activities, so they are more closely aligned with WTSC goals.	• IMP.2.9 Support local integrated and dedicated DUI enforcement. (R, CTW) • DIS.1.1 Conduct statewide distracted driving High Visibility Enforcement (HVE). (R, CTW) • DIS.1.3 Develop educational tools for law enforcement on how to identify drivers violating Washington's distracted driving laws. Make these materials available for patrol briefings prior to distracted driving HVE campaigns. (U) • DIS.1.4 Conduct statewide road education campaigns focused on the dangers of driving distracted. The campaigns should address the diversity of the project/enforcement area in the appropriate cultural context. (U) • SPE.1.2 Conduct High Visibility Enforcement efforts at locations where speeding-related crashes are more prevalent. (P, NCHRP) • SPE.1.4 Equip law enforcement officers with appropriate equipment for speeding enforcement. (R) • UVO.1.3 Identify population groups with lower-than-average restraint use rates and implement communications, outreach, and enforcement campaigns directed at groups/areas where restraint use is lowest, particularly rural areas. (R, CTW) • UVO.1.6 Host car seat awareness and instruction classes, especially in diverse community locations with populations that have lower than average proper car seat use. Target child transport agencies, hospitals,

	childcare centers, schools, etc. Collaborate with Target Zero Manager, SafeKids Coalition, or local Child Passenger Safety Team. (R, CTW) • YDI.1.4 Provide local Target Zero Task Forces with information and materials about the Graduated Driver Licensing Program for teens, parents, law enforcement, and driver education programs. (R)
Traffic Enforcement Skills and Professional Competency of Law Enforcement Officers Officers are provided with a basic level of training in traffic enforcement at the police training academy. Through this countermeasure strategy, the WTSC will support a network of regional Law Enforcement Liaisons and the ongoing professional development of officers to increase their skillset in traffic enforcement strategies and related issues.	**Law Enforcement Support and Professional Development** *Washington Strategic Highway Safety Plan, Target Zero 2019*: • IMP.2.1 Continue statewide High Visibility Enforcement and media campaigns to reduce impaired driving. (P, CTW) • IMP.2.9 Support local integrated and dedicated DUI enforcement. (R, CTW) • IMP.5.1 Build effective partnerships designed to reduce impaired driving. (P, NCHRP) • DIS.1.1 Conduct statewide distracted driving High Visibility Enforcement. (R, CTW) • DIS.1.3 Develop educational tools for law enforcement on how to identify drivers violating Washington's distracted driving laws. Make these materials available for patrol briefings prior to distracted driving High Visibility Enforcement campaigns. (U) • DIS.1.4 Conduct statewide road education campaigns focused on the dangers of driving distracted. The campaigns should address the

	diversity of the project/enforcement area in the appropriate cultural context. (U) • SPE.1.2 Conduct High Visibility Enforcement efforts at locations where speeding-related crashes are more prevalent. (P, NCHRP) • UVO.1.3 Identify population groups with lower-than-average restraint use rates and implement communications, outreach, and enforcement campaigns directed at groups/areas where restraint use is lowest, particularly rural areas. (R, CTW) *Washington Impaired Driving Strategic Plan and Guide* (2020): • Conduct training with law enforcement and prosecutors to ensure the descriptions of "objective signs of impairment," especially for drugs, are adequately described for DUI prosecution. • Increase law enforcement awareness of poly-drug driving prevalence and encourage the collection of blood evidence, even when breath evidence indicates a BAC>=0.08. • Implement a DRE mentorship program to improve officer competency in traffic enforcement, emphasizing DUI. • Encourage law enforcement leadership to support the DRE program. • Promote proactive traffic safety enforcement as a priority among law enforcement leadership.

<table>
<tr><td></td><td>Increase law enforcement officer proficiency in DUI detection and apprehension.</td></tr>
<tr><td rowspan="4">High Visibility Enforcement (HVE)

HVE includes the enforcement of high priority driving violations in combination with public awareness of this enforcement. It is a deterrent to the behaviors that are being targeted. The WTSC will fund local law enforcement agencies to carry out HVE patrols coordinated by their regional task forces. The WTSC will also support the Washington State Patrol to carry out HVE patrols.</td><td>Impaired Driving Enforcement

High Visibility Saturation Patrols – CTW 4 stars citation.</td></tr>
<tr><td>Seat Belt Law Enforcement

Short Term, High Visibility Seat Belt Law Enforcement – CTW 5 stars citation.</td></tr>
<tr><td>Speeding Enforcement
High Visibility Enforcement – CTW 2 stars citation.
Speed HVE is a recommended strategy listed in Washington’s Strategic Highway Safety Plan, Target Zero 2019.
Enforcement will be coordinated at the local level and planning decisions will be informed by data.</td></tr>
<tr><td>Distracted Driving Enforcement

High Visibility Cell Phone/Text Messaging Enforcement – CTW 4 stars citation.

Motorcycle Alcohol Impairment

Alcohol-Impaired Motorcyclists: Detection, Enforcement, and Sanctions – CTW 3 stars citation.</td></tr>
<tr><td>Emergency Medical Services, Human Resources and Training

The WTSC will implement this through training and professional development of rural EMS and hospital providers to strengthen advanced trauma life support</td><td>Rural Post-Crash Care, Clinical Provider Support
Highway Safety Program Guidelines No. 11, Emergency Medical Services, Section III. Human Resources and Training.</td></tr>
</table>

skills and communication and patient transfer practices.	
Positive Community Norms The WTSC will implement this through the development and dissemination of rural positive community norms impaired driving messaging.	**Positive Community Norms** • *Washington Strategic Highway Safety Plan, Target Zero 2019.* IMP.1.8 Continue statewide media campaigns to prevent underage use of alcohol and/or cannabis, prevent youth from riding with impaired drivers, and reduce overall misuse/ abuse by adult consumers. • National Academies of Sciences, Engineering, and Medicine. 2018. *A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries.* Washington, DC: The National Academies Press. https://www.nap.edu/catalog/25286/a-strategic-approach-to-transforming-traffic-safety-culture-to-reduce-deaths-and-injuries • Ward, N.J., Schell, W., Kelley-Baker, T., Otto, J., & Finley, K. (2018). *Developing a theoretical foundation to change road user behavior and improve traffic safety: Driving under the influence of cannabis (DUIC).* Traffic Injury Prevention. https://doi.org/10.1080/15389588.2018.1425548
Preventing Roadside Deaths – Digital Alerting The WTSC will implement this by deploying digital alert technologies with incident response partners to provide early warning to drivers operating vehicles near roadside hazards, which will reduce the risk of serious injury or death for first responders and roadside pedestrians.	**Preventing Roadside Deaths – Digital Alerting** • *Uniform Guidelines for State Highway Safety Incidents,* Guideline No. 16: Management of Highway Incidents, 1(b)(v). • Sakhare, R.S., Desai, J.C., Mahlberg, J., Mathew, J.K., Kim, W., Li, H., McGregor, J.D. and Bullock, D.M.

	(2021) *Evaluation of the Impact of Queue Trucks with Navigation Alerts Using Connected Vehicle Data*. Journal of Transportation Technologies, 11, 561-576. doi: 10.4236/jtts.2021.114035. • Drucker, Christopher Jose. (2013). *An epidemiological approach to emergency vehicle advanced warning system development: a two-phase study*. Retrieved from the University of Minnesota Digital Conservancy, https://hdl.handle.net/11299/162638 .
Non-Commercial Driver Licensing The WTSC will fund the activities of a project manager for specific efforts related to facilitation of the Department of Licensing Target Zero working group.	**Program Management** NHTSA's *Uniform Guidelines for State Highway Safety Programs,* Guideline No. 5

Countermeasure Strategy Link to Performance Targets

Regional Traffic Safety Coordination

This countermeasure strategy influences the behavior of focus populations by providing resources to key groups. For local community leaders and organizations, this countermeasure strategy provides resources and opportunities for them to prioritize traffic safety within their communities. It also provides tools, training, and technical assistance for how they can engage with the public to increase awareness in traffic safety issues. For traffic safety professionals, this countermeasure provides the resources necessary to conduct traffic safety activities. It also provides them with opportunities to learn about current traffic safety issues in the state and nation, and solutions created to address them. The countermeasure also provides tools to better reach the entire public in each community, regardless of the language they speak. Finally, this countermeasure provides support and guidance in traffic laws and best practice enforcement models to law enforcement officers in the state. Washington is known for strong state and local partnerships in traffic safety efforts. For over 30 years our state has invested in a coordinated network of local traffic safety professionals known as Target Zero Managers. TZMs guide local traffic safety task forces and coordinate local traffic safety efforts. The WTSC will continue to fund this network. This countermeasure strategy supports the performance targets

of C1, C2, and C3 by empowering individuals and organizations with the tools and resources they need to grow traffic safety culture within their communities.

Traffic Enforcement Skills and Professional Competency of Law Enforcement Officers

This countermeasure is intended to help support law enforcement partners in Washington through a range of activities and projects to increase their capacity to effectively address traffic safety problems in their communities including existing activities (like supporting a network of law enforcement liaisons) as well as new endeavors. In 2021 and 2022, WTSC worked with the Washington Association of Sheriffs and Police Chiefs Traffic Safety Committee Co-Chairs in creating a traffic safety focused subcommittee. That sub-committee provided recommendations to the WTSC. The recommendations included the need for traffic safety specific professional development and technical training to law enforcement current and future leaders including law enforcement liaisons. Also recommended was that the WTSC fund an opportunity for law enforcement agencies to develop traffic safety culture building strategies specific to their community needs.

This countermeasure strategy provides resources and opportunities for law enforcement officers who are leaders in traffic safety, giving them knowledge, skills, and tools to support the prioritization of traffic safety within their department.

This countermeasure provides the resources necessary for law enforcement officers to conduct traffic safety activities supplemental to what they can do as part of their assigned position. It also provides them with opportunities to learn about current traffic safety issues in the state and nation, and solutions created to address them. The countermeasure also provides tools to better reach all people in each community, regardless of the language they speak.

Finally, this countermeasure provides support and guidance in traffic laws and best practice enforcement models to law enforcement officers in the state.

In Washington, as in many other states in the nation, law enforcement agencies are experiencing extraordinary challenges to their profession. Staffing and political pressures have resulted in traffic enforcement taking a backseat to other issues. This countermeasure aims to reinvigorate support for traffic enforcement across the law enforcement spectrum: from officers to command staff and from small to large departments.

High Visibility Enforcement

This countermeasure strategy influences road users by deterring dangerous driving behaviors by creating the perception of heightened law enforcement presence.

(HVE is designed to create deterrence through the increased expectation of a citation/fine/arrest, and the heighted presence of law enforcement. It also stops offending

drivers at the point of offense. This countermeasure works by preventing dangerous driving behaviors and stopping those who still decide to engage in those behaviors.

HVE has been a proven countermeasure for many years. This countermeasure, with all its components taken together, is a best practice recognized by NHTSA. Through this strategy, partnerships at the state and local level are engaged to show communities that dangerous driving behaviors will not be tolerated. When drivers believe they will be stopped for driving dangerously, they will refrain from engaging in these behaviors. This strategy influences the general driving public.

Emergency Medical Services, Human Resources and Training

This countermeasure targets rural pre-hospital and hospital emergency care providers to enhance the knowledge and competence of advanced trauma life support principles as well as communication and transfer practices. This countermeasure supports the performance targets of C1, C2, and C3 by improving the skills and competence of rural pre-hospital and hospital emergency care providers and promotes expedited transfer of crash victims to the appropriate level of trauma care, resulting in fewer fatalities occurring post-crash.

Positive Community Norms

This countermeasure targets rural young drivers to grow positive traffic safety culture to decrease dangerous driving. There is strong research to support using a culture change approach to grow positive behaviors. We know that most road users make safe choices. We can leverage this large group of people making safe choices by integrating efforts to grow our traffic safety culture into existing programs and influence the smaller group of Washingtonians who engage in risky road user behaviors. Young drivers and rural drivers are often overrepresented in fatal crash data and this countermeasure supports the performance targets of C1, C2, and C3 by identifying cultural misperceptions in rural communities that are a root for risky behaviors and promoting public awareness of positive norms for safe driving behaviors.

Preventing Roadside Deaths--Digital Alerting

This countermeasure strategy supports the targets of C1, C2, and C3 by equipping first responder and incident response partner vehicles with the ability to send digital alerts to approaching vehicles, which will provide the advance notice necessary to reduce roadside pedestrian deaths by achieving Slow Down, Move Over compliance.

Non-Commercial Driver Licensing

This countermeasure strategy will enable the Department of Licensing (DOL) Licensing Endorsements and Traffic Safety unit to advance traffic safety initiatives and policies within DOL by convening a Target Zero Core Working Group within that agency including representatives from the RAO - Research and Analytics Office, LETS - Licensing Endorsements and Traffic Safety Unit, Communication and Outreach, Office of Equity, Customer Relations, Policy, and Legislative

Unit. The workgroup's function will be to identify short- and long-term strategies and plans to support Target Zero efforts. The group will find ways to implement programs from existing research that are specific to DOL's scope of authority. These may include activities reflective of multiple WTSC programs like young drivers, distracted driving, motorcycle, speed management, occupant protection, and enforcement. This group is charged with examining all possible initiatives and policy gaps and then prioritizing which are the most important for advancing traffic safety to reduce serious injury and fatal crashes.

Funded activities will also support the Safe and Supported, Secure Community strategy. The Safe and Supported Communities is the DOL's strategic plan. It focuses on five goals. Three of goals related to this effort are: All customers receive efficient, effective, and timely services; DOL will consistently and equitably apply rules and policies across programs; and reduce the number of serious injuries and fatalities on Washington roadways.

Federal Fund Description

Federal Funding Source:	Estimated 3-Year Allocation:
NHTSA 402 (BIL/Supl), 405d (BIL/Supl), 405d (BIL/Supl) Flex, 405d 24/7 (BIL), NHTSA 405h (bil) 2024 funds	$11,526,502

Considerations Used to Select Projects

Regional Traffic Safety Coordination

- This countermeasure was designed following a careful analysis of statewide and local circumstances, constraints, and opportunities in a manner considered well suited to address the problems and focus populations identified. A theory of change was created to describe the mechanism by which change would occur and all pertinent assumptions were included in that analysis.
- The WTSC divided the state into 17 regions, based largely on population size. Each region has one regional Target Zero Manager, except for King County, which has multiple coordinators due to its extreme size.
- Target Zero Managers use the WTSC's and other data to evaluate local conditions and collaborate with local traffic safety partners to determine approaches to respond to traffic safety concerns.
- Beginning in FFY 2024, Target Zero Managers will follow the Positive Culture Framework to best determine problem ID and strategy development.

Traffic Enforcement Skills and Professional Competency of Law Enforcement Officers

- NHTSA *Uniform Guidelines,* Guideline No. 15: Traffic Enforcement Services, Section III. Training.

- Training is essential to support traffic enforcement services and to prepare law enforcement officers to effectively perform their duties related to the enforcement of driving laws.
- A theory of change was created to describe the mechanism by which change would occur and all pertinent assumptions were included in that analysis.

High Visibility Enforcement

- NHTSA's *Uniform Guidelines,* Guideline No. 15: Traffic Enforcement Services, Section IV Traffic Law Enforcement.
- A theory of change was created to describe the mechanism by which change would occur and all pertinent assumptions were included in that analysis.
- Regional Traffic Safety Task Forces will submit applications for funding that provide a clear problem ID and explanation of how the funds will be used.

Emergency Medical Services, Human Resources and Training

- WTSC Fatal Crash Rates Dashboard – to identify rural counties with higher-than-average fatal crash rates.
- Washington State Department of Health *2019 Trauma System Assessment and Geospatial Analysis* – to identify rural counties with limited EMS and Trauma Resources and transport distances that exceed one-hour average ground transport time to existing Level I and II trauma centers.
- Washington State Department of Health, EMS, and Trauma Response Areas Arc GIS map – to identify counties with limited or no EMS services.
- NHTSA's *Uniform Guidelines for State Highway Safety Programs,* Guideline No. 11: Emergency Medical Services.

Positive Community Norms

- Washington State Healthy Youth Survey Results
- Prevention Coalition – Rural Network Annual Report
- WTSC data dashboards
- Community Prevention and Wellness Initiative Community Survey Results
- Washington Healthcare Authority – Community Prevention and Wellness Initiative Community Risk Profile summaries

Preventing Roadside Deaths – Digital Alerting

- WTSC data dashboards and FARS data
- *Uniform Guidelines for State Highway Safety,* Guideline No. 16: Management of Highway Incidents (NHTSA, 2009)
- Review of fatal crash data involving disabled vehicles, first responders, and pedestrians

Non-Commercial Driver Licensing

Considerations for project selection will include:

- Agency request from the Department of Licensing – collaborative partnerships.
- *Uniform Guidelines for State Highway Safety Programs,* Guideline No. 5 (NHTSA, 2009).
- Potential for collaborative deployment of multiple countermeasures between state agencies to improve traffic safety culture.
- Within the Safe System Approach as a "safer people" countermeasure to engage a diversity of partners, stakeholders, advocates, and allies.
- Responsive to public requests for materials and training.

4.3: Distracted Driving

Problem ID

The 2021 WTSC roadside observation survey showed most Washington drivers (90 percent) do not drive distracted. However, in 2021, 116 traffic fatalities still involved a distracted driver, which is often an under-reported crash variable. Fatalities involving a distracted driver represented 21 percent of all traffic fatalities in 2021.

Aggregated data from four years of King County survey data about distracted driving behaviors and attitudes reveal troubling and persistent concerns relating to actual cell phone use behaviors, attitudes about cell phone use while driving, perception of threat to self by others using cell phones, and cell phone use intention while driving. Survey respondents indicated that the only deterrents to using their cell phones while driving were getting a ticket, being involved in a crash, or using an app that could auto-respond while they are driving and/or block signals. The 2022 annual WTSC distracted driving observation survey found that King County experienced an increase from 5.4 percent to 7.8 percent of drivers who were distracted.

A 2019 WTSC statewide survey found that only one-third of those surveyed had distracted driving policies at their place of employment. Nationally, on average, non-fatal distracted crashes at work cost employers $100,310 per crash (*Network of Employers for Traffic Safety, 2022*) Cost of motor vehicle crashes – 2019. Fatal on-the-job distracted driving crashes can cost employers millions.

A 2021 Omnitracs study of commercial truck drivers found that drivers who were “most distracted”:

- Were 72 percent more likely to be involved in a “near collision.”
- Were two times more likely to be involved in collisions than those “least distracted drivers.”
- Experience drifting out of their lanes 2.3 times more compared to non-distracted drivers.
- Fail to wear a seat belt three times higher than those “least distracted drivers.”
- Were three times more likely to drive 10+ MPH over the posted speed limit.

Countermeasure Strategy: Link to Specific Problem ID	Countermeasures
Distracted Driving Policy Development Toolkit	**Employer Programs** – CTW 1 star citation Providing and promoting the Distracted Driving Policy Development Toolkit provides employers

Employers will be given tools to develop their workplace policies to provide clear expectations about what is expected of employees while driving. **Training, Research and Education for Driving Safely Training** Employers will be offered the TREDS training to reinforce employee focused driving skills either as a complement to the Distracted Driving Policy Development Employer Toolkit or as a stand-alone intervention.	with tools to develop a clear, comprehensive, and enforceable distracted driving policy. -- *Guidelines for Employers to Reduce Vehicle Crashes.* National Highway Traffic Safety Administration, Network of Employers for Traffic Safety, and Occupational Safety and Health Administration. (n.d.). https://www.osha.gov/sites/default/files/publications/motor_vehicle_guide.pdf Providing and promoting the Training, Research and Education for Driving Safely (TREDS) training will increase employee awareness of risks associated with driving distracted and equips drivers with strategies to increase focused driving. -- *'Just Drive': An Employee Based Intervention to Reduce Distracted Driving.* Hill L., Rybar J., Jahns J., Lozano T., Baird S. (2019). 'Just Drive:' An Employee-Based Intervention to Reduce Distracted Driving. *Journal of Community Health*. https://treds.ucsd.edu/publications/
High Visibility Cell Phone and Text Messaging Enforcement A combined distracted driving high visibility enforcement and paid and earned media campaign will deter cell phone use by increasing the perceived risk of a ticket.	**High Visibility Cell Phone and Text Messaging Enforcement** – CTW, 4 stars citation

Countermeasure Strategy Link to Performance Targets

Distracted Driving Policy Development Toolkit

The selected countermeasure targets engaging employers and employees to develop and adopt workplace distracted driving policies to promote focused driving which can influence norms around focused driving and reduce crashes caused by distraction. The selected countermeasures reflect the three-year performance target of a 3 percent annual reduction in

APM-1 Distracted/Inattentive Driver Involved Fatalities by helping grow a positive traffic safety culture within organizations.

Training, Research and Education for Driving Safely Training

The selected countermeasure is an evidence-informed strategy to increase awareness of risk and to improve focused driving skills. The objective is to proactively reduce the number of deaths and injuries from risky driving behaviors, reduce employer liability, and reinforce focused driving safety habits. The selected countermeasures reflect the three-year performance target of a 3 percent annual reduction in APM-1 Distracted/Inattentive Driver Involved Fatalities by increasing the awareness of targeted organizations which can contribute to the growth of a positive traffic safety culture.

High Visibility Cell Phone and Text Messaging Enforcement

The selected countermeasure targets increasing the perceived risk of receiving a citation for cell phone use while driving in violation of RCW 46.61.672 and 46.61.673. Paid and earned media will educate the public about community norms, risks associated with distracted driving, and increased enforcement activities. The selected countermeasure reflects the three-year performance target of a 3 percent annual reduction in APM-1 Distracted/Inattentive Driver Involved Fatalities by increasing the awareness of risks associated with distracted driving, increasing perceived likelihood of receiving a citation for distracted driving, and increasing awareness of focused driving positive community norms.

Federal Fund Description

Federal Funding Source:	Estimated 3-Year Allocation:
(BIL/Supl) 405e Distracted Driving, NHTSA 405b (BIL/Supl) Flex, 405d 24/7 (BIL)	$660,000

Considerations Used to Select Projects

Distracted Driving Policy Development Toolkit

The Distracted Driving Policy Employer Toolkit will educate and empower employers to align their policy, expectations, and practices to eliminate distracted driving and reduce risk. Considerations for project selection will include:

- Data from WTSC Data Dashboards
- Statewide Observation Survey data
- Public requests for materials and training
- Potential for collaborative deployment of multiple countermeasures to improve traffic safety culture
- Within the Safe System Approach as a “safer people” countermeasure to engage employers

In accordance with the NHTSA's *Uniform Guidelines for State Highway Safety Programs, Codes and Laws*, the selected countermeasures reinforce and align with the RCW 46.61.672 and 46.61.673.

Training, Research, and Education for Driving Safely Training

The training will increase skills and knowledge of participants. Considerations for project selection will include:

- Data from WTSC Data Dashboards
- Statewide Observation Survey data
- Public requests for materials and training
- Potential for collaborative deployment of multiple countermeasures to improve traffic safety culture
  Within the Safe System Approach as a "safer people" countermeasure to engage employers

In accordance with the NHTSA *Uniform Guidelines for State Highway Safety Programs, Codes and Laws*, the selected countermeasure reinforces and aligns with the enforcement of RCW 46.61.672 and 46.61.673. Considerations for project selection will include:

- Data from WTSC Data Dashboards
- Data from King County Distracted Driving Survey Report
- Statewide Observation Survey data
- Within the Safe System Approach as a "safer people" countermeasure to engage the general public.

High Visibility Cell Phone and Text Messaging Enforcement

Conducting statewide distracted driving High Visibility Enforcement is a recommended effort recognized by NHTSA and state efforts.

4.4: Impaired Driving

Problem ID

Impairment remains the most frequent contributing factor in fatal crashes in Washington, despite efforts to combat this issue for decades.

In 2021, Washington experienced the deadliest year on our roads since 1997. After years of declining serious crashes, in 2015 traffic fatalities increased 19.3 percent in a single year—the largest single year increase in fatalities since data collection began in 1968. Following this unprecedented increase, traffic fatalities remained stable from 2015 to 2019. In 2020, like many other states during the pandemic, Washington fatalities increased from 538 fatalities in 2019 to 574 fatalities in 2020, a 6.7 percent increase. This was despite large decreases in VMT and non-severe crashes, and the closure of schools and businesses. In 2021, Washington once again experienced an unprecedented single year fatality increase, from 574 deaths in 2020 to 663 deaths, a 15.5 percent increase. In 2022, Washington continued to see an increase in traffic fatalities with 750 deaths, an increase of 11.1 percent from 2021.

Initiative 1183 privatized liquor sales and distribution, and public sales began March 1, 2012. In 2021, there were 18,473 retail establishments in Washington licensed to sell alcohol for on-premises and off-premises consumption. That year, House Bill 1480 allowed bars, restaurants, distilleries, wineries, and caterers that carry a liquor license to sell alcohol for curbside pickup or delivery. In 2023, Substitute Senate Bill 5448 made some of the allowances under House Bill 1480 permanent, while extending the special allowances to sell alcohol for delivery until July 1, 2025. Initiative 502 legalized the production, possession, delivery, and distribution of cannabis for recreational use. The first stores opened to the public on July 8, 2014. In 2022, there were 889 licensed producers/processors and 481 licensed retailers statewide.

Poly-drug use – combining two or more drugs, or one or more drugs mixed with alcohol – is also very prevalent in fatal crashes. The number of drivers in fatal crashes positive for multiple substances reached the highest number ever in 2021, a trend that has been increasing since 2011. While alcohol and tetrahydrocannabinol (THC) are the most frequent combination, there are hundreds of unique drug combinations encountered among fatal crash-involved drivers in recent years. Many of these are prescription drugs. Many prescription drugs have an impairing effect on driving - even when taken exactly as prescribed. A driver may not understand the impact their medication has on their driving abilities and may assume all drugs they take are safe simply because they were prescribed by a doctor.

Trends show fatal crashes involving drivers testing positive for delta-9 THC have remained mostly stable since an increase in 2014 following the launch of the recreational marijuana market. However, 2020 had the highest number in history of drivers in fatal crashes positive for

delta-9 THC. Approximately 45 percent of drivers were tested for drugs in both 2019 and 2020. Of those that tested positive for delta-9 THC:

- Nearly 80 percent were also positive for alcohol or other drugs.
- They also exhibited other high-risk behaviors, such as speeding (43 percent), not wearing a seat belt (30 percent), and being distracted (18 percent).
- More than one-third were between the ages of 16 and 25.
- The majority (80 percent) were male.

Cannabis and alcohol are the most common combination of poly-drugs among drivers in fatal crashes. But overall, alcohol (alone or in combination with other drugs) continues to be the most prevalent among drivers in fatal crashes. Blood Alcohol Content (BAC) averages remain high at 0.155 in 2022 and remains steady at 0.154 in 2023.

The WSP Toxicology Lab is a vital part of testing blood evidence for DUI prosecution and conviction. More complex drug test cases have a turnaround time of 9-12 months.

Countermeasure Strategy: Link to Specific Problem ID	Countermeasures
Deterrence: Prosecution and Adjudication WTSC will fund two existing DUI Courts while also expanding the number of DUI Courts across the state. WTSC will fund three Traffic Safety Resource Prosecutors (RSRP) to ensure local prosecutors and law enforcement officers have support and training by the TSRP. WTSC will provide funding for the State Toxicology Laboratory to support the processing of forensic blood evidence for DUI court cases.	**DWI Courts** - CTW 4 stars citation **Traffic Safety Resource Prosecutors** *Uniform Guidelines for State Highway Safety Programs*, Guideline No. 8: Impaired Driving. Section III.D Prosecution. **Toxicology Testing Support** *Uniform Guidelines for State Highway Safety Programs*, Guideline No. 8: Impaired Driving Section III. Criminal Justice System. According to this section, "*Each State should use the various components of its criminal justice system—laws, enforcement, prosecution, adjudication, criminal and administrative sanctions and communications—to achieve both specific and general deterrence.* *Specific deterrence focuses on individual offenders and seeks to ensure that impaired*

	drivers will be detected, arrested, prosecuted, and subject to swift, sure, and appropriate sanctions. Using these measures, the criminal justice system seeks to reduce recidivism. General deterrence seeks to increase the public perception that impaired drivers will face severe consequences, discouraging individuals from driving impaired. *A multidisciplinary approach and close coordination among all components of the criminal justice system are needed to make the system work effectively. In addition, coordination is needed among law enforcement agencies at the State, county, municipal, and tribal levels to create and sustain both specific and general deterrence.*" A troubling and persistent problem in Washington State has been the backlog of toxicology tests which interferes with swift trial requirements.
Deterrence: Driving While Intoxicated (DWI) Offender Treatment, Monitoring, and Control WTSC will support the Washington Ignition Interlock Program managed by the WSP, by supporting Law Enforcement's work to monitor ignition interlock usage and compliance across the state. WTSC will support court monitoring by funding a project with MADD Washington that enhances transparency and accountability within the justice system reducing the likelihood of repeat DUI offenses by conducting court	**Alcohol Ignition Interlocks** – CTW 5 stars citation **Court Monitoring** – CTW 3 stars citation **DWI Offender Monitoring** – CTW 4 stars citation

monitoring in a minimum of two jurisdictions. WTSC will support DWI offender monitoring by removing financial barriers to obtain electronic home monitoring device (EHMD) services for clients who are unable to pay for services based on limited financial means and to keep them in compliance with the monitoring conditions of the court.	
Drug-Impaired Driving WTSC will support the city of Seattle and WSP, the stewards of Washington's impaired driving training program by supporting Law Enforcement's Washington Drug Recognition Evaluation (DRE) and Advanced Roadside Impaired Driving Enforcement (ARIDE) training programs.	**Enforcement of Drug-Impaired Driving** – CTW 3 stars citation
Positive Community Norms This will be implemented by supporting partners in the continued development of positive community norms messaging campaigns in the most populated counties to reduce impaired driving in young drivers and specifically, young drivers of color, who are overrepresented in impaired driving fatalities.	**Positive Community Norms** National Academies of Sciences, Engineering, and Medicine. 2018. *A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries.* Washington, DC: The National Academies Press. https://www.nap.edu/catalog/25286/a-strategic-approach-to-transforming-traffic-safety-culture-to-reduce-deaths-and-injuries Ward, N.J., Schell, W., Kelley-Baker, T., Otto, J., & Finley, K. (2018). *Developing a theoretical foundation to change road user behavior and improve traffic safety: Driving under the influence of cannabis (DUIC).* Traffic Injury Prevention. https://doi.org/10.1080/15389588.2018.1425548

Driver Alcohol Detection Support driver alcohol detection systems. WTSC intends to fund the Automotive Collision for Traffic Safety Organization to install passive alcohol breath sensor technology in vehicles in Washington to collect needed data to support the advancement of this technology.	**Passive Alcohol Sensors** – CTW 4 stars citation
Sustained Enforcement Deploy law enforcement officers who dedicated their time to DUI enforcement. This will be implemented by funding full-time DUI enforcement officers in communities with high rates of impaired driving fatalities.	**High Visibility Saturation Patrols** – CTW 4 stars citation **Integrated Enforcement** – CTW 3 stars citation

Countermeasure Strategy Link to Performance Targets

Deterrence: Prosecution and Adjudication

The efficient adjudication of DUI laws helps reinforce the deterrence of DUI. This countermeasure is designed to prevent high-risk impaired drivers from reoffending by targeting the root causes of their impaired driving. Often these are related to mental health issues including addiction. Treatment and monitoring allow the legal and medical system to identify the alcoholic DUI offender early in the process to encourage treatment. This countermeasure includes the intervention of DUI courts. DUI treatment courts are the most successful strategy for holding repeat impaired drivers accountable while ensuring they receive life-saving treatment. DUI treatment courts are specialized, comprehensive court programs that provide individual treatment, supervision, and accountability for repeat DUI offenders. These specialty courts follow the well-established drug court model and are based on the premise that impaired driving can be prevented if the underlying causes, such as substance use and mental health disorders, are identified and addressed. This countermeasure supports the performance target C-5 Alcohol Impaired Driver Involved Fatalities remaining constant (not increasing), as this countermeasure has been shown to decrease recidivism rates greater than enforcement alone.

Deterrence: DWI Offender Treatment, Monitoring, and Control

These countermeasures target high-risk and indigent DUI offenders. This countermeasure is designed to prevent high-risk impaired drivers from reoffending by targeting the root causes of their impaired driving. Often these are related to mental health issues including addiction. Treatment and monitoring, in conjunction with DUI courts, allow the legal and medical system to identify the alcoholic DUI offender early in the process to encourage treatment and reduce recidivism. This countermeasure supports the performance target AMP-3 and C-5 Alcohol Impaired Driver Involved Fatalities remaining constant (not increasing) by reducing the number of impaired drivers on the road, thus reducing impaired driving related crashes.

Drug Impaired Driving

In Washington, over 50 percent of fatal traffic collisions involved impairment, yet not all officers have the training or proficiency to identify, arrest, and process a driver that is suspected of driving under the influence. Despite the high need for impaired driving enforcement, DUI arrests are down to levels similar to 2015. This countermeasure strategy supports the impaired driving system in Washington through providing training for officers to increase their competence and confidence in making successful DUI arrests. This countermeasure supports the performance target AMP-3 and C-5 Alcohol Impaired Driver Involved Fatalities remaining constant (not increasing) by reducing the number of impaired drivers on the road, thus reducing impaired driving related crashes.

Positive Community Norms

This countermeasure targets young drivers to grow positive traffic safety culture to decrease impaired driving. There is strong research to support using a culture change approach to grow positive behaviors. We know that most road users make safe choices. We can leverage this large group of people making safe choices by integrating efforts to grow our traffic safety culture into existing programs and influence the smaller group of Washingtonians who engage in risky road user behaviors. Young and Impaired drivers are often disproportionately represented in fatality crash data and this countermeasure supports the performance targets of C1, C2, C3, and C5 by identifying cultural misperceptions in communities that are a root for risky behaviors and promoting public awareness of positive norms for safe driving behaviors, which will reduce the number of impaired drivers and ultimately reduce serious injury and fatal collisions involving an impaired driver.

Driver Alcohol Detection

This countermeasure targets the public and impaired drivers by supporting national efforts to advance passive alcohol detection systems in vehicle manufacturing. This will be accomplished by piloting passive alcohol detection systems in Washington State fleet vehicles and educating the public on the benefits of this technology. This will help to build support for the national effort by the Automotive Coalition for Traffic Safety and NHTSA to see passive alcohol detection

technology implemented in all new automobiles manufactured. This countermeasure supports the performance target AMP-3 and C-5 Alcohol Impaired Driver Involved Fatalities remaining constant (not increasing) by reducing the number of impaired drivers on the road, thus reducing impaired driving related crashes.

Sustained Enforcement

This countermeasure targets impaired drivers by providing funding for sustained DUI law enforcement in locations with a high need and a demonstrated high level of officer proficiency at detecting and arresting impaired drivers. This will increase the capacity for Law Enforcement partners to enforce impaired driving thereby addressing the high-risk behaviors of drivers responsible for the highest percentage of fatalities and the second highest percentage of serious injuries. This countermeasure supports the performance target AMP-3 and C-5 Alcohol Impaired Driver Involved Fatalities remaining constant (not increasing) by reducing the number of impaired drivers on the road, thus reducing impaired driving related crashes.

Federal Fund Description

Federal Funding Source:	**Estimated 3-Year Allocation:**
NHTSA 402 (BIL/Supl), 405d (BIL/Supl) Regular & Flex, FAST Act 164, 164 Transfer (BIL)	$15,044,351

Considerations Used to Select Projects

Deterrence: Prosecution and Adjudication

- Highway Safety Program Guideline No. 8, Section 3 Criminal Justice System
- FARS data
- Engagement with DUI courts and partner/stakeholder input

Deterrence: DWI Offender Treatment, Monitoring, and Control

- Highway Safety Program Guideline No. 8, Section 5 Alcohol and Other Drug Misuse
- FARS data
- Engagement with DUI courts and partner/stakeholder input

Drug Impaired Driving

- Highway Safety Program Guideline No. 8, Section 3 Criminal Justice System
- Highway Safety Program Guideline No. 15, Section 3 Training - Traffic Enforcement Services
- Engagement from law enforcement community to increase access to training to enhance efficiency and competency around DUI enforcement

Positive Community Norms

- Center for Health and Safety Culture (CHSC) in the Western Transportation Institute of Montana State University-Driving Under the Influence of Cannabis and Alcohol (DUI-CA) survey results
- Washington Healthy Youth Survey
- WTSC data dashboards
- FARS data on impaired driving fatalities

Driver Alcohol Detection by Supporting Driver Alcohol Detection Systems

- WTSC data dashboards and FARS data on impaired driving fatalities
- Washington State agency partners interested in piloting passive alcohol detection technology

Sustained Enforcement

Engagement with Law Enforcement Agencies and community input in areas with high rates of serious injury and fatal collisions involving an impaired driver.

- WTSC data dashboards and FARS data
- Social demographic and disparities data
- Community feedback on impaired driving concerns

4.5: Motorcycle Safety

Problem ID

Motorcycle riders are vulnerable road users and over-represented in crashes resulting in serious injuries and fatalities. A motorcycle offers the rider virtually no protection in a crash. In a five-year period from 2018 through 2022, motorcycles made up just 3 percent of the registered vehicles on Washington's roads but accounted for 16 percent of all traffic fatalities (492 of 3,076). In 2022 alone, preliminary data shows 132 motorcycle rider fatalities in Washington, possibly the most in a single year in our state's history. This was a 43 percent increase over 2021.

In 2022 on Washington's roads, motorcyclist serious injuries increased 15.3 percent over 2021. This is the highest number of motorcyclist serious injuries in decades.

These crashes are preventable. And the belief that most motorcycle crashes are caused by other motorists is inaccurate. Motorcyclist behaviors or skills contributed to about 2/3 of these fatalities.

Analysis reveals that 86 percent of sport bike fatalities were caused by riders. These motorcycles are primarily ridden by younger operators who are more likely to be unendorsed.

The main contributing factors cited in these crashes were illegal and dangerous actions by the rider including speeding, losing control in corners and curves, improper passing, and riding under the influence of alcohol and/or drugs.

In the last three years since the COVID-19 pandemic began, law enforcement has reported an increase in the number of riders who are traveling at dangerous and excessive speeds, sometimes over 100 MPH. They are also reporting an increase in the number of riders failing to stop for law enforcement officers (eluding police).

The need to increase the number of motorcycle riders who complete beginner and advanced rider training is essential to reducing crashes. Data shows that riders who complete training are involved in fewer serious injury and fatal crashes.

A license endorsement is required in Washington to ride a motorcycle. Currently, motorcycles may be purchased and registered in Washington without a valid motorcycle endorsement. Endorsed riders have fewer infractions and are involved in fewer fatal collisions when compared to unendorsed riders.

Countermeasure Strategy: Link to Specific Problem ID	Countermeasures and Source
Motorcycle Safety Trained and licensed riders are involved in fewer serious injury and fatal crashes. This countermeasure strategy supports an internal WTSC motorcycle safety grant and a separate grant with Department of Licensing. WTSC will use funding to promote motorist awareness of motorcycles, and outreach and education to motorcycle riders regarding the importance of training and sober riding, safety gear, safe speeds, and other crash prevention tools. WTSC will also provide funding to DOL's Motorcycle Safety Program. DOL provides oversight statewide for the motorcycle training schools and license endorsement testing. WTSC and DOL work closely through the state motorcycle safety work group to coordinate efforts.	**Motorcycle Personal Protective Equipment** **Motorcycle Operator Licensing** **Motorcycle Rider Education and Training** **Motorcycle Operation Under the Influence of Alcohol or Other Drugs** **Motorcycle Rider Conspicuity and Motorist Awareness Programs** **Communication Program** **Program Evaluation and Data** Uniform Guidelines for State Highway Safety Program – Guideline No. 3, Motorcycle Safety

Countermeasure Strategy Link to Performance Targets

The selected countermeasures strategy targets motorcycle operators and other motor vehicle drivers interacting with motorcycles on the road to increase skills, raise awareness, and ultimately reduce crashes that result in serious injuries and fatalities.

Motorcycle Personal Protective Equipment

Our motorcycle safety program promotes wearing all the gear all the time. This means the proper personal protective equipment including motorcycle helmets that meet the safety standards established by the USDOT, gloves, boots, long pants, and a durable long-sleeved jacket; and eye and face protection. Washington has a primary motorcycle helmet law in RCW 46.37.530. As we rebrand and update our Ride Safe, Ride On motorcycle safety program, we did a photo shoot of the safest recommended safety gear and protective equipment for all riders. This educational campaign including tips and photos will be posted on the Ride Safe, Ride On website and social media throughout the year.

Motorcycle Operator Licensing

It is a legal requirement in Washington to have a motorcycle license endorsement on your driver license to legally operate a motorcycle on Washington's roadways. Research conducted by NHTSA and WTSC's Research and Data Division (RADD) suggests riders with a motorcycle endorsement are less likely to be involved in a fatal or serious injury crash. Related projects are working to influence motorcyclists to obtain their motorcycle endorsement through a peer-to-peer mentoring program and a direct mail campaign. WTSC and DOL work together to promote our state's motorcycle licensing system that requires:

- Motorcycle operator's manual that contains essential safe riding information
- Motorcycle license examination, including knowledge and skill tests, and State licensing medical criteria
- License examiner training specific to testing of motorcyclists
- Motorcycle license endorsement
- Cross-referencing of motorcycle registrations with motorcycle licenses to identify motorcycle owners who may not have the proper endorsement
- Motorcycle license renewal requirements
- Learner's permits issued for a period of 90 days and the establishment of limits on the number and frequency of learner's permits issued per applicant to encourage each motorcyclist to get full endorsement
- Penalties for violation of motorcycle licensing requirements

Motorcycle Rider Education and Training

This countermeasure strategy encompasses a number of countermeasures that can reduce serious motorcycle crashes by addressing the behaviors and choices of motorcyclists from a number of different angles. We are using social norms through an online peer-to-peer mentoring campaign known as Ride Safe, Ride On. Our goal is to make it the social norm to complete beginner and advanced rider training, ride sober, and slow down. This strategy is because motorcycle riding is often a group activity. The strategy will also rely on convenience, ensuring training classes are easily accessible. The DOL trainers will target ZIP codes with the highest number of registered sport bikes and boost the number of endorsement classes offered in those locations so that they are convenient and conducted year-round. This strategy is augmented by a public education strategy that 1) attempts to influence riders to seek out training and 2) promotes best practices for riders and motorists. The strategy uses Facebook ads targeted at users who have self-identified as sport bike riders. The messaging will also be distributed via direct mailings using the DOL motorcycle registration database. The outreach campaign will distribute messages through various channels including the Ride Safe, Ride On website, Facebook, YouTube, print, radio, and paid media.

Motorcycle Operation Under the Influence of Alcohol or Other Drugs

Washington's Motorcycle Safety Program promotes sober riding. We work to educate riders on the dangers of operating a motorcycle while under the influence of alcohol or other impairing drugs. The following programs are used to reach impaired motorcyclists:

- Community traffic safety and other injury control programs, including outreach to motorcyclist clubs and organizations
- Youth anti-impaired driving programs and campaigns
- High visibility law enforcement programs and communications campaigns
- Judge and prosecutor training programs including Traffic Safety Resource Prosecutors (TSRP)
- Anti-impaired-driving organizations' programs
- College and school programs
- Workplace safety programs
- Event-based programs such as motorcycle rallies, shows, etc.
- Server training programs

Motorcycle Rider Conspicuity and Motorist Awareness Programs

This countermeasure strategy can drive down motorcycle crashes by addressing the behaviors of other motor vehicle drivers (non-motorcyclists) and raising motorist awareness of motorcycles. These programs include *Watch Out For Motorcyclists, Share the Road, and Look Twice-Save A Life*. Education and outreach include responsibility as a driver, blind spots, motorcycle visibility, searching for motorcyclists, humanizing motorcyclists, following distance, space management around motorcycles, inattentional blindness / selective attention, distractions, and cultural equity.

Communications Program

Washington utilizes a strong communication component in all of our motorcycle safety outreach and education programs. Our crash data and motorcycle rider demographics help shape our communication efforts. We are rebranding and updating our motorcycle safety program website and social media pages known as Ride Safe, Ride On. Our communications program ensures messages are culturally relevant, often multi-lingual, and appropriate to the audience. We contract with professional media agencies to utilize the best earned and paid media to improve public awareness of motorcycle safety issues. We utilize a wide mix of media channels including social media blogs and posts, websites, and traditional including print, TV, and radio. We measure reach and frequency of our messages to ensure we are maximizing our messages and reaching the right audience.

Program Evaluation and Data

All of our projects in the Motorcycle Safety Program are data driven. As the Problem ID shows, motorcycles are over-represented in crashes resulting in serious injuries and fatalities. 2022 saw 132 motorcyclist fatalities which may be the highest in our state's history. This was a 43% increase over 2021. We work with DOL to review rider licensing, training, and registration information. We review the frequency and causation factors of motorcycle crashes. We obtain user data from our social media and website accounts to learn more about the rider community and reach and frequency of our messages. We use this data to guide our projects and then evaluate the effectiveness throughout the year. Washington promotes effective evaluation by:

- Supporting the analysis of police crash reports involving motorcyclists
- Encouraging, supporting and training localities in process, impact and outcome evaluation of local programs
- Conducting and publicizing statewide surveys of public knowledge and attitudes about motorcycle safety
- Maintaining awareness of trends in motorcycle crashes
- Evaluating the use of program resources and the effectiveness of existing countermeasures for the general public and high-risk population
- Collecting and reporting accurate motorcycle vehicle miles traveled data
- Ensuring that evaluation results are used to identify problems, plan new programs and improve existing programs

Federal Fund Description

Federal Funding Source:	Estimated 3-Year Allocation:
NHTSA 402 (BIL/Supl), 405f (BIL/Supl), 405d (BIL/Supl) Flex, 405d 24/7 (BIL/Supl)	$2,700,000

Considerations Used to Select Projects

Motorcycle Rider Education, Licensing, and Training

- Data shows a continued increase in serious injury and fatal motorcycle crashes in the past several years. In 2022 alone, preliminary data shows 132 motorcycle rider fatalities in Washington, possibly the most in a single year in our state's history. This was a 43 percent increase over 2021.
- Data shows that riders who complete training and have legal license endorsements are involved in fewer serious injury and fatal crashes.
- Underserved or over-represented communities. Motorcycle riders are vulnerable road users and over-represented in crashes resulting in serious injuries and fatalities.
- Sociodemographic data.
- A recent increase in unhelmeted motorcyclist fatalities.
- Partnership and rider community input.
- The WTSC move toward positive messaging that seeks to grow healthy behaviors by promoting healthy behaviors.
- NHTSA *Highway Safety Program Guideline No. 3*, IV. MOTORCYCLE RIDER EDUCATION AND TRAINING.

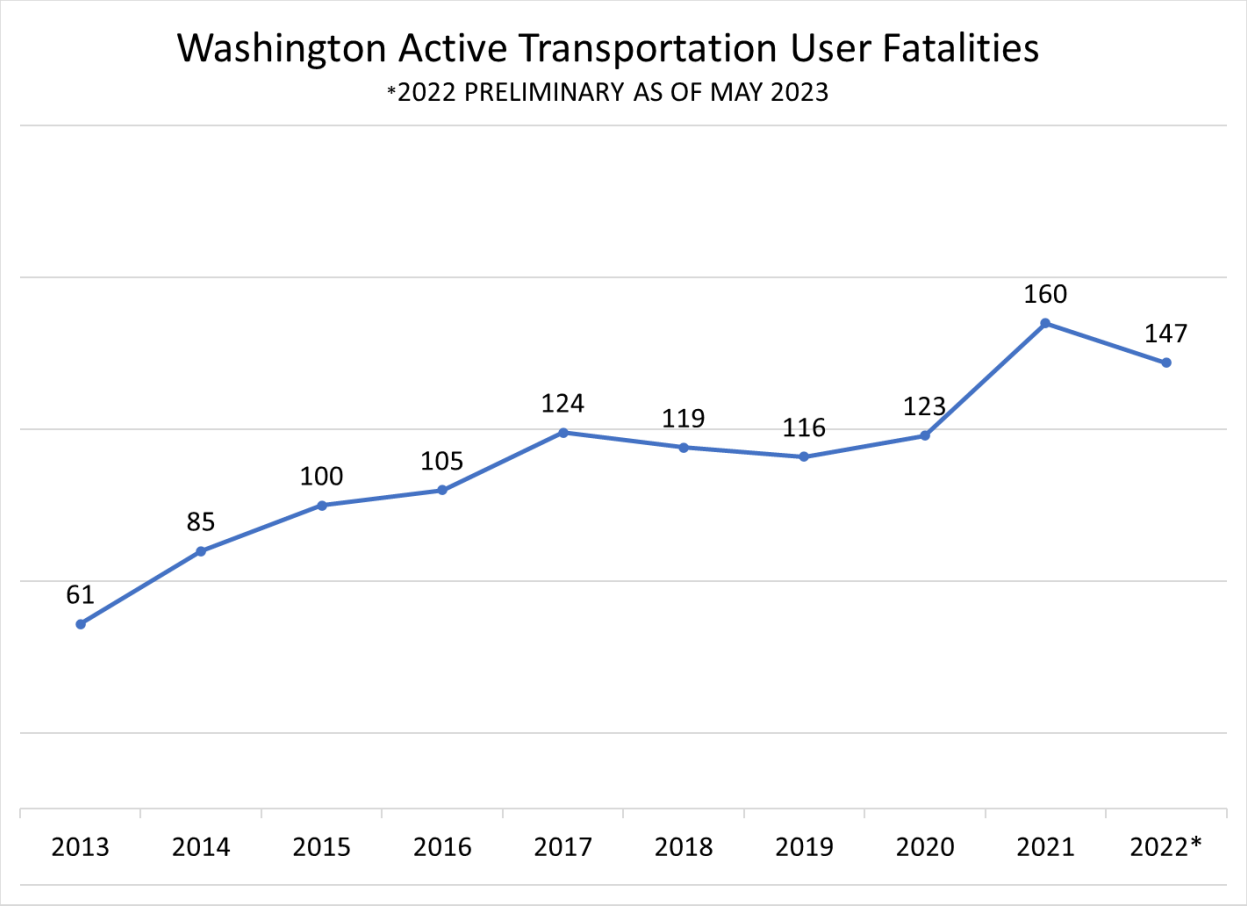
4.6: Non-Motorized Services

Problem ID

General Risk Factors for Vulnerable Road Users

Washington State roadways were historically developed with the needs of drivers in mind, rather than those of pedestrians and pedalcyclists. The responsibility to keep roadways safe depends on both driver and active transportation user behavior. However, due to the size, composition, and speed capability of modern motor vehicles, drivers control greater potential to inflict serious and fatal impact in a crash and pedestrians suffer increased comparative risk. This inherently inequitable dynamic exists in every pedestrian or bicyclist crash that involves a motor vehicle.

In the wake of a sharp increase in pedestrian fatalities that peaked in 2021 and a marginal decline in 2022, Washington is in a state of "recovery," concerning active transportation user fatality rates. Pedestrian fatalities were recorded at an historic high of 146 fatalities in 2021, before decreasing to 136 in 2022, with active transportation users making up 20 percent of statewide traffic fatalities and 19 percent of serious injuries 2013-2022. The dramatic eight-year climb from 61 active transportation user fatalities in 2013 to 160 in 2021 is illustrated below.



Source: Washington Coded Fatal Crash (CFC) files.

The 2021 climax coincides with an increase in reported and observed substance use disorder, a rise in overdose rates, and a nationwide mental health crisis commonly attributed to the COVID-19 pandemic.

Impairment and Mental Health

Over 50 percent of statewide active transportation user fatality crashes that involve a motor vehicle involve pedestrian or pedalcyclist impairment (WTSC data dashboard, 2023). According to the University of Washington Addictions, Drug and Alcohol Institute, substance use disorder rates are increasing not decreasing statewide (2020-2022). Washington drug overdose death rates mirror those of pedestrian fatalities, increasing from 14.1 per 100,000 in 2011 to 28.1 per 100,000 in 2021.

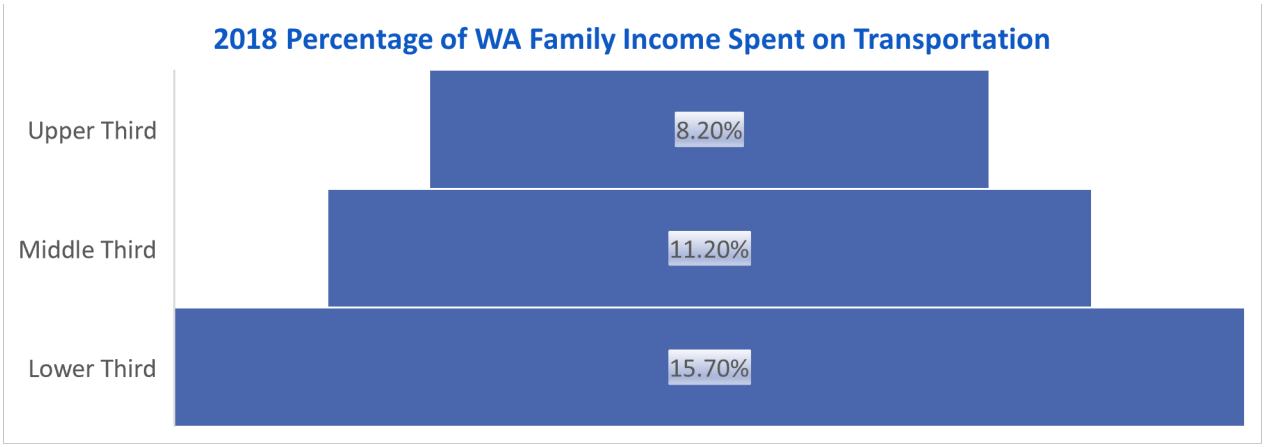
Research suggests that many psychiatric disorder symptoms can lead to impairment in the level of cognitive and executive functioning required for safe driving, pedalcycling or walking behaviors, and medications used for treatment can also potentially cause disruption in perception, information processing, and psychomotor activity. Although data is not available to accurately measure statewide rates related to driver and active transportation user mental health as a fatal crash causation factor, research suggests that psychiatric illnesses are an important risk factor for road traffic accidents and that Washington has one of the highest rates of individuals struggling with mental health and substance use disorder in the country (University of Washington).

Although accessible, and in some cases, court-ordered recovery services for those suffering from mental health and substance use disorders are emphasized in discussion at a state policy level, in 2023 Washington failed to meet goals related to mental health and substance use disorder services. Despite anticipated implementation of increased support for people of all socioeconomic statuses on the horizon, it is unlikely that high-impact solutions will be implemented by FFY 26, allowing for the time necessary to significantly impact measurable traffic fatality rates in the next three-years.

Disproportionate Representation

Equally troubling is recent National Highway Traffic Safety Administration (NHTSA) research that indicates active transportation user fatalities are not equally distributed among racial, income, age, and ability status. Locally, an analysis of the city of Spokane census tract map overlayed with WTSC fatality data suggest that the highest rates of pedestrian fatalities in 2021 took place between three of the city's lowest income census tracts, and active transportation fatalities disproportionately impacted communities that reported speaking only Spanish at home or not speaking English "well."

Nationwide and in Washington State, populations living in poverty include an over-representation of people of color, the elderly, and people with disabilities. People at low-income levels are most reliant on walking, bicycling, and public transit due to the expense associated with owning and maintaining a motor vehicle, which increases the amount of exposure they experience to unsafe roadways and driver behavior.



Source: Washington State Department of Transportation

According to analysis conducted by the Washington State Department of Transportation (WSDOT), 59 percent of pedestrian and bicyclist fatal and serious crashes (2013-2017) occurred in communities with a higher than state average rate of poverty, despite accounting for 43 percent of the population. At the most extreme level of poverty, some Washington cities report significantly disproportionate fatality rates among unhoused and unsheltered population, including 27 percent of Seattle's pedestrian fatalities in 2022.

Exposure

The more time spent as a pedestrian or cyclist, the more exposure a person experiences to dangerous conditions the traveler experiences. This is especially true if they live, work or travel in low-income neighborhoods that are significantly less likely to have sidewalks, marked crosswalks, and street design that supports safe driver behavior and slower speeds.

Speed

According to the U.S. Department of Transportation, the exact relation between speed and crashes depends on many factors and it is not always efficiently reported as a data element. However, in a general sense the relationship is very clear: if the driven speeds increase, the crash rate will also increase. The injury severity of the motor vehicle's impact in a crash, for example, is not only determined by the collision speed, but also by the mass difference between the vehicle and the other road user(s) involved. This is the case for pedestrians and

bicyclists, who are especially vulnerable to serious or fatal injury in crashes with heavier motor vehicles.

U.S. Department of Transportation data suggest that when a pedestrian or bicyclist is struck by a motor vehicle traveling at 25 MPH, they experience a 32 percent chance of serious injury. With an increase of just 10 MPH, a pedestrian or bicyclist has a 45 percent likelihood of being killed when struck by a motor vehicle operating at 35 MPH. Compared to affluent communities, lower-income neighborhoods frequently contain major arterial roads built for high speeds and higher traffic volumes at intersections, exacerbating dangerous conditions for active transportation users. With the majority of Washington pedestrian and bicyclist fatalities occurring near Interstate 5, and an increase in the number of pedestrian fatalities taking place on freeways and highways, speed is a critical issue that is necessary to address through non-motorized programming.

Economic Factors

The impact of economic uncertainty can span beyond populations experiencing extreme poverty and translate to an increase in low-socioeconomic status and middle-class populations experiencing high rates of exposure on a regular basis, as more choose to use public transportation to save money or are simply unable to afford the costs associated with maintaining a motor vehicle and fuel costs. American Psychological Association research shows that financial turbulence is associated with increased road traffic collisions, largely due to drivers' emotional state, distraction, sleep deprivation, and impairment. In addition, homelessness, median household income, and poverty rates deliver practically significant and positive increases in pedestrian crashes.

In many respects, Washington has one of the highest price tags for livability in the nation. This is according to education funding website Scholaroo, which released an analysis examining key indicators of cost such as average costs of rent, income, taxes, and insurance coverage. In 2023, this analysis designated Washington as the fifth (worst) state for cost overall.

The cost of living in Washington is 15 percent higher than the national average. Housing is 24 percent higher than the national average, and necessities such as food , clothing, and groceries are 14 percent higher than in the rest of the country. Some 25,211 people were counted as homeless in 2022, when Washington was ranked by the Department of Housing and Urban Development as having the ninth highest percentage of homeless among the 50 states and the fifth highest overall number.

Active Transportation User Age

Age is another relevant factor that directly relates to an active transportation user's ability to survive a motor vehicle crash. The very young and the very old are most vulnerable to suffering from severe injuries.

The Baby Boomer generation (adults 59-77 years old) make up over 20 percent of the United States population and are aging into their late 70's. As this comparably large generation ages further, their likelihood of maintaining a valid driver license decreases along with their chances of survival in a crash. Those who are no longer capable of driving may experience increased exposure to dangerous roadway conditions as they turn to public transportation and traveling on foot to reach essential resources such as medical care. Similarly, children are considered a vulnerable, overrepresented group in preventable road traffic accidents. Therefore, child pedestrian safety remains a significant health challenge and efforts to reduce the impact of child pedestrian crashes on morbidity and mortality are needed.

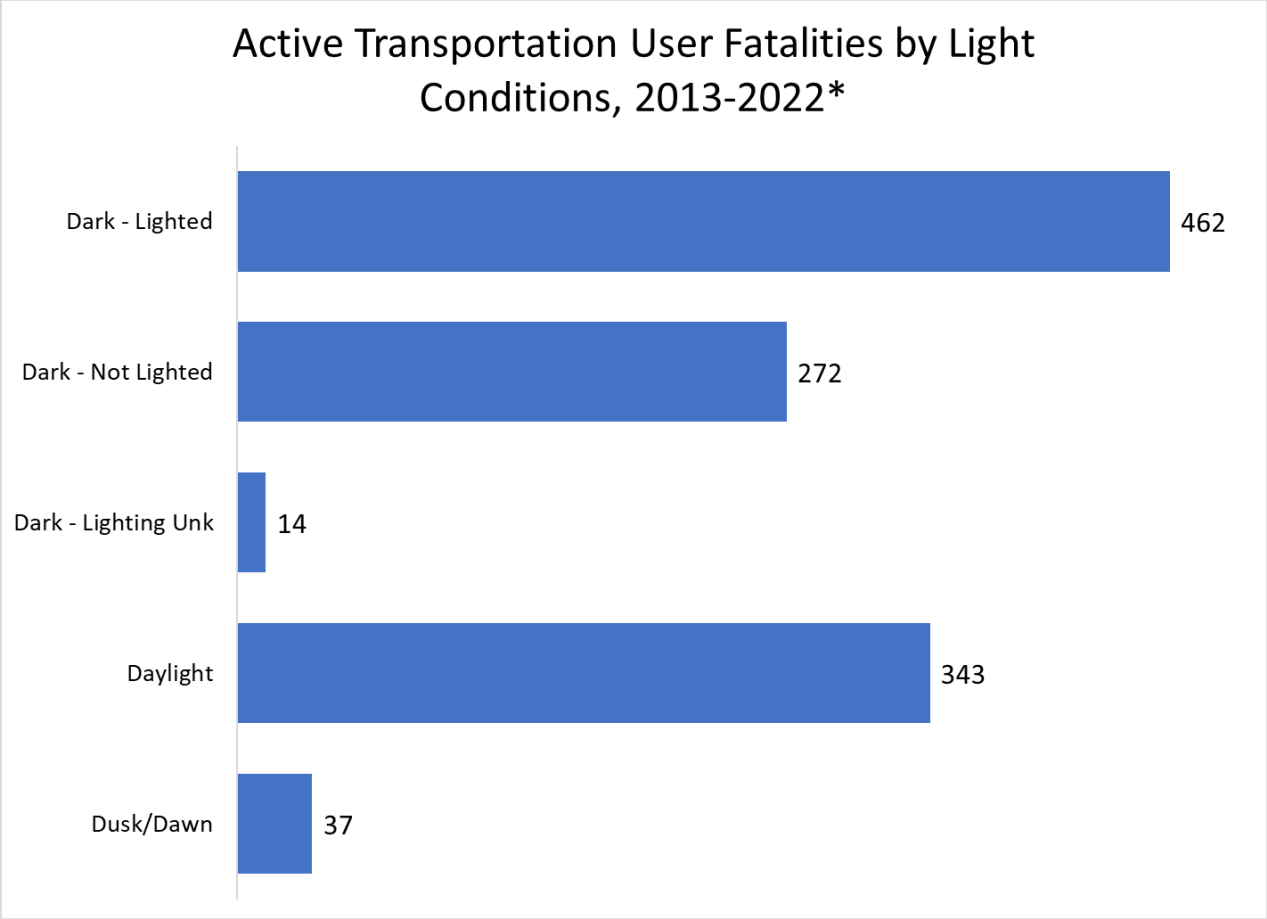
Pedestrians or “Walkers”

The Centers for Disease Control and Prevention estimated that $137 million in medical and work loss costs resulted from 2018 statewide pedestrian fatalities. Since 2018, pedestrian fatalities have increased by over 50 percent, implying a staggering increase in costs when applied to 2022 rates.

Acknowledging that drivers control greater potential to inflict fatal impact in a collision and that pedestrians suffer increased comparative risk, data indicate that both driver and pedestrian behavior can be identified as crash causation factors. Between 2018 and 2022, 54 percent of pedestrians involved in fatal motor vehicle crashes tested positive for alcohol, drugs, or both and 11 percent were reported to be distracted. Further, 23 percent of fatal pedestrian crashes involved a pedestrian in the roadway improperly and 31 percent involved a pedestrian improperly crossing the roadway. In this same timeframe, law enforcement reports indicate that 9 percent of motor vehicle drivers involved in fatal pedestrian crashes were impaired and 15 percent were distracted. Failure to yield was identified as a top driver causation behavior in pedestrian fatality crash scenarios.

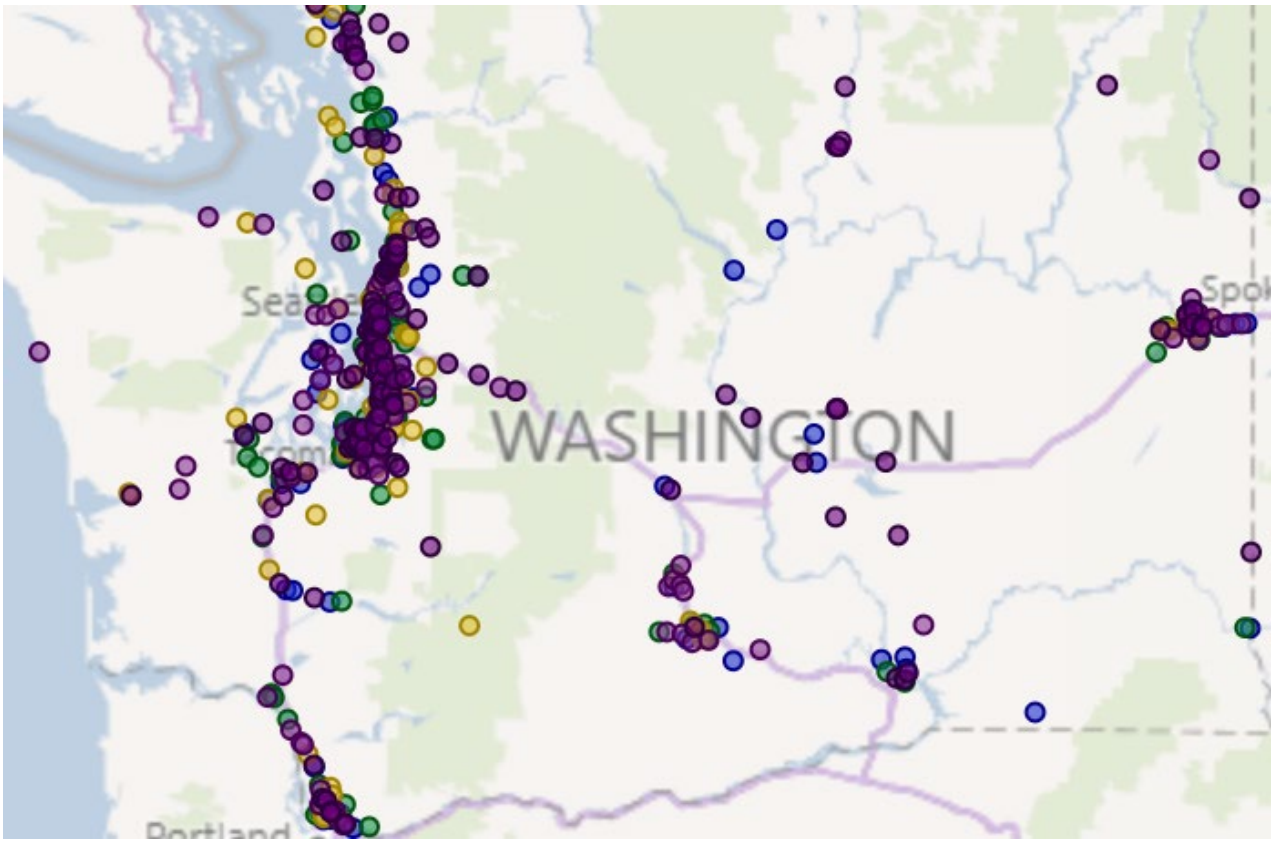
Between 2017-2021, 20 percent of statewide pedestrian crashes were determined to be “hit-and-run” scenarios, where a motor vehicle driver who struck a pedestrian did not stop at the scene as required by law. Hit and run incidents involving a pedestrian struck by a vehicle increased by 85 percent between 2016 and 2019, where the rate remains stable as of 2021.

Below, data 2013-2022 show most pedestrian fatalities occur in during hours of darkness.



Source: Washington Coded Fatal Crash (CFC) files.

As illustrated below, pedestrian fatalities 2017-2022 most frequently occurred in urban areas situated in close proximity to Interstate 5. For example, in the city of Seattle, the state's largest urban municipality, pedestrian fatalities accounted for nearly two-thirds of all 2022 traffic deaths. Notable exceptions to this trend include Spokane and Yakima. Spokane is located East of the interstate and Yakima, also located in the more sparsely populated east side of the state, both are not considered to be an urban municipality.



Source: WTSC Active Transportation User Fatalities Dashboard (https://wtsc.wa.gov/research-data/active-transportation-user-fatalities/).

As cited in the introduction of this chapter, NHTSA data suggests that the COVID-19 pandemic perpetuated existing disparities in pedestrian fatality rate demographics in 2021. This is especially true for American Indian/Alaskan Native pedestrians, according to research from the NTHSA.

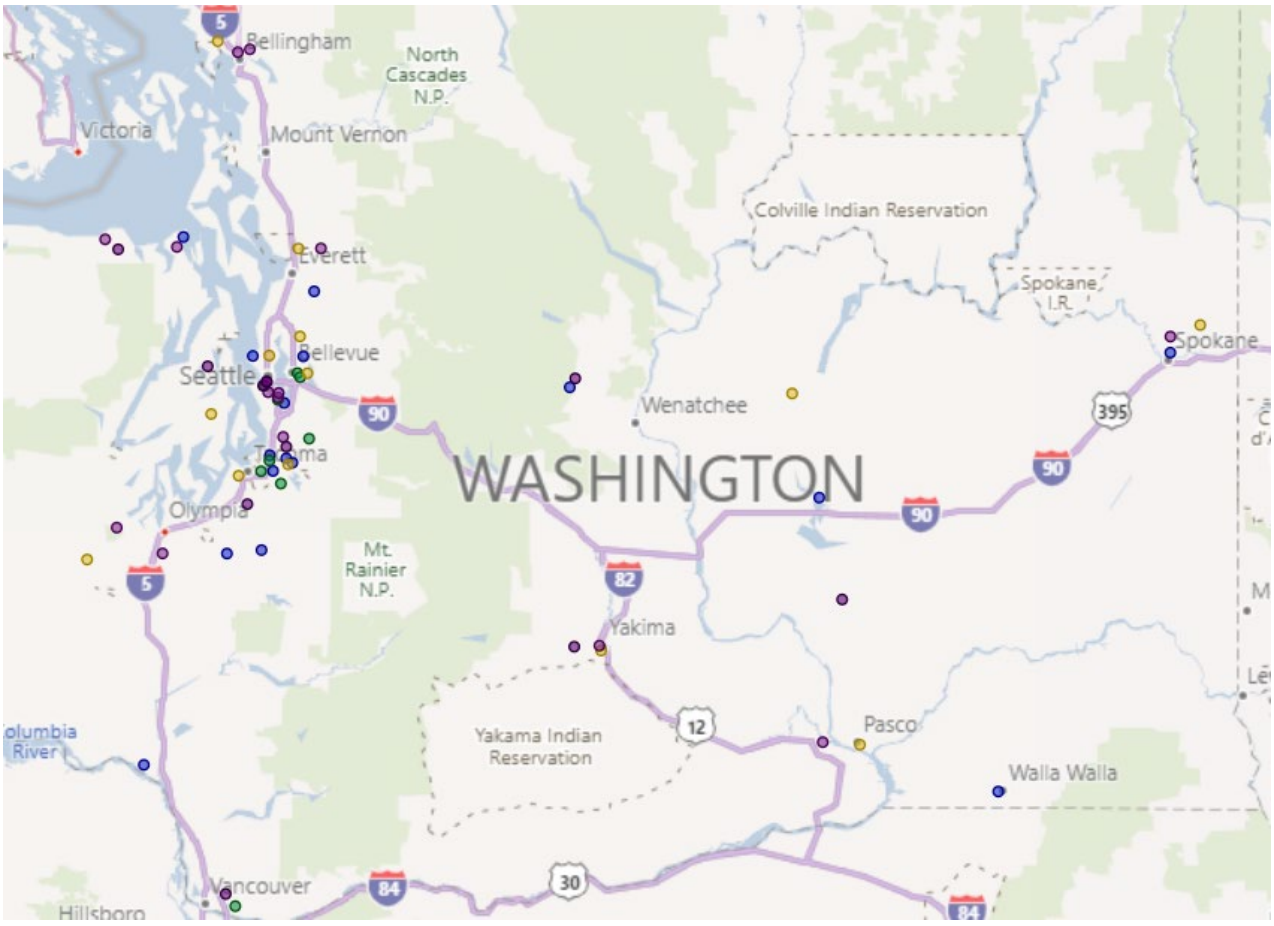
Data gaps pose a challenge to accurate assessment of pedestrian fatality income, mental health, housing, or poverty status. City and county-level analysis of FARS data show pedestrian fatalities take place at a higher rate in low-income census tracts with fewer sidewalks, marked crosswalks and safe system design features.

State-level data collection relies on law enforcement reports for information concerning near-misses, injuries and fatalities and law enforcement relies on community members to report incidences of crime related to traffic safety. According to the principles of community policing, in communities where trust of law enforcement is tenuous, members may be less likely to report crime, such as a hit and run. In low-income and minority communities, it is possible that populations are statically less likely to report crime, including that related to traffic safety, due to a cultural perspective and/or lived experience that labels law enforcement as unsafe or

inaccessible. This dynamic, in turn, may contribute to unreported traffic safety-related crime or detail omission that leads to underreported data in certain locations.

Bicyclists and other "Rollers"

The number of statewide bicyclist fatalities hasn't fallen below nine since 2014, with comparably low total fatality and serious injury rates relative to those of pedestrians. Between 2018-2022, dense concentrations of bicyclist fatalities occurred along Interstate 5, in urban areas such as Seattle and Tacoma, reflecting distribution patterns similar to those of pedestrians. This is especially evident on the map below between Everett and Tacoma. However, distribution spreads further into rural areas where foot traffic is less common.



Source: WTSC Active Transportation User Fatalities Dashboard (https://wtsc.wa.gov/research-data/active-transportation-user-fatalities/).

Driver causation behaviors commonly identified in 2018-2022 bicyclist fatalities include failure to yield, distraction, and speed. Between 2018-2022, 6 percent of drivers involved in pedalcyclist fatality crashes were impaired and 21 percent were reported to be distracted. Thirteen percent of pedalcyclist fatality crashes involved a distracted pedalcyclist and 38

percent of statewide pedalcyclist fatality crashes involved an impaired pedalcyclist. Only 4 percent of pedalcyclists were either in the roadway improperly and/or improperly crossing the roadway when they were struck by a motor vehicle and killed.

Existing data gaps prevent comprehensive assessment of trends related to pedalcyclists outside of bicyclists. In addition, it is suspected that the gradual increase in bicyclist fatalities since 2008 is linked to increased exposure; however, WTSC lacks a credible estimate of bicycling exposure.

A 2017 statewide analysis of bicyclist and motor vehicle collisions along Washington main streets and highways found that neighborhoods with above average poverty and residency rates of racial/ethnic minority populations have a higher probability of crashes due to lower vehicle ownership, higher rates of exposure and lack of infrastructure investment, including bike lanes, traffic calming installations, and crosswalks.

Data gaps pose a challenge to conducting an accurate assessment of the income, poverty, or housing status of bicyclists killed in motor vehicle crashes, but generally, active transportation user fatalities take place at a higher rate in low-income census tracts with less sidewalks, bike lanes, marked crosswalks, safe design.

State-level data collection relies on law enforcement collection and reports for information related to bicyclist near-misses, injuries, and fatalities. According to the principles of community policing, members of communities where trust of law enforcement is tenuous may be less likely to report crime, such as hit and run. Relating to low-income and minority populations, it is possible that data gaps exist in neighborhoods and communities where members are statically less likely to view law enforcement as credible, safe, or accessible.

Countermeasure Strategy: Link to Specific Problem ID	Countermeasures and Source
Educating School-Age Children WTSC will implement this countermeasure through project partnerships with public schools, community-based organizations, and local government. Project activities will rely on partners to implement education that aligns with Safe Routes to School (SRTS) programming best practices, such as Walking School Buses, to increase future drivers', walkers', and rollers' knowledge, awareness and adoption of laws related to pedestrian and bicyclist safety to influence behavior.	**Elementary-Age Child Pedestrian Training** - CTW, 3 star citation **Safe Routes to School and Walking School Buses** -CTW, 3 star citations

Project activities, such as Walking School Buses, will implement the countermeasure of educating school-age children by educating school-age children and their parents about how to evaluate and choose the safest routes for walking or bicycling, safe behaviors associated with walking and biking, and the need to practice and model safe behaviors when walking, biking, or driving around children. In addition, project activities will educate school-age children, their parents and those who travel near schools about how to use common engineering treatments to enhance safety (sidewalks, crosswalks, traffic calming measures), the need to adhere to crossing guard direction, and to abide by traffic laws, especially in and around school zones.	
Pedestrian and Bicycle Safety Through multidisciplinary partnerships forged by program managers under these countermeasures, WTSC will disseminate educational messaging to population demographics deemed to be "challenging" due to historic low engagement and accessibility. WTSC will utilize Multidisciplinary Involvement and Law Enforcement through project activities aligned with the *Uniform Guidelines for State Highway Safety Programs* (NHTSA, 2009) guidelines to coordinate activity at both the State and local levels to reach vulnerable populations and the general public through education and outreach efforts designed to decrease the prevalence of pedestrian and bicyclist serious injuries and fatalities in Washington State. WTSC project-level activities will include strategic coordinated activity of multidisciplinary agencies at the state and local level involving the following partners: • State Pedestrian/Bicycle Coordinators • Law Enforcement and Public Safety • Education	**Multidisciplinary Involvement** *Uniform Guidelines for State Highway Safety Programs*, Guideline No. 14: Pedestrian and Bicycle Safety (NHTSA 2009) **Law Enforcement** *Uniform Guidelines for State Highway Safety Programs*, Guideline No. 14: Pedestrian and Bicycle Safety (NHTSA 2009)

• Public Health and Medicine • Driver Education and Licensing • Transportation—Engineering, Planning, Local Transit • Media and Communications • Community Safety Organizations • Nonprofit Organizations Partnerships with multidisciplinary community-based resource providers will enhance the effectiveness of activities targeting vulnerable sub-groups of active transportation users and facilitate communication and trust between WTSC program managers and communities. Components of law enforcement's role in projects that utilize this countermeasure include: • Communication and educational support. • Enforcement of all laws that affect the safety of pedestrians and bicyclists, including those aimed at aggressive drivers. • Coordinating and supporting education activities. • Suggesting creative strategies to promote safe pedestrian, bicyclist, and motorist behaviors.	
Pedestrian Safety WTSC will implement projects under this countermeasure to promote new traffic safety laws that reduce speed limits through upstream community outreach and engagement. This will be accomplished through project partners at all levels of influence.	**Reduce and Enforce Speed Limits** **-** CTW, 3-star citation.
Communication and Outreach WTSC will implement project activities under this countermeasure by funding communication and outreach at the statewide and local level. This countermeasure strategy will be utilized to decrease pedestrian and bicyclist fatalities by raising driver awareness and knowledge of pedalcyclists, pedestrians, and related safety laws through strategically crafted and disseminated	**Mass-Media Campaigns** - CTW, 3 stars citation

education about the law related to pedestrian and bicyclist safety. Implementation of the statewide campaign will continue into year two by strategically addressing the performance target of decreasing pedestrian and bicyclist fatalities by targeting drivers who travel in geographic "hot spots" and who statistically pose the greatest risk to pedestrians and bicyclists. Targeted communities and the general public will receive educational, positive community norms messaging that does not scare or shame the driver but encourages them to be a part of the solution by following the law and practicing safe driving behaviors around pedestrians and bicyclists.	
Enforcement Strategies WTSC will fund local project managers to pursue enforcement as a deterrent to driver behaviors that pose risk to the safety of pedestrians and pedalcyclists, as a method of promoting positive behavior and community norms and awareness of active transportation user safety laws to decrease the prevalence of serious and fatal injuries.	**Enforcement Strategies** – CTW, 3 stars citation

Countermeasure Strategy Link to Performance Targets

The selected countermeasures target pedestrians, bicyclists, and drivers interacting with pedestrians and bicyclists to increase skills and awareness to reduce fatal and serious crashes. Education efforts are sometimes paired with high visibility enforcement to deter dangerous driver behaviors. By leveraging the knowledge and experience of local partners, these countermeasures use location-specific versions of evidence-based interventions to reduce the incidence of fatal and serious injury crashes involving walkers and rollers.

Educating School-Age Children

This countermeasure strategy, based on research conducted by NHTSA, effectively equips school-age children with knowledge and practice to enable them to walk safely in environments with traffic and other safety hazards.

Numerous studies suggest that knowledge and behaviors of young children may be improved through education and training programs, but that behavior in real-world traffic situations is more likely to be modified if the program incorporates interactive training with opportunities

for practice and positive reinforcement (Percer, 2009). For this reason, non-motorized program projects utilize not only education as a tool to reach elementary-school aged children, but hands-on experience project activities aligned with Safe Routes to School (SRTS), such as Walking School Buses, to teach basic pedestrian concepts and safe roadway user behaviors to children who will eventually become drivers. The goal is for these students to conform to behaviors that decrease pedestrian and bicyclist crashes in Washington State throughout their lives.

The involvement of teachers, parents, and other caregivers will improve this countermeasure by emphasizing the need for careful supervision and limits of children under 10 years old.

Local-level projects include family and school-oriented elements such as punch cards, crossing guard programs, walking school buses, and SRTS activities. These activities instill the critical nature of practice and behavior modeling safe behaviors associated with safe walking and biking and teach children and their parents how to evaluate and choose the safest routes for walking or bicycling to and from school. Additional project activities under this countermeasure include adherence to crossing guard direction and traffic laws - all shown to decrease the prevalence of pedestrian and bicyclist serious injuries and fatalities.

Pedestrian and Bicycle Safety

Projects under the Non-motorized program will utilize Law Enforcement and Multidisciplinary Involvement through project activities aligned with the *Uniform Guidelines for State Highway Safety Programs* (NHTSA, 2009) to coordinate partner activity at the local level to reach vulnerable populations and the public. Through community partnerships, projects can successfully channel education and outreach messaging designed to influence driver, pedestrian, and bicyclist behavior to the appropriate audiences in order to increase pedestrian and bicyclist safety in Washington State.

By leveraging the knowledge, connections, and experience of local partners, projects under this countermeasure may effectively target “low-engagement” focus populations successfully using location-specific versions of evidence-based interventions to reduce the incidence of fatal and serious injury crashes involving walkers and rollers.

Projects will use this countermeasure in alignment with the *Uniform Guidelines for State Highway Safety Programs* (NHTSA, 2009) to emphasize the role law enforcement plays in pedestrian and bicyclist safety and their ability to employ enforcement as a deterrent to driver behaviors that decrease the safety of pedestrians and bicyclists.

Pedestrian Safety

The performance target of reducing pedestrian and bicyclist fatalities is addressed through program projects that work with communities and local jurisdictional leaders to implement new legislation, developed in partnership with the Cooper Jones Active Transportation Safety

Council, to reduce speed limits on roadways that currently pose a danger to pedestrians and bicyclists.

Projects that utilize this countermeasure will educate and partner with the public and local leaders to implement new traffic safety laws and reduce speed limits in geospatial "hot spots." Following implementation, project efforts will focus on public education through programming activities aligned with *Countermeasures That Work* that are designed to increase public knowledge, awareness, and acceptance of speed changes. Public acceptance and adherence to speed laws related to pedestrian and bicyclist safety will decrease the prevalence of driver speeding, a known contributor to pedestrian and bicyclist serious injuries and fatalities in Washington State.

Communication and Outreach

Non-motorized program projects raise the awareness of drivers of pedalcyclists, pedestrians, and related safety issues through mass-media campaigns aimed at decreasing pedestrian and bicyclist fatalities.

Local and state-level mass media campaigns utilize a variety of media, including mass media, to improve public awareness of pedestrian and bicyclist crash problems, and knowledge of what they can do to prevent them. Communication materials are designed to be culturally relevant and multilingual as appropriate in order to address equity issues.

The statewide campaign was designed with the input of focus groups made up of drivers and pedestrians from a variety of racial/ethnic, age, and socioeconomic statuses. The campaign seeks to use positive social norming and messaging to influence the knowledge, beliefs, and behavior of drivers, pedestrians, and bicyclists regarding a range of topics that includes:

- Visibility or conspicuity in the traffic system.
- Correct use of facilities and accommodations.
- Proper street-crossing behavior.
- Safe practices near school buses, including loading and unloading practices.
- The nature and extent of traffic-related pedestrian and bicycle fatalities and injuries.
- Rules of the road.
- Proper selection, use, fit, and maintenance of bicycles and bicycle helmets.
- Skills training of bicyclists.
- Sharing the road safely among motorists and bicyclists.
- The dangers that aggressive driving, including speeding, pose for pedestrians and bicyclists.

The statewide campaign will strive to decrease pedestrian and bicyclist fatalities by targeting drivers in "hot spots" and who statistically pose the greatest risk by engaging in behaviors such as speeding, impaired driving, distracted driving, and reckless driving. Targeted demographics

will receive positive community norms messaging that encourages them to be a part of the solution by following the law and practicing safe driving behaviors around pedestrians and bicyclists.

Increasing the knowledge and beliefs around pedestrian and bicyclist safety should influence positive behavior changes among targeted populations which should result in a decrease in the number of crashes involving pedestrians and bicyclists.

Enforcement Strategies

In non-motorized programming, HVE addresses the performance target goal of reducing bicyclist and pedestrian fatalities by deterring risky driver behaviors known to cause bicyclist and pedestrian fatalities and serious injuries.

HVE is a proven strategy recommended by NHTSA to influence drivers, pedestrians, and bicyclists and influence driver behavior identified by WTSC's Research and Data Division (RADD) as causation factors in pedestrian and bicyclist fatality crashes. This countermeasure is designed to reduce fatal and serious injury pedestrian and bicyclist crashes through increased presence and visibility of enforcement in areas with data-demonstrated need and corresponding media campaigns.

Projects that utilize HVE require law enforcement to target certain high pedestrian/bicycle crash or law violation geographical areas or "hot spots" using either expanded regular patrols or designated aggressive driving patrols. The objective is to convince the public that speeding and aggressive driving actions are likely to be detected and that offenders will be arrested or punished. The countermeasure will be utilized by local project managers as a deterrent to driver behavior that threatens the safety of pedestrians and bicyclists. It should also serve to grow awareness of bicyclist and pedestrian safety laws and decrease the prevalence of driver behaviors that contribute to serious injury and fatality crashes. They can also deter dangerous behaviors by increasing the visibility of the patrols and increasing the perception of the risk of engaging in illegal or risky driving behaviors.

Federal Fund Description

Federal Funding Source:	Estimated 3-Year Allocation:
NHTSA 405h (FY22-23; (BIL/Supl)), 405g (BIL/Supl)	$5,100,000

Considerations Used to Select Projects

Educating School-Age Children

- *Countermeasures That Work*
- Buy-in from and pre-established partnerships with equity-focused divisions of local government, community-based organizations (CBOs), public schools, parent groups and nonprofit agencies
- Location-specific and data-defined walker roller "hot spots" based on WTSC data dashboards and FARS data

- Recommendations of the Cooper Jones Active Transportation Safety Council
- Sociodemographic data, census reports, public school free and reduced lunch percentages
- Safe Routes to School programming best practices

Pedestrian and Bicycle Safety

- NHTSA's *Uniform Guidelines for State Highway Safety Programs*
- Diverse community partnerships and pre-established connection to equity-focused CBOs
- Recommendations from the Cooper Jones Active Transportation Safety Council
- Location-specific and data-defined walker roller "hot spots" and equity issues
- Feedback from community-based organizations
- Sociodemographic data, census reports, WTSC data dashboards and FARS data
- WTSC outreach, grantee outreach, and contractor outreach
- Partnerships/buy-in with/from community-based organizations (CBOs), CBOs that serve Spanish-speaking/multilingual communities, BIPOC-led active transportation advocacy groups
- Feedback from members of the public though task forces, grantee outreach, and public input from grantee task-force events designed to collect public testimony

Pedestrian Safety

- *Countermeasures That Work*
- Recommendations from the Cooper Jones Active Transportation Safety Council and case fatality review study group
- Location-specific and data-defined walker roller "hot spots"
- WTSC data dashboards, city-level engineering recommendations and FARS data
- Location-specific and data-defined walker roller equity issues
- Sociodemographic data, census reports, public school free and reduced lunch percentages
- Partnerships/buy-in with/from community-based organizations (CBOs), local elected leaders and government
- Feedback from members of the public though regional task forces, grantee outreach, and public input from task-force events designed to collect public testimony

Communication and Outreach

- Sociodemographic data, census reports, FARS data and WTSC data dashboards
- NHTSA's *Uniform Guidelines for State Highway Safety Programs*
- Recommendations from the Cooper Jones Active Transportation Safety Council
- Location-specific and data-defined walker roller "hot spots" and equity issues
- Focus groups feedback

- Partnerships/buy-in with/from community-based organizations (CBOs), CBOs that serve Spanish-speaking/multilingual communities, BIPOC-led active transportation advocacy groups
- Feedback from members of the public though task forces, grantee outreach, and public input from grantee task-force events designed to collect public testimony

Enforcement Strategies

- NHTSA's *Uniform Guidelines for State Highway Safety Programs*
- Location-specific and data-defined walker roller "hot spots" and equity issues
- Sociodemographic data, census reports, public school free and reduced lunch percentages

4.7: Occupant Protection

Problem ID

Washington has one of the highest seat belt use rates in the country at 93.9 percent. Despite an increased seat belt use rate in 2021, the number of unrestrained fatalities and serious injuries have increased to the highest number since before 2010. Since 2019, unrestrained fatalities have increased over 30 percent and serious injuries increased 58 percent. In 2021, unrestrained motor vehicle drivers and occupants represented 36 percent of traffic fatalities in the state. According to NHTSA, people who buckle up in the front seat of a passenger car can reduce the risk of fatal injury by 45 percent and moderate to critical injury by 50 percent. Wearing a seat belt in a light truck can reduce the risk of fatal injury by 60 percent and moderate to critical injury by 65 percent.

Key Issues include the following factors:

- Some Populations are Less Likely to use Seat Belts:
  Currently, we know–based on seat belt citation and FARS data, as well as other research–that some populations are less likely to use seat belts. There is a variety of solid and anecdotal evidence that demonstrates that Hispanic males, AIAN males, males aged 55 and older, and younger drivers aged 16-25 are at higher risk of not wearing seat belts while driving[2]. According to the WTSC's Research and Data Division's 2022 brief on AIAN traffic deaths, one-third of AIAN deaths were unrestrained vehicle occupants, versus less than 20 percent of all other races.

- Unrestrained Occupants Tend to Correlate with Other High-risk Behaviors:
  Individuals who do not use their seat belts closely correlate with other high-risk driving behaviors like speeding, distracted or aggressive driving, and impaired driving. For example, the correlation between impaired driving and lack of seat belt use is extremely high. From 2017-2021, about 39 percent of unrestrained deaths involved alcohol impairment, and 55 percent involved drug impairment. In addition, 22 percent of unrestrained driver fatalities involved distraction, and 39 percent involved speeding.

- Younger Male Drivers are More Likely to be Unrestrained:
  Only 32 percent of 16-25-year-olds killed in crashes between 2017-2021 were properly restrained. Sixty-five percent of unrestrained vehicle occupants in this age group killed in crashes during this time period were male.

- Child Passenger Safety:
  Motor vehicle crashes remain one of the leading causes of death for young children. It is consistently the most or second most common factor in death for children aged 1-14

[2] Although there are not countermeasures in the Occupant Protection Program addressing these focus populations there are other targeted efforts planned such as the "Loteria" seat belt PSA and the Tribal Traffic Safety Coordinators in the Tribal Safety Program.

(CDC – National Center for Health Statistics https://www.cdc.gov/transportationsafety/child_passenger_safety/cps-factsheet.html). Between 2017-2021, there was an annual average of seven deaths and 11 serious injuries of young children from vehicle crashes in Washington State. From 2017-2021, 14 percent of unrestrained passenger fatalities were children ages 0-15. Using the right sized child seat can reduce the risk of fatal injury by 71 percent.

- Knowledge of Child Passenger Restraint Use and State Law:
  Child restraint systems can be very complicated, and many are installed incorrectly. Many parents and caregivers know how complicated these systems can be: rear facing, forward facing, booster seats, harnesses, different cars have different anchor points, seats are different, and more. Data collected from Washington State car seat checks in the first half of FFY 2023 shows 68 percent misuse child restraints.

Washington's primary seat belt law RCW 46.61.688 states that all passengers under the age of 16 years either wear a seat belt or use an approved child restraint device.

The child restraint system law RCW 46.61.687 states that children up to age two must ride in a rear-facing child restraint; children 2 to 4 years old must ride in a harness child restraint; children 4 years and older must ride in a car or booster seat, until 4'9" tall; and children up to age 13 must ride in the back seat when practical. The most common mistakes observed in Washington:

- No restraint used.
- Children aged 12 and under are illegally seated in the front seat.
- Premature graduation from the booster seat to a seat belt.
- Child restraint not installed in vehicle properly.
- Harness is not correctly fitted.

Countermeasure Strategy: Link to Specific Problem ID	Countermeasures
Communications and Outreach (CTW 10th Ed. / Ch. 2 Seat Belts and Child Restraints / Countermeasures Targeting Children and Youth / 6. Communications and Outreach) WTSC will provide funding and support to the statewide Child Passenger Safety (CPS) Program Coordinator and the network of child passenger safety technicians and instructors to allow them to educate the public about the importance of using the right seat correctly for every trip.	**Strategies for Older Children** – CTW 3 stars citation **Strategies for Child Restraint Use and Booster Seat Laws** – CTW 3 stars citation
Other Strategies	**School-Based Programs** – CTW 3 stars citation

(CTW 10th Ed. / Ch. 2 Seat Belts and Child Restraints / Countermeasures Targeting Children and Youth / 7. Other Strategies) WTSC will fund programs in schools to teach young drivers and future drivers the importance of wearing seat belts using peer-based education and positive community norms. WTSC will also provide funding for training to increase the number of nationally certified CPS technicians and provide resources to communities so that they can operate successful CPS programs and increase accessibility to car seat check events and inspection stations at the local level.	**Inspection Stations** – CTW 3 stars citation

Countermeasure Strategy Link to Performance Targets

Communications and Outreach

Motor vehicle crashes remain one of the leading causes of death for children. From 2017-2021, 14 percent of unrestrained passenger fatalities were children ages 0-15. This countermeasure supports our performance targets for measure C4 (specifically unbelted children), as using the right seat properly can reduce the risk of fatal injury by 71 percent.

The American Academy of Pediatrician's latest evidence-based recommendations call for the following:

- Infants and toddlers should ride in a rear-facing car safety seat, if possible, until they reach the highest weight or height allowed by their seat. Most convertible seats have limits that will allow children to ride rear facing for 2 years old or more.
- Once they are facing forward, children should use a forward-facing car safety seat with a harness for as long as possible, until they reach the height and weight limits for their seats. Many seats can accommodate children up to 65 pounds or more.
- When children exceed these limits, they should use a belt-positioning booster seat until the vehicle's lap and shoulder seat belt fits properly. This is often when they have reached at least four feet nine inches in height and are 8 to 12 years old.
- When children are old enough and large enough to use the vehicle seat belt alone, they should always use lap and shoulder seat belts for optimal protection.
- All children aged 12 years old and younger should be restrained in the rear seats of vehicles for optimal protection.

Citation: https://www.aafp.org/news/health-of-the-public/20180921kidscarsafety.html

This countermeasure will include efforts to inform/educate families about the risks of leaving a child or unattended passenger in a vehicle after the vehicle motor is deactivated by the operator. These efforts will be lead through the state's CPS Program Delivery and Target Zero Managers projects.

According to the National Safety Council Injury Facts (https://injuryfacts.nsc.org/motor-vehicle/motor-vehicle-safety-issues/hotcars/data-details/), in Washington from 1998 to June 2023, six child hot car deaths have been reported. The most current death occurred on May 24, 2023. While zero is the only acceptable number of deaths, at this time, due to the relative low number, the state does not plan on implementing a standalone Unattended Passenger program area.

Other Strategies

This countermeasure strategy will include school-based programs to educate young drivers and future drivers. Research conducted by WTSC's Research and Data Division shows that only 32 percent of 16–25-year-olds killed in crashes between 2017-2021 were properly restrained. Sixty-five percent of unrestrained vehicle occupants in this age group killed in crashes during this time were male. We plan to use peer-based programs that use a positive culture change approach to reinforce the strong behavioral norm in Washington, where observational surveys show that 93.9 percent of people wear their seat belt.

Many high schools in Washington participated in a statewide COVID-19 related student survey. This survey included questions specific to seat belt usage. Several schools have been identified as potential sites for pilot projects. The priority will go to schools with reported low seat belt use coupled with wide gaps between perceived and reported seat belt use.

This countermeasure will also provide funding that will be used to provide statewide inspection stations and will include projects to support training for child passenger safety technicians and purchase supplies to support car seat check events. Motor vehicle crashes remain one of the leading causes of death for young children. It is consistently the most or second most common factor in death for children aged 1-14. Between 2017-2021, there were an average of seven deaths and 11 serious injuries of young children from vehicle crashes in Washington state. From 2017-2021, 14 percent of unrestrained passenger fatalities were children ages 0-15.

Child restraint systems can be very complicated, and many are installed incorrectly. Many parents and caregivers know how complicated these systems can be: rear facing, forward facing, booster seats, harnesses, different cars have different anchor points, seats are different, and more. Data collected from Washington State car seat checks shows a 68 percent misuse of child restraints. Inspection stations will reach parents/guardians/caregivers who drive with children in their vehicles. This group of people need to know the laws regarding child passenger safety, but also needs to know where they can get appropriate resources and direction, if

needed. Beyond that, they need to understand the importance of being good seat belt-using role models for children riding in their vehicles.

Federal Fund Description

Federal Funding Source:	Estimated 3-Year Allocation:
NHTSA 402 (BIL/Supl), 405b (BIL/Supl) Reg & Flex	$2,850,000

Considerations Used to Select Projects

Communications and Outreach

- A recent influx of refugees arriving in Washington without knowledge of child passenger safety laws or correct seat usage
- Identified gaps in training and resources for professionals that transport children such as Department of Children Youth and Families transporters and local law enforcement agencies that transport children in an emergency (when other services are not available)
- Data from WTSC Data Dashboards
- Recommendations from the American Academy of Pediatricians
- Data from Centers for Disease Control and Prevention
- Data gathered from the National Digital Check Form
- NHTSA's *Uniform Guidelines,* Guideline No. 20: Occupant Protection, Part V. Occupant Protection for Children Program and Part VI. Outreach Program

Other Strategies:

- A recent increase in unrestrained passenger vehicle occupants despite a high seat belt use rate
- Data from WTSC Data Dashboards
- Statewide Observation Survey data
- COVID-19 Student Survey results from Washington Office of Public Instruction and the University of Washington
- Recommendations from the American Academy of Pediatricians
- Data from Centers for Disease Control and Prevention
- Data gathered from the National Digital Check Form
- NHTSA's *Uniform Guidelines,* Guideline No. 20: Occupant Protection, Part V. Occupant Protection for Children Program and Part VI. Outreach Program

4.8: Program Coordination

Problem ID

Program coordination and development encompasses various activities required to successfully operate and improve Washington's highway safety program. WTSC is required to provide staff and services related to the performance of the professional and technical functions outlined in Washington's Highway Safety Plan and in accordance with Washington's Strategic Highway Safety Planning, also referred to as the Target Zero plan. This funding is essential to ensure that 1) traffic safety projects authorized for the year are appropriately planned, executed, monitored, and closed; and 2) investments in projects are made to enhance the future of traffic safety in Washington State.

These funds are the federal share of costs to support WTSC employees' salaries and benefits for executive, administrative, training, and services staff. Program coordination encompasses all activities associated with implementing Target Zero strategies applicable to specific WTSC traffic safety programs.

Countermeasure Strategy: Link to Specific Problem ID	Countermeasures
Strategic Highway Safety Planning WTSC will partner with the WSDOT to co-fund a consultant that will lead a process to help Washington create a new Strategic Highway Safety Plan (Target Zero). The intent is to create a plan that will help establish or facilitate the state moving toward adopting the tenets of the Safe System Approach. This work began in FFY 2023 and will continue through FFY 2025 when the new plan will be completed and published.	**Strategic Highway Safety Planning** - 23 U.S.C. § 148; Develop state comprehensive plan based on safety data and in consultation with all the required parties.
Traffic Safety Program Support –Leadership WTSC will continue to fund operations required to improve Washington's highway safety program. This will include providing staff and services related to the performance of the professional and technical functions outlined in Program Coordination.	**Planning and Administration** - §1300.4 State Highway Safety Agency – Authority and functions / Policy, terms and procedures 23 CFR § 1300, Appendix D). / NHTSA's *Uniform Guidelines for State Highway Safety Programs,* Guideline No. 21: Roadway Safety

Program Coordination WTSC is required to provide staff and services related to the performance of the professional and technical functions outlined in Washington's HSP and in accordance with Target Zero.	**Program Coordination** §1300.4 State Highway Safety Agency – Authority and functions. / NHTSA's *Uniform Guidelines for State Highway Safety Programs,* Guideline No. 21: Roadway Safety
WTSC Grant Management System (WEMS) WTSC will continue to provide funding for staff work, and resources needed (training, software license, and technical support) to keep the WEMS system running efficiently and to make system improvements.	**WTSC Grant Management System (WEMS)** Consistent and systematic grant management is important and valuable for WTSC. This countermeasure provides funding for the continued operation, upgrades, and maintenance of a web-based Grant Management System (WEMS). This system is used by WTSC to manage all aspects of the traffic safety grants, including soliciting and receiving grant proposals, tracking reviews and approvals, awards, contract development, risk analysis, monitoring, invoicing, and grant close out. It is used by all WTSC grantees. NHTSA gave WTSC a commendation for this program during its 2018 and 2021 management reviews.
WTSC Staff Professional Development WTSC intends to continue to contract with the Montana State University Center for Health and Safety Culture for training and technical assistance. WTSC has had this relationship with MSU for the past two years. Professional development activities are designed to strategically improve the capacity of WTSC staff and partners. This includes training and coordination around the Safe Systems Approach and public health practices	**Positive Traffic Safety Culture Training and Technical Support** • TRB's National Cooperative Highway Research Program (NCHRP) Web-Only Document 252: A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries and • US DOT *National Roadway Strategy – Key Departmental Actions to Enable Safer People* – page 16, "1. Leverage new funding in the

while increasing diversity, equity, and inclusion of traffic safety interventions.	Bipartisan Infrastructure Law for behavioral research and interventions, and use education, technical assistance, and outreach to disseminate information to partners. Leverage public health approaches for implementation by engaging with a wide variety of stakeholders using a diversity of interventions..." Available at https://www.transportation.gov/sites/dot.gov/files/2022-02/USDOT-National-Roadway-Safety-Strategy.pdf WTSC has been implementing this countermeasure for three years to build the skills and capacity of its staff to effectively influence the traffic safety culture of Washington. Through ongoing work and training we see opportunity to improve our efforts working in an integrated fashion in different segments of the culture. The work will build on the foundations created in the prior three years by providing training support and ongoing technical assistance to WTSC staff. Specifically, the project will fund ongoing instruction and technical assistance for staff around project design and effectiveness monitoring so that specific evaluation measures can be analyzed.

Countermeasure Strategy Link to Performance Targets

Strategic Highway Safety Planning

The WTSC led the effort to update the Target Zero plan in 2019. This countermeasure is designed to help WTSC and other state partners advance the goal of Target Zero by creating a new Target Zero plan. The WTSC will do this work in close collaboration with its partners at the

WSDOT. The planning process will begin in FFY 2023 and conclude in FFY 2025. Based upon the Safe System Approach and Proactive Safety Culture, the plan will address multiple layers of safety, multiple stakeholders, and representation from all road user groups. The project will yield a series of recommendations that WTSC, WSDOT, and other state partners can work toward to achieve our shared goal of Target Zero. The plan will outline priorities, roles, and goals for partners to focus on over the next three to five years. This will help Washington create accountability for state traffic safety stakeholders and help them coordinate efforts. The Target Zero plan is a guiding document designed for policymakers and practitioners of traffic safety in Washington State. WTSC engages in data-driven decision-making, which requires a continual review of state data collections and attention to the latest research on evidence-based countermeasures. This strategy and activity will help Washington by focusing WTSC and other state partners on the most important actions they can take to advance our shared goal of Target Zero. 23 USC 148 requires all states to have an updated and approved SHSP, which is consistent with specific requirements, including an implementation focus that describes the process, actions, and potential resources for implementing the strategies in the emphasis areas.

Traffic Safety Program Support--Leadership

This countermeasure strategy will allow WTSC to assign federal traffic safety funds to advance the goals of the Target Zero plan, specifically for the technical coordination of Washington's various traffic safety programs, including Community Traffic Safety, Distracted Driving, Impaired Driving, Motorcycle Safety, Non-Motorized Services, Occupant Protection, Research and Data, Speed, Traffic Records, Tribal, and Young Drivers. The planning, administration, and program coordination countermeasure supports the C-1, C-2, and C-3 performance targets. This countermeasure fits into the Target Zero plan of providing support across all traffic safety programs. This countermeasure is necessary to allow WTSC to provide staff to perform the professional and program functions for all activities related to various traffic safety program coordination as outlined in Washington's HSP and accordance with the Target Zero plan. This program coordination is essential to ensuring all traffic safety projects authorized for the year are appropriately planned, executed, monitored, and closed. This countermeasure follows NHTSA's *Uniform Guidelines for State Highway Safety Programs,* Guideline No. 21: Roadway Safety.

Program Coordination

Program coordination and development encompasses various activities required to successfully operate and improve Washington's highway safety program. This funding is essential to ensure that 1) traffic safety projects authorized for the year are appropriately planned, executed, monitored, and closed; and 2) investments in projects are made to enhance the future of traffic safety in Washington State. Program coordination encompasses all activities associated with implementing Target Zero strategies applicable to specific WTSC traffic safety programs.

WTSC Grant Management System

Consistent and systematic grant management is important and valuable for WTSC. This countermeasure provides funding for the continued operation, upgrades, and maintenance of a

web-based Grant Management System (WEMS). This system is used by WTSC to manage all aspects of the traffic safety grants, including soliciting and receiving grant proposals, tracking reviews and approvals, awards, contract development, risk analysis, monitoring, invoicing, and grant close-out. It is used by all WTSC grantees. WEMS assists WTSC in systematically managing federal grants so that program managers can consistently follow state and federal regulations. It is a powerful tool to reduce the risks associated with managing a complex grant portfolio across a range of different grantees. This countermeasure was selected as it was recognized that an automated, web-based solution would not only mitigate the risks associated with managing a large and complex portfolio of federal grants but also help the WTSC streamline its business processes and increase its capacity to manage federal grants. This system also creates transparency of WTSC's grant portfolio to NHTSA staff, who can review any project file at any time. We are not aware of any formal recommendation for adopting a systematic, web-based grant management solution; however, Region 10 NHTSA gave WTSC a commendation following its 2018 and 2021 management reviews for the use and transparency of the WEMS system. This countermeasure supports C-1, C-2, and C-3 performance targets through improving the efficiency and effectiveness of program delivery by WTSC staff, subrecipients, and contractors.

WTSC Staff Professional Development

This funding will support activities intended to increase the professional development, training, and technical capacity of WTSC staff around the Safe Systems Approach and public health practices while increasing diversity, equity, and inclusion of traffic safety interventions. Washington is facing an unprecedented rise in fatal and serious injury traffic crashes. This crisis requires us to adapt our approach. This countermeasure will help WTSC and partners coordinate efforts around concepts and plans that will help address new challenges. It will also help comply with the new requirements of the Bipartisan Infrastructure Law, work toward widespread adoption of the Safe System Approach, and increase the diversity, equity, and inclusion of traffic safety interventions. This strategy is consistent with the US DOT *National Roadway Strategy – Key Departmental Actions to Enable Safer People* – page 16, "1. Leverage new funding in the Bipartisan Infrastructure Law for behavioral research and interventions, and use education, technical assistance, and outreach to disseminate information to partners. Leverage public health approaches for implementation by engaging with a wide variety of stakeholders using a diversity of interventions..." (emphasis added). Available at https://www.transportation.gov/sites/dot.gov/files/2022-02/USDOT-National-Roadway-Safety-Strategy.pdf.

The Center for Health and Safety Culture at Montana State University, along with Cambridge Systematics, contributed to a report released by Transportation Research Board's National Cooperative Highway Research Program (NCHRP) called "A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries." This report provides guidance to traffic safety stakeholders seeking to improve traffic safety culture in their communities.

Other References

- Citation-National Academies of Sciences, Engineering, and Medicine. 2018. *A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries*. Washington, DC: The National Academies Press.
- Prof. Nicholas Ward, Prof. William Schell, Jay Otto, M.S., and Kari Finley, Ph.D. with the Center for Health and Safety Culture at Montana State University, along with Tara Kelley-Baker at the AAA Foundation for Traffic Safety, have published an article in the Traffic Injury Prevention Journal. The article highlights a study exploring a theoretical model to assess the influence of culture on the willingness and intention to drive under the influence of cannabis. The findings of this research suggest that specific attitudes and norms reliably predict past driving under the influence of cannabis (DUIC) behavior, general DUIC willingness, and future DUIC intention.
- Ward, N.J., Schell, W., Kelley-Baker, T., Otto, J., & Finley, K. (2018). *Developing a theoretical foundation to change road user behavior and improve traffic safety: Driving under the influence of cannabis (DUIC)*. Traffic Injury Prevention.
- MCC.1.2 Provide training opportunities for traffic safety agencies and partners on cultural competence, multicultural engagement, and multicultural communications. (U)
- "Creating a Traffic Safety Culture – A Case Study of Four Successful States Case Study Three: Washington" created by the National Cooperative Highway Research Program Transportation Research Board.

Federal Fund Description

Federal Funding Source:	Estimated 3-Year Allocation:
NHTSA 402 (BIL/Supl)	$11,526,502

Considerations Used to Select Projects

Strategic Highway Safety Planning

- 23 U.S.C. § 148
- Need to engage with partners, community members, and stakeholders to create a strategic plan that also facilitates the creation of a safe system in Washington State

Planning and Administration

- §1300.4 State Highway Safety Agency – Authority and functions
- Policy, terms, and procedures 23 CFR § 1300, Appendix D
- NHTSA's *Uniform Guidelines for State Highway Safety Programs,* Guideline No. 21: Roadway Safety

Program Coordination

In accordance with 23 CFR 1300.4 -- State highway safety agency – Authority and functions, WTSC has the responsibility to carry out the state's highway safety program and for coordinating with the Governor and other state agencies. Efforts will include the following:

- Establish and maintain adequate staffing to effectively plan, manage, and provide oversight of projects implemented under the annual grant application and to properly administer the expenditure of federal grant funds.
- Develop and execute the Triennial Highway Safety Plan, annual grant application, and highway safety program in the state.
- Manage federal grant funds effectively and efficiently and in accordance with all federal and state requirements.
- Foster meaningful public participation and engagement from affected communities.
- Obtain information about highway safety programs and projects administered by other state and local agencies.
- Maintain or have access to information contained in state highway safety data systems, including crash, citation or adjudication, emergency medical services/injury surveillance, roadway and vehicle recordkeeping systems, and driver license data.
- Periodically review and comment to the Governor on the effectiveness of programs to improve highway safety in the state from all funding sources that the state plans to use for such purposes.
- Provide financial and technical assistance to other State agencies and political subdivisions to develop and carry out highway safety strategies and projects.

<u>WTSC Grant Management System)</u>

- Complexity and changing nature of the federal and state regulatory environment
- Increasing federal funding traffic safety projects
- Requirement to manage grant agreements using a risk based approach
- Partner input
- Desire to provide a transparent grant management system for all users
- 2018 and 2021 NHTSA Management Review commendation

<u>Positive Traffic Safety Culture Training and Technical Support</u>

Need to grow skills and capacity of WTSC staff to address traffic safety as a public health issue – consistent with the DOT national strategy

- Recognition that the effectiveness of programs and projects can be able to be improved through an intentional planning process.

4.9: Research and Data

Problem ID

Data and analysis serve as the cornerstone of all traffic safety programming and evaluation efforts. Traffic safety professionals need access to complete and accurate information. Even when data or information is available, it must be analyzed or explained to be consumable. Traffic safety data and information is diverse and complex, spanning multiple data systems and disciplines, such as crash data and different kinds of hospital data. Measures must be consistent over time in order to confidently interpret changes in trends. Research and data partnerships are vital for tracking and sharing research efforts across different disciplines that intersect with traffic safety. Surveys offer important information regarding short-term and intermediate-term outcomes of programming efforts focusing on behavior change and establishes the logical link between behavior change programs and ultimate reductions in traffic fatal and serious injuries.

Countermeasure Strategy: Link to Specific Problem ID	Countermeasures
Conduct Research and Analysis Conduct research and analysis of traffic records data systems to monitor highway safety issues, create new knowledge, or use existing knowledge in new and creative ways. Inform problem identification and evaluation of efforts. Conduct various surveys of traffic safety attitudes, knowledge, and behaviors for measuring and monitoring traffic safety cultures. This countermeasure strategy will be implemented by supporting the data operations of the WTSC Research and Data Division, working with university partners in conducting robust traffic safety research, and fielding and analyzing surveys.	**Research and Analysis of Traffic Records Data** NHTSA's *Uniform Guidelines for State Highway Safety Programs,* Guideline No. 10: Traffic Records. **Collect and Analyze Survey Data** Survey Recommendations for the NHTSA-GHSA Working Group: Final Report. 2009. Preusser Research Group. Public Awareness Survey Recommendations of the NHTSA-GHSA Working Group. 2010. NHTSA. Traffic Tech Technology Transfer Series No. 397 23 C.F.R. Part 1340

Countermeasure Strategy Link to Performance Targets

Conduct Research and Analysis

The research and data program aids all traffic safety programs by ensuring traffic safety professionals and stakeholders have consumable and accurate information to inform problems and evaluate efforts.

Federal Fund Description

Federal Funding Source:	Estimated 3-Year Allocation:
NHTSA 402 (BIL/Supl), 405d (BIL Supl)	$1,000,000

Considerations Used to Select Projects

Research and Analysis of Traffic Records Data

Projects funded under this countermeasure are part of the WTSC's Research Grant Program – a partnership with state universities/agencies to identify and conduct traffic safety-related research projects. The goal of the Research Grant Program is to work with partners to conduct applied research that results in having new information that contributes to better decisions regarding traffic safety improvements in Washington State or provides information about the effectiveness of our efforts that are lacking robust evaluations. Research project proposals are selected for funding based on how well the research addresses critical and current needs and strategic objectives of the WTSC; the likelihood that the research objectives can be successfully achieved within the proposed time and budget; and the likelihood that the research will produce implementation-ready information or products for traffic safety stakeholders and planners in Washington State. In addition to complete technical reports describing the research and results, grant recipients are also required to develop research digests, such as fact sheets or higher-level summaries of results, for sharing with the Legislature, public, and other non-technical audiences to ensure the results from research are understandable, accessible, and consumable.

Collect and Analyze Survey Data

The WTSC manages two vendor contracts for conducting surveys. The first set of surveys are observation surveys, including the required Statewide Observation Survey of Front Passenger Vehicle Occupant Seat Belt Use for qualifying for 405(b) funds. In addition to this survey, the WTSC will conduct many different types of observational surveys across the state including distracted driving, speeding, child passenger restraints, pedestrian behavior, and seat belt use on tribal lands. The second type of survey and vendor contract is a robust address-based sampling/convenience panel survey including self-reported measures of traffic safety attitudes, knowledge, and behaviors. The survey instrument was developed in partnership with the Montana State University Center for Health and Safety Culture with specific focus on identifying questions/measures that will inform the programming and evaluation of WTSC program areas and logic models. The survey was first implemented in 2023 with a goal to achieve 10,000 completes statewide each year.

4.10: Speed

Problem ID

Between 2017 to 2021, 2,884 people died on Washington roads.

- 31 percent of the deaths involved a speeding driver.
- Speeding is pervasive across the state with 58 percent of speed-related fatalities on urban roads and 41 percent on rural roadways.

A 2022 Washington Traffic Safety Commission (WTSC) speed observation study included 42,823 driver observations, 76 percent of which were exceeding the posted speed.

- Men and women were nearly equally likely to speed, 76.3 percent and 75.4 percent respectively.
- Motorcycles, the most vulnerable motorized user, represented the largest group of violators at 86 percent, followed by cars (77 percent) pickup trucks (75 percent) and delivery trucks (68 percent).
- Nearly 90 percent of drivers were exceeding the posted speed in locations posted for 40-45 MPH limits, versus just over 60 percent of drivers in locations posted with 50-60 MPH limits.
- More than half of speeding drivers speeding in locations posted with 40- 45 MPH limits were exceeding the posted speed by 6-15 MPH.

In the past, high visibility enforcement has been the WTSC's primary intervention yet neither a supplemental national or statewide speed management media campaign have been developed or utilized to amplify enforcement efforts.

A 2020 American Automobile Association (AAA) Traffic Safety Culture Index found that 80 percent of respondents believed that driving 15 MPH over posted freeway speed limits and 10 MPH over posted residential street speed limits was moderate to extremely dangerous.

- Nevertheless, nearly half (45 percent) reported exceeding posted freeway speed limits by 15 MPH and 36 percent exceeded posted residential streets speed limits by 10 MPH in the past 30 days.
- Between 2018-2020, people consistently were less likely to view driving over 15 MPH over the speed limit on freeways as extremely or very dangerous.
- Over half of survey respondents (56 percent) were opposed to automated speed enforcement on residential streets.

A 2020 Washington State Injury Minimization and Speed Management Policy and Guidelines workgroup generated a number of recommendations for lowering operating speeds that WTSC may support with community partners and stakeholders:

- Encourage agencies to use RCW 46.61.415(3)(a) to establish maximum speed of 20 MPH on non-arterial highways or part of a non-arterial highway within residential or business districts.
- Use automated traffic safety and speed enforcement cameras in approved locations.
- Use radar feedback signs with speed safety messaging.
- Encourage the use of school zone flashing beacons.
- Provide education for traffic/transportation professionals on:
  - Injury minimization speed management approach and speed setting approach
  - Road safety assessments to identify streets in need of traffic calming measures
  - Human factors training to improve understanding of how road users interact, understand, see, and make choices on road systems

Members of the workgroup may choose to engage in a future regional or statewide advisory workgroup to address speed capitalizing on their previous work with policy and guidelines recommendations.

Preliminary data from a 2023 WTSC speeding in school zones study indicates drivers are not complying with posted slower speeds in school zones when children are present. Study data (which is still preliminary at the time this is being prepared) will be analyzed and coupled with resources to provide more than 100 different participating schools information about road use behaviors in their school zone and walk routes, increase knowledge of available speed management resources, and increase capacity to engage in policy development recommendations to slow speeds at their locations.

Countermeasure Strategy: Link to Specific Problem ID	Countermeasures
Speed Management Program Development WTSC will develop a comprehensive, coordinated, and strategic plan to slow speeds in the context of the Safe System Approach in collaboration with a diverse work group of traffic safety stakeholders.	**Speed Management Program Development** – *Highway Safety Program Guideline No. 19* (NHTSA, 2006)
Speed Program Communications Support WTSC will engage communication contractors to develop media resources that will be made available to equip and empower	**Communications and Outreach Supporting Enforcement** - CTW 4 stars citation

individuals and communities to support enforcement and promote a traffic safety culture change.	

Countermeasure Strategy Link to Performance Targets

Speed Management Program Development

The selected countermeasure strategy operationalizes guidance from NHTSA to scope and establish a comprehensive speed management program reflective of a coordinated and collaborative effort between engineering, enforcement, and educational disciplines. The speed management program will include data collection and analysis, establishing a speed management work group, offer training and technical assistance to partner agencies, development and employment of culturally relevant, multilingual speed management communication strategies, promotion of automated speed enforcement programs and speed regulation technology, and the promotion of speed management as a public policy priority.

Speed Program Communications Support

The selected countermeasure strategy will increase awareness of the importance of slower speeds and the risks of speeding through multilingual, culturally relevant media to support statewide speed high visibility enforcement (HVE) campaigns throughout the calendar year. In addition to HVE campaign materials, social norm branding will emphasize behavior change motivated by care and consideration of the safety of passengers, other road users, and drivers themselves. The objective is to achieve small changes in operating speeds on all road types by developing unique messaging reflective of populations and driving context.
The selected countermeasures target individuals, organizational partners, and communities. Reductions in speeding-related fatalities and the risk of serious injury across other traffic safety focus areas (i.e., young drivers, impaired, distracted, occupant safety, motorcycles, etc.) will be achieved because slower speeds are involved.

These countermeasures strategies reflect the three-year C-6 performance target of constant in FFY 24 and a subsequent 3 percent reduction in years FFY 25 and FFY 26.

Federal Fund Description

Federal Funding Source:	*Estimated 3-Year Allocation:*
NHTSA 402 (BIL/Supl)	$665,000

Considerations Used to Select Projects

Speed Management Program Development

Establishing a state-level speed management program with a diversity of representation across the Safe System Approach framework reflects NHTSA recommendations to identify speed-related problems, partner with traffic safety professionals, support law enforcement, educate and engage the public, and develop and adopt a consistent, effective public policy to reduce risk and prevent serious injuries or fatalities.

In the process of establishing a speed management program, project selection will be informed by:

- Data from WTSC Data Dashboards to identify impacted communities
- Statewide Observation Survey data
- WTSC Speeding in School Zone and Statewide Speed Observation Studies data
- NHTSA's *Uniform Guideline,* Guideline No. 19: Speed Management
- Feedback from public engagement at the local, regional, and state levels
- Potential for collaborative deployment of multiple countermeasures to improve traffic safety culture
- Within the Safe System Approach as a "safer people" and "safer speeds" countermeasures to engage a diversity of partners, stakeholders, advocates, and allies

Communications and Outreach Supporting Enforcement

Project selection within the communications and outreach countermeasure will include considerations of:

- Data from WTSC Data Dashboards to identify impacted communities
- Statewide Observation Survey data
- WTSC Speeding in School Zone and Statewide Speed Observation Studies data
- Project type need (i.e., rural or urban context, traditional media, seasonal push messaging, product or data release, countermeasure success showcase, etc.)
- Feedback from public engagement at the local, regional, and state levels
- Potential for collaborative deployment of multiple countermeasures to improve traffic safety culture
- Within the Safe System Approach as a "safer people" and "safer speeds" countermeasures to engage a diversity of partners, stakeholders, advocates, and allies

4.11: Traffic Records

Problem ID

All WTSC programs fund projects based on the data generated by traffic records systems, so without a cohesive and robust Traffic Records Program, data-driven funding decisions cannot be made.

Countermeasure Strategy: Link to Specific Problem ID	Countermeasures
Traffic Data Systems Improvement Make data program improvements to highway safety databases relating to accuracy, completeness, timeliness, uniformity, accessibility, and integration. This countermeasure will be implemented by funding projects that: • Increase the usability of the data generated for data driven decision making. • Make quality data available for data driven decision making.	**Traffic Data Systems Improvement** National Highway Traffic Safety Administration (2018, August). *Traffic records program assessment advisory*, 2018 edition (Report No. DOT HS 812 601). Washington, DC: Author. NHTSA's *Uniform Guidelines for State Highway Safety Programs*, Guideline No. 10: Traffic Records.

Countermeasure Strategy Link to Performance Targets

Traffic Data Systems Improvement

This countermeasure strategy contributes to ensuring that the right data is available at the right time for the right decision makers. The Traffic Records program aids all traffic safety programs by improving traffic records data. Without a cohesive and robust Traffic Records program, data-driven funding decisions cannot be made. The mission of the Traffic Records program is to enhance transportation safety through coordinated projects to provide more timely, accurate, complete, uniform, integrated, and accessible traffic records data.

Federal Fund Description

Federal Funding Source:	Estimated 3-Year Allocation:
NHTSA 405c (BIL/Supl)	$3,139,848

Considerations Used to Select Projects

In Traffic Records, the focus populations are the agencies and organizations that contribute to, own, maintain, and manage the six core data systems that make up all of Washington's Traffic Records data. This group is organized as the Traffic Records Governance Council (TRGC). Countermeasures for improving traffic records attributes are identified by agencies and partners owning/using core data systems. Project proposals implementing countermeasure strategies for improving traffic records core data systems are submitted to the TRGC for review using the Traffic Records program project proposal form. In addition to state agencies, local governments and tribes are eligible to submit project proposals addressing local data needs and goals.

The TRGC prioritizes projects for funding based on but not limited to:

- Strength/feasibility of the proposed project
- Implementation of a traffic records assessment recommendation or other federal recommendation
- Sustainability and availability of alternative [non-405(c)] funding sources and funding availability
- Availability of new technologies and solutions
- State and local benefit

4.12: Tribal Traffic Safety

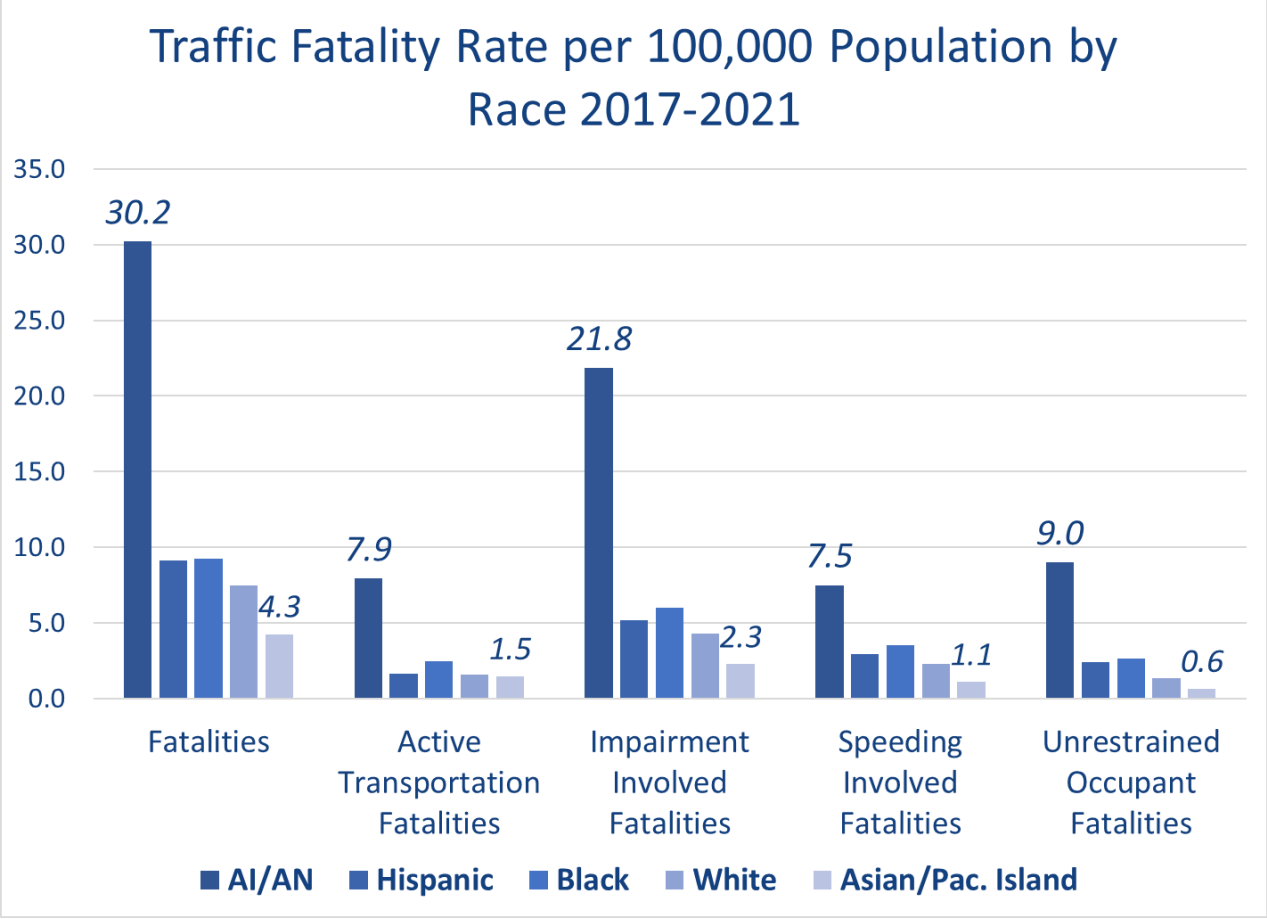
Problem ID

Washington State is the home to 29 federally recognized Indian tribes, each with their own tribal governments. Washington tribal nations are comprised of strong communities rooted in family, culture, and tradition. Tribal nations were more vulnerable to COVID-19 and faced devastating impacts on health, tribal government, and business enterprises, forcing a critical cut-off of revenue to tribal communities. Because of this, tribal resources were diverted away from traffic safety toward more pressing public health efforts.

Traffic safety behavior change is currently not part of tribal government infrastructure.

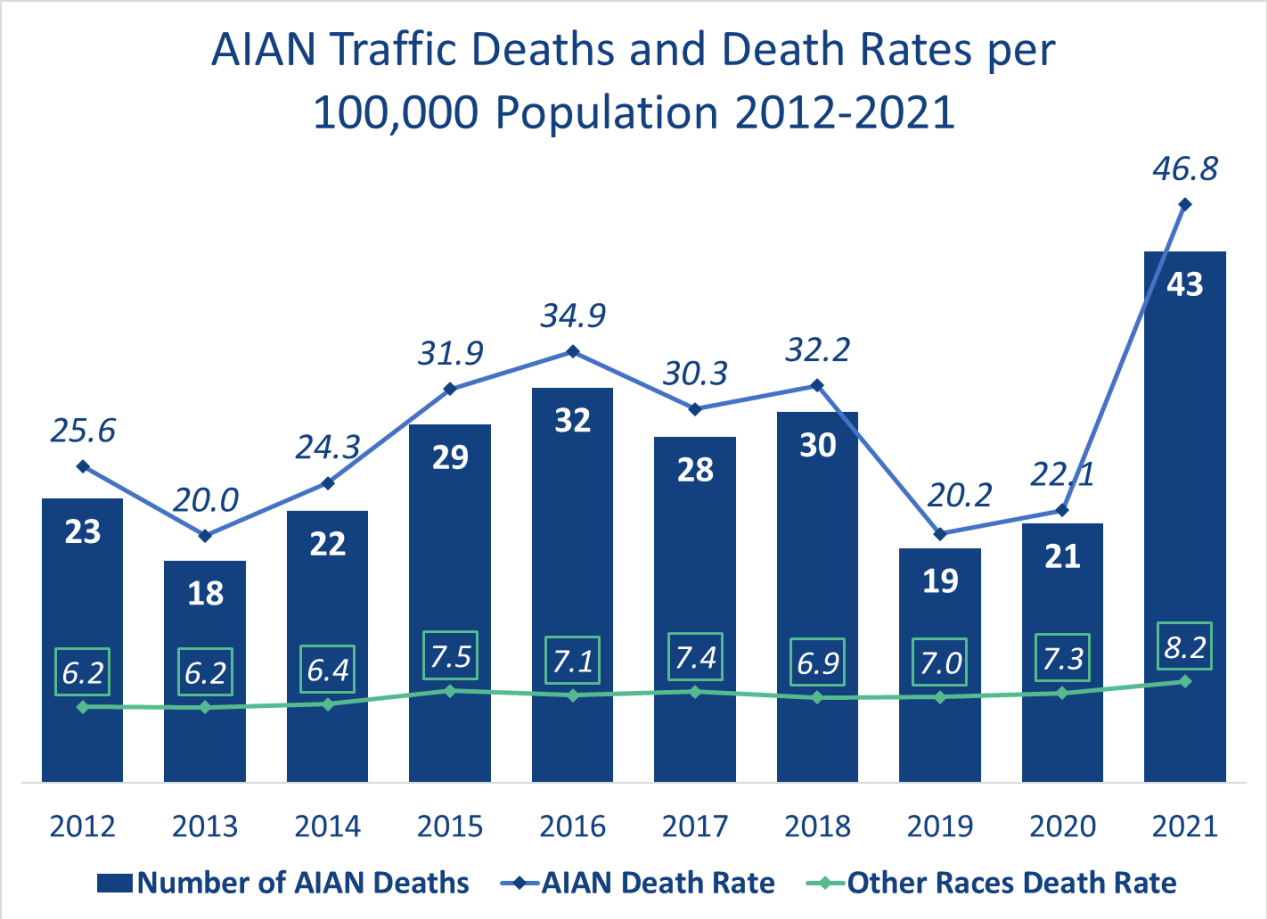
There are limited opportunities to understand and then share information about traffic safety issues on tribal land.

American Indian/Alaska Native (AIAN) death rates (fatalities per 100,000 population) reveal substantial disparities in risk leading to traffic deaths. Trends show the traffic death rate per 100,000 population consistently runs three to four times higher for AIAN people, even if the actual number of traffic deaths varies from year to year.



Source: Washington Coded Fatal Crash (CFC) files; Office of Financial Management Population Estimates.

In 2021, AIAN traffic fatalities in Washington increased by 105 percent from 2020. Of those fatalities, more than 47 percent of AIAN traffic deaths occurred on county roads or reservation lands, versus 26 percent of all other races. AIAN people are overrepresented among traffic deaths involving these three high-risk behaviors: impairment, unrestrained drivers and occupants, and speeding.



Source: Washington Coded Fatal Crash (CFC) files; Office of Financial Management Population Estimates.

Factors impacting tribal traffic safety:

- Competing priorities for Tribal Council
- Changing Tribal Council members, which may result in changing tribal priorities
- Limited staff resources for traffic safety programs
- Limited tribal infrastructure to support traffic safety programs
- Traffic safety crash and injury data for AIAN are often difficult to obtain since tribes are sovereign nations and not required to report motor vehicle crash information to other entities

Factors on reservation roads that create unsafe conditions and contribute to the disproportioned fatality rates:

- Lack of sidewalks, crosswalks, and streetlights
- Lack of enforcement due to staffing and geography
- Limited transit services
- Rural roads
- Large tribal population/small land base
- Small tribal population/large land base

Traffic safety behavior change is not part of the focus of many tribal governments and the motivation and capability to change is an internal process of each individual. It is a difficult task to understand the problem and then share information about traffic safety issues with others on tribal land. This impacts the decision-making process for each Tribal Council.

Countermeasure Strategy: Link to Specific Problem ID	Countermeasures
Tribal Traffic Safety Coordinators WTSC will support tribal traffic safety initiatives by funding up to four Tribal Traffic Safety Coordinators. This will increase leadership skills to include concern about traffic safety; knowledge of tribal traffic safety data; knowledge of potential strategies (including the use of Positive Community Norms campaigns), and knowledge regarding sources of grant funding.	**Tribal Traffic Safety Coordinators** Project funds the work, activities, and training of a professional in a tribal setting to help gather and analyze data, develop data systems, form a tribal traffic safety committee, support enforcement of laws and ordinances and implement traffic safety education and outreach. The supported activities will employ one or more of the following evidence-based strategies from the *Washington State Target Zero Plan*: • TRB.1.1. Tribes are encouraged to conduct a traffic records assessment to ensure that methods being used to collect, share, and analyze crash data are providing optimal benefit to the tribe. Traffic records assessments can also be an effective tool to establish communication

	with state and local safety partners. (R, FHWA) • TRB.5.3. Conduct community-wide information and enhanced enforcement campaigns based on beliefs, attitudes, and behaviors of tribal members that include mass media, information and publicity, child passenger safety system displays, and other targeted strategies such as checkpoints, dedicated law enforcement officials, or alternative penalties. (R, CDC) • TRB.6.4. Conduct sustained education programs based on beliefs, attitudes, and behaviors of tribal members that educate drivers about the importance of seat belts and the use of seat belts during all trips with varying content, duration, intensity, and delivery methods. (R, FHWA) • TRB.7.2. Develop a policy for tribal employees prohibiting participation in teleconferences while driving. (U) • TRB.8.7. Conduct public education campaigns based on the beliefs and norms of the tribe to educate individuals to avoid drinking and driving. (R, FHWA) • TRB.9.1. Encourage the purchase of current and appropriate materials by tribal law enforcement. (R, FHWA) • TRB.9.2. Encourage participation by tribal law enforcement agencies in professional and continuing education and training. (R, FHWA) • TRB.10.1. Create public education campaigns for both motorists and

	active transportation users regarding pedestrian and bicyclist safety to promote the health and welfare of tribal members, especially children. (P, NCHRP)

Countermeasure Strategy Link to Performance Targets

Tribal Traffic Safety Coordinators

The selected countermeasure will provide a much-needed focus on traffic safety issues resulting in an opportunity to change driving behavior. The coordinator positions (up to 4 – depending on tribal willingness to participate) will be tribal members, identified by the tribal council, and housed within public safety, tribal enforcement, tribal engineering, or tribal public health department. The coordinators will lead efforts to implement high priority tribal traffic safety strategies (that tribal leadership deemed necessary) in the efforts of the State Highway Safety Office, to meet Target Zero. This strategy supports APM-2 American Indian/Alaska Native Fatalities by providing a Tribal Traffic Safety Coordinator in high priority tribal communities. The coordinators will work to focus attention and energy on traffic safety where it is most needed by implementing a number of other strategies in their communities.

Federal Fund Description

Federal Funding Source:	Estimated 3-Year Allocation:
NHTSA 402 (BIL/Supl)	$1,500,000

Considerations Used to Select Projects

Tribal Traffic Safety Coordinators

- The AIAN traffic death rate is nearly four times higher than all other races.
- Focus will bring change. Traffic safety behavior change is not part of the focus of many tribal governments and countermeasures must address issues from each individual tribe's perspective.
- Tribal leadership is critical. Tribal leaders are more receptive to making decisions for change when they have more information, when that information comes from tribal citizens and when their decisions impact future generations.
- Informed by the data and stakeholder input. WTSC designed this countermeasure after following a careful analysis of tribal traffic safety data, conversations with tribal members, tribal law enforcement and tribal partners. This project provides an opportunity to address the disproportioned fatality rates of AIAN individuals with a culturally tailored countermeasure and strategy.
- Trust is needed to advance traffic safety. A Tribal Traffic Safety Coordinator would be a trusted leader in a specific tribal community who can develop strategic safety plans to

manage a coordinated safety program with a focused effort on eliminating fatalities and serious injuries for tribal citizens. When tribes focus on traffic safety, tribal citizens will demonstrate safer driving behavior resulting in a reduction in crashes on and off tribal lands.

4.13: Young Drivers

Problem ID

Between 2019 and 2021, young drivers represented about 13 percent of Washington's licensed drivers, but represented 20 percent of all drivers involved in fatal crashes, or a total of 510 young drivers.

Young Drivers involved in fatal crashes often are more likely to engage in high-risk behaviors compared to other drivers in fatal crashes such as:

High-Risk Behavior (2013-2021)	16-25 YO Drivers Involved in Fatal Crashes	Other Drivers Involved in Fatal Crashes
Driving Impaired	43%	34%
Driving Too Fast	34%	17%
Being Unrestrained	18%	15%
Driving Distracted	20%	16%

Source: WTSC Drivers Involved in Fatal Crashes Dashboard, Washington Department of Licensing

Young drivers face an increased crash risk due to both their inexperience and immaturity. They are just learning to drive, lacking the skills and experience necessary to recognize and respond to risk appropriately. Additionally, their age-related immaturity (associated with adolescent brain development) is a key factor in dangerous decision-making on the road. Research on adolescent development suggests key areas of the brain (especially in the prefrontal cortex–the brain center for judgment, decision-making, and deferring immediate reward) are not fully developed until about 25 years of age.

Young drivers are defined as those between the ages of 16 and 25. This 10-year span has three distinct subgroups:

- Drivers aged 16-17: Newly licensed and under the restrictions of the Graduated Driver Licensing (GDL).
- Drivers aged 18-20: These include newly licensed drivers who are not subject to driver training and intermediate license restrictions, as well as drivers who were licensed at 16 or 17 under the GDL.
- Drivers aged 21-25: These drivers often have driving experience but are of legal drinking age and are more likely to drive impaired. Crashes involving drivers aged 21-25 involve impairment 49 percent of the time vs. 34 percent of crashes involving drivers aged 16-20.

Due to these unique characteristics, drivers in these three groups behave differently on the road. Reducing young driver-involved fatalities and serious injuries requires different strategies based on these differences.

Newly licensed drivers ages 18-25 have roughly twice the rate of injury and fatal crashes compared to the same-age peers who were licensed at age 16. These drivers who started driving with an intermediate license continue to have either the lowest or relatively lower injury/fatal crash rates compared to same-age peers who did not start driving until age 18 or older, and through age 25.

Young Driver Crash Involvement for injury and fatal crashes for 2016-2020
Rates per 1,000 Licensed Drivers in Washington
by Age at Crash (WA DOL, 2022)

Age when first licensed	16	17	18	19	20	21	22	23	24	25
16	23.5	21.3	18.2	15.6	13.7	14.2	13.0	12.5	11.8	9.5
17		28.2	25.3	20.4	19.3	17.5	16.8	16.2	15.9	15.1
18			36.2	27.9	22.7	20.7	19.8	20.2	17.6	17.6
19				32.2	25.0	20.7	19.4	18.8	18.8	17.3
20					29.5	26.4	20.7	17.7	18.0	16.1
21						27.7	23.8	18.5	15.3	13.7
22							25.6	20.3	15.0	13.3
23								20.6	19.8	13.5
24									20.7	16.9
25										21.6

Source: Washington Department of Licensing.

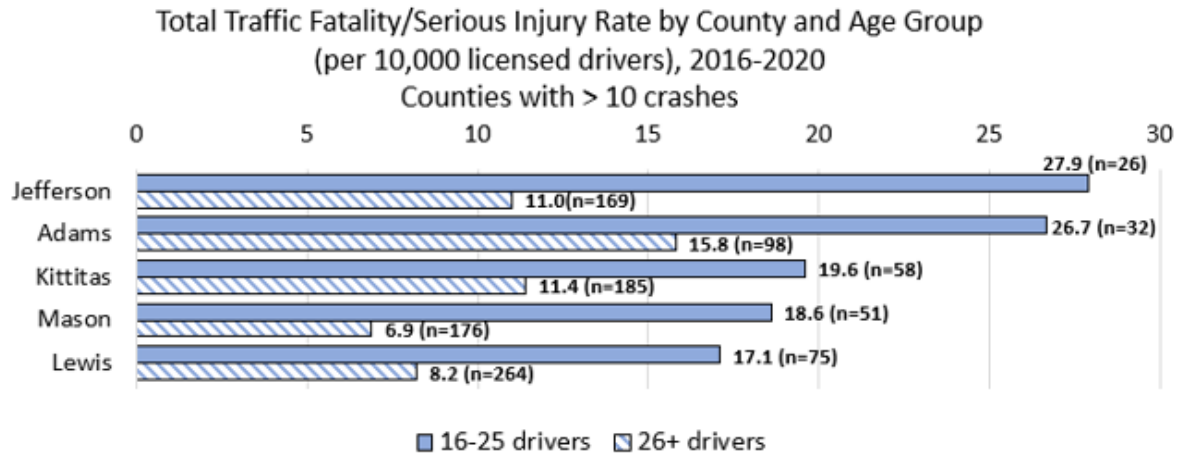
However, a major barrier for 16 to 17-year-olds currently required to take a driver's education course is the cost which is substantial ($400 - $750 per course, currently). More than half waited or planned to wait to be licensed at age 18 or older to avoid the cost of driver education. Low-income students, who also include disproportionate numbers of Black and Hispanic students, were more likely to wait, thereby missing the safety benefits of driver training and intermediate licensing. (Source: *Washington State Graduated Driver Licensing (GDL) Program Attitude and Behavior Survey Results, 07/29/2020.)*

Research shows that drivers with less understanding of the limitations of safety technology in their cars – such as rear-view cameras, automatic emergency braking, blind spot monitoring, and lane keeping assist – are more likely to fail to act when in potentially dangerous situations. If we want young drivers to drive safely, we need to teach them the skills to utilize these systems correctly. Currently, the content of Chapter 11 Vehicle Technology Systems in DOL's required driver's education curriculum is not being consistently delivered to students. This gap is being driven by multiple factors, including:

- Lack of knowledge about the technology systems by driver instructors

- Confusion about how to best teach these technologies without creating dangerous overreliance
- Lack of availability of vehicles to demonstrate and practice how to integrate the systems safety

Geographically, there are some Washington counties that have higher rates of young driver involved fatality/serious injury crashes, and those counties may need more focus on young driver programs.



Source: Washington Department of Transportation

Countermeasure Strategy: Link to Specific Problem ID	Countermeasures
Drivers Education and Training WTSC will work to ensure novice drivers are receiving the best possible driver's education by improving driver's education provided to novice drivers by improving curriculum, instructor knowledge, materials available to driver educators, increasing driving training requirements and accessibility, and providing educational programs directly to students.	**Required Curriculum Improvement** The *Uniform Guidelines for State Highway Safety Programs,* Guideline No. 4: Driver Education (March 2009), details out the areas that a driver education program should include. Additionally, NHTSA final rule 1300.28 (d)(1) effective March 8, 2023, details additional recommendations "relating to law enforcement practices during traffic stops." **Driving Instructor Training**

	According to the *Uniform Guidelines for State Highway Safety Programs,* Guideline No. 4: Driver Education (March 2009), "A driver education program should be available to novice drivers and all youths of licensing age… taught by instructors, public or private, certified by the State as qualified for these purposes; examples of such standards might include: minimum levels of education and continuing education…" Providing instructors with education will allow them to teach students more effectively, which will result in safer drivers that will be involved in fewer crashes. **Expand Age Requirement for Drivers Education** According to the *Uniform Guidelines for State Highway Safety Programs,* Guideline No. 4: Driver Education (March 2009), Legislation, Regulation and Policy section, "each State should enact and enforce laws and policies intended to reduce crashes caused by novice drivers" Washington's Department of Licensing (DOL) conducted an internal analysis of persons licensed in Washington under GDL versus at age 18 or later and found that crash involvement rates were higher for all persons that bypassed young driver training and GDL requirements, and at all ages, compared to those drivers licensed at age 16 or 17 subject to training and GDL requirements. Requiring more new drivers to take driver training will decrease the likelihood of novice drivers being involved in a crash. **Driver's Education Courses for Disadvantaged Populations**

	According to the *Uniform Guidelines for State Highway Safety Programs,* Guideline No. 4: Driver Education (March 2009), Legislation, Regulation and Policy section, "each State should enact and enforce laws and policies intended to reduce crashes caused by novice drivers" Washington's Department of Licensing conducted a Graduated Driver Licensing (GDL) Program Attitude and Behavior Survey in 2020 and found that more than half (53 percent) or respondents cited the driver's education class requirements as a reason for delaying licensure, 62 percent cited the cost of the class as a reason, and 41 percent responded that the classes were too far away. The cost or accessibility of a driver's education course can significantly reduce the number of novice drivers that take a course, and our data has shown that novice drivers who take a course are significantly less likely to be involved in a crash than those who take a driver's education course. Therefore, making the courses more accessible, either by location or cost, will reduce the number of crashes young drivers are involved in. **Peer-to-Peer Teen Traffic Safety Education** Fischer, P. (2019, March). *Peer-to-peer teen traffic safety program guide* (Report No. DOT HS 812 631). Washington, DC: National Highway Traffic Safety Administration. **Traffic Safety Education in Schools** According to the *Uniform Guidelines for State Highway Safety Programs,* Guideline No. 4: Driver Education (March 2009), schools should "include traffic safety education for children and youth designed to engender

	knowledge of safe driving practices." Communities have indicated a desire to have first responders deliver traffic safety education in schools, but it needs to be a program that is not fear-based like previous programs.

Countermeasure Strategy Link to Performance Targets

Drivers Education and Training

By improving the driver's education provided to novice drivers by improving curriculum, instructor knowledge, materials available to driver educators, increasing driving training requirements and accessibility, and providing educational programs directly to students, novice drivers will exhibit safer driving behaviors, and will be involved in fewer young-driver involved crashes, improving the performance measure C-9 Number of Drivers Ages 20 or Younger Involved in Fatal Crashes.

Federal Fund Description

Federal Funding Source:	Estimated 3-Year Allocation:
NHTSA 402 (BIL/Supl)	$1,300,000

Considerations Used to Select Projects

The selection of projects will be guided by:

- NHTSA recommended programs
- NHTSA recommendations for required curriculum topics
- Counties with the highest rates of young driver involved crashes in Washington
- Development of vehicle safety technology and the level of availability in vehicles
- Expressed desires of communities for educational programs in schools

The *Uniform Guidelines for State Highway Safety Programs,* Guideline No. 4: Driver Education (March 2009), states "A driver education program should be available to novice drivers and all youths of licensing age" and details out content in specific areas, including:

- Peer pressure training including how vehicle operators and passengers can say no in unsafe peer pressure situations and how to utilize leadership skills in managing the driver and the passengers in a vehicle.
- Safe Driving Practices, including making good driver decisions; use of occupant restraints; not driving under the influence; and dealing with fatigue, distractions, and aggressive drivers.

- Vehicle technology and the benefit of braking, traction, intelligent handling, and stability systems.

NHTSA final rule 1300.28 (d)(1) effective March 8, 2023, details recommendations “relating to law enforcement practices during traffic stops.”

Addendum: Public Participation and Engagement - Clarifying Questions and Responses

Engagement Outcomes

Question 1:

- **Regulation:** 1300.11(b)(2)(ii)(A)(1) Engagement opportunities conducted and a description of how those opportunities were designed to reach the communities identified in paragraph (b)(2)(i)(B) of this section;
- **State response:** You identify American Indians and Alaskan Natives, young drivers, Yakima County (Hispanic and American Indian populations), and King County (South Seattle -low fatality rate, high number of fatalities) as affected communities. You share that you "presented these dashboards and dashboards specific to active transportation users to the Cooper Jones Active Transportation Council" that includes members of the public. You later state that "The dashboards were presented at a hybrid meeting at the Thurston County Transit Center*". (pages: 35-36)*
- **Clarifying question**: Please describe how this engagement opportunity was designed to reach the affected communities you identified. Which underserved or overrepresented populations did this meeting reach? Why did you choose this location in particular to reach affected communities? If this information is elsewhere in your HSP, please identify where it is located.
- **State clarifying question response:** The attendees of the meeting included members of the ATSC listed on pages 7-8, as well as members of the public, invited guests, and members of the media. In addition to the legislatively directed membership, WTSC has expanded the ATSC membership to intentionally include representatives from disproportionately impacted groups, including tribal members, members of the Black, Hispanic and Pacific Islander communities, and people with disabilities. Members also include people who have experienced poverty and homelessness or representatives of CBOs that serve these communities. In addition, members represent underinvested communities in South Seattle, South King County, and Yakima County.

  The location of the meeting was the Intercity Transit Operations Building, which was chosen by the membership through an email poll. The location was attractive because the team at Intercity Transit provided a tour of the new facility as well as a bus ride tour of the old Pacific Highway, an underserved, high crash location. Like its counterparts in our target location, this road was originally built as a highway.

  The meeting was conducted in a hybrid format as a result of a member poll. Members who needed travel assistance to attend in person were reimbursed for their travel. The location is on a state route that runs through the city of Olympia. It is served by multiple bus routes and bike routes and is easy to access from Interstate 5. The building is ADA accessible. Members and attendees are able to request translation (e.g., Spanish, ASL,

etc.) if needed, and people with disabilities may request accommodations. The materials are distributed in advance to provide access prior to the meeting. The ATSC members are experienced in developing meeting materials and running hybrid meetings to meet the needs of an individual who has low vision. We are confident that as the members representing the differently abled community rotate through the membership, we will be able to ensure they are able to fully participate, and have their views guide this work.

This meeting included a discussion and a vote to recommend funding for active transportation user equity projects in King, Clark, and Spokane Counties. All three county have the highest pedestrian and bicyclists' injuries. South King County is one of our focus areas.

The ATSC membership has chosen to divide itself into workgroups to research and report back to the entire membership. One of the groups is the ATSC Fatality Case Review Action Team. This team presented findings from the most recent pedestrian and bicycle case file review which examined case files involving transient reported pedestrian deaths. The active team's findings use the specific case file circumstances to make observations about actions that could be applied across the state to lower pedestrian deaths. Transient populations are suspected to play a role in traffic deaths in South King and Yakima Counties, so these findings, like the role street lighting played in these cases could be applied in our focus areas in 2024.

Question 2:

- **Regulation** 1300.11(b)(2)(ii)(A)(2) A summary of the issues covered
- **State Response:** For the presentation at the Thurston County Transit Center you state, "The WTSC Research and Data Division listened to the members of the community and made adjustment to the dashboards for clarity and created a new dashboard to provide further insights to the council." *(page 36)*
- **Clarifying question:** To meet the regulation that asks to summarize issues covered, please describe what was discussed and what feedback you received. If this information is elsewhere in your HSP, please identify where it is located.
- **State clarifying question response:** The dashboards were updated to add several data elements identified and prioritized by ATSC members. These items included:
    - Lighting conditions at the crash site (natural and artificial light)
    - The location of the active transportation user (ATU) when struck (e.g., in a crosswalk, at an intersection without a marked crosswalk, mid-block in a crosswalk, midblock not in a crosswalk, etc.)
    - The type of vehicle that struck the ATU
    - Whether it was a hit and run crash
    - The behavior of the driver involved (e.g., impaired, speeding, distracted, etc.)
    - The behavior of the ATU (e.g., impaired, distracted, etc.)

Question 3:

- **Regulation:** 1300.11(b)(2)(ii)(B)(1) A description of attendees and participants, and, to the extent feasible, whether those participants are members of the affected communities identified in paragraph (2)(i)(B);
- **State response:** In the TZM examples from King County you state**, "**Recently these TZMs gathered a group of over 50 community members, community-based organization representatives, and county agency representatives to develop a three-year local strategic plan and perform an Equity Review on all of their King County Target Zero traffic safety programming." *(page 41)*
- **Clarifying question**: Please provide a description of the attendees and participants and identify whether the attendees or participants were part of the affected communities. Who from the affected communities showed up and contributed?
- **State clarifying question response:** Participants in the local Target Zero strategic plan included:

  Steering Committee participants representing impacted communities (South King County and disproportionately impacted demographic groups): Planner, City of Auburn; Pediatrician, Harborview Injury Prevention Center; Professor, University of Washington, Tacoma campus; Regional Executive Director, MADD; Policy Director, Transportation Choices Coalition; Executive Director, Partners in Employment; Program Manager, King County EMS; Chief Operating Officer, Seattle Indian Health Board; Policy Director, Cascade Bicycle Club; Traffic Engineer, King County Roads Services Division; Transportation Safety Administrator, King County Metro.

  Organizations representing disproportionately impacted areas in strategic planning, including Strategic Priorities Workshop and Mission, Vision, and Values Workshop communities (South King County and disproportionately impacted demographic groups): Auburn Police and Transportation Departments; Bike Happy Cascadia; Brain Injury Alliance; Disability Mobility Initiative; Feet First; Kent Police Department; King County Metro; Puget Sound Fire Authority; Renton Police Department; Seattle Children's Hospital; Transportation Choices Coalition; Tukwila School District; Cities of Auburn, Federal Way, Kent, Seattle, and Tukwila; Complete Streets Bellevue

Question 4:

- **Regulation** 1300.11(b)(2)(ii)(A)(2) A summary of the issues covered
- **State Response**: In the TZM examples from King County you state, **"**As this Equity work progressed, the TZM team shared the insights they gained from the community input with the WTSC program managers"

- **Clarifying question:** To meet the regulation that asks to summarize issues covered, please describe what was discussed and what feedback you received. If this information is elsewhere in your HSP, please identify where it is located.
  State clarifying question response: The King County Target Zero Traffic Safety Programming Equity Evaluation Project began in January 2023. The interviews with community members were held in May 2023, as described above. These meetings covered Impairment, Distraction, Speeding, People Riding Motorcycles, Heavy Trucks, the Safe Systems Approach, People Walking, Biking, and Rolling, Lane Departures, Intersections, EMS and Trauma Care Services, Cooperative Automated Transport, Unrestrained Occupants, Young Drivers, Older Drivers, Traffic Data Systems, and Evaluation, Analysis and Diagnosis.

  The staff is currently generating a report on the discussions and findings. This report will be presented to the Steering Committee by August 21, 2023. At that meeting, they will use the report outcomes to build their action plan. The action plan will be used to request funding from the WTSC. As this process is happening, the WTSC program manager is meeting monthly with the Target Zero Managers and hearing about the progress on the Equity Evaluation. So, the outcome of the Equity Evaluation is two-fold. It will inform planning for programming for the King County Target Zero Task Force as well as inform planning for the WTSC.

Ongoing engagement

Question 5:

- **Regulation:** 1300.11(b)(2)(ii) –
  (1) Engagement opportunities conducted and a description of how those opportunities were designed to reach the communities identified in paragraph (b)(2)(i)(B) of this section;
  (2) Accessibility measures implemented by the State in its outreach efforts and in conducting engagement opportunities;
  (B) The results of the engagement opportunities conducted, including—
  (1) A description of attendees and participants, and, to the extent feasible, whether those participants are members of the affected communities identified in paragraph (2)(i)(B);
  (2) A summary of the issues covered; and
  (C) How the affected communities' comments and views have been incorporated into the development of the triennial HSP.
- **State response: "**Having identified South King and Yakima Counties as communities that have been affected by traffic crashes as well as communities that are historically disadvantaged, the WTSC has provided in-depth information about projects in both locations." You later go on to describe engagement activities where feedback was

received for Project 1: “The program manager contacted organizations and attended some of their meetings and invited some of them to participate in ATSC meetings. These groups provided feedback on local priorities and concerns regarding active transportation user safety to the Active Transportation Safety program manager and to the Target Zero Managers in the region.” and in Project 2: “The WSDOT has convened multiple community forums in the Yakima Valley area and is actively working to make road improvements, including the installation of multiple roundabouts.”

- **Clarifying question**: Are these past projects where feedback was received? or projects planned for the future? If these projects are intended to be reviewed as examples of previous engagement that yielded feedback, to comply with the engagement outcomes section of the regulation, details are needed on the following: How was feedback captured? Who attended these meetings? What issues were covered? What specific feedback was received? How was it incorporated?
- **State clarifying question response:** Regarding Project 1 (King County, active transportation), it is planned to begin in the new fiscal year, FFY 2024. Pending funding and satisfactory performance, it would continue through FFY 2026. Thus far, the meetings have occurred directly with the community-based organization (which is a coalition of multiple community groups) that will perform the grant project work. Part of the project work is to engage their community members in the future, as described on p. 53. This will be through an organic, grassroots process during neighborhood events. Findings and takeaways will be reported to WTSC for consideration in future planning.

  The discussion of Yakima County (“Project 2”) encompasses multiple projects with multiple phases. Some work has been completed, such as the installation of one roundabout by WSDOT. Some projects are already in place and on-going, such as the Tribal Traffic Safety Coordinator position and the WSP El Protector Program, while others will be starting up, such as the funding of a dedicated traffic patrol officer for DUI with the City of Yakima. This was based upon feedback provided by local citizens to the City Council and to the police department, which then contacted WTSC. Some activities are also underway that will likely identify new projects in the future, such as the Tribal Traffic Safety Council.