



Washington State
Traffic Safety Annual Report

2023



WASHINGTON
2023 TRAFFIC SAFETY
ANNUAL REPORT

2023

WASHINGTON TRAFFIC SAFETY COMMISSION
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ALTERNATE FORMAT REQUEST

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ANNUAL REPORT CHECKLIST

REQUIRED



Requirement	Where to find in this document
Assessment of the state's progress in achieving performance targets in the prior year, and a description of how the State's Highway Safety Office will adjust its upcoming Highway Safety Plan to meet performance targets better if a performance target has not been met	See Section: Program Updates
Description of the projects and activities funded and implemented, and the amount of funds obligated and expended	See Section: Program Updates
Description of the State's evidence-based enforcement program activities	See Section: Assessment of State Progress, Evidence-Based Enforcement Plan
Description of the required mobilizations	See Sections: Assessment of State Progress, Federal Fiscal Year (FFY) 2023 Performance Activity Measures, and Program Updates
Explanation of reasons for planned activities not implemented	See Section: Program Updates
Description of how the projects funded contributed to meeting the performance targets	See Section: Program Updates
If applicable, report on the purchase of paid media within programs or as a summary	See Sections: Assessment of State Progress, Paid Media Campaigns and Program Updates
If applicable, report on any Section 2011 Child Restraint Grants funds expended	Not Applicable
Inclusion of the results of the annual State Attitudes Survey if conducted	See Section: Measures of Attitudes, Awareness, and Behavior

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2023 YEAR IN REVIEW

Change was a defining factor in Federal Fiscal Year (FFY) 2023. The adoption of new requirements in the Bipartisan Infrastructure Law (BIL) dominated the first half of the year. Washington Traffic Safety Commission (WTSC) also hired new staff, executed a new statewide survey, adopted a new strategic plan, and began planning a revolutionary update of Target Zero, Washington's Strategic Highway Safety Plan. This chapter provides an overview of the major milestones and factors that influenced the work of the WTSC in 2023.

Adoption of New Federal Requirements - The Triennial Highway Safety Plan (3HSP) and Annual Grant Application (AGA)

Significant regulatory changes came with the implementation of the Bipartisan Infrastructure Legislation (BIL) that will be implemented in FFY 2024. WTSC staff started early in the year studying the new rules and talking with National Highway Traffic Safety Administration (NHTSA) Region 10 staff. In February 2023, the Idaho Highway Safety Office hosted Region 10 agencies, and NHTSA Region 10 and NHTSA headquarters staff to discuss the new BIL requirements and seek additional BIL clarification. Over the course of the next five months, WTSC developed new processes and forms, adapted to the new timeline, and addressed new data requirements. Staff gathered additional information from partners like the Law Enforcement Liaisons and the Washington State Patrol to gain an understanding of data-informed enforcement practices currently in use. Staff also gathered information about public participation and engagement events happening across the state and gathered more information on the countermeasure strategies and countermeasures WTSC recommended for funding.

Over the past three years, WTSC adopted several efforts to put the agency in a good position to comply with BIL. Those efforts included leveraging the WTSC Grants Management System (WEMS) to assist with the creation of the Triennial Highway Safety Plan (3HSP) and Annual Grant Applications (AGA). WTSC's WEMS team was able to rapidly add new fields to project files, making the creation of the AGA much more automated. The adoption of a Positive Culture Framework positioned the agency well to comply with the new rules that place a great deal of emphasis on public engagement. Public engagement, as defined in the BIL, is characterized by state highway safety offices reaching out to partners in communities overrepresented and underserved in traffic statistics. This approach required the consideration of new data sources, such as the Center for Disease Control's Social Vulnerability Index and overlaying that data with crash statistics. In Washington, this methodology revealed two priority communities – South King County and Yakima County. Moving forward, the WTSC will focus resources on those communities. BIL also places heavy emphasis on sharing information on the status and trend of traffic safety and actively listening to those communities to gather input on traffic safety issues and solutions. The emphasis on greater equity in the services provided by WTSC was welcome and consistent with the vision and intent of Governor Inslee.

Overall, adopting the new regulations was a significant administrative task that drew heavily on agency resources; however, WTSC was successful in having both the 3HSP and the AGA approved by NHTSA. BIL will have profound long-term impacts on the WTSC, including the emphasis on new documentation of public engagement that will fundamentally change our approach to program planning. Additional resources will be needed to maintain compliance with the BIL requirements.

New Agency Strategic Plan

Early in the calendar year 2023, the WTSC, with help from the Governor's Results Washington team, began the process of developing a new agency strategic plan. WTSC formed a planning team consisting of representatives from each division. Over the next 11 months, the agency affirmed its overall goal of Target Zero and developed a new mission statement, vision, values, goals, and objectives to guide its work over the next three years.

The WTSC new vision and mission statements are:

- **Target Zero:** WTSC collaborates with communities, partners, and other state agencies to achieve Target Zero – Washington State's Strategic Highway Safety Plan goal of zero deaths and zero serious injuries by 2030.
- **Our Vision:** A Washington where we all work together to travel safely on our roadways.
- **Our Mission:** We empower and equip people and communities with knowledge, tools, and resources to build a positive traffic safety culture.

The plan identifies the values WTSC exhibits as it pursues its new goals:

- **Adaptability** - We adjust our priorities and strategies as we learn new information and evaluate changes in traffic safety.
- **Collaboration** - We create meaningful and diverse partnerships and work together toward a common goal to achieve Target Zero.
- **Effectiveness** - We drive positive outcomes by using data to navigate and course correct. We focus on those investments that will have the most impact.
- **Inclusion** - We all belong. We hold space for and welcome everybody and every voice. We listen to and hear all perspectives and actively seek equitable and equal opportunities both in the workplace and beyond.
- **Innovation** - We bravely use novel and unorthodox solutions to improve traffic safety for all.
- **Integrity** - We do the right thing even when no one is watching. We value holding ourselves accountable to follow through with our commitments.

The plan also identifies the agency's priorities:

- **Knowledge:** We gather, analyze, and share with communities, partners, and stakeholders timely, accurate, relevant, and reliable information to grow existing positive shared values and beliefs.
- **Community Engagement:** We engage and empower road users impacted by serious crashes and crash risk factors - particularly those from marginalized and impacted communities - to develop a positive traffic safety culture through the safe system approach.
- **Resources:** We provide funding, networks, innovative programs, and expertise to promote a positive traffic safety culture.

The plan also identifies three strategic goals designed to leverage WTSC's unique strengths and advance its mission. These strategic goals reflect the long-term commitments critical to achieving WTSC's mission.

- **Goal 1:** Empower Communities to Grow a Proactive Traffic Safety Culture
- **Goal 2:** Through Partnership Strengthen the Safe System Approach at the State and Community Levels
- **Goal 3:** Foster an Excellent Organizational Culture

A series of objectives and key activities are being developed to advance each of these strategic goals. Starting in 2024, WTSC will conduct quarterly reviews of the objectives and key activities to monitor that progress is being made or to guide course corrections when appropriate.

New Staff and Programs

The Programs and Services Division is in the process of hiring three new staff to support Program Managers. The extra capacity will help compensate for the increase in regulations as Program Managers focus more on the program planning and partnership development aspects of their work. The new staff will focus on many of the day-to-day management tasks such as logistical and administrative support of advisory councils, training, and meetings, as well as taking on contract management tasks.

The Research and Data Division established a new position and hired a Fatal Case Review (FCR) Coordinator. The FCR Coordinator is tasked with managing quarterly reviews of pedestrian and bicyclist traffic fatalities under the existing FCR program of the Cooper Jones Active Transportation Safety Council. In addition, the FCR Coordinator will expand the program to additional focus areas, including impaired driving, young/older drivers, and motorcyclists. The FCR involves a random selection of fatality cases sharing a common factor. Once cases are selected, the FCR Coordinator gathers all investigative records available, organizes and shares the information with a review team, and facilitates a review discussion to identify modifiable risk factors organized around the Safe System Approach and Spectrum of Prevention.

WTSC revamped or implemented new program efforts to respond to the evolving traffic problems and opportunities:

- **Speed:** Previously, countermeasures to slow speeds were occasionally included in other programs as supplemental efforts to the primary programmatic purpose. A formal strategic program plan to specifically target the reduction of speeding was limited to high-visibility speed enforcement efforts. Concurrently, speed related fatalities have been steadily increasing since 2016. A statewide Speed Management Advisory Cooperative (SMAC) with representation from local, regional, and state stakeholders is being established. This effort will bring together experts from a wide range of sectors to help develop a statewide speed management plan reflective of the safe system approach and designed to leverage multiple countermeasures across the social ecology of traffic safety. The SMAC will develop recommendations to the WTSC for legislative action, speed management projects, and provide technical assistance to counties and municipalities developing and implementing local speed management plans.

A 2022-2023 study on speed in school zones provided ample evidence that speed poses a significant risk of serious injuries or death for vulnerable road users, passengers, and drivers. A "Managing Kinetic Energy" in-service training for school bus personnel was

developed to highlight the important role school bus drivers have in modeling safer speeds, and to ensure a comprehensive understanding of the potential risk due to the size and weight of school buses. A speed media toolkit was also developed for the Target Zero Managers and Law Enforcement Liaisons to support a statewide school zone High Visibility Enforcement (HVE) campaign conducted in the last two weeks of September with 7 of 17 Target Zero regions participating. Preliminary development for a speed media message was completed; however, focus group feedback indicated weak motivation for behavior change from the advertisement. Since speeding appears to be more acceptable and normative than other problem-driving behaviors, it may take more time and a variety of messages to inform and catalyze behavior change around speed management.

- **Rural Post Crash Care:** Nearly half of all fatal crashes (45 percent) occur on rural roads even though only 19 percent of the U.S. population lives in rural areas Governors Highway Safety Association (GHSA) 2022. The risk of dying in a crash is 62 percent higher on a rural road than on an urban road for the same length of trip. The higher proportion of fatal crashes on rural roads is caused by a combination of factors, including lack of safety resources, simpler roadway infrastructure, poor emergency medical services, and, to a significant extent, risky driver behaviors. Also, 40 percent of motor vehicle crash fatalities occur post-crash, and rural communities struggle with the provision of trauma care due to long transport distances, limited or non-existent Emergency Medical Services (EMS) resources, an overall lack of availability and skill of trained prehospital providers, and delays in transfer to comprehensive care facilities. In FFY 2024, WTSC is devoting resources to rural communities to help them address these issues. We will fund a series of “Rural Trauma Team Development” courses across Eastern Washington through a new partner – the Washington Chapter of the American College of Surgeons Committee on Trauma.
- **Reducing Roadside Deaths:** WTSC was awarded additional federal funding for FFY 2024 to address the risk encountered by occupations that conduct work on the edges of our roadways such as police, firefighters, and other first responders. Federal funds will augment state funds provided by the Washington State Legislature for media campaigns to highlight the unique dangers those workers face and influence greater compliance of Washington State drivers to slow down and move over when present. The federal dollars will fund new technology that alerts oncoming drivers automatically up to 30-seconds in advance of a roadside incident when first responders on the road’s margin have turned on their emergency lights.
- **GHSA Funded Distracted Driving Project in Pierce County** – In late FFY 2023, GHSA awarded WTSC a grant to fund a pilot project in Pierce County to utilize a mix of sensor technology, signage, and HVE to influence driver behavior. This new approach utilizes innovative roadside sensors that can detect if a driver is using an electronic device. The sensors, which can sense speed and detect seatbelt use for drivers or front-seat passengers, can trigger a digital informational sign with a message customized for the specific driver behavior detected. The approach will establish a baseline of driver behavior before the intervention is triggered so we will be able to evaluate the effectiveness of this strategy. The project will include community-based organizations and Pierce County residents in the development of a long-range strategic plan. The plan will be informed by the safe system approach to improve traffic safety culture and norms

to slow speeds, increase focused driving, and reinforce safety for all types of road users. This project is getting underway.

Execution of the Statewide Traffic Safety Survey

In 2023 the WTSC launched a statewide survey. The 104-question instrument was developed and tested by the Center for Health and Safety Culture at Montana State University, which partnered with the Social and Economics Research Center at Washington State University, to develop an address-based sampling (ABS) method for executing the survey. After conducting state procurement, the contract was awarded to Market Decisions Research (MDR). MDR executed a mixed-methods approach, collecting half the sample using the ABS method and half the sample using online recruitment panels. This approach resulted in better response targeting and will make future oversampling more accurate.

The survey was conducted from March to August 2023 in English and Spanish. Survey responses were collected in all 39 Washington counties, and a 20 percent ABS response rate was achieved, resulting in a total survey respondent sample of 10,964, with over 300 respondents in each Target Zero region. MDR developed 18 survey infographics for each of the Target Zero regions. The WTSC is working on developing new dashboards to increase the accessibility and utility of these survey results. For infographic survey results, see Chapter 4.

Results from the statewide traffic safety survey will be incorporated into WTSC program plans and performance reports and provide more intermediary measures for logic models. Population survey results will better inform the effectiveness and impact of WTSC’s specific programming efforts to change behavior. The WTSC plans to conduct this survey annually to establish trends and monitor traffic safety behaviors, perceptions, and culture.

Kick Off of the Next Target Zero, Washington’s Strategic Highway Safety Plan

WTSC and the Washington State Department of Transportation (WSDOT) have been meeting since August 2022 to discuss and plan the new Strategic Highway Safety Plan that will be submitted to USDOT in the fall of 2024. The project sponsors are:

- Shelly Baldwin, WTSC Director
- Pam Pannkuk, WTSC Deputy Director
- Barbara Chamberlain, WSDOT Active Transportation Director
- John Milton, Ph.D., WSDOT State Safety Engineer
- Dongho Chang, WSDOT, State Traffic Engineer

Mark McKechnie is the WTSC contract manager for this effort. The lead contractor and a team of expert consultants are helping the state develop the new Strategic Highway Safety Plan (SHSP) based upon Equity, Proactive Traffic Safety Culture, and the use of the Safe System Approach to help move the state toward our goal of zero deaths and serious injuries on Washington roads.

The procurement efforts resulted in bids reviewed in February and March 2023. Written bids were scored, and qualifying teams were invited for interviews and presentations. The winning bidder was selected, and the contract was signed in April 2023. The successful bidder consisted of the following lead contractor and subcontractors:

Company Name	Lead or Subcontractor	Key Staff	Area of Work
DKS and Associates	Lead Contractor	Brian Chandler, National Director for Transportation	Project Management, Safe System expertise, Writing,

		Safety; Lacy Brown, Group Leader/Transportation Engineering Associate	Editing, and Graphic Design
Fehr and Peers	Subcontractor	Nicole Waldheim, Principal	Safe System Approach
Leidos	Subcontractor	Nicolas Ward, Ph.D., Senior Principal Scientist	Behavioral Safety; Proactive Traffic Safety Culture
Kimley Horn	Subcontractor	Tim Burrows	Behavioral Safety; Law Enforcement
Troy Costales	Subcontractor	Troy Costales, OR DOT (Retired)	Highway Safety
PRR	Subcontractor	Brett Houghton, Director of Facilitation; Kyana Wheeler, Senior Director of Diversity, Equity, & Inclusion	Community and Stakeholder Engagement

The sponsoring agencies and contractor team planned and delivered a two-day workshop on the foundations of the SHSP: Equity, Proactive Traffic Safety Culture, and the Safe System Approach. The event was attended by more than 50 traffic safety professionals and stakeholders, including representatives from NHTSA Region 10 and the Federal Highway Administration (FHWA). Additional attendees including tribal representation participated virtually.

Contractors also launched a robust community outreach effort focused on two overburdened areas of the state: Yakima County and South King County (including South Seattle). The outreach included community events and conducting intercept surveys. PRR also organized three listening sessions in September 2023, with staff and volunteers from community-based organizations serving overburdened and underinvested areas, including Yakima and South King County, as well as Pierce, Clark, and Whatcom Counties. The Community Based Organizations (CBOs) were identified through a survey conducted during the spring and summer to identify CBOs with a focus on traffic safety or with members/consumers concerned with traffic safety. An additional listening session with tribal government representatives was conducted in October 2023.

The initial phase of community and stakeholder engagement continued into FFY 2024, and content development for the plan is underway. The plan will be completed and submitted before the end of calendar year 2024.

Ongoing Challenges in Proactive Traffic Safety Enforcement

The staggering cultural and societal changes that occurred with the pandemic led to an unprecedented increase in fatal crashes still with us today. Many reports have highlighted the adverse effects of the pandemic on people’s mental and emotional well-being. For some, this has resulted in increased use and abuse of impairing substances. In addition, there has been an increase in speeding and the rate of speed that began during the pandemic.

One of the likely contributors to the increase in fatal crashes, in the face of the increase in risky behaviors, is the decrease in proactive traffic safety enforcement. Law enforcement in Washington remains heavily impacted by the significant changes that occurred since the pandemic. Many law enforcement agencies that partner with WTSC report staffing shortages that hamper their ability to participate in HVE. Some agencies require overtime to cover their minimum staffing levels, and some are paying half- and double-time.

Compounding the decrease in enforcement capacity has been an increase in serious and fatal crashes requiring law enforcement response and investigation. This also reduces the time available officers can commit to proactive enforcement.

LEGISLATIVE UPDATE

The Washington Legislature convened this year from January 9 to April 23, 2023. The Legislature passed the 2023-2025 biennial budgets, including the Transportation Budget, [HB 1125](#).

This includes the state budget for the Washington Traffic Safety Commission. In addition to the appropriation of state funds and authorization to spend federal funds, the budget bill directed WTSC to do the following:

- Within existing resources, examine national safety reports and recommendations on alcohol and drug impaired driving and report to the Transportation Committees of the Legislature, by December 15, 2023, any recommendations for legislative or policy changes to improve traffic safety in Washington State. The report can be accessed [here](#).
- \$235,500 of the Cooper Jones active transportation safety account—state appropriation is provided solely for the Commission to conduct research pertaining to the issue of street lighting and safety, including a public input component, and learning from counties, cities, the state, and other impacted entities. (Due January 1, 2025.)
- Within existing resources, the Commission, through the Cooper Jones Active Transportation Safety Council, must prioritize the review of pedestrian, bicyclist, or non-motorist fatality and serious injury review when the victim is a member of a federally recognized tribe. Consistent with Revised Code of Washington (RCW) 43.59.156(5), the Commission may recommend any policy or legislative changes to improve traffic safety for Tribes through such review.
- Within existing resources, the Commission must review and report to the Transportation Committees of the Legislature, by December 15, 2023, on strategies and technologies used in other states to prevent and respond to wrong way driving crashes. The report can be accessed [here](#).

Bills that did not pass in 2023 will traditionally be re-introduced in 2024, and new bills will be introduced as well. The following is a selection of policy and budget actions related to traffic safety taken by the 2023 Washington Legislature. These summaries are provided for informational purposes only.

Bills that Passed in 2023

[HB 1112](#), Vulnerable User Victim in Negligent Driving
Chapter 471, 2023 Laws, effective January 1, 2025.

This creates a new offense of Negligent Driving with a Vulnerable User Victim in the first degree if the manner of driving is negligent and endangers or is likely to endanger any person or property and the driver proximately causes the death of a vulnerable user of a public way. The penalty is up to 364 days of imprisonment, a fine of up to \$5,000, and suspension of driving privileges for 90 days. In the bill, the WTSC was directed to inform the public about “penalties of the crime of negligent driving with a vulnerable user victim in the first degree.”

[HB 1319](#), Driver Fitness Evaluation

Chapter 29, 2023 Laws, effective July 23, 2023

This bill restored the intent of the “Cooper Jones Act” of 1998. The original act amended RCW 46.52.070 to require law enforcement to report a driver causing “serious bodily injury” to another person to the Department of Licensing (DOL) for re-examination of the driver’s fitness. After the Act passed, the Legislature changed the language in the vehicular assault statute to “substantial bodily harm.” In some cases, the difference in language may have led to confusion about the duty to report drivers for re-examination. To eliminate confusion, HB 1319 amended the language in RCW 46.52.070 to use the same “substantial bodily harm” language as the vehicular assault statute, RCW 9A.04.110.

[HB 1540](#), Driver Education Requirements

Chapter 32, 2023 Laws, effective April 1, 2024.

The bill amends the requirements of the state’s driver education curricula developed by the DOL and the Office of Superintendent of Public Instruction (OSPI). In addition to other requirements, the content shall include information on commercial vehicle, bus, and other large vehicle awareness, to ensure new operators of motor vehicles have been instructed in the importance of sharing the road with large vehicles.

[SB 5272](#), Automated Speed Enforcement Cameras in Work Zones

Chapter 17, 2023 Laws, effective July 23, 2023.

This bill amends statutes on the use of automated speed enforcement cameras in Washington to add provisions allowing the WSDOT and the Washington State Patrol (WSP) to operate automated speed enforcement cameras in highway work zones. The bill has a sunset date of June 30, 2030. WSDOT and WSP are required to collaborate with WTSC to analyze data from the program and provide a report and recommendations to the Legislature on the effectiveness of this program by July 1, 2029.

[SB 5448](#), Curbside Pick Up and Delivery of Alcohol

Chapter 279, 2023 Laws, effective July 1, 2023.

This bill would have extended all of the temporary rules regarding sales and service of alcoholic drinks that were put in place to help keep bars and restaurants in business during the COVID-19 pandemic. This included customer takeout, curbside pickup, and off-site delivery, including the use of third-party delivery services. During the session, the bill was amended to limit the provisions and add a new sunset date to allow the Washington Liquor and Cannabis Board (LCB) to develop a plan for enforcement. The provisions to allow curbside pickup and to allow delivery by third-party companies (such as Uber Eats or Door Dash) were removed so that only licensed servers may deliver alcohol under the law.

[SB 5504](#), Vehicle Safety Recalls

Chapter 440, 2023 Laws, Effective July 1, 2024.

This bill requires the DOL to check whether a vehicle is open to a safety recall and provide written notice to the owner as part of the vehicle registration process. Vehicle inspectors are also required to provide this information to the new owner of a vehicle that is subject to inspection requirements. The notice should include a statement that open safety recalls must be

repaired by a motor vehicle dealer approved by the manufacturer at no cost to the vehicle owner, except as provided by federal law.

[SB 5583](#), Driver Licensing
Chapter 445, 2023 Laws, effective July 23, 2023.

This bill changed substantially from its original content. The original bill would have extended the requirement for new drivers under the age of 25 years to complete a driver's safety course prior to receiving a Washington driver's license. Amendments in the Senate added a program to provide financial assistance to low-income novice drivers. The bill was substantially changed in the House. The original contents were largely removed. Instead, the Legislature directed the DOL to develop a comprehensive implementation plan for a new driver training education requirement, due to the Transportation Committees of the Legislature by October 1, 2024. The version of the bill that passed also included changes to the intermediate licensing statute for 16- and 17-year-old novice drivers related to nighttime driving (adding that it is allowed for school, religious, or employment activities for the intermediate license holder or member of the holder's immediate family). It also provided a definition of immediate family. The bill also expanded DOL's authority to authorize the use of virtual instruction by a live driver education instructor as well as the use of some self-paced classroom instruction (likely using recorded videos). To increase the number of licensed driver education instructors in the future, the bill also directed DOL to establish alternative pathways for instructor licensure.

Bills that did not Pass in 2023 but will Likely be Reconsidered in 2024

[HB 1104](#), Deferred Prosecution, would have modified the law allowing the option of a deferred prosecution for a Driving Under the Influence (DUI) offense. The current law permits only one deferred prosecution in the person's lifetime. The bill would have allowed a person to receive a second deferred prosecution if the first is used on the first offense. The bill would have also updated outdated language on substance abuse disorders and treatment.

[HB 1493](#), DUI Law Updates, would have added negligent driving and reckless endangerment to the definition of a serious driving offense; would have updated provisions of the ignition interlock requirements, including closing a loophole in the employer exception for self-employed offenders; and would have allowed courts to provide driver abstracts of DUI offenders to substance abuse treatment providers for the purposes of assessment and treatment.

[HB 1513](#) (also SB 5572), Limiting Traffic Stops, would have limited the use of traffic stops for "non-moving" violations as a primary offense when the violation does not pose an imminent safety threat. The bill would have also created a grant program to assist motorists with financial needs to address equipment problems, such as replacing headlights or taillights. The Legislature did provide funding to the WSDOT to set up such a grant program in the transportation budget bill, HB 1125.

[SB 5002](#), .05 BAC Per Se Limit, would have lowered the *per se* blood alcohol concentration (BAC) limit for the offenses of DUI or Physical Control of a Vehicle under the influence of alcohol. The bill was passed by the Law and Justice and Transportation Committees in the Senate, but it did not receive a vote on the Senate floor. The bill will be reintroduced in 2024, and a House version is expected to be introduced, as well.

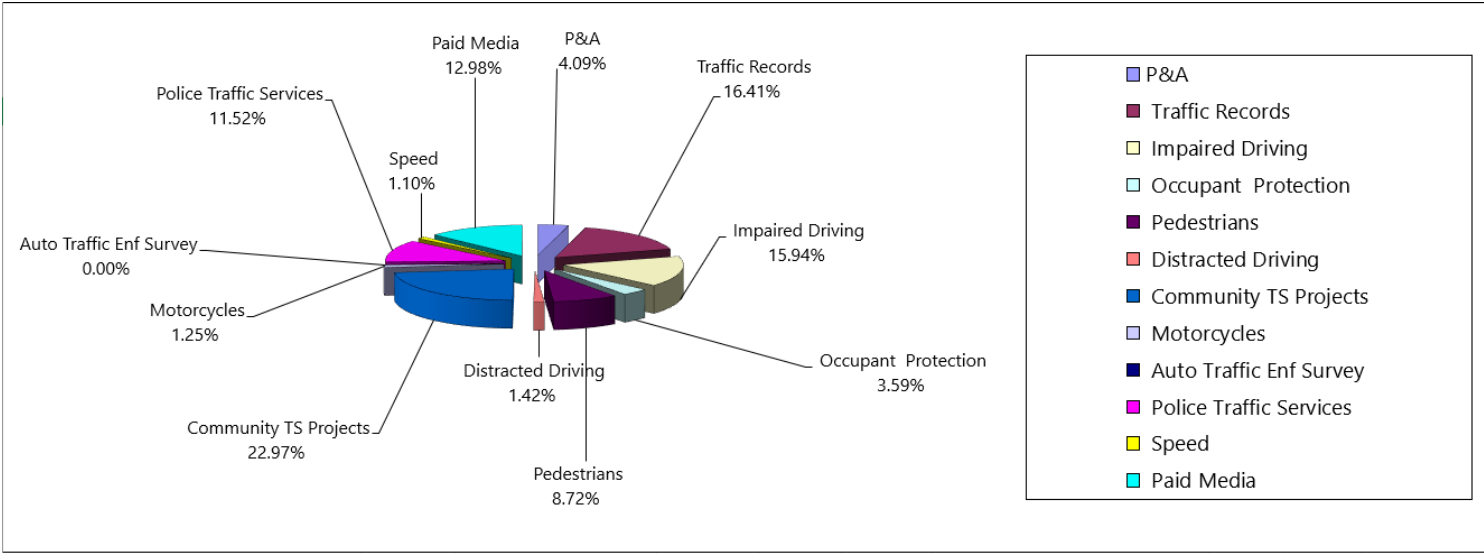
[SB 5032](#), DUI Felony, would have increased the period in which a fourth DUI offense is treated as a felony from the current 10 years to 15 years. The bill also would have created a deferred offender sentencing alternative for persons convicted of felony DUI so they could receive treatment in custody and/or in a community setting as part of their sentence.

[SB 5383](#) (also HB 1428), Freedom to Walk, would have allowed a pedestrian to cross a roadway with a posted speed limit of 45 miles per hour (mph) or less at any point as long as such a crossing does not impede the flow of traffic. It would have also preempted local laws and ordinances inconsistent with the statutes modified by the bill.

[SB 5401](#) (also HB 1063), Lane Splitting, would have legalized motorcycles to pass another vehicle within the same lane. The bill would have also permitted motorcycles to pass other traffic between the lanes of traffic when the speed of traffic is 35 mph or less and the motorcycle speed is no more than 10 mph greater than the speed of traffic.

FISCAL OVERVIEW OF OBLIGATIONS AND EXPENDITURES

	402	405b	405c	405d	405d 24/7	405f	405h	164	Total	% of Total
P&A	\$651,136								\$651,136	4.09%
Traffic Records	\$1,233,757	\$277,604	\$1,098,239						\$2,609,600	16.41%
Impaired Driving	\$0			\$2,013,970	\$44,182			\$476,995	\$2,535,147	15.94%
Occupant Protection	\$275,686	\$295,967							\$571,653	3.59%
Pedestrians	\$373,528						\$1,012,863		\$1,386,391	8.72%
Distracted Driving	\$29,336	\$195,915							\$225,251	1.42%
Community TS Projects	\$2,523,329	\$6,158		\$1,123,124					\$3,652,611	22.97%
Motorcycles	\$27,416				\$145,978	\$24,893			\$198,287	1.25%
Auto Traffic Enf Survey	\$0								\$0	0.00%
Police Traffic Services	\$1,832,623								\$1,832,623	11.52%
Speed	\$174,966			\$0					\$174,966	1.10%
Paid Media	\$1,893,716	\$0		\$170,752		\$0		\$0	\$2,064,468	12.98%
TOTAL	\$9,015,493	\$775,644	\$1,098,239	\$3,307,846	\$190,160	\$24,893	\$1,012,863	\$476,995	\$15,902,133	100.00%



ASSESSMENT OF STATE PROGRESS

The following table shows the FFY 2022 target performance with preliminary 2022 fatality data from Washington Coded Fatal Crash (CFC) data. The FFY 2022 target performance is also displayed on each of the charts available in the program area reports. Complete data for 2023 is unavailable. Year-to-date FFY 2023 performance reports are included in the next section.

Performance Measures and Targets, Highway Safety Plan FFY 2022 and FFY 2023								
Outcome Measure	2017 (FARS)	2018 (FARS)	2019 (FARS)	2020 (FARS)	2021 (WA-CFC)	2022 (WA-CFC)	2022 <i>Target*</i>	2023 <i>Target*</i>
C-1) Number of traffic fatalities (FARS)	563	539	538	574	670	740	^	^
<i>5YR Rolling Average</i>	509.6	530.2	545.4	550.0	576.8	612.2	437.3	447.5
C-2) Number of serious injuries in traffic crashes (State crash data files)	2,221	2,236	2,253	2,429	2,921	3,090	^	^
<i>5YR Rolling Average</i>	2091.4	2155.4	2,205.2	2,271.2	2,412.0	2,585.8	1,819.5	1,876.5
C-3) Fatalities/VMT (FARS, FHWA)	0.917	0.866	0.860	1.041	1.159	1.281	^	^
<i>5YR Rolling Average</i>	0.856	0.877	0.890	0.913	0.969	1.041	0.730	0.757
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	104	107	108	110	152	154	^	^
<i>5YR Rolling Average</i>	104.6	108.2	108.2	107.8	116.2	126.2	109.0	121.4
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS- IMPUTED)	176	165	181	212	262	*	^	^
<i>5YR Rolling Average</i>	152.0	154.8	164.6	178.0	199.2	*	165.0	181.6
C-6) Number of speeding-related fatalities (FARS)	174	182	152	173	207	252	^	^
<i>5YR Rolling Average</i>	166.2	165.8	163.8	167.0	177.6	193.2	165.4	177.2
C-7) Number of motorcyclist fatalities (FARS)	80	80	95	93	92	133	^	^
<i>5YR Rolling Average</i>	75.6	77.0	82.2	85.8	88.0	98.6	87.6	92.1

Performance Measures and Targets, Highway Safety Plan FFY 2022 and FFY 2023								
Outcome Measure	2017 (FARS)	2018 (FARS)	2019 (FARS)	2020 (FARS)	2021 (WA-CFC)	2022 (WA-CFC)	2022 Target*	2023 Target*
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	6	9	2	11	9	14	0	0
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	68	67	47	78	85	76	^	^
<i>5YR Rolling Average</i>	66.6	66.0	63.8	65.2	69.0	70.6	65.0	70.3
C-10) Number of pedestrian# fatalities (FARS)	104	99	102	105	143	129	^	^
<i>5YR Rolling Average</i>	79.2	89.2	94.4	98.6	110.6	115.6	77.6	110.2
C-11) Number of bicyclists fatalities (FARS)	15	16	9	13	14	11	^	^
<i>5YR Rolling Average</i>	12.6	13.6	14.2	14.0	13.4	12.6	11.0	12.0
APM-1) Number of fatalities involving a distracted/inattentive driver (WA-CFC)	155	116	119	90	116	98	^	^
<i>5YR Rolling Average</i>	146.2	145.4	143.2	127.0	119.2	107.8	113.2	108.7
APM-2) Number of AIAN Fatalities (WA-CFC)	28	30	19	21	44	40	^	^
<i>5YR Rolling Average</i>	25.8	28.2	27.6	26.0	28.4	30.8	^	29.4
TR-1) EMS Response Volume Captured in WEMSIS (percent of total EMS records)	*	*	*	91%	92%	92%	100%	100%
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	94.8%	93.2% ⁺	93.1%	93.0%	94.2%	*	≥95%	≥95%

^ No target set.

*Data Unavailable.

+ New seat belt observation method for sampling and site selection; new trend line.

Does not include pedestrians on personal conveyances (wheelchairs, skateboards, etc.) per NHTSA definitions.

APM: Associated Performance Measures

Performance Report from Previous Year HSP

The following table displays an assessment of performance targets set in the FFY 2023 HSP. The 2023 calendar year number required to meet the 2019-2023 rolling average target is shown. If the status is “NOT MET” then the 2023 calendar year requirement to meet the target has already been exceeded year-to-date. If the status is “IN PROGRESS” then the 2023 calendar year requirement has not been exceeded, or data is still being collected or is unavailable at the time of this report. Year-to-date fatality totals for the performance report were obtained from the WSDOT Crash Data Portal (<https://remoteapps.wsdot.wa.gov/highwaysafety/collision/data/portal/public/>) when available. The year-to-date totals represent total counts available as of November 2023; these counts are incomplete and subject to additional data lag by WSDOT crash data processing procedures.

Performance Target	2023 Calendar Year Number to meet HSP Target	WSDOT Crash Data Portal 2023 Year-to-date Total as of November 2023	Performance Report Status
C-1) Decrease the 2019-2023 rolling average number of traffic fatalities (target start year=2019 and target end year=2023) to 447.5 (five-year performance target value).	0	663	NOT MET
C-2) Decrease the 2019-2023 rolling average number of serious injuries in traffic crashes (target start year=2019 and target end year=2023) to 1876.5 (five-year performance target value).	0	3,009	NOT MET
C-3) Decrease the 2019-2023 rolling average rate of fatalities/VMT (target start year=2019 and target end year=2023) to 0.757 (five-year performance target value).	0	Data not available	NOT MET
C-4) Decrease the 2019-2023 rolling average number of unrestrained passenger vehicle occupant fatalities (target start year=2019 and target end year=2023) to 121.4 (five-year performance target value).	83	Data not available	NOT MET

Performance Target	2023 Calendar Year Number to meet HSP Target	WSDOT Crash Data Portal 2023 Year-to-date Total as of November 2023	Performance Report Status
C-5) Decrease the 2019-2023 rolling average number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (IMPUTED) (target start year=2019 and target end year=2023) to 181.6 (five-year performance target value).	(2022 / 2023) 127/127	Data not available	IN PROGRESS
C-6) Decrease the 2019-2023 rolling average number of speeding-related fatalities (target start year=2019 and target end year=2023) to 177.2 (five-year performance target value).	102	210	NOT MET
C-7) Decrease the 2019-2023 rolling average number of motorcyclist fatalities (target start year=2019 and target end year=2023) to 92.1 (five-year performance target value).	48	124	NOT MET
C-8) Decrease the 2019-2023 rolling average number of unhelmeted motorcyclist fatalities (target start year=2019 and target end year=2023) to 0 (five-year performance target value).	0	Data not available	NOT MET
C-9) Decrease the 2019-2023 rolling average number of drivers aged 20 or younger involved in fatal crashes (target start year=2019 and target end year=2023) to 70.3 (five-year performance target value).	66	Data not available	NOT MET

Performance Target	2023 Calendar Year Number to meet HSP Target	WSDOT Crash Data Portal 2023 Year-to-date Total as of November 2023	Performance Report Status
C-10) Decrease the 2019-2023 rolling average number of pedestrian fatalities (target start year=2019 and target end year=2023) to 110.2 (five-year performance target value).	72	107	NOT MET
C-11) Decrease the 2019-2023 rolling average number of bicyclist fatalities (target start year=2019 and target end year=2023) to 12.0 (five-year performance target value).	13	14	NOT MET
APM-1) Decrease the 2019-2023 rolling average number of fatalities involving a distracted driver (target start year=2019 and target end year=2023) to 108.7 (five-year performance target value).	121	119	IN PROGRESS
APM-2) Decrease the 2019-2023 rolling average number of American Indian/Alaska Native fatalities (target start year=2019 and target end year=2023) to 29.4 (five-year performance target value).	23	Data not available	IN PROGRESS
TR-1 EMS Response Volume Captured in WEMSIS (percent of total EMS records) – Department of Health	100%	92%	NOT MET

EVIDENCE-BASED ENFORCEMENT PLAN

Washington’s enforcement plan relies on High-Visibility Enforcement (HVE) and Traffic Safety Enforcement Programs (TSEP). Both require enforcement efforts targeted to the appropriate behavioral areas and locations coupled with meaningful media and public education outreach. HVE focuses on enforcement in conjunction with national campaigns following NHTSA prescribed HVE campaign themes and timing. TSEP events focus on alternate driving behaviors such as distracted driving or motorcycle safety and support local community needs or statewide campaigns. Both enforcement strategies utilize a three-step strategy to ensure effectiveness: data analysis, resource allocation, and project oversight. The strategy starts with an annual analysis of fatality and serious injury data to identify problems and ultimately allocate funding to projects through the annual grants process. This in-depth analysis is incorporated into program plans as recommended countermeasure strategies, activities, and projects. They are rolled up to create the HSP Performance Report and the Performance Analysis contained within each program area which drives the allocation of resources to the areas of greatest need.

Following analysis and resource allocation, WTSC staff work closely with grant recipients to ensure projects are implemented successfully, making mid-year adjustments as new data trends, and changing traffic safety priorities emerge. The result is an evidence-based enforcement plan designed to address the areas and locations at the highest risk and with the most significant potential for improvement. In FFY 2023, WTSC used the following to implement our evidence-based enforcement plan:

- National Holiday DUI HVE campaign
- Statewide Distracted Driving
- National Seat Belt campaign
- Washington’s “Ride Safe, Ride On” motorcycle safety TSEP campaign
- National Summer DUI HVE campaign

Detailed results of each of these strategies, including citation data, are contained within the various HVE project reports listed in the Program Updates section of this report. Below are the combined enforcement performance activity measures and the summary of paid media campaigns that supported the enforcement.

FFY 2023 PERFORMANCE ACTIVITY MEASURES

Activity Measure	Total
Number of seat belt citations issued during grant funded enforcement activities	1,812
Number of impaired driving arrests made during grant funded enforcement activities	830
Number of speeding citations issued during grant funded enforcement activities	13,324

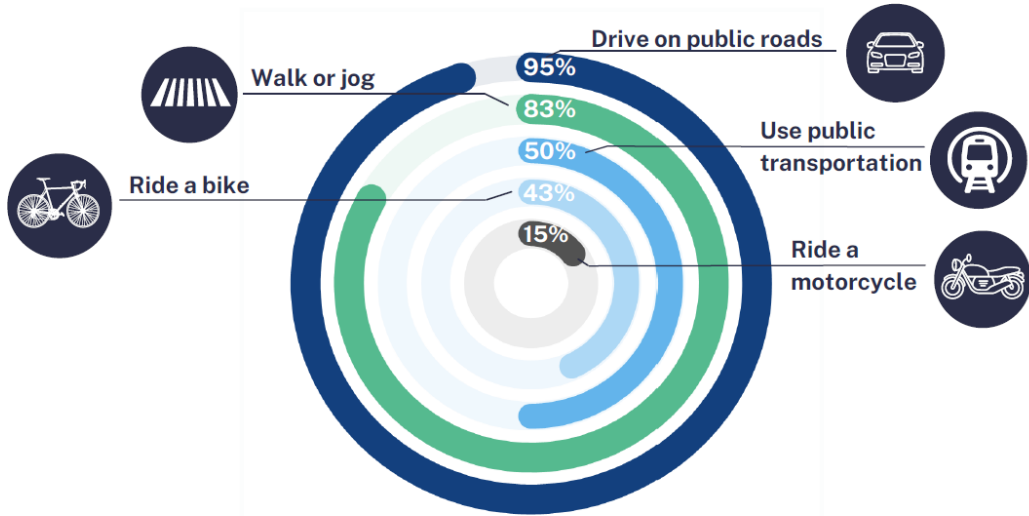
FFY 2023 PAID MEDIA CAMPAIGNS

Campaign	Fund	Budget	Results
Holiday DUI December 11, 2022 - January 1, 2023 National HVE			TV, Radio, Digital, Social 2,051 TV spots, 5,592 radio spots, 209 spots on Root Sports TV (Seattle Kraken games), 16,959 digital clicks
Distracted Driving March 31-April 14, 2023 National HVE	402	\$375,000	TV, Radio, Digital, Social 5,616 TV spots, 3,040 radio spots, 5,481,380 digital video views 52,665,461 impressions
Seat Belts May 15-June 4, 2023 National HVE	402	\$300,000	TV, Radio, Digital, Social 1,017 TV spots, 2,064 radio spots, 30,454 digital clicks 23,767,456 impressions
Together We Get There July 17 - September 30, 2023 Education and Culture	402	\$825,000	TV, Radio, Digital, Social 6,848 TV spots, 8,761 radio spots, 6,738,985 digital video views
Motorcycles July 7-23, 2023 Education and Enforcement	402	\$250,000	TV, Digital, Social 1,250 TV spots, 3,923,476 digital video views More than 27 million impressions
August DUI August 16 - September 4, 2023 National HVE	405d, 164 Transfer	\$225,000	TV, Digital, Social 1,416 TV spots, 3,046,262 digital video views 20.2 million impressions

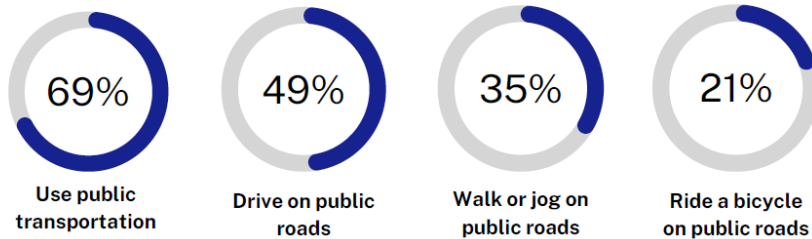
MEASURE OF ATTITUDES, AWARENESS, AND BEHAVIOR

Beginning in 2023, the WTSC launched a statewide traffic safety survey and received 10,964 survey completes from all 39 Washington counties. The survey includes measures across all primary traffic safety programs and captures perceptions/beliefs, behaviors, knowledge, and support. The survey data is vital for establishing baselines of Washington's traffic safety culture, establishing program problem identification, conducting surveillance, and project evaluation. The full survey data is still being reviewed and the WTSC intends to develop new survey data dashboards for sharing and querying the survey results over time. Meanwhile, the survey contractor developed eighteen high-level infographics statewide and for each of the 17 Target Zero Manager regions <https://wtsc.wa.gov/statewide-survey-infographics/>. The results from the statewide traffic safety survey infographic are provided on the following page.

How do people use public roads?



Adults who feel it is safe to...



Belief in Zero Tolerance for Road Harm



The majority of Washingtonians drive on public roads and walk or jog on public roads. Half use public transportation and less than half ride a bicycle on public roads. Less than one in five drive a motorcycle. People believe that public transportation is the safest mode of transportation and that riding a bicycle on public roads is the least safe mode. Three out of four Washingtonians believe the only acceptable number of deaths and serious injuries on roadways is zero.

Public Interventions on Unsafe Driving Practices



Asked someone who was not using a seat belt to use a seat belt



Asked someone who was speeding or driving aggressively to slow down

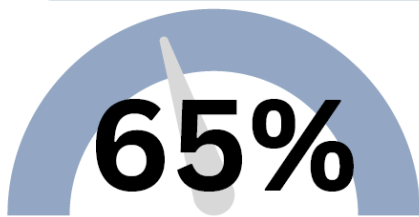


Asked a driver who was using their cell phone or distracted to focus on driving



Took some action to prevent someone from driving impaired

Phone Use While Driving



Have NOT held & talked on the phone while driving



Drivers aged 18-34 are significantly more likely to talk on their phones while driving



Most people in Washington will intervene when exposed to others' unsafe driving practices when in that situation. Three out of four people asked someone to buckle up, and more than half intervened with a driver using a cell phone, a driver speeding or driving aggressively, or took some action to prevent someone from driving impaired. Most drivers (two-thirds) never use a cell phone while driving; however, that proportion is lower among drivers aged 18-34.

Where and when adults consistently buckle up



Within a few miles of home

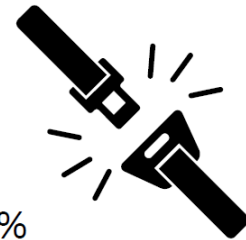


Many miles away from home

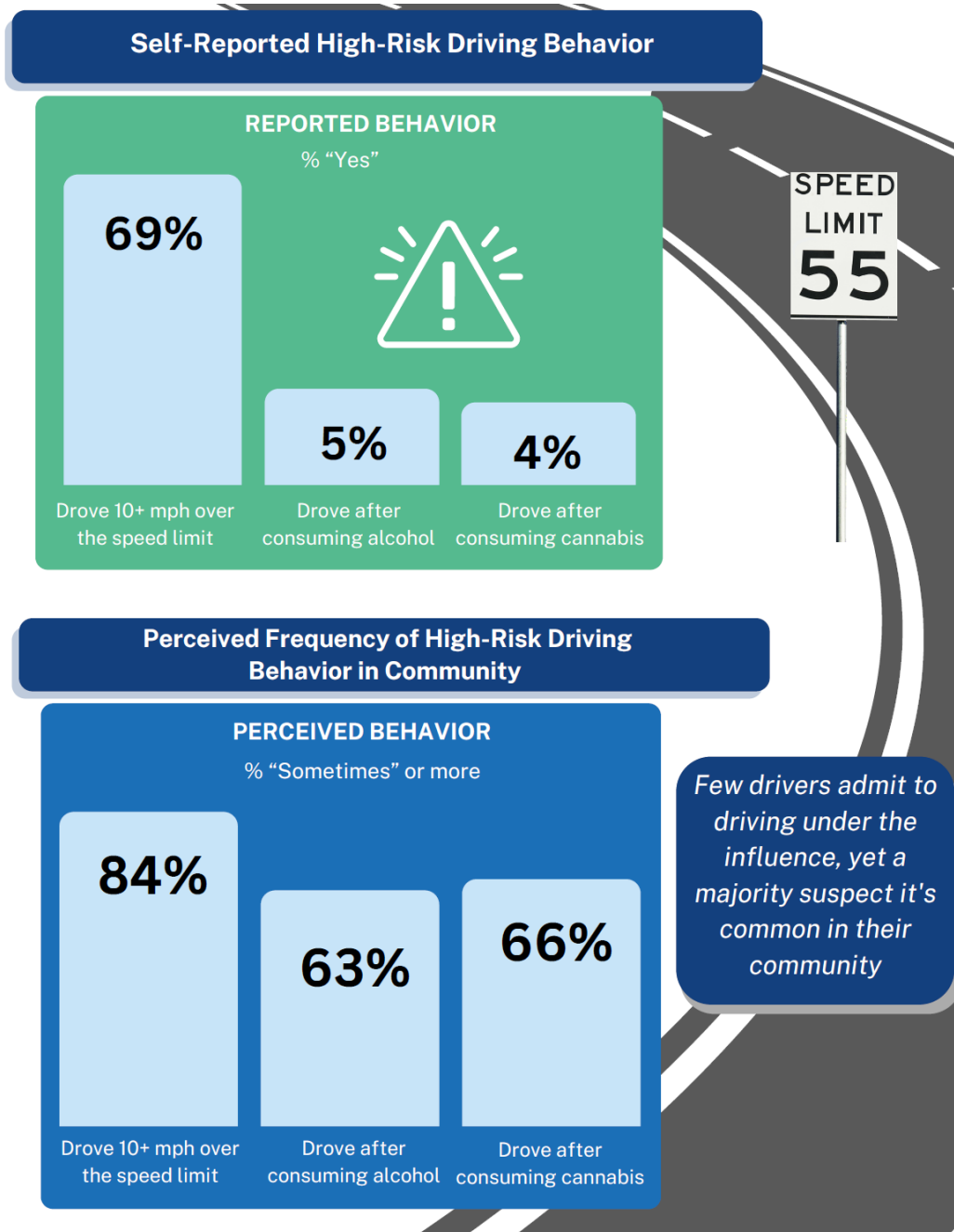


In the back seat of the car

Men are significantly less likely to report always wearing a seatbelt



Self-reported seat belt use is very similar to the state's observed seat belt use rate of 94 percent. However, the survey revealed that the seat belt use rate is slightly lower when the driver is traveling within a few miles of home, and much lower (83 percent) among adult backseat occupants. Men were significantly less likely to regularly buckle up than women.



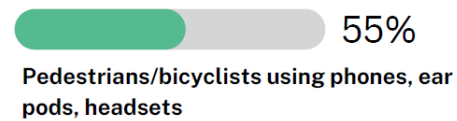
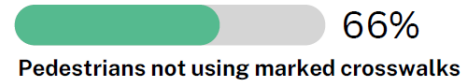
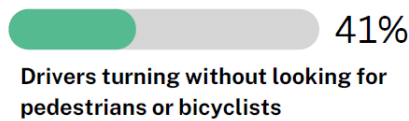
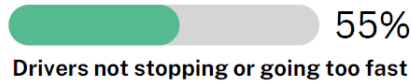
As other research has shown, people's perception of others' behaviors is misaligned with the actual prevalence of behaviors. For example, over 60 percent of community members believe that most drivers sometimes drive after consuming alcohol or cannabis, but in reality, less than one in 20 people drive after consuming alcohol or cannabis. These are important measures to understand because we want the community to focus and foster good driving behaviors and understand that most people in their communities DO choose to exercise safe driving habits.

Most commonly reported experiences involving pedestrians and cyclists

Pedestrian and cyclists' experiences on public roads



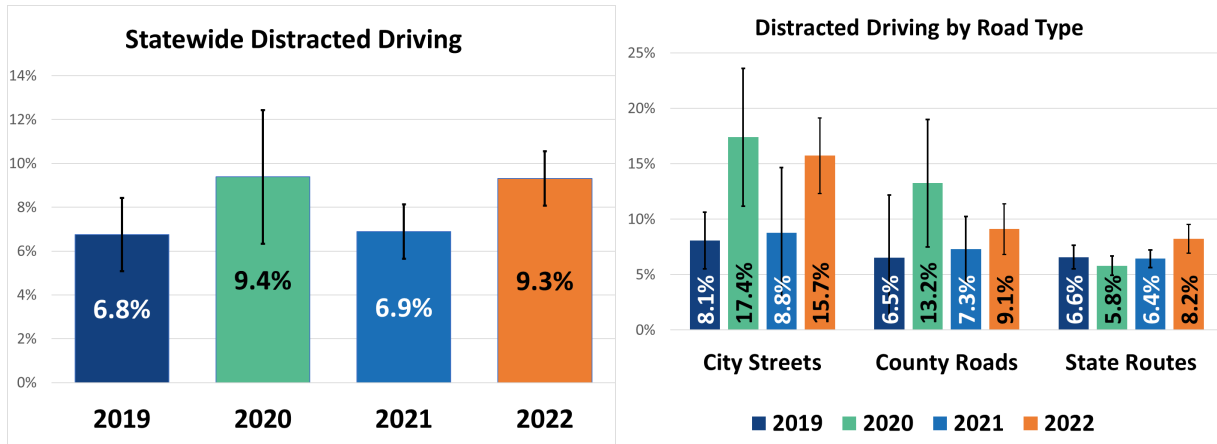
Drivers' experiences around pedestrians and bicyclists



Finally, respondents were asked about their experiences being a pedestrian or cyclist sharing the public roads with drivers, and drivers' experiences sharing the public roads with pedestrians and bicyclists. Pedestrians and cyclists report speeding drivers, lack of appropriate infrastructure, and turning drivers as the top three safety concerns. Drivers report pedestrians not using marked crosswalks, cyclists riding in the vehicle travel lanes, and general pedestrian/cyclist distraction as the top three safety concerns.

In addition to our statewide survey efforts, the WTSC conducts an annual distracted driving observation survey¹. Distracted driving increased in 2022 to the same rate observed in 2020. This represents a statistically significant increase in distracted driving compared to 2021 when the rate decreased to match the pre-COVID-19 rate. Distracted driving remains highest on city streets, but in 2022 the distracted driving rate on state routes increased to the highest rate since data collection began in 2019. Data was collected in 2023, however, the results are unavailable at the time of this report. Moving into 2024, the WTSC is exploring the purchase of analyzed telematics data to measure distracted driving behavior more precisely in Washington State.

¹ Distracted Driving Observation Survey Results http://wtsc.wa.gov/wp-content/uploads/dlm_uploads/2022/10/10_Distracted-Driver-Observation-Survey-2022.pdf



Device use (hand-held or phone to ear) is the dominant source of distraction observed in the survey since 2019. However, in 2022 “other distractions” increased and drove the change in the statewide distracted driving rate and was more prevalent than device use. “Other distractions” include any observably distracting behavior not related to device use such as eating, interacting with vehicle controls, or interacting with passengers. Observers capture “other distractions” when the driver’s eyes, posture, and hands indicate they are not fully engaged in the task of driving the vehicle.

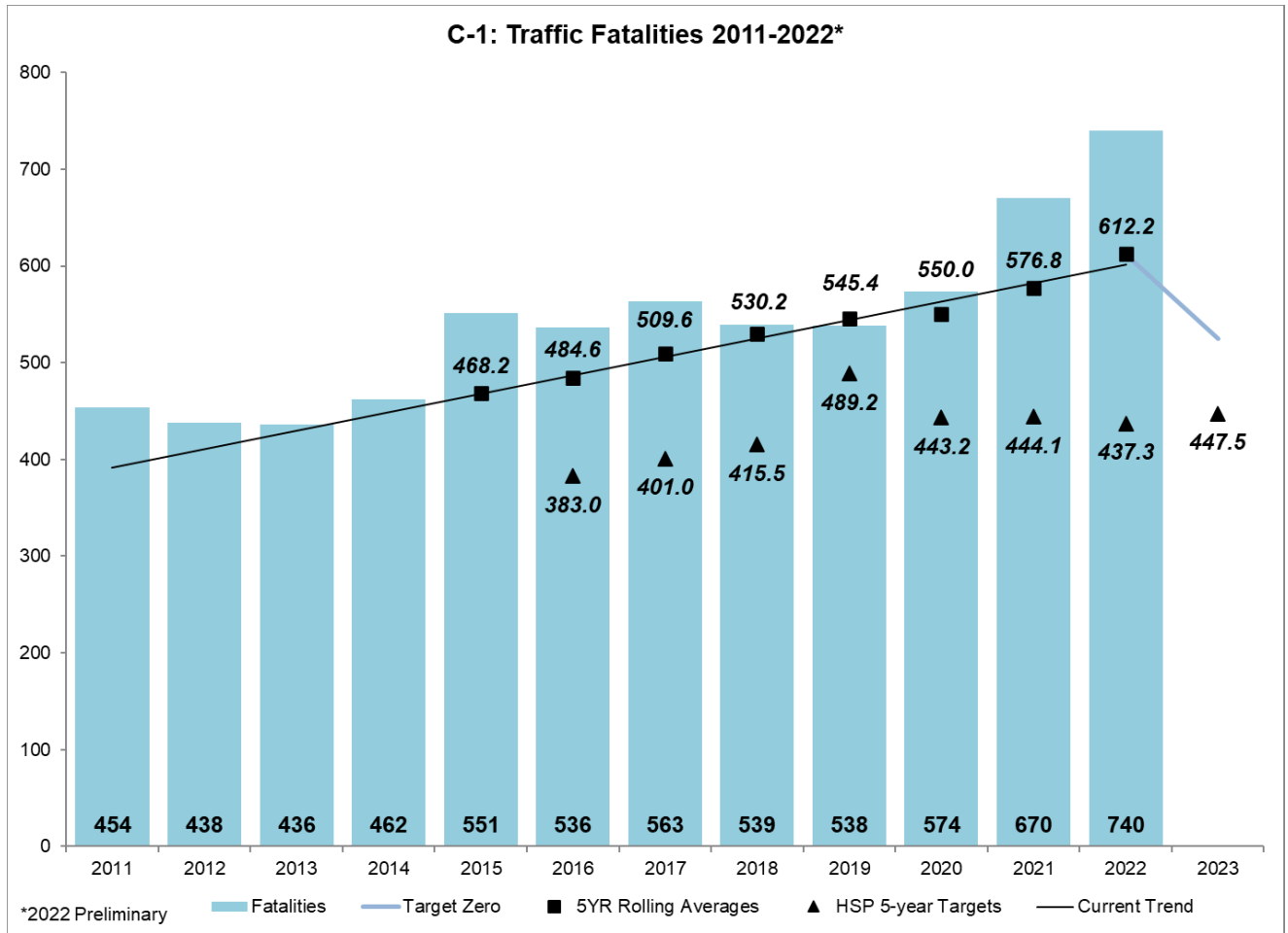
PROGRAM UPDATES

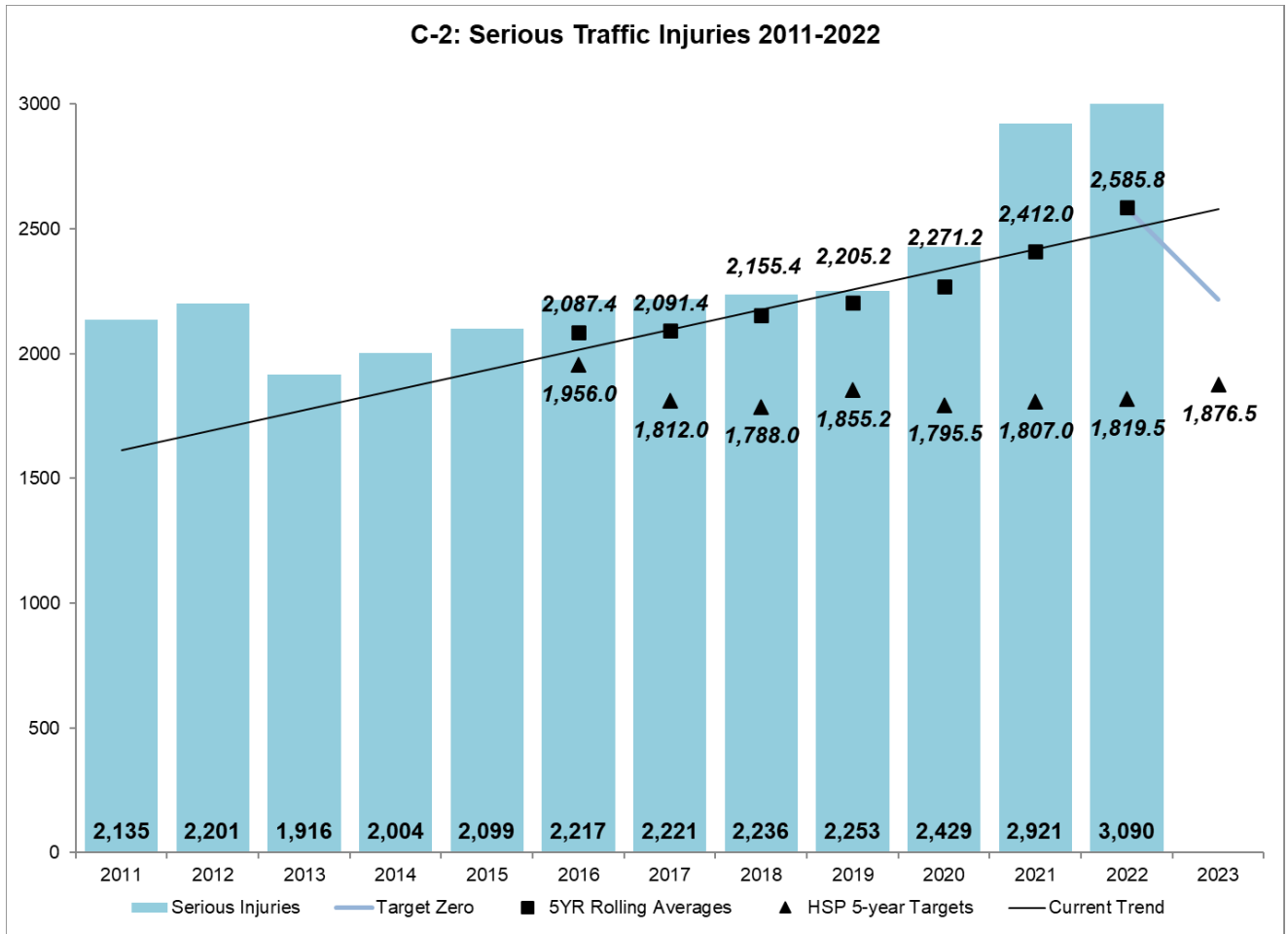
Assessment of Washington's Progress in Achieving Performance Targets for C-1, C-2, and C-3

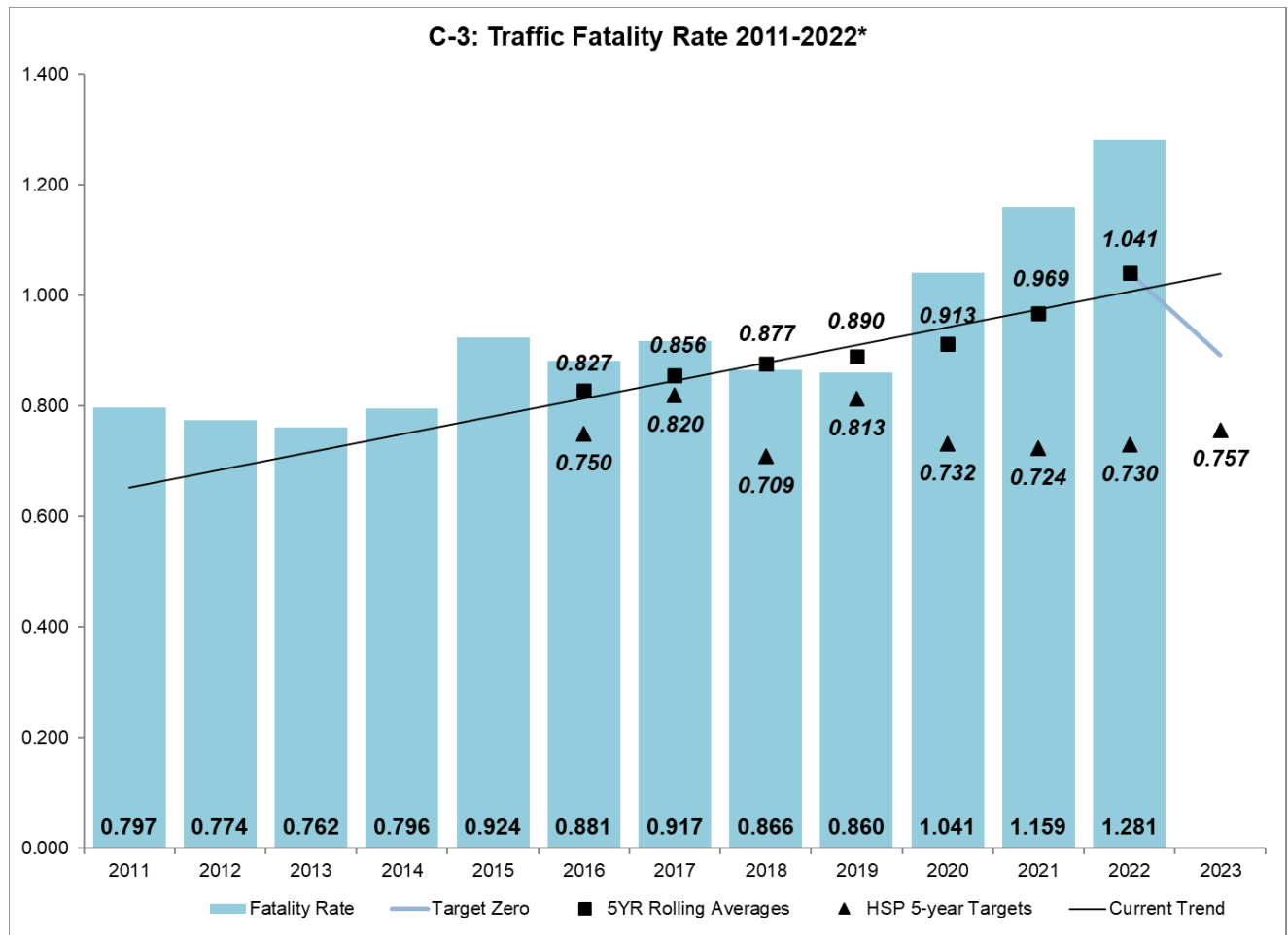
C-1: The 2023 target included in the FFY 2023 HSP for fatalities was 447.5 (2019-2023 rolling average value). The FFY 2023 C-1 target was coordinated with WSDOT. The FFY 2023 target was set equal to the value of the Target Zero line, a straight line to zero in 2030 from the most recent available data at that time the target was set (2017 – preliminary 2021). According to the most recent available data, the FFY 2023 HSP target will not be met. To reach the 2019-2023 rolling average target of 447.5, the total number of fatalities in 2023 would have to be zero. This number has already been exceeded; therefore, the FFY 2023 target was NOT MET.

C-2: The 2023 target included in the FFY 2023 HSP for serious injuries was 1,876.5 (2019-2023 rolling average value). The FFY 2023 target was coordinated with the WSDOT. The FFY 2023 target was set equal to the value of the Target Zero line, a straight line to zero in 2030 from the most recent available data at the time the target was set (2017 – preliminary 2021). According to the most recent available data, the FFY 2023 HSP target will not be met. To reach the 2019-2023 rolling average target of 1,876.5, the total number of serious injuries in 2023 would have to be zero. This number has already been exceeded; therefore, the FFY 2023 target was NOT MET.

C-3: The 2023 target included in the FFY 2023 HSP for the fatality rate was 0.757 (2019-2023 rolling average value). The FFY 2023 target was coordinated with WSDOT. The FFY 2023 target was set equal to the value of the Target Zero line, a straight line to zero in 2030 from the most recent available data at the time the target was set (2017 – preliminary 2021). According to the most recent available data, the FFY 2023 HSP target will not be met. To reach the 2019-2023 rolling average target of 0.757, the total number of fatalities in 2023 would have to be zero. This number has already been exceeded; therefore, the FFY 2023 target was NOT MET.







Adjustments to Highway Safety Plan for not Meeting Targets

In 2019, WTSC changed the way we prioritize and invest in traffic safety countermeasures. We changed our funding project approach from a general call for proposals that we fit into programs to using problem identification to identify countermeasures. Then, we select evidence-based and innovative projects that have the best potential for saving lives using the Theory of Change and Logic Model tools. This is part of a larger effort to adopt a public health approach to reducing traffic crashes. WTSC has invested heavily in improving the skills of staff to work within this approach using the Positive Culture Framework.

In 2023, WTSC continued to use the logic model template updated in 2022 that focuses more attention on setting measurable targets and distinguishing between process and outcome measures. In 2023, WTSC hired two of three new Program Specialists, assistants to the Program Managers, to increase the Program Managers' capacity to conduct robust planning and partnership recruitment and development. The agency also hired a new staff member focused entirely on qualitative data analysis through fatal case reviews so that we might gain additional insights into potential interventions. The WTSC is currently in the process of setting up an improved Speed program and a new Preventing Roadside Deaths program.

In 2023, the WTSC continued its partnership with the Center for Health and Safety Culture (CHSC) at Montana State University (MSU). MSU helped guide a refresh of the Target Zero Manager program with the goal of making that program even more effective. As of October 2023, all of the Target Zero Managers are operating under a new scope of work based on the Positive Culture Framework seven-step planning model. It calls for a community centric approach to traffic safety planning in which multi-sector coalitions will be formed to help surface and address the most serious traffic safety issues in the highest priority communities. The consultants from MSU also provided training and ongoing technical support to all program managers. This partnership is continuing in 2023 and will focus more on increasing WTSC's capacity to coach partners on effective project design and evaluation techniques.

Also in 2023, the WTSC established a new agency strategic plan focused on empowering local communities with the resources they need to address their traffic safety problems while affirming our ultimate goal of Target Zero. The agency will continue to partner with the WSDOT and our Commission agencies to prioritize traffic safety efforts and work toward our Target Zero vision. As we enter 2024, we are focusing on how our work can support the creation of a Safe System.

5.1 PROGRAM COORDINATION

Problem Statement

Program coordination and development encompasses various activities required to successfully operate and improve Washington's highway safety program. The 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 (HSP) and accordance with Target Zero. This funding is essential to ensure that traffic safety projects authorized for the year are appropriately planned, executed, monitored, and closed – and investments in projects are made to enhance the future of traffic safety in Washington State.

Focus Populations

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.

Associated Performance Measures: C-1, C-2, C-3 (See page 25 for more information).

FFY 2023 Countermeasures and Planned Activities

Planned Activity: Maintenance and Upgrades to WEMS

<u>Fed Project #</u> CP23-02	<u>Project Title</u> WEMS Maintenance, Upgrades, and Support	<u>Program Manager</u> Pam Pannkuk	<u>Sub-Recipient</u> WTSC
<p>Description: This project provided for the maintenance (server, usage, and support charges) and enhancement of WTSC's Enterprise Management System (WEMS). This is WTSC's system of record for all grant management and monitoring, enabling accurate record-keeping, increased efficiency, and accountability, and easing the administrative burden through the automation of tasks. Within WEMS, WTSC staff managed more than \$10 million in grants for funding traffic safety projects and ensuring compliance with all of the state and federal regulations. In addition to maintaining responsive customer support, training, and fixing "bugs" as they were identified, the WEMS team, with assistance from Smart Simple's premium support services, continually improved business processes and project data. WEMS also provided an unprecedented level of transparency with Region 10 NHTSA Headquarters partners who can access WEMS at any time to conduct file reviews.</p>			
<p>Results: WEMS continues to be a robust and well-utilized tool for WTSC to manage projects and maintain necessary grant and financial records. The WEMS teams provided excellent customer support and regular training for both internal users and key external users in monthly meetings, through system messages, and individually through email and Teams. In FFY 2023, they implemented multi-year projects, including supporting functionality for budgets, amendments, invoicing, goals, objectives, measures, progress reports, annual Grant Requirements Acknowledgement Forms, and budget allocations. They also significantly enhanced system security through the implementation of multi-factor authentication for external users and single sign on for all environments for internal users. Smaller enhancements included many new activity log fields, new internal user reports, and changes to the SZ-CG and SZ-LE process to improve users' experience. With the implementation of BIL, highway safety offices were tasked with creating an Annual Grant Application, and the WEMS team was able to configure a report that enabled management to quickly compile the needed information, saving many hours of staff time.</p>			
<u>Countermeasure</u> WTSC Grant Management System (WEMS) – Maintenance and Upgrades	<u>Fund Source</u> 402	<u>Amount Approved</u> \$150,000	<u>Amount Expended</u> \$108,844

Planned Activity: Training and Technical Assistance for WTSC Staff and Contractors

<u>Fed Project #</u> FDL*CP23-11	<u>Project Title</u> Positive Traffic Safety Culture Training and Technical Support	<u>Program Manager</u> Wade Alonzo	<u>Sub-Recipient</u> WTSC
<p>Description: This project was intended to provide funding for a vendor contract with the Montana State University Center for Health and Safety Culture to fund traffic safety culture training and support for WTSC staff and Target Zero Managers (TZMs).</p> <p>Results: Over the course of the year, lead staff members Jay Otto and Katie Dively conducted 11 guide sessions with the newest Program Managers on the WTSC staff. At these sessions, Otto and Dively were able to further orient staff on the technical aspects of creating theories of change and updating respective program plans. Otto and Dively also conducted 34 guide calls with other Program Managers - many of them with the TZM Program Managers helping them successfully navigate the completion of the planning cycle of the TZM refresh project and then create a new scope of work to guide the program for the next three years. They conducted 39 guide calls with WTSC Program Managers and Leadership. Otto and Dively's work on the TZM program refresh was critical to the success of that effort. This project was a continuation of work that began in April 2022 when WTSC began to more formally adopt a Positive Culture Framework as its approach to traffic safety. Their ongoing consultation on this process has been critical.</p>			
<u>Countermeasure</u> Professional Development	<u>Fund Source</u> 405d	<u>Amount Approved</u> \$155,000	<u>Amount Expended</u> \$150,135

Planned Activity: Planning and Administration

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
PA23-01	Planning & Administration	Wade Alonzo	WTSC
<p>Description: This project was a grant issued by the WTSC to assign federal traffic safety funds to advance goals of the Target Zero Strategic Highway Safety Plan, specifically for Planning and Administration. The project provided staff and applicable services for the performance of the professional and technical functions outlined in Washington’s HSP, in accordance with the Strategic Highway Safety Plan, and to ensure all Traffic Safety projects were appropriately planned, executed, monitored, and closed.</p> <p>Results: This project funded the federal share of costs to support WTSC employees as planned. Technical coordination of Washington’s various traffic safety programs included Impaired Driving, Distracted Driving, Motorcycle Safety, Occupant Protection, Speed, Traffic Records, Pedestrian Safety, and Community Traffic Safety. The technical coordination funding ensured all authorized traffic safety projects for the year were appropriately planned, executed, monitored, and closed. No delays, issues, or problems were identified in the management of this project.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Planning, Administration, and Program Coordination	402	\$706,455	\$651,136

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
AL23-01, CP23-01, DD23-01, MC23-01, OP23-01, PS23-01, PT23-01, SE23-01, TR23-01	Program Coordination	Wade Alonzo	WTSC
<p>Description: The intent of the project was to assign federal traffic safety funds in furtherance of the goals of the Target Zero Strategic Highway Safety Plan, specifically for the technical coordination of Washington’s various traffic safety programs, including Alcohol, Distracted Driving, Motorcycle Safety, Occupant Protection, Young Drivers, Speed, Traffic Records, Pedestrian Safety, Police Traffic Services, and Community Traffic Safety.</p> <p>Results: The WTSC was successful in developing, submitting, and then implementing the HSP in 2023. All projects were executed and managed using the policies and procedures of the WTSC consistent with the agency’s interpretation of state and federal regulations. The agency’s final report includes detailed results of individual projects.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Planning, Administration, and Program Coordination	402	\$2,251,019	\$2,084,666

5.2 COMMUNITY TRAFFIC SERVICES

Problem Statement

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 the 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.

Focus Populations

- All Washington residents and road users
- Stakeholders including community leaders, government agencies, traffic safety activists, organizations who support or ignore traffic safety issues (or aren’t aware of them):
 - Traffic safety professionals throughout the state
 - Target Zero Managers
 - Law Enforcement Leadership
 - Law Enforcement Officers
 - Target Zero Task Force Representatives
- Local and state transportation engineers
- Community coalitions and service organizations
- Medical professionals and emergency responders in rural communities
- Public educators and schools

Associated Performance Measures: C-1, C-2, C-3 (See page 25 for more information.)

FFY 2023 Countermeasures and Planned Activities

Planned Activity: Statewide TZM Program/Support

<u>Fed Project #</u> CP23-03	<u>Project Title</u> TZM Contracts and Grants	<u>Program Manager</u> Mandie Dell Jerry Noviello Mark Medalen	<u>Sub-Recipient</u> WTSC
<p>Description: WTSC currently manages a mix of both contractors and TZMs employed in a host agency. The TZM program is a network of traffic safety professionals in 17 regions across Washington State who conduct regional coordination of traffic safety enforcement, community education, and outreach activities to change driver behavior and reduce traffic crashes. The TZMs in each region assist WTSC in implementing traffic safety best practices in their communities. This grant utilized federal funding for salaries and benefits and other support for the contracted TZMs to conduct these activities.</p> <p>Results: Each TZM coordinated a county or region-based traffic safety task force. These task forces met on a quarterly basis throughout the year. They reviewed traffic safety data and issues in their region and guided programming. In addition to the task forces, TZMs developed connections with adjacent coalitions, expanding partnerships and sharing resources working towards common goals.</p> <p>TZMs supported HVE patrols and outreach efforts for statewide campaigns including DUI, seat belt, distracted driving, and speed. Some regions supported motorcycle safety patrols. In addition, they all planned locally driven enforcement and outreach activities throughout the year. They scheduled enforcement dates, conducted media interviews, posted social media messages, and provided outreach and education to residents at community events.</p> <p>Statewide totals: Number of task force meetings: 139 Number of new members added to the membership of the Traffic Safety Task Force: 63 Number of earned media articles generated as the result of outreach efforts: 25 Number of HVE related posts for each HVE emphasis patrol: 308 Percentage of WEMS activity logs audited: 24 percent Number of Positive Community Norm (PCN) messages generated in support of each statewide and local HVE campaign: 409 Number of monthly PCN messages based on the WTSC messaging calendar distributed through the community communications network: 425 Number of monthly TZM huddles attended: 159 Number of adjacent coalition meetings attended: 221</p>			
<u>Countermeasure</u> Target Zero Managers	<u>Fund Source</u> 402	<u>Amount Approved</u> \$614,000	<u>Amount Expended</u> \$427,976

<p><u>Fed Project #</u> FDL*CP23-05</p>	<p><u>Project Title</u> TZM Professional Development and Support</p>	<p><u>Program Manager</u> Mandie Dell Jerry Noviello Mark Medalen</p>	<p><u>Sub-Recipient</u> WTSC</p>
<p>Description: These funds were used to support TZMs with travel, training expenses, and supplies to support their work.</p> <p>Results: While we only spent about \$33,000 of the available funds, we covered travel and training costs for all TZMs who attended the October 2022 TZM meetings in Wenatchee. We covered travel and training costs for all TZMs who attended the national Lifesavers Conference held in Seattle in April 2023. We covered annual LinkedIn, Zoom, Adobe, and MS Teams subscription costs. All requests for training, travel, and supplies were approved in advance.</p>			
<p><u>Countermeasure</u> Target Zero Managers</p>	<p><u>Fund Source</u> 405d</p>	<p><u>Amount Approved</u> \$147,000</p>	<p><u>Amount Expended</u> \$32,495</p>

Planned Activity: Law Enforcement Support

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
PT23-06	Statewide and Local Law Enforcement Liaison Program	Jerry Noviello	WTSC
<p>Description: Law enforcement is a critical partner in the state's effort to reach Target Zero. Many of the strategies and projects implemented by the WTSC rely on the strong support of law enforcement agencies – from agency leadership to highly trained traffic enforcement officers. This project funded the Statewide and Local Law Enforcement Liaison (LEL) Program that created connections between the WTSC and local law enforcement agencies, while also helping the WTSC and local traffic safety coordinators implement agency driven strategies. The project funded one statewide LEL who provided a direct connection between local law enforcement and WTSC. In addition to providing guidance, the statewide LEL also supported a network of local LELs who represented local communities throughout the state. The continuous engagement from the statewide LEL helped to grow the number of law enforcement agencies participating in traffic safety activities. This project also provided funding for professional development through local, regional, and national training.</p> <p>Results: This project provided funding for one statewide LEL and at least one local LEL per WTSC region. This model worked very well by providing TZMs with a local resource for law enforcement issues, and it also created a community of local LELs who provided a resource for one another. Law enforcement liaisons help coordinate high visibility patrols and use their credibility as fellow peace officers to encourage local agencies to participate and strive for high levels of performance. Washington's LELs have also been helping to grow the positive traffic safety culture among law enforcement agencies by encouraging traffic safety minded officers in their regions to become more involved and by inviting them to attend the LEL/Traffic Safety Champions events that focus on professional development and creating a community of like-minded officers. This strategy is intended to maintain traffic safety as a priority among Washington law enforcement agencies over the long term through these officers so that when they become leaders in their agencies, they make traffic safety a priority. This project also funded other training events such as the NHTSA Region 10 event in Boise and the national Lifesavers Conference.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Law Enforcement Support	402	\$180,000	\$134,976

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
CP23-13	Law Enforcement Training and Professional Development	Jerry Noviello	WTSC
<p>Description: This project addressed the needs identified by the Washington Association of Sheriffs and Police Chiefs (WASPC) Traffic Safety Committee to grow officer traffic safety skills and participation in enforcement activities. This was accomplished by providing and supporting training opportunities that aimed to increase motivation for traffic enforcement and improve officer skills and knowledge in traffic safety enforcement. These events were</p>			

conducted in Washington and other areas of the country.

Results: This project funded two large training events in Washington called Traffic Safety Champions. These events were designed to provide professional development training to law enforcement officers to improve their skills and knowledge in traffic safety. Funds were also used to send a small selection of law enforcement officers to national training events, such as the International Association of Police Chief's Impaired Driving Conference.

The two Traffic Safety Champions events included guest speakers from state and local law enforcement agencies in Washington as well as a retired Los Angeles Police Department psychologist, Washington's Traffic Safety Resource Prosecutors, WTSC staff, and other national and local professionals. The October 2022 event had approximately 86 attendees and the May 2023 event had approximately 90 attendees. Some topics covered at these events included: training for Impaired Driving/Drug Recognition Experts, legislative updates, review of statewide data, project/success highlights from local LELs, officer wellness in response to horrific traffic collisions, the "why" of conducting traffic enforcement, officer recognition, and public participation and engagement.

Attendees consistently rated most presentations as very good or good, with over 90 percent of all ratings being in one of these two categories. This shows that the content provided is relevant and needed.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Law Enforcement Support	402	\$250,000	\$53,129

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
FDL*CP23-14	Community Traffic Safety Culture Strategy Development and Implementation	Jerry Noviello	WTSC

Description: This project provided funding for a vendor contract with the Montana State University Center for Health and Safety Culture to fund the development and evaluation of non-enforcement-based approaches that law enforcement agencies can use to grow traffic safety culture in their communities. This first year largely focused on research to identify current strategies that are being done in other areas of the country that could be used for this project. An amendment was requested and approved to increase the grant amount.

Results: In the first phase of this project, a review of published literature was conducted to learn about potential ideas for non-enforcement-based strategies for law enforcement to improve traffic safety culture. This review surfaced resources from various advocacy organizations, and country-level traffic safety action plans did not reveal any specific evidence regarding non-enforcement-based strategies to improve traffic safety culture. However, the review did reveal potential strategies that could be adopted by law

enforcement officers in Washington State. These ideas about potential strategies will be used in subsequent efforts with law enforcement officers to develop potential strategies.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Law Enforcement Support	405d	\$182,630	\$95,038

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
F24*CP23-03	EI Protector Program Expansion	Jerry Noviello	WTSC

Description: This was a new project added to the FFY 2023 HSP through the amendment process. This project expanded the Washington State Patrol's EI Protector program. This program funded traffic safety education and relationship building to grow positive traffic safety culture through engagement with Spanish speaking residents and migrant workers. Many of these individuals are not accustomed to driving norms in Washington and the United States and are historically underserved by education efforts. This project met these residents where they work and live in a non-confrontational way. The project also included the expansion of EI Protector resources by revamping the program's audience engagement tools.

Results: The EI Protector grant goals were accomplished for FFY 2023. The program's first goal of attending a minimum of 5 community outreach events (COE) per month Q1-Q4 was surpassed with an average of 11.40 events attended per month. The program also averaged 10.75 traffic safety media interviews a month. The second goal of adding five EI Protector representatives to assist with reaching more community members across the state was also accomplished. A total of six representatives were added to assist, including a trooper in the Vancouver area and one in the Wenatchee area.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Law Enforcement Support	405d 24/7	\$50,000	\$44,182

Planned Activity: High Visibility Enforcement/Traffic Safety Enforcement Program – Local Law Enforcement

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
PT23-01	Local HVE/Traffic Safety Enforcement	Jerry Noviello	WTSC

Description: This project funded traffic safety enforcement in the areas of impaired driving, speeding, distracted driving, seat belt use, and motorcycle safety. Funding was awarded to local law enforcement agencies following an application process using data to support funding decisions. Programmatic decisions were made at the local level by regional traffic safety task forces, led by a local traffic safety coordinator (Target Zero Manager). These task forces used local data and officer input to determine enforcement priorities for their jurisdictions to schedule and plan enforcement and outreach activities. Participation in this

project was throughout the year, but the following campaigns were the primary enforcement periods:

- Impaired driving enforcement during the Holiday DUI campaign in December 2022.
- Distracted driving enforcement during the Distracted Driving campaign in April 2023.
- Seat belt enforcement during the Click It or Ticket campaign in May 2023.
- Impaired driving enforcement during the Summer DUI campaign in August 2023.

Results: The following table contains a selection of enforcement accomplishments resulting from this project.

Hours	15,651	DUI Arrests	584
Total Contacts	33,411	Speeding Citations	9,317
Total Citations	17,237	Seat Belt Citations	997
Total Warnings	15,125	Cell Phone Use Citations	2,735

<u>Countermeasure</u> Enforcement Support – Local Law Enforcement	<u>Fund Source</u> 402	<u>Amount Approved</u> \$1,514,578	<u>Amount Expended</u> \$1,288,602
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<u>Fed Project #</u> PT23-07	<u>Project Title</u> WASPC Administrative Support and Resources	<u>Program Manager</u> Jerry Noviello	<u>Sub-Recipient</u> WTSC
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Description: The intent of this project was for WASPC to provide administrative support and monitoring of the local HVE program and by providing agencies that participated in the HVE program with funding for tools and supplies to increase their effectiveness in enforcing traffic laws.

Results: WASPC successfully distributed \$227,656 to 50 law enforcement agencies for the purchase of traffic safety tools and supplies, such as portable breath test devices, radar detection units, etc. Funding decisions were prioritized based on problem identification provided in the agency applications. HVE administrative support and monitoring did not come to fruition as planned. Several pain points were encountered, such as limited knowledge of law enforcement practices, discomfort in acknowledging questionable activity, and the workload of assigned staff.

<u>Countermeasure</u> Enforcement Support – Local Law Enforcement	<u>Fund Source</u> 402	<u>Amount Approved</u> \$355,000	<u>Amount Expended</u> \$256,028
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Planned Activity: Training and Professional Development

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
CP23-15	Training and Professional Development Conferences	Wade Alonzo	WTSC
<p>Description: The purpose of this project was to provide funding to support training opportunities for law enforcement, municipal and state engineers, TZMs, local elected officials, and others in transitioning to the Safe Systems Approach. It would also address emerging issues such as diversity, equity, and inclusion. This project would fund training, travel, supplies, and other program needs for partners and stakeholders.</p> <p>Results: This project was withdrawn in FFY 2023. On-boarding new staff, required time commitment to host and plan Lifesavers 2023 workshop content, and the administrative burden of adapting to the new 3HSP and AGA requirements particularly around public engagement and participation consumed unplanned work hours, and limited resources to complete new projects. No funds were expended.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Traffic Safety Leadership and Professional Development	402	\$50,000	\$0

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
EM23-01	Rural Trauma Team Development Course	Tony Bledsoe	WTSC
<p>Description: The intent of this project was to fund Rural Trauma Team Development Courses (RTTDC) across the state in rural counties that experience higher-than-average traffic fatality rates and/or who are geographically located in an area that is more than one hour ground transport time from a level I or II Trauma Center. This education was expected to result in improved care and expedited transfer for rural motor vehicle crash victims.</p> <p>Results: This project was withdrawn due to the unavailability of the surgeon, physician, and nursing instructors to conduct RTTDC in 2023. This project is being executed in FFY24.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Post-crash Care, Clinical Provider Support	402	\$30,000	\$0

Planned Activity: WTSC Conference Planning

<p>Fed Project # CP23-16</p>	<p><u>Project Title</u> WTSC Conference Planning for 2024</p>	<p><u>Program Manager</u> Wade Alonzo</p>	<p><u>Sub-Recipient</u> WTSC</p>
<p>Description: The purpose of this project was to provide funding for conference planning efforts in 2023 to carry out a traffic safety conference in 2024.</p> <p>Results: This project was withdrawn in FFY 2023. On-boarding new staff, required time commitment to host and plan Lifesavers 2023 workshop content, and the administrative burden of adapting to the new 3HSP and AGA requirements particularly around public engagement and participation consumed unplanned work hours, and limited resources to complete new projects. No funds were expended.</p>			
<p><u>Countermeasure</u> Traffic Safety Leadership and Professional Development</p>	<p><u>Fund Source</u> 402</p>	<p><u>Amount Approved</u> \$25,000</p>	<p><u>Amount Expended</u> \$0</p>

Planned Activity: Washington’s Strategic Highway Safety Plan: Target Zero

<u>Fed Project #</u> CP23-04	<u>Project Title</u> WTSC Target Zero Plan	<u>Program Manager</u> Mark McKechnie	<u>Sub-Recipient</u> WTSC
<p>Description: The purpose of this project was to fund the update of the Strategic Highway Safety Plan (SHSP) also known as Target Zero. A contractor was retained through a competitive procurement process that would act as the lead of the effort.</p> <p>Results: Through a competitive procurement process initiated in January 2023, WTSC and WSDOT selected DKS as the lead contractor in April 2023. Along with five subcontractors, this team provided the range and depth of experience required to re-write the 2024 SHSP. Subcontractor PRR quickly initiated community engagement activities, including the creation of a survey. PRR began conducting in person interviews and intercept surveys in August. This in-person phase concluded in October, while they continued to collect survey responses online. PRR worked with the project manager, agency sponsors, and agency tribal liaisons to prepare a tribal listening session scheduled for October 2023. Tribal, stakeholder, and community feedback will also be included as the plan is drafted and revised in FFY 2024. An amendment was requested and approved to increase the grant amount.</p> <p>The contract team met consistently with the WTSC and WSDOT project sponsors. A kickoff event was hosted in the Olympia area in late September, and more than 50 stakeholders attended the two-day event, including some who attended virtually. This event was designed to prepare various stakeholders for the drafting phase of the SHSP project in FFY 2024. The target date for completion is approximately the end of FFY 2024 or early FFY 2025.</p>			
<u>Countermeasure</u> Strategic Highway Safety Planning	<u>Fund Source</u> 402	<u>Amount Approved</u> \$137,200	<u>Amount Expended</u> \$106,718

Planned Activity: Program Management

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
CP23-16	DOL Traffic Safety Specialist	Janine Koffel	DOL
<p>Description: This project was to fund the employment of a traffic safety specialist embedded in the Licensing, Endorsements & Traffic Safety (LETS) division of the department of licensing. The traffic safety specialist will coordinate DOL projects related to the accomplishment of the statewide Target Zero plan. They will also engage with external partners with interests in and resources or related projects with similar goals and objectives. The traffic safety specialist will work closely with WTSC program managers, advisory councils or groups, and subcontractors,</p> <p>Results: Due to the length of time required for the hiring process, the new employee was identified in late September and began work October 1, 2023. Therefore, the objective to convene the DOL Target Zero work group was not realized.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Non-Commercial Driver Licensing	402	\$ 37,771	0

5.3 COMMUNICATIONS

Problem Statement

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-19 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.

Focus Populations

Vulnerable Road Users: Some road users are more susceptible to involvement in fatal or serious injury crashes. This includes young or inexperienced drivers, older drivers (70+ years old), motorcyclists, and people who walk or bike. Vulnerable road user deaths continue to rise to record-breaking numbers.

Risky drivers: Drivers most at risk of driving impaired, distracted, or failing to wear their seat belt.

Safe Road Users: Most safe road users who influence the behaviors of the smaller group engaging in risky behaviors.

Associated Performance Measures: C-1, C-2, C-3 (See page 25 for more information).

FFY 2023 Countermeasures and Planned Activities

Planned Activity: Traffic Safety Program Support

Fed Project # FDL*CP23-06	Project Title News Media and Communications Support	Program Manager Erica Stineman	Sub-Recipient WTSC
<p>Description: The funding for this project allowed the Communications team to continue subscriptions for SurveyMonkey, Critical Mention, ArchiveSocial, and DropBox. In addition to these projects, the funding was used to develop creative assets for use in educational campaigns throughout the year.</p>			

Results: We were able to develop two new seat belt PSAs, one in English and one in Spanish, held a photoshoot for motorcycle safety, began work on speed creative, and creation of a video to educate people in Washington on the effects of alcohol to support lowering the BAC per se limit to .05.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Social and News Media	405d	\$400,000	\$307,926

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
FDL*CP23-07	Website Maintenance and Support	Erica Stineman	WTSC

Description: This project funded domain registration, hosting, updates, maintenance, and support for all WTSC-owned websites. This includes <https://wtsc.wa.gov>, <https://togetherwegetthere.com>, <https://juntoslegamos.com>, <https://wtscpartners.com>, <https://wacarseats.com> and <https://targetzero.com>.

Results: Maintenance and support were provided by the website contractor throughout the year. In early 2023, plans kicked off to change the look and feel of the wtsc.wa.gov website. The new site was launched in September 2023.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Social & News Media	405d	\$75,000	\$36,624

Planned Activity: Conduct Positive Culture Media Campaign

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
PM23-04	Together We Get There Brand Development	Erica Stineman	WTSC

Description: This project funded a new campaign for the Together We Get There initiative, which allowed us to develop and distribute new assets promoting the Together We Get There brand. A media buy took place in the summer in which the new content was distributed.

Results: New creative assets with the Together We Get There branding were developed to further the recognition and reach of the messages. People in Washington have responded well to the more positive messaging. The summer multi-media campaign included TV, digital, audio streaming, static ads, transit ads, and social media posts. It resulted in 6,848 TV spots, 8,761 radio spots, and 6,738,985 digital video views with more than 103 million impressions.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Growing a Positive Traffic Safety Culture	402	\$1,000,000	\$951,023

<u>Fed Project #</u> FDL*CP23-08	<u>Project Title</u> Local Support for TZM Positive Community Norms Projects	<u>Program Manager</u> Erica Stineman	<u>Sub-Recipient</u> WTSC
<p>Description: These funds were offered to each of our regional TZMs to work with local media outlets to conduct outreach customized to their communities. Eleven of the 17 regions participated and placed ads on TV, radio, social media, local newspapers, county fairs, local sports teams, and digital platforms. Our TZM Communications Lead also did a weekly radio segment targeted to young listeners to message traffic safety topics, as covered on his "The Wise Drive" website.</p> <p>Results: The funds were used to create and execute a variety of projects in the participating regions. The TZMs who used these funds are anxious to continue the local projects in their communities, and there has been further interest in TZMs that have not yet participated.</p>			
<u>Countermeasure</u> Growing a Positive Traffic Safety Culture	<u>Fund Source</u> 405d	<u>Amount Approved</u> \$200,000	<u>Amount Expended</u> \$96,816

<u>Fed Project #</u> FDL*CP23-09	<u>Project Title</u> Community Engagement and Outreach	<u>Program Manager</u> Mark McKechnie	<u>Sub-Recipient</u> WTSC
<p>Description: This project was initiated to increase community engagement and public input on traffic safety programs in Washington and to specifically inform the Triennial Highway Safety Plan in 2023 and the Strategic Highway Safety Plan, which will be completed in 2024.</p> <p>Results: The approach was to work with communications contractor, PRR, which specializes in working with community-based organizations in Washington. The focus was on engaging CBOs located in and serving underrepresented communities disproportionately impacted by serious and fatal injury crashes. PRR did outreach to CBOs with services in these geographic counties:</p> <ul style="list-style-type: none"> • King • Mason or Jefferson • Cowlitz, Lewis, or Clark • Adams, Grant, or Kittitas • Spokane • Whatcom • Okanogan • Pierce • Snohomish • Yakima <p>And focused on CBOs that serve these priority audiences:</p> <ul style="list-style-type: none"> • People who are Indigenous (American Indian/Alaskan Native), Black, or Latinx • People who live in rural areas and areas with underinvestment in safe transportation facilities • People with low incomes • Drivers ages 16-25 years old • People who regularly travel by walking, biking, or rolling • People who travel by motorcycle <p>WTSC worked with PRR to identify 74 CBOs across Washington State that work with priority audiences. Through email and phone outreach, PRR invited CBOs to share their input by completing the Community Input Survey. PRR paid CBOs for their participation under the contract. Outreach efforts included:</p> <ul style="list-style-type: none"> • 5 rounds of outreach • 159 email invitations to complete the survey • 42 phone calls • 74 organizations invited to complete the survey • 15 organizations participated in the survey <p>Following the survey phase, PRR organized three listening sessions with CBO staff and volunteers. CBOs were compensated for their participation. One listening session included stakeholders from Yakima County and included advocates for Hispanic/Latino, Asian, and Pacific Islander communities, advocates for people with disabilities, and advocates for bicycle and pedestrian safety. Another listening session focused primarily on South Seattle and South King Counties. This group included representatives from</p>			

the Mexican consulate, an organization representing Black and African businesses involved in transportation and delivery including drivers Commercial Driver Licenses ((CDL) and rideshare), and advocates for bicycle and pedestrian safety. The third listening session included groups serving multiple counties and areas, including Clark, Pierce, King, Snohomish, and Whatcom Counties, including active transportation, healthcare, and youth advocates.

Key takeaways from the initial CBO survey included:

- A. Communities are interested in improving traffic safety: Over 80 percent of CBOs reported their clients want to improve traffic safety in their communities.
- B. Communities are more concerned about some risky driving behaviors: Speed and aggressive driving was the most concerning risky driving behavior, followed by alcohol-impaired driving and distracted driving.

The listening sessions included a wide range of topics and input, including but not limited to:

- Limited transit options, routes, and disability access in rural areas, such as Yakima County.
- Safety on transit (King Co.).
- Increased truck traffic in the Yakima Valley, lack of enforcement of trucking routes, damage to roads, and risks posed to active transportation users by heavy trucks on narrow roads.
- Lack of sidewalks and protected bike routes; focus on motor vehicles at the expense of other road users (all areas).
- Speed and aggressive driving (all areas).
- Impaired driving (all areas).
- Inadequate enforcement of traffic laws, particularly related to speed, aggressive driving, impairment, and distraction.
- Risks posed by large vehicles, such as SUVs, to active transportation users, and occupants of smaller vehicles, and the need for better education for people who consider buying larger vehicles.
- Support for automated enforcement as a strategy to improve road user behavior (King Co.).
- Concerns about disparate impacts of enforcement on communities of color.
- The need for more and better education and training for new drivers and for all drivers on new laws and changing infrastructure, such as the use of roundabouts.
- Better information and signage for people with limited English proficiency.

A new phase of this project is planned for FFY 2024 to provide additional input on both the SHSP project and the plans included in the Annual Grant Application for FFY 2025.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Growing a Positive Traffic Safety Culture	405d	\$45,000	\$34,459

<u>Fed Project #</u> FDL*CP23-10	<u>Project Title</u> TZM Communications Lead	<u>Program Manager</u> Erica Stineman	<u>Sub-Recipient</u> WTSC
<p>Description: The purpose of this project was to develop and support community engagement in proactive traffic safety culture (PTSC) communication. The TZM Communications Lead served as a liaison between WTSC and TZMs and other partners to provide guidance to TZMs in the use of PTSC tactics, employ content marketing strategies to grow Washington's proactive traffic safety culture and grow PTSC in law enforcement agencies.</p> <p>Results: TZM communications projects were, by far, the biggest success this year. With TZM input, Dough Dahl developed a calendar for monthly group or individual communication projects, with a goal of 12 projects during the year. He ended up doing 27 group and individual TZM communications projects.</p> <p>Additional success highlights:</p> <ul style="list-style-type: none"> • Adding several news outlets to the list of places that print/post the weekly traffic safety articles. • Improving the format of the weekly radio segment on C89.5. • Transitioning the TZM media workgroup to a more structured format with either training or a specific project as part of each workgroup. • Using YouTube advertising in TZM local communications projects (with great results). Creating an online traffic safety leadership course. 			
<u>Countermeasure</u> Growing a Positive Traffic Safety Culture	<u>Fund Source</u> 405d	<u>Amount Approved</u> \$100,000	<u>Amount Expended</u> \$100,000

5.4 TRIBAL TRAFFIC SAFETY

Problem Statement

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.

AIAN traffic fatalities in Washington increased by 105 percent in 2021 before decreasing by 17 percent in 2022. Of those 2022 fatalities, 40 percent of AIAN traffic deaths occurred on county roads while 39 percent occurred on reservation lands. AIAN people are overrepresented among traffic deaths involving these three high-risk behaviors: impairment, unrestrained drivers and occupants, and speeding.

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.

Focus Populations

- Tribal councils and leadership
- Tribal law enforcement
- Tribal traffic safety staff
- Tribal enterprise
- Tribal health professionals
- Tribal educators
- Tribal youth leadership
- Tribal citizens

Associated Performance Measures (APM): APM-2

Assessment of State's Progress in Achieving Performance Targets

APM-2: The 2023 target included in the FFY 2023 HSP for American Indian/Alaska Native fatalities was 29.4 (2019-2023 rolling average value). This target was set equal to the value of the linear trend line based on data available at the time the target was set (2017 – preliminary 2021). To reach the 2019-2023 rolling average target of 29.4, the total number of fatalities in 2023 would have to be less than 23. This measure remains IN PROGRESS.

FFY 2023 Countermeasures and Planned Activities

Planned Activity: Traffic Safety Leadership

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
CP23-05	Tribal Traffic Safety Strategic Planning and Education	Penny Rarick	WTSC
<p>Description: This project was designed to engage or re-engage with federally recognized Tribes in Washington and establish culturally appropriate protocols and policies to implement a tribal traffic safety committee that reports to the Tribal Transportation Planning Organization (TTPO). An additional project plan was to develop and implement a Tribal Traffic Safety Conference/Tribal Traffic Safety Peer Review.</p> <p>Funding was to provide for tribal travel costs, speaker engagement, training/conference opportunities, and meeting/conference materials.</p> <p>Results: This project was not feasible due to the Tribes' experiencing significant impacts from the COVID-19 pandemic. Tribal resources were diverted among Tribes away from traffic safety toward more pressing public health efforts.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Tribal Traffic Safety Leadership Support and Development	402	\$40,000	\$0

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
CP23-09	Tribal Traffic Safety Coordination – Colville	Penny Rarick	Confederated Tribes of the Colville Reservation
<p>Description: The primary purpose of this project was to support the work of a tribal traffic safety coordinator, including increasing awareness of traffic safety issues, collection, analysis, incorporation of data into tribal plans, and community-based traffic safety work.</p> <p>Results: The Colville Tribe decided to withdraw their proposal for 2023. Leadership changed, the person who served as coordinator was promoted to a different position, and the supervisor is also leaving. There have also been challenges reported in filling public safety positions.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Tribal Traffic Safety Leadership Support and Development	402	\$100,000	\$0

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
CP23-10	Tribal Traffic Safety Coordinator-Yakama Nation	Penny Rarick	Yakama Nation
<p>Description: This project was intended to support the development of a tribal traffic safety coordinator position for the Yakama Nation. We were planning for this position to implement traffic safety education and outreach, gather and analyze data, develop data systems, and form a tribal traffic safety committee.</p> <p>Results: The project did not go forward due to the impact of the COVID-19 pandemic on the Yakama Nation. Resources were diverted from tribal traffic safety and placed in more emergent tribal health and safety issues.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Tribal Traffic Safety Leadership Support and Development	402	\$100,000	\$0

5.5 OCCUPANT PROTECTION

Problem Statement

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 has increased to the highest number since before 2010. Since 2019, unrestrained fatalities have increased over 30 percent and serious injuries increased 58 percent. In 2022, unrestrained motor vehicle drivers and occupants represented 33 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:

- **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. 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 2018-2022, about 42 percent of unrestrained deaths involved an alcohol impaired driver, and 53 percent involved a drug impaired driver. In addition, 20 percent of unrestrained fatalities involved distraction, and 42 percent involved speeding.
- **Younger Drivers are More Likely to be Unrestrained:** Only 40 percent of 16-25-year-old vehicle occupants killed in crashes between 2018-2022 were properly restrained. Sixty-six 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 Centers for Disease Control (CDC) – National Center for Health Statistics (https://www.cdc.gov/transportationsafety/child_passenger_safety/cps-factsheet.html). Between 2018-2022, there were 68 unrestrained vehicle occupant fatalities among children ages 0-15 in Washington State. From 2018-2022, 5 percent

of unrestrained passenger fatalities were children ages 0-15. Using the right sized child seat correctly installed 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 FFY 2023 shows 73.6 percent misuse of child restraints. Misuse was most often found with children one to three years old and most often occurred with forward-facing harness and lap/shoulder belt use. Much of the observed misuse involved the harness or seat belt being too loose or not being used correctly with the harness slot or lower anchors.

Washington's primary seat belt law (RCW 46.61.688) states that all passengers under the age of 16 years must 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 two to four years old must ride in a harness child restraint; children four 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 are:

- 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 restraints were not installed in the vehicle properly
- Harness is not correctly fitted

Focus Populations

Child Passenger Safety Technician Network: This group needs to know the laws regarding child passenger safety, but also needs to know how to obtain current and appropriate resources, training, and direction so they can provide the necessary education to Washington families. They are required to complete a recertification process every two years to remain active.

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.

Young Drivers: As a demographic, young drivers are more likely to engage in higher-risk behaviors, such as not wearing a seat belt. Establishing strong positive behaviors in drivers in this group can have lifelong results.

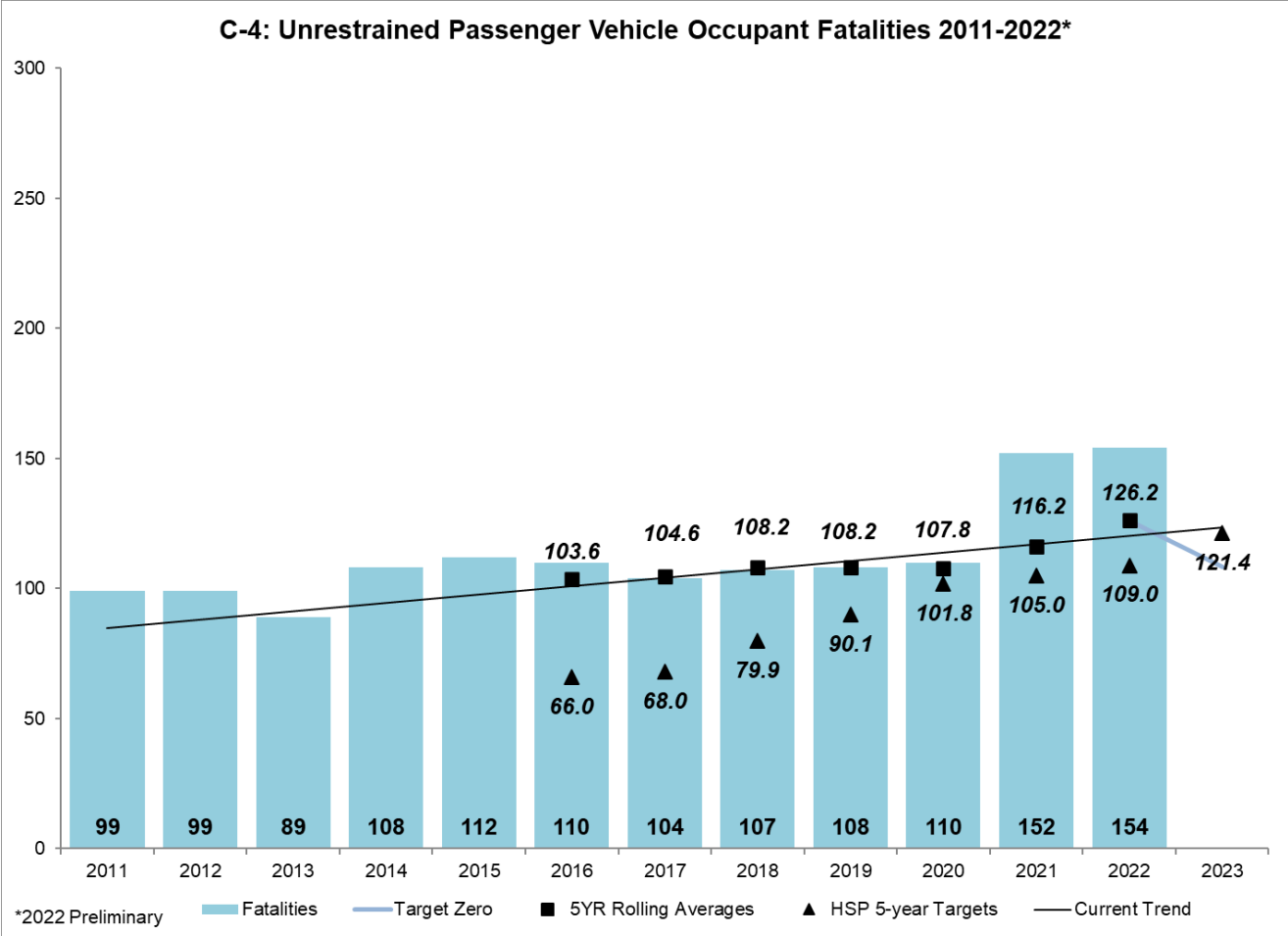
Safe Road Users: Most road users do not engage in risky driving behaviors. These safe road users could influence the behaviors of the smaller group of drivers engaging in risky behaviors, such as not wearing their seat belt.

Associated Performance Measures: C-4, B-1

Assessment of State's Progress in Achieving Performance Targets

C-4: The 2023 target included in the FFY 2023 Highway Safety Plan (HSP) for unrestrained passenger vehicle occupant fatalities was 121.4 (2019-2023 rolling average value). This target was set by predicting unrestrained fatalities in 2022 and 2023 would be 120, then using these predicted values to calculate the five-year rolling average value based on the data available at the time the target was set (2018 – preliminary 2021). According to the most recent available data, the FFY 2023 HSP target will not be met. To reach the 2019-2023 rolling average target of 121.4 the total number of unrestrained passenger vehicle occupant fatalities in 2023 would have to be less than 83. Overall fatality trends in 2023 are tracking with 2022 so it is likely this number has already been exceeded; therefore, the FFY 2023 target was NOT MET.

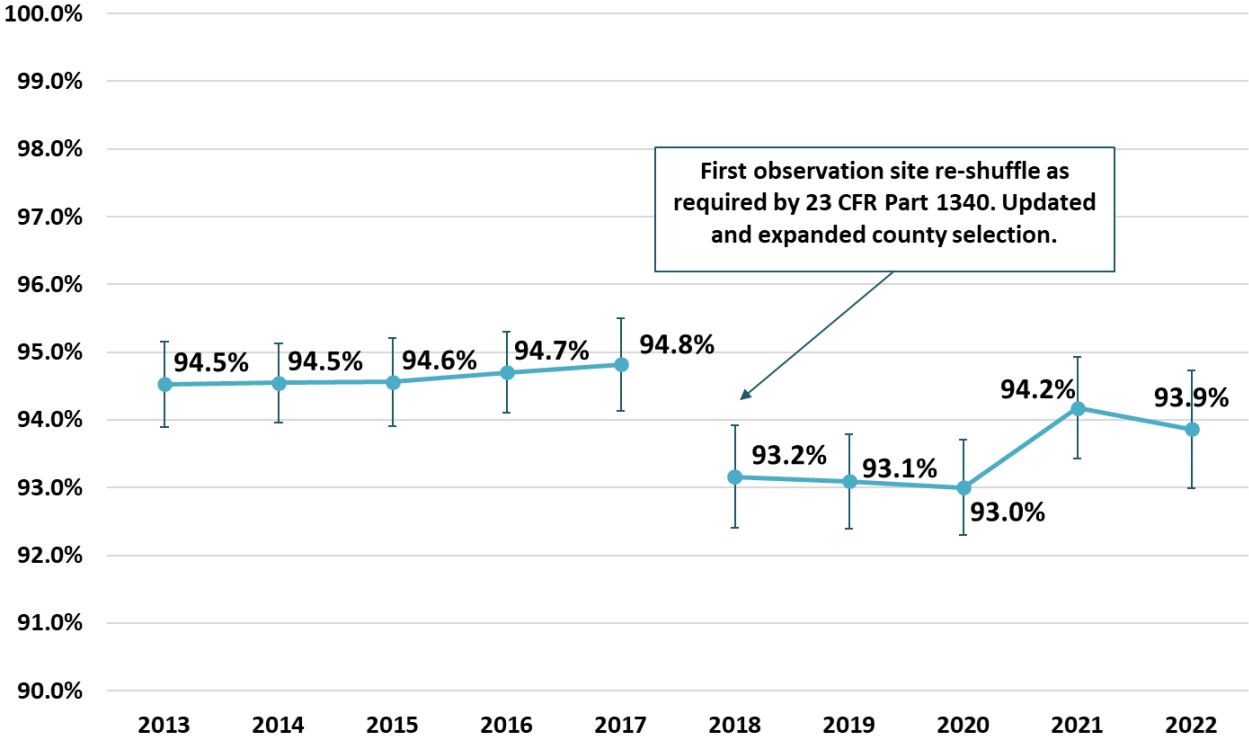
B-1: The seat belt use target is set at >95 percent. Seat belt observation surveys are conducted annually in June. The 2023 seat belt observation survey report is not due to NHTSA until March 1, 2024, and analysis is not yet complete at the time of this report. The 2022 seat belt observation survey rate was 93.9 percent, missing the FFY 2022 target and was slightly lower than the 2021 rate of 94.2 percent but still higher than the rate between 2018-2020. Based on historical trends, it is unlikely the 2023 rate will be over 95 percent; therefore, this target was NOT MET.

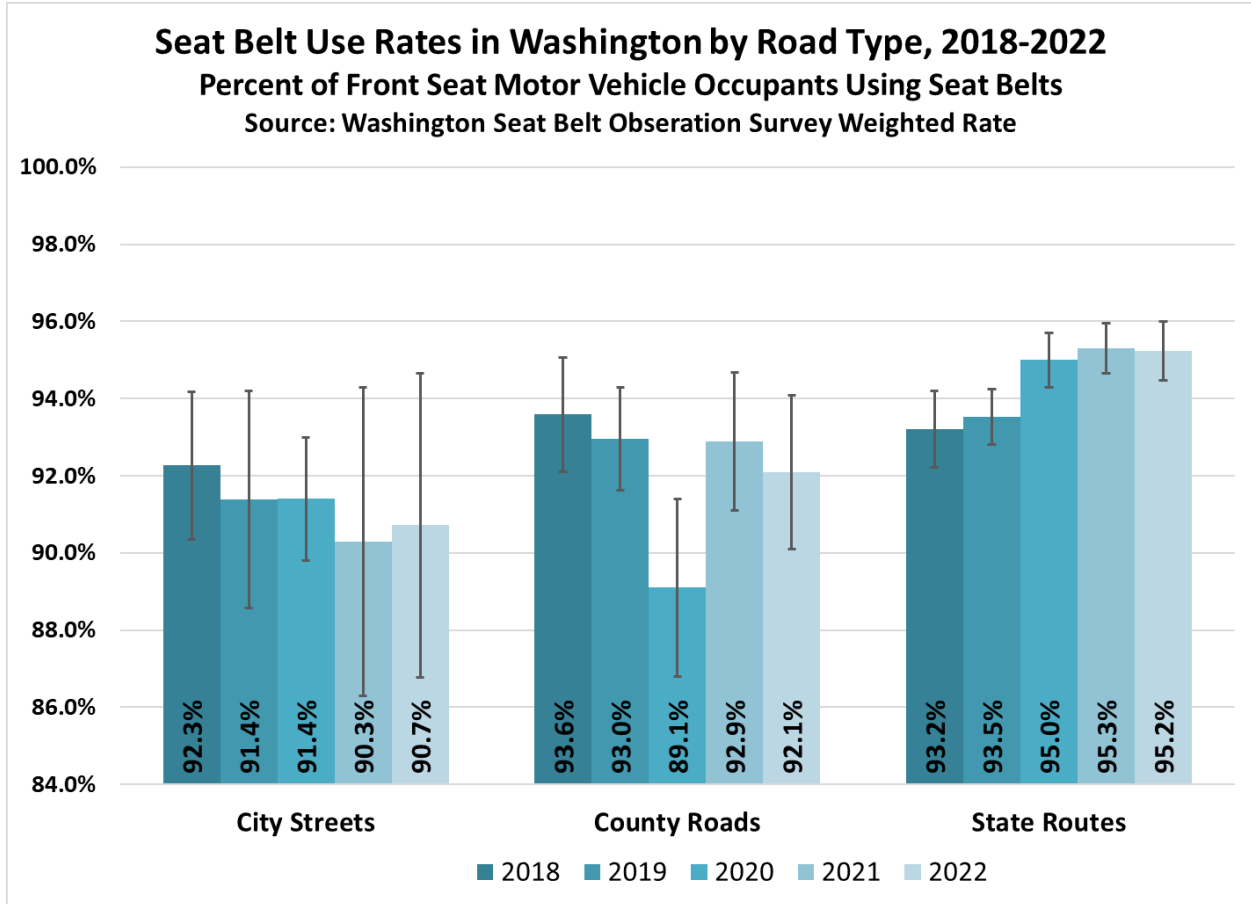


Seat Belt Use Rates in Washington State 2013-2022

Percent of Front Seat Motor Vehicle Occupants Using Seat Belts

Source: Washington Seat Belt Observation Survey Weighted Rate





Adjustments to Highway Safety Plan for not Meeting Target

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 recent statewide survey will be used to help us understand people’s current attitudes about wearing their seat belt. There was also a child passenger safety observational/intercept survey done in 2023 that we hope will provide us with data to help us focus our efforts on child passenger safety. An upcoming pilot project in Pierce County focused on distracted driving will gather pre- and post- observational data using a fully autonomous detection system in 12 school zones. In addition to collecting data about driver distraction, this technology will gather data about front passenger seat belt use. King County will also be using this technology that captures cell phone and seat belt use as part of their Distracted Driving grant. We hope to use this data 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 FFY 2023, there were a reported 457 certified technicians. Recruitment efforts and training opportunities to ensure recertification will continue to be a priority to ensure there is an adequate number of technicians to serve the entire state.

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, has already started to 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 the 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 HVE is likely to influence motorist behaviors including wearing their seat belt while driving. Target Zero Managers may also be activated to identify areas where HVE 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. The Teens in the Driver Seat initiative 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.

The replacement of two vacant TZM positions (Region 2 and Region 15) in the spring of 2023 also started to increase statewide participation in seat belt enforcement, car seat events and training courses, and school-based programs that include seat belt education. There are currently two remaining TZM vacancies in Region 5 and Region 17 that we expect to be filled in early 2024. We are hopeful that having all TZM positions filled will help increase participation in our current efforts.

FFY 2023 Countermeasures and Planned Activities

Planned Activity: Statewide CPS Services Delivery

<u>Fed Project #</u> OP23-02	<u>Project Title</u> Washington CPS Program Delivery	<u>Program Manager</u> Mandie Dell	<u>Sub-Recipient</u> Bonney Lake Police Department
<p>Description: This project focused on sustaining and improving the state's Child Passenger Safety program. This included funding for the project manager to promote statewide media and education, management of a grant process for the child passenger safety teams and support national certification trainings for a network of certified car seat technicians and current and future car seat inspection services.</p> <p>Results: The Child Passenger Safety Program met or exceeded the goals established for this fiscal year. Project Manager Cesi Velez was awarded a NHTSA Public Service Award at the 2023 Lifesavers Conference in Seattle for the significant effort made to reach refugee families from Afghanistan and the Ukraine utilizing contractors to assist with outreach, education, and child car seats. The project manager was asked to present at the national level several times to share best practices regarding reaching the refugee population and the use of the National Digital Check Form. The program also provided the Car Seat Awareness class to the Department of Child Youth & Family (DCYF) child transporters in King and Pierce County with hands-on activities and inspection of their seat inventory which resulted in destroying expired/unsafe seats and encouraging future purchase of seat models based on ease-of-use and consistency for child transporters.</p> <p>The following is a summary of accomplishments:</p> <ul style="list-style-type: none"> • 13 Child Passenger Safety Technician (CPST) courses held throughout the state • 122 newly trained technicians added to the network, with a total of 457 technicians in Washington at the end of the grant year • 121 ongoing car seat check stations • 3,056 seats were checked • 516 seats were provided to families in need • 26 law enforcement officers and 14 tribal representatives were trained as CPSTs 			
<u>Countermeasure</u> Child Passenger Safety	<u>Fund Source</u> 402	<u>Amount Approved</u> \$230,730	<u>Amount Expended</u> \$224,197

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M1CPS23-01	CPS Program Mini-Grants	Mandie Dell	WTSC
<p>Description: The goals of this project were to increase the number of trained CPSTs and to provide resources to communities so that they can operate a successful Child Passenger Safety program. Funding covered the costs of CPST courses to increase the size of the CPST network and support the state's program goals of having CPSTs easily accessible to all road users in Washington. This includes fees for instructors and other costs related to courses such as training aids, tools, and other supplies.</p> <p>Funds were also used to purchase products and/or services to support the car seat check services and support the state's program goals of having car seat check services accessible to all road users in Washington. This included the fees for CPST instructors or technicians to conduct car seat checks and supplies needed for car seat inspection events.</p> <p>Results: This project supported 13 CPST courses held throughout the state. Mini-grant funds were utilized to support technicians in providing seat check services throughout the state at 121 different sites. The mini-grant program supported 23 agencies with financial reimbursement for expenses to provide child passenger safety training courses and community services. Close to \$50,000 was utilized in supporting seat check services, recertification of technicians, and education. Nearly \$46,000 went to service fees for CPST Instructor fees to train new technicians.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Child Passenger Safety	405b	\$119,270	\$95,488

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M1CPS23-02	CPS Program Training	Mandie Dell	WTSC
<p>Description: Washington's Child Passenger Safety (CPS) program relies on a network of Child Passenger Safety Technicians (CPSTs) who are trained in up-to-date practices and trends related to child car seat safety. This project supported bringing many CPSTs together to receive training in child car seat related topics, provide an opportunity to network, provide exposure to various child restraints, share the success of programs, and hear directly from the child restraint manufacturers.</p> <p>An amendment was requested and approved to increase the grant amount.</p> <p>Results: This project funded training for approximately 60 child passenger safety technicians to attend Lifesavers 2023 in Seattle. A request and approval process was established for reimbursement of registration and travel expenses. The technicians were able to attend workshops and obtain Continuing Education Units (CEU) required for recertification. Funding also supported a Washington State Injury Prevention Awards recognition event where 12 safety advocates received awards for their accomplishments and contributions to the field of child passenger safety in Washington.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Child Passenger Safety	405b	\$175,000	\$66,751

Planned Activity: HVE

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>																
M1HVE23-01	WSP HVE Block Grant - CIOT	Jerry Noviello	Washington State Patrol																
<p>Description: The WSP Seat Belt HVE grant project funded overtime for WSP to participate in national occupant protection emphasis patrols. This project also funded locally driven overtime enforcement activities throughout the year in the areas of occupant protection. Overtime activities were often in collaboration with local law enforcement agencies throughout the state.</p> <p>Results: The following table contains a selection of enforcement accomplishments resulting from this project.</p> <table border="1"> <tbody> <tr> <td>Hours</td> <td>1,004.35</td> <td>DUI Arrests</td> <td>11</td> </tr> <tr> <td>Total Contacts</td> <td>2,213</td> <td>Speeding Citations</td> <td>695</td> </tr> <tr> <td>Total Citations</td> <td>1,285</td> <td>Seat Belt Citations</td> <td>476</td> </tr> <tr> <td>Total Warnings</td> <td>1,374</td> <td>Cell Phone Use Citations</td> <td>114</td> </tr> </tbody> </table>				Hours	1,004.35	DUI Arrests	11	Total Contacts	2,213	Speeding Citations	695	Total Citations	1,285	Seat Belt Citations	476	Total Warnings	1,374	Cell Phone Use Citations	114
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<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>																
Seat Belt HVE	405b	\$150,000	\$133,727																

Planned Activity: PCN

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
FDL*CP23-01	Transforming Traffic Safety Culture with PCN - Pilot	Jerry Noviello	WTSC
<p>Description: The intent of this project was to use the Positive Community Norms approach in a selection of communities across the state to grow a positive traffic safety culture focused on seat belt usage. The project included a sub-contract with an expert in this approach, as well as a contract with a communications vendor to develop and deploy advertising and resources for schools to use.</p> <p>Results: This project was withdrawn earlier in the fiscal year and will be discontinued due to a lack of participation from targeted high schools; however, some good work was completed. The project team worked with a WTSC communications vendor to develop resource toolkits for school-based teams to use on their own, as capacity allows. Also, a select group of Target Zero Managers are interested in continuing to support this effort and the toolkits will continue to be utilized into the next fiscal year.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Science of the Positive – PCN	405d	\$370,000	\$260,616

Planned Activity: Together We Get There

<u>Fed Project #</u> PM23-01	<u>Project Title</u> Occupant Protection Media Campaign	<u>Program Manager</u> Erica Stineman	<u>Sub-Recipient</u> WTSC
<p>Description: This project provided funding for media support of the occupant protection high visibility enforcement campaign.</p> <p>Results: The occupant protection media campaign included a mix of TV, radio, digital, and social ads using new occupant protection PSAs, “However You Say It” and “Loteria,” that were developed in FFY 2023. With the support of the CPS technicians, an opportunity presented itself to conduct additional media outreach. There were more than 3,000 spots that ran, resulting in 23.7 million impressions. The overall media campaign approved amount for emphasis patrols (PM23-01 – PM23-04) was 1.9 million dollars. While this project was overspent, the overall media campaign for emphasis patrols came under budget at 1.8 million dollars.</p>			
<u>Countermeasure</u> Communications - Together We Get There	<u>Fund Source</u> 402	<u>Amount Approved</u> \$300,000	<u>Amount Expended</u> \$345,176

5.6 IMPAIRED DRIVING

Problem Statement

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

In 2022, 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 vehicle miles traveled 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 740 deaths, an increase of 9.8 percent from 2021.

Initiative 1183 privatized liquor sales and distribution, and public sales began on 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 combinations, there are hundreds of unique drug combinations encountered among fatal crash-involved drivers in recent years. A multitude 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 the 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.

Focus Populations

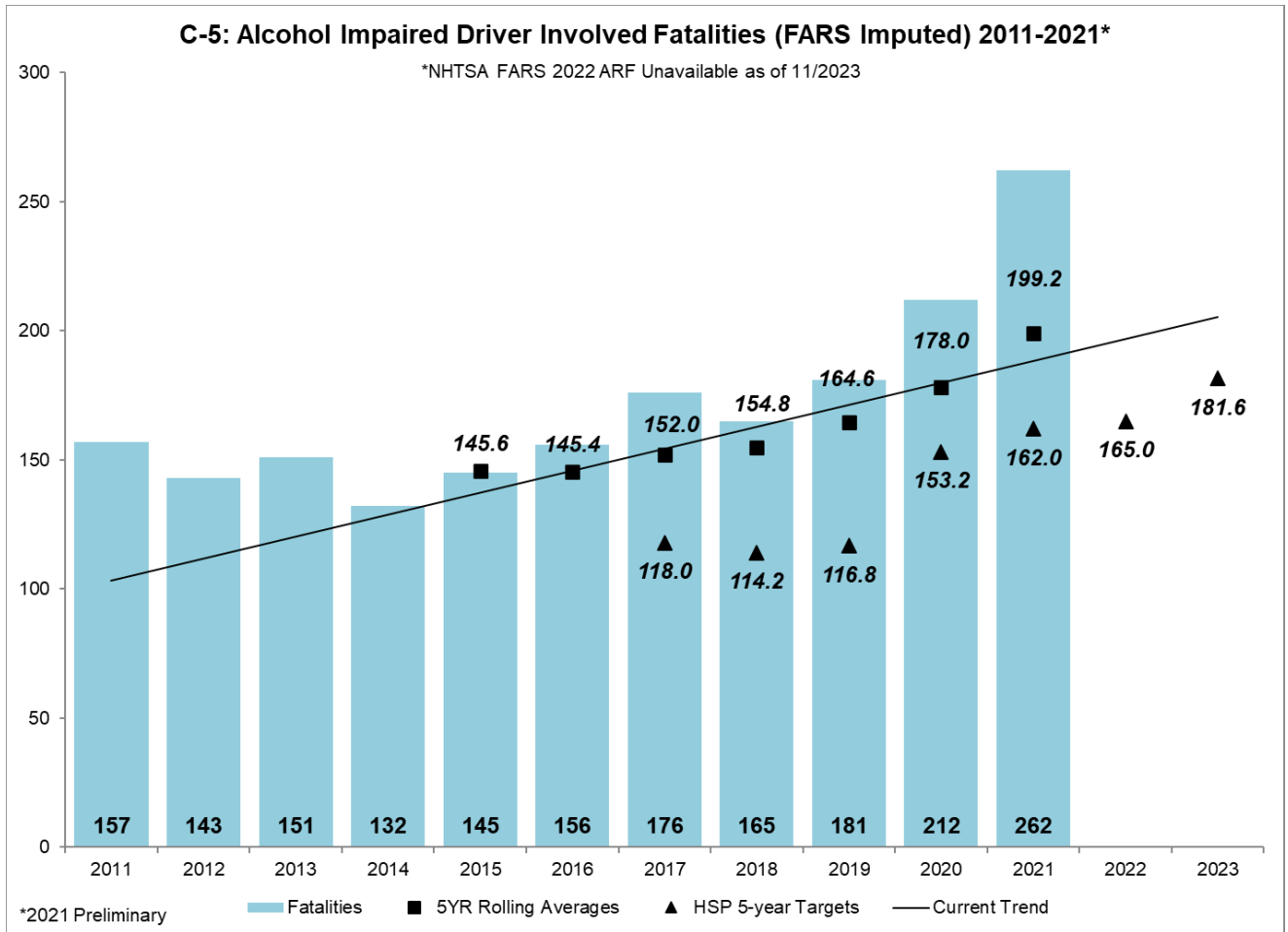
Safe Road Users: Most road users do not engage in risky driving behaviors. These safe road users could influence the behaviors of the smaller group of impaired drivers engaging in risky behaviors.

Impaired Drivers: All drivers who engage in impaired driving, including alcohol only, drug only, or poly-drug driving.

Associated Performance Measures: C-5

Assessment of State's Progress in Achieving Performance Targets

The 2023 target included in the FFY 2023 Highway Safety Plan (HSP) for alcohol impaired driver-involved fatalities (imputed) was 181.6 (2019-2023 rolling average value). The FFY 2023 target was set equal to the value of the most recent 5-year rolling average available at the time the target was set (2016 – preliminary 2021). 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. Washington does not report imputed alcohol results in the Target Zero plan; therefore, this measure has no Target Zero line. Imputed alcohol information is only used for required HSP target setting purposes and this measure remains IN PROGRESS.



FFY 2023 Countermeasures and Planned Activities

Planned Activity: DUI Enforcement

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M6X23-01	WSP HVE Block Grant -- Impaired Driving	Jerry Noviello	Washington State Patrol
<p>Description: The WSP DUI HVE project funded overtime for WSP to participate in the national impaired driving HVE emphasis patrols in December 2022 through January 2023 and August through September 2023. Overtime activities were often in collaboration with local law enforcement agencies throughout the state.</p> <p>Results: The following table contains a selection of enforcement accomplishments resulting from this project.</p>			

Hours	2,433.69	DUI Arrests	157
Total Contacts	3,934	Speeding Citations	960
Total Citations	1,067	Seat Belt Citations	54
Total Warnings	2,584	Cell Phone Use Citations	53

<u>Countermeasure</u> HVE – Impaired Driving	<u>Fund Source</u> 405d	<u>Amount Approved</u> \$350,000	<u>Amount Expended</u> \$333,721
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Planned Activity: Communications/Paid Advertising

<u>Fed Project #</u> FDL *PM23-01 164AL23-02	<u>Project Title</u> DUI Media Campaign	<u>Program Manager</u> Erica Stineman	<u>Sub-Recipient</u> WTSC
<p>Description: This project provided funding for media support of the Holiday DUI campaign that took place December 11, 2022 through January 1, 2023 and the Summer DUI campaign that ran mid-August through Labor Day weekend.</p> <p>Results: The DUI media campaigns included a mix of TV, radio, digital, and social ads using the “Friends Like You” public service announcements (PSA) that were developed in FFY 2022. During these two campaigns, there were more than 9,000 spots that ran, resulting in 29.2 million impressions.</p>			
<u>Countermeasure</u> Impaired Driving Enforcement	<u>Fund Source</u> 405d 164 Transfer	<u>Amount Approved</u> \$250,000 \$250,000	<u>Amount Expended</u> \$170,752 \$284,162

Planned Activity: Support Efficiency and Visibility of DUI Arrests with Mobile Impaired Driving Unit

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M6X23-03	WSP Impaired Driving Block Project -- MIDU	Mark Medalen	Washington State Patrol
<p>Description: This project provided overtime funding and other support for WSP to operate the Mobile Impaired Driving Unit (MIDU). The MIDU is a 36-foot motorhome set up as a mobile DUI processing center to expedite DUI arrest and processing. With wrapped graphics and flashing lights, it also serves as a billboard for DUI patrols and the presence of law enforcement. The MIDU is requested by allied agencies and Target Zero Task Forces statewide to support DUI emphasis patrols at fairs, festivals, concerts, and other public gatherings.</p> <p>Results: WSP continues to increase the number of deployments and individuals processed through the MIDU. WSP surpassed their goal of 30 deployments (mostly nighttime) by 11, achieving 41 deployments. They had 165 impaired drivers come through the MIDU this cycle compared to 152 in the last grant cycle. This included the Hog Wild motorcycle event in Anacortes, Seafair in Seattle, Rigapalooza in Sammamish, Hoopfest in Spokane, MADD events in Vancouver and Magnuson Park in Seattle, Lifesavers National Conference at the Seattle Convention Center, and numerous events statewide organized by TZMs and local law enforcement agencies. The MIDU is promoted to TZMs and other traffic safety partners statewide.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
HVE – Impaired Driving	405d	\$150,000	\$126,123

Planned Activity: WSP DRE Training

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M6X23-04	WSP Impaired Driving Block Project -- DRE Program	Mark Medalen	Washington State Patrol
<p>Description: This project provided impaired driving related training and technical support to all law enforcement agencies across the state through WSP's Statewide Drug Recognition Expert (DRE) program. The DRE program worked with law enforcement to improve and support the officer's ability to detect, process, and testify about drug impaired driving offenses. The program also provided Standard Field Sobriety Testing (SFST) and Advanced Roadside Impaired Driving Enforcement (ARIDE) training. An amendment was requested and approved to increase the grant amount.</p> <p>Results: The DRE program successfully trained and certified 23 new DREs in two classes during the grant cycle. DRE Class #38 and #39 averaged 25 applicants per application cycle for both classes, each with 12 seats for students. They certified four new DRE Instructors and 17 new SFST Instructors. There were 22 ARIDE classes completed that averaged 15 students per class for a total of over 300 officers trained. They offered 76 SFST classes and trained 778 officers. WSP partnered with Traffic Safety Resource Prosecutors (TSRP) to provide three Prosecutors Boot Camps dedicated to educating local prosecutors on alcohol and drug impaired driving.</p> <p>The program sent 15 DREs to the Impaired Driving and Traffic Safety (IDTS) conference in Anaheim CA and 54 DREs to the 2023 Lifesavers Conference in Seattle.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Sustained Enforcement and Adjudications	405d	\$532,999	\$507,223

Planned Activity: Improve Proficiency and Competency of Officers in Making DUI Arrests

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
PT23-02	Impaired Driving Training - Seattle PD	Edica Esqueda	Washington State Patrol
<p>Description: This project supported the duties and tasks of the Seattle Police Department's (PD) Impaired Driving Training Coordinator (IDTC), Jon Huber. The Seattle PD IDTC supported and facilitated the enforcement of Washington State traffic laws with an emphasis on Impaired Driving. The Seattle PD IDTC collaborated with local, county, and state law enforcement officers that included the WSP Impaired Driving Section, Criminal Justice Training Center (CJTC), and local Traffic Safety Resource Prosecutors who offered training throughout the program year.</p> <p>Results: Seattle PD's Impaired Driving Training Coordinator, Jon Huber, facilitated 55 classes and presentations in Seattle and across Washington. Classes included four Blood</p>			

Alcohol Concentration (BAC) Operator Basic classes, 15 BAC/Standardized field sobriety tests (SFST) refresher classes, six Advanced Roadside Impaired Driving Enforcement (ARIDE) Classes, four post Business Law Enforcement Alliance (BLEA) classes, and four Prosecutor Boot Camps. Other trainings included two DRE Schools, Snohomish County Sheriff's Office wet lab for new deputies, WSP wet lab, WSP Tox Lab DRE Face Sheet training, Lifesaver's presentation moderator, Western Region - DRE State Coordinators meeting, DOL Hearing Examiner Presentation, Community DRE Question and answer session, Traffic Safety Champions Conference presentation, DRE and SFST Instructor School in Spokane, Drug Talk w/kids and parents, and the 2023 IDTS Conference presentation. Seattle Police Department (SPD) Jon Huber placed 54 extra DUI shifts on Seattle streets that resulted in 47 DUI arrests and 16 other arrests.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Sustained Enforcement and Adjudications	402	\$65,000	\$44,786

Planned Activity: Improve Proficiency of Officers and Prosecutors to Result in Effective Prosecution of Cases

<u>Fed Project #</u> M6X23-05	<u>Project Title</u> TSRP – Municipal Research and Services Center	<u>Program Manager</u> Edica Esqueda	<u>Sub-Recipient</u> Municipal Research Services Center
<p>Description: This grant funded Melanie Dane, a Traffic Safety Resource Prosecutor (TSRP), through the Municipal Research Services Center (MRSC) who acted as a statewide resource. Melanie worked on existing and new projects aimed at reducing impaired driving in Washington. The TSRP conducted training for prosecutors, law enforcement professionals, judges, probation staff, and legislators on topics crucial to impaired driving enforcement. The TSRP also provided policy guidance for the 2022 Legislative Session and experienced litigation assistance, legal memoranda, research assistance, and online assistance via the state TSRP website and newsletter.</p> <p>Results: The TSRP program created and launched the inaugural Prosecutor Basics DUI Bootcamp during the FFY23 program year. The TSRPs allied with the Washington State Patrol and created a two-day DUI Prosecutors bootcamp on DUI basics. Four bootcamps were held across the state in FFY 2023. The training was in person, and included training on SFST, a wet lab, Drager instrument instruction, how to utilize state experts in trial cases, DUI and Impaired Driving laws, and how to effectively admit the breath and blood result at trial. Surveys completed from the training were overwhelmingly positive with high marks for all speakers. Melanie Dane taught at the WSP training academy, assisted the Washington Association of Prosecuting Attorney's Office (WAPA) with the trial skills course, and continued to lend her expertise for .05 legislation in Washington. She continued to maintain and utilize the TSRP and WAPA listserv to update prosecutors and impaired driving partners on training, webinars, ARIDE classes, new case law, defense motions, the Keller Washington Administrative Code (WAC) truncation matter before the state supreme court, and other pertinent information prosecutors needed to stay informed.</p> <p>Collectively, the TSRP program conducted 182 hours of training for 283 prosecutors, and 241 law enforcement and other traffic safety personnel. The TSRPs also responded to 1,125 requests for technical assistance.</p>			
<u>Countermeasure</u> Sustained Enforcement and Adjudications	<u>Fund Source</u> 405d	<u>Amount Approved</u> \$190,007	<u>Amount Expended</u> \$188,489

Fed Project # M6X23-06	Project Title TSRP - Seattle Prosecuting Attorney's Office	Program Manager Edica Esqueda	Sub-Recipient Seattle City Attorney's Office
<p>Description: The state Traffic Safety Resource Prosecutor (TSRP) is a project aimed at reducing impaired driving and related issues in Washington State. This grant funded a TSRP within the Seattle City Attorney's Office. Bradley Lane accepted the TSRP position in July 2023. He linked with existing TSRP program resources and started conducting outreach and training of prosecutors, law enforcement professionals, judges, probation staff, legislators, and hearing examiners on topics crucial to impaired driving. Bradley provided experienced litigation assistance in the courtroom, legal memoranda, research assistance, and offered online assistance via the TSRP website and newsletter.</p>			
<p>Results: The Seattle Prosecuting Attorney's Office assisted with 26 discrete cases in which they provided briefing, research, or an appearance in court. The TSRP responded to over 100 technical requests from both law enforcement and prosecutors on various impaired driving issues. They assisted law enforcement on impaired driving cases, which included blood warrant reviews and discussions on investigative approaches. They also assisted with the successful proposal for a Seattle PD forensic phlebotomy program - slated to begin in April 2024. They spent 123 hours creating content to be used in both classroom and practical instruction for the WSP, SPD, and prosecutors from around the state. They administered 24 hours of training to the WSP breath technician candidates and administered a comprehensive legal exam that assisted in certifying trainees for their new positions. In total, the Seattle Prosecuting Attorney's Office TSRP provided 40 hours of classroom instruction to 71 prosecutors/law enforcement members. They researched and drafted the Q4 TSRP newsletter and contributed a number of articles for publication. Additionally, this work culminated in numerous law enforcement and prosecutor contacts around the state, all serving as opportunities for additional training opportunities for the next quarter.</p>			
<p>Collectively, the TSRP program conducted 182 hours of training. The TSRPs trained 283 Prosecutors and 241 Law Enforcement and other Traffic Safety Personnel. The TSRPs also responded to 1,125 requests for technical assistance.</p>			
<p><u>Countermeasure</u> Sustained Enforcement and Adjudications</p>	<p><u>Fund Source</u> 405d</p>	<p><u>Amount Approved</u> \$181,700</p>	<p><u>Amount Expended</u> \$47,485</p>

Fed Project # M6X23-07	Project Title State TSRP	Program Manager Edica Esqueda	Sub-Recipient Washington Association of Prosecuting Attorneys
<p>Description: The TSRP is a continuing project aimed at reducing impaired driving in Washington State. The TSRP has the specific skillset and expertise to train and educate prosecutors, law enforcement, judges, probation staff, legislators, and hearing examiners on topics crucial to impaired driving. The TSRP provides experienced litigation assistance in the courtroom, legal memoranda, research assistance, and online assistance via the TSRP website and newsletter.</p>			

Results: The WAPA was unable to fill the TSRP position. WAPA released two recruitments without success. They are optimistic that they will be able to fill the position in the coming year.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Sustained Enforcement and Adjudications	405d	\$169,600	\$0

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
FDL*CP23-02	TSRP Support	Edica Esqueda	WTSC

Description: The TSRP is a continuing project aimed at reducing impaired driving in Washington State. The TSRP trains and educates prosecutors, law enforcement, judges, probation staff, legislators, and hearing examiners on topics crucial to impaired driving enforcement. The TSRP provides experienced litigation assistance in the courtroom, legal memoranda, research assistance, and online assistance via the TSRP website and newsletter. This program supports the TSRP program with funds that support their programs.

The goal of the TSRP support program was to provide program funding and support to improve the ability of the state's law enforcement to investigate, and the state's prosecutors to effectively prosecute DUI, felony DUI, vehicular homicide, and vehicular assault cases through training, quality resources, education, and training materials. In addition, the program was intended to raise the level of competence, engage in more effective prosecutions, and increase public safety by reducing recidivism. This project was intended to support the TSRP program with financial support to achieve these goals.

Results: The WTSC realized early on it was not possible to execute this internal project due to issues in staffing with the TSRP program. The program was unable to hold statewide training and therefore unable to support the spending projected. Most training was offered via virtual options. We anticipate making efforts to begin transitioning back to some in-person class training in the upcoming program year.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Sustained Enforcement and Adjudications	405d	\$70,000	\$0

Planned Activity: Support Effective DUI Prosecution Through Forensic Blood Evidence

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M6X23-08	WSP Tox Lab Support	Mark Medalen	WSP
<p>Description: The Washington State Toxicology Laboratory (Tox Lab) is a vital part of testing blood evidence for DUI prosecution and conviction. This project was intended to (1) support the Tox Lab in supplying all law enforcement agencies throughout the state with DUI blood evidence kits; (2) provide funding to outsource traffic fatalities and other suspected DUI cases requiring testing that cannot be performed in-house (e.g., emerging/designer drugs); (3) support overtime and supply costs associated with opening a second toxicology laboratory in Federal Way; and (4) coordinate the testing of DUI cases in general.</p> <p>Results: Evidence kits were purchased for and received by law enforcement agencies throughout the grant cycle. The lab sent traffic fatality casework and a subset of DUI cases to an external laboratory for toxicology testing. The turnaround times for outsourced casework were reduced by 11 days during the grant period. (Median turnaround time for outsourced casework at the start of the grant was 55 days. Outsourcing of select DUI cases provided testing for out-of-scope drugs and emerging/designer drug testing with 12 different compounds targeted in this testing over the grant period.</p> <p>Overtime was spent by personnel preparing for the Federal Way Laboratory opening and processing backlogged DUI cases. Median turnaround times for DUI testing was reduced by 26 days during the grant period (Median turnaround time for DUI casework at the start of the grant was 385 days, During Q4 of the grant the median turnaround time was 359 days). WSP received occupancy of the new Federal Way Facility in June 2023. Supplies and consumables purchased were received and supported the installation and validation of instruments and methods at the new facility. Following a successful accreditation visit and the completion of validation work for multiple analytical instruments, evidentiary testing on backlogged ethanol cases began in October 2023.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Sustained Enforcement and Adjudications	405d	\$400,000	\$378,187

Planned Activity: Electronic Home Monitoring (EHM) for Indigent DUI Offenders

<u>Fed Project #</u> M6X23-09	<u>Project Title</u> EHM for Indigent DUI Offenders - Clark County District Court	<u>Program Manager</u> Penny Rarick	<u>Sub-Recipient</u> Clark County District Court
<p>Description: This project provided funding to Clark County District Court to pay for electronic monitoring services for DUI offenders who were indigent. These indigent clients were unable to pay the \$15 per day to be on EHM/Secure Continuous Remote Alcohol Monitoring (SCRAM) and, as a result, would have served their time in custody or gone back in front of the court on a violation which could lead to incarceration. These services are beneficial to the DUI offender because they are shown to reduce alcohol use and impaired driving. As a result, it allows the offender to remain out of jail and continue to work, attend treatment services, and maintain family and supportive relationships. In the prior year, Clark County District Court processed an average of 1,050 DUI cases each year. Of the 1,050 cases filed with the court, approximately 52 percent or 546 of these cases were ordered to EHM/SCRAM for monitoring either on pretrial release, as an initial sentence, or as a sanction on a probation violation. Of the 546 cases ordered EHM/SCRAM, 25 percent, or approximately 137 clients were found indigent by the court. An amendment was requested and approved to increase the grant amount.</p> <p>Results: The project was very successful. First, a fair and equitable screening process was implemented to determine if someone was indigent requiring support to comply with pretrial and probation conditions. Also, the indigent population was much higher than expected, which resulted in this project serving 447 total clients, 297 more than the initial estimate of 150 indigent clients. Fifty five percent of all court clients ordered to EHM/SCRAM utilized money from this grant to pay for their services. Without this option, more clients would have been sent back to court or jail, not receiving the same opportunity for treatment and support as clients who had viable financial resources.</p>			
<u>Countermeasure</u> Sustained Enforcement and Adjudications	<u>Fund Source</u> 405d	<u>Amount Approved</u> \$300,000	<u>Amount Expended</u> \$ 273,332

Planned Activity: Support WSP ID Program's Work to Monitor Ignition Interlock Usage Across the State

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
164AL23-03	WSP Impaired Driving Block Project - Ignition Interlock Program	Jerry Noviello	Washington State Patrol
<p>Description: Washington's Ignition Interlock Program (IIP) is managed through a five person staff at the WSP. This project supported Washington's IIP with funding for personnel overtime and contract services for compliance checks, education, and oversight. The IIP works with people convicted of DUI, post-conviction, to increase interlock installation compliance and oversight through active education and enforcement. Currently, WSP records show only about 33 percent of all court-ordered interlocks are actually installed.</p> <p>Results: Despite some staffing challenges earlier in the grant, interlock program staff were able to more than double the targeted number of criminal investigations and compliance checks conducted last year. Two hundred and eight criminal investigations were conducted which resulted in 10 separate criminal charges filed against interlock offenders. In addition, during one compliance check shift, troopers encountered an interlock restricted driver who was driving a vehicle without an interlock installed and arrested him for DUI.</p> <p>Staffing vacancies were filled during the grant cycle.</p> <p>WSP management met with DOL to create a data sharing agreement that would provide WSP the records needed to identify and contact drivers who are not compliant with their interlock requirement.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Ignition Interlock Program	164 Transfer	\$200,000	\$192,833

Planned Activity: Support DUI Court Implementation

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
PT23-03	Spokane Municipal DUI Court	Tony Bledsoe	Spokane Municipal Court
<p>Description: The purpose of this project was to ensure participants of the Spokane Municipal DUI Court maintained sobriety, by providing funding to pay for drug and alcohol screening for participants who did not have the financial means to pay for these services. The testing support provided a valuable accountability measure for DUI court participants and ensured that the court was able to follow and maintain best practice standards set by the National Association of Drug Court Professionals and the 10 Guiding Principles of DWI Courts. An amendment was requested and approved to increase the grant amount.</p> <p>Results: The court program had a goal to support 25 participants through this grant. The Spokane Municipal Court program was able to exceed that goal, providing testing support to</p>			

more than 30 participants each quarter during the grant period. After implementation of WTSC-funded testing and increasing the alcohol/drug testing frequency to meet best practice standards (during Q1), the court program saw an increase in the number/percent of court clients who do not have a positive alcohol/drug test from 66 percent in Q1 up to an average of 96 percent in Q2-Q4.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
DUI Courts	402	\$75,000	\$74,480

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
PT23-04	Clark County DUI Court EHM	Penny Rarick	Clark County District Court

Description: DUI offenders are often given the option to use electronic monitoring methods as an alternative to jail. These services provided real time monitoring of a DUI offender's alcohol use. However, electronic home monitoring (EHM) services are not always available, especially when the DUI offender is indigent and unable to pay for them. This project provided funding for Clark County DUI Court to pay for electronic monitoring services for DUI offenders who could not afford to pay for DUI Court services.

Results: One hundred percent of indigent DUI offenders offered electronic monitoring services accepted financial assistance. Without this financial assistance, EHM time would be converted to time in jail. Individuals who were indigent were able to begin EHM much faster, resulting in structure and accountability in the early phase of treatment. This supported reinforcing sobriety goals and lessening the risk to the community. The DUI Court indigent screening process provided financial rescreening which ensured that an individual with changing financial circumstance did not have their DUI Court participation impacted. There was a low number of new charges by DUI court participants. Only three participants committed new criminal law violations, and none were DUI charges.

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Description: This project was to provide funding for probation services in support of Spokane County's DUI Court program.

Results: After project planning and before contract signing, Spokane County DUI Court declined acceptance of this project due to lack of resources. Therefore, the funding allocated was not expended

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
DUI Courts	402	\$40,000	\$0

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
FDL*CP23-03	WTSC DUI Court Support	Edica Esqueda	WTSC
<p>Description: Effective DUI Courts were patterned after the highly successful drug court model that recognized the importance of combining treatment with the structure and accountability of the judge and supporting team in a court setting. This project provided grant funds for up to four DUI candidate courts in Washington to begin training and startup.</p> <p>Results: This project will be discontinued in the following program year and the funds were shifted to a different approach. During the grant year, the Yakima DUI Court team attended Foundational DUI Court training in Spokane, Washington. The Spokane DUI Court teams (municipal and district) also attended. Foundational DUI Court training offered new team members education on the Therapeutic Courts 10 Guiding Principles.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
DUI Courts	405d	\$100,000	\$9,015

Planned Activity: PCN

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
CP23-11	Neighborhood House – Most Steer Clear Project	Tony Bledsoe	Neighborhood House
<p>Description: “Most Steer Clear” was a Positive Community Norms campaign promoting safe driving practices, drug, and alcohol prevention, and encouraging bystanders and riders to keep their friends safe by discouraging impaired driving. The campaign promoted responsible behaviors amongst young adults aged 16-25 in King County, Pierce County, and Snohomish Counties: three of the most populous counties in Washington State with 471,000 young adults ages 16-25 residing in mostly urban and suburban areas. Project funding was used to pay for print advertising, social media/streaming, video, and outdoor campaign advertising. It also supported health educators in developing program messaging and conducting surveys and focus groups to evaluate campaign effectiveness.</p> <p>Results: The project exceeded campaign goals with a total of 86 million media impressions across King, Pierce, and Snohomish Counties. It is estimated that approximately 2 million people were reached by the campaign, 471,006 of which were estimated to be young adults. Based upon a campaign Awareness and Favorability Survey of young adults, it is estimated that 40-50 percent of young adults in King, Pierce, and Snohomish Counties could recall seeing one or more of the campaign ads, with a 92 percent favorability rating. Based on the 40-50 percent recall rate, it is estimated that 235,000 young adults could recall seeing the campaign materials. Since the inception of the "Most Steer Clear" campaign in 2017, the rates of fatal crashes in King County have had a slight downward trend (except for 2022 which saw an increase), whereas the rest of Washington State had an upward trend (except 2022 which had a reduction statewide). Since 2017, King County has seen a significant decrease in drug or alcohol involved fatal crashes.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Science of the Positive (SOTP) - PCN	402	\$80,000	\$79,926

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
CP23-12	Neighborhood House – Most Steer Clear Expansion Pilot	Tony Bledsoe	Neighborhood House
<p>Description: “Most Steer Clear” was a Positive Community Norms campaign promoting safe driving practices, drug, and alcohol prevention, and encouraging bystanders and riders to keep their friends safe by discouraging impaired driving. The campaign promoted responsible behaviors among young adults aged 16-25 in King, Pierce, and Snohomish Counties: three of the most populous counties in Washington State with 471,000 young adults ages 16-25 residing in mostly urban and suburban areas. Project funding was used to pay for print advertising, social media/streaming, video, outdoor campaign advertising, and supports health educators to develop program messaging and conduct surveys and focus groups to evaluate campaign effectiveness.</p> <p>Results: The project exceeded campaign goals with a total of 86 million media impressions across King, Pierce, and Snohomish Counties. It is estimated that approximately 2 million people were reached by the campaign, 471,006 of which were estimated to be young adults. Based upon a campaign Awareness and Favorability Survey of young adults, it is estimated that 40-50 percent of young adults in King, Pierce, and Snohomish counties could recall seeing one or more of the campaign ads, with a 92 percent favorability rating. Based on the 40-50 percent recall rate, it is estimated that 235,000 young adults could recall seeing the campaign materials. Since the inception of the "Most Steer Clear" campaign in 2017, the rates of fatal crashes in King County have had a slight downward trend (except for 2022 which saw an increase), whereas the rest of Washington State had an upward trend (except 2022 which had a reduction statewide). Since 2017, King County has seen a significant decrease in drug or alcohol involved fatal crashes.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
SOTP - PCN	402	\$200,000	\$199,271

Planned Activity: Research and Creative Development

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
FDL*CP23-04	Impaired Driving Public Outreach - Research & Creative	Edica Esqueda	WTSC
<p>Description: The intent of the Impaired Driving Public Outreach-Research & Creative was to work with our communications and media contractors to create an Impaired Driving Strategic Plan.</p> <p>Results: WTSC withdrew this project because it was decided to go a different direction and will revisit it once the WTSC Strategic Plan and the Target Zero Plan are complete.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Public Outreach and Education	405d	\$300,000	\$0

5.7 SPEED

Problem Statement

Between 2018 to 2022, 3,065 people died on Washington roads.

- 32 percent of the deaths involved a speeding driver.
- Speeding is pervasive across the state with 55 percent of speed-related fatalities on urban roads and 45 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 over 60 percent of drivers in locations posted with 50-60 mph limits.
- More than half of drivers speeding in locations posted with 40- 45 mph limits exceeded the posted speed by 6-15 mph.

In the past, HVE has been the WTSC's primary intervention, yet neither a supplemental national or statewide speed management media campaign has 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:
 - o Injury minimization speed management approach and speed setting approach.
 - o Road safety assessments to identify streets in need of traffic calming measures.

- o 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 report 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.

Focus Populations

Vulnerable Road Users: Speed increases risk for road users more susceptible to involvement in fatal or serious injury crashes like school children, inexperienced drivers, motorcyclists, or people who walk or bike.

Risky Drivers: Drivers most at risk of driving impaired, distracted, or failing to wear their seat belt are also more likely to speed, increasing the risk for serious injury or death for themselves and others.

Safe Road Users: Most safe road users are also subject to the higher risk behaviors of drivers who speed. Behavioral reinforcement for maintaining safe speeds is important to counterbalance the preponderance of speeding.

Traffic Safety Partners and Stakeholders: Partners are people and organizations who share our vision and will work directly with us to take action to improve traffic safety. Stakeholders are all road users from all sectors of the social ecology of community like youth, families, educators, businesses, elected leaders, civic, volunteer, and religious fraternal organizations, law enforcement, youth serving organizations, and healthcare professionals.

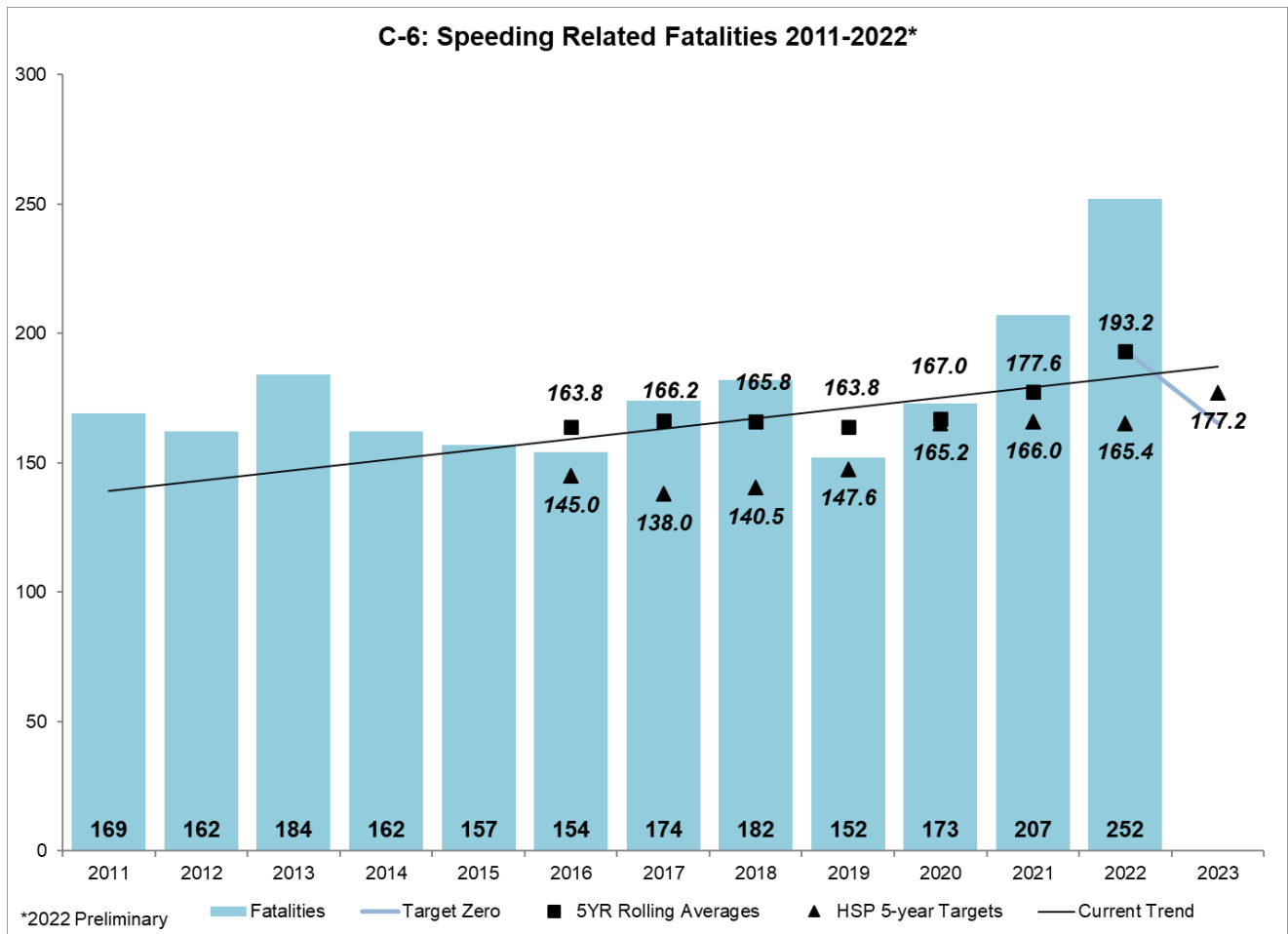
Communities: Slowing speeds in communities improves health and safety outcomes for everyone. Shifting traffic safety culture demands comprehensive and integrated efforts at local, regional, state, and national levels. Engaging both partners and stakeholders in speed prevention planning and implementation increases commitment to behavioral change at the community level. Community engagement is vital to this work.

Associated Performance Measures: C-6

Assessment of State's Progress in Achieving Performance Targets

C-6: The 2023 target included in the FFY 2023 HSP for speeding-involved fatalities was 177.2 (2019-2023 rolling average value). This target was set equal to the most recent five-year rolling available at the time the target was set available at the time the target was set (2016 – preliminary 2021), also known as a maintenance target. According to the most recent available

data, the FFY 2023 HSP target will not be met. To reach the 2019-2023 rolling average target of 177.2, the total number of speeding involved fatalities in 2023 would have to be less than 102. This number has been exceeded; therefore, the FFY 2023 target was NOT MET.



Adjustments to Highway Safety Plan for not Meeting Target

Preliminary work to establish a Speed Management Cooperative (SMAC) has begun. The SMAC is a diverse group of stakeholders with relevant subject matter expertise who will identify concerns and opportunities for action to the Legislature and provide technical assistance to local governments or communities to develop and implement traffic safety plans informed by the safe system approach. The SMAC will contribute to the development of a statewide speed management plan, including recommendations for funding allocations and partner engagement.

Informed by Coded Fatal Crash (CFC) data, the statewide survey data, and the school zone speed study, community speed management workshops will be held with communities that have experienced greater numbers of fatalities due to speeding, those with overrepresented populations in speeding fatalities, and those with an indicated interest in slowing speeds (i.e., requesting technical assistance with engaging community members to address school zone speeding) to develop a robust understanding of the scope of problem, available resources, and increase community support for changing the harmful norm of speeding.

Partnerships with school districts to develop local traffic safety plans informed by the safe system approach will advance community awareness, care, and concern for pedestrian safety. A pilot safe system case study project will bring together the best available data about speed management and other traffic behavioral concerns to develop an in-depth, multi-faceted plan to address the complex issue of speeding, behavioral norms, and traffic safety culture.

FFY 2023 Countermeasures and Planned Activities

Planned Activity: Conduct TSEP Speed Enforcement

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>																
SE23-02	WSP Block Grant - Speed	Jerry Noviello	Washington State Patrol																
<p>Description: The WSP Speed Traffic Safety Enforcement Program provided funding for overtime enforcement activities focused on speeding. WSP identified target locations throughout the state, focusing on community events when possible. WSP planned speed enforcement along select corridors to maximize exposure to the public. An amendment was requested and approved to increase the grant amount.</p> <p>Results: In response to increased enforcement in order to respond to the increase in fatal crashes, WSP overspent on speed patrols. However, this project is part of a larger WSP Enforcement Block Grant that included impaired driving enforcement. The overspend on speed was compensated through an underspend on impaired driving within the context of the bigger contract. WTSC met with WSP to improve communication processes in the future.</p> <p>The following table contains a selection of enforcement accomplishments resulting from this project.</p> <table border="1"> <tbody> <tr> <td>Hours</td> <td>753.17</td> <td>DUI Arrests</td> <td>3</td> </tr> <tr> <td>Total Contacts</td> <td>1,848</td> <td>Speeding Citations</td> <td>1,025</td> </tr> <tr> <td>Total Citations</td> <td>1,113</td> <td>Seat Belt Citations</td> <td>50</td> </tr> <tr> <td>Total Warnings</td> <td>1,025</td> <td>Cell Phone Use Citations</td> <td>38</td> </tr> </tbody> </table>				Hours	753.17	DUI Arrests	3	Total Contacts	1,848	Speeding Citations	1,025	Total Citations	1,113	Seat Belt Citations	50	Total Warnings	1,025	Cell Phone Use Citations	38
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<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>																
TSEP	402	\$115,000	\$120,452																

Planned Activity: Organizational Readiness Evaluation and Development of a Speed Management Program

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
SE23-03	Speed Management & Strategic Partnership Development	Janine Koffel	WTSC
<p>Description: This was a new countermeasure, activity, and project added to the FFY 2023 HPS through the amendment process. This project funded a phased design consultation approach with experts from the Governor's Highway Safety Office. Phase one included up to 100 hours of expert consultation for the WTSC. Phase two was an additional 30 hours to assist with the development of a statewide speed management workgroup. The primary objective was to establish a program development design and action plan by identifying, engaging with, and recruiting community, regional, and state stakeholders to form a statewide speed management workgroup.</p> <p>Results: The development of the statewide speed management program was advanced through the assessment of the Commission's readiness and capacity to successfully launch a new program. Preliminary partnership development work including engaging with stakeholders at the Office of the Superintendent of Public Instruction, WA Department of Licensing, and WA Department of Transportation and with 35 school districts throughout the state as part of a speed in school zone study.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Speed Management Program Development	402	\$30,066	\$7,577

5.8 MOTORCYCLES

Problem Statement

Our country is experiencing a public health crisis on our roads with record numbers of traffic crashes that result in serious injuries and fatalities. Washington State is no exception where motorcyclists as vulnerable road users continue to be over-represented in these crashes. In a five-year period, from 2018 through 2022, motorcycles made up 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 the 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.

Focus Populations

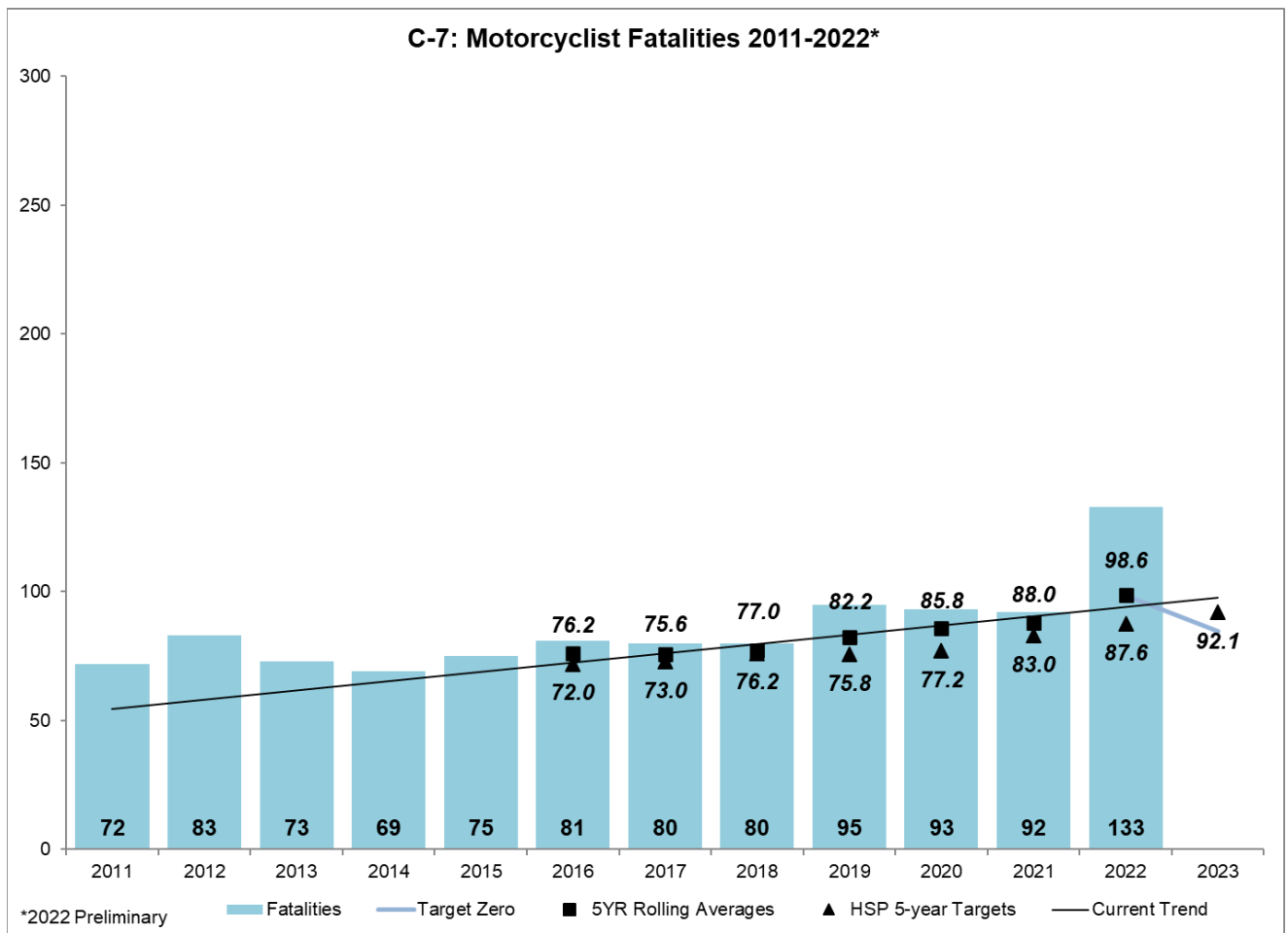
Young Men 19-25 Years old that Ride/Operate Sport-Style Motorcycles: Sport bikes are involved in both serious injury and fatal crashes at a significantly higher rate than all other motorcycle types (2019 Target Zero Plan). This population is at highest risk when they drive at excessive speeds.

We will focus on countermeasures that influence all riders to ride sober, ride legally endorsed, gain training, and reduce their speed.

Associated Performance Measures: C-7, C-8 Assessment of Washington’s Progress in Achieving Performance Targets

C-7: The 2023 target included in the FFY 2023 HSP for motorcyclist fatalities was 92.1 (2019-2023 rolling average value). The FFY 2023 performance measure target was set equal to the value of the five-year rolling average linear trend line based on data available at the time the target was set (2017-preliminary 2021). According to the most recent available data, the FFY 2023 HSP target will not be met. To reach the 2019-2023 rolling average target of 92.1, the total number of motorcyclist fatalities in 2023 would have to be less than 48. This number has already been exceeded; therefore, the FFY 2023 target was NOT MET.

C-8: The 2023 target included in the FFY 2023 HSP for unhelmeted motorcyclist fatalities was zero (2019-2023 rolling average value). This number has already been exceeded; therefore, the FFY 2023 target was NOT MET.



Adjustments to Highway Safety Plan for not Meeting Target

Overall traffic fatalities in our state have increased each of the past three years. In August 2020, Washington experienced 68 traffic fatalities on our roads in that month alone, and August 2021 we surpassed that with 76 fatalities – the most since 2006. We are following serious injury and fatal crash data to prioritize locations where education, outreach, and/or enforcement is needed most. Nationally, law enforcement agencies continue to be challenged with low staffing, COVID-19 precautions and restrictions, and police reform laws. This has caused a reduction in law enforcement presence on our roads.

FFY 2024 Countermeasures and Planned Activities

Planned Activity: Motorcycle Safety Program Support

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
F24*CP23-02 M9X23-02	DOL's Motorcycle Safety Program	Mark Medalen	Department of Licensing
<p>Description: This grant was subject to U.S. Department of Transportation (USDOT) and NHTSA requirements for states to adopt and implement effective programs to reduce the number of single- and multi-vehicle crashes involving motorcyclists. This project was intended to support efforts aimed at improving motorcycle rider training courses, increasing the number of trained motorcycle riders, and programs to increase motorist awareness of motorcycles.</p> <p>Results: DOL's Motorcycle Safety Program conducted five outreach programs and spoke with thousands of riders throughout the state. They partnered with a communications contractor C+C to develop a public campaign to encourage motorcyclists to get trained and endorsed. They are working to increase the number of training locations for improved accessibility. DOL program personnel attended the 2023 Lifesavers conference, State Motorcycle Safety Association (SMSA) conference, and other professional development and online courses. The program was awarded the Outstanding State Member award from SMSA. They approved the first new motorcycle safety training school license in over 10 years and had discussions with two other organizations wishing to start motorcycle training and testing sites. Additionally, they approved three new training models under our curricula standards, for use throughout the state.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Motorcycle Rider Training and Endorsements	405d 24/7 405f	\$55,000 \$45,000	\$38,733 \$0

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
F24*CP23-01 M9X23-01	WTSC's Motorcycle Safety Program	Mark Medalen	WTSC
<p>Description: This grant was subject to U.S. Department of Transportation (USDOT) and NHTSA requirements for states to adopt and implement effective programs to reduce the number of single- and multi-vehicle crashes involving motorcyclists. This project was used to support efforts aimed at improving motorcycle rider training courses, increasing the number of trained motorcycle riders, and programs to increase motorist awareness of motorcycles.</p> <p>Results: In calendar year 2022, there were a record 132 motorcyclists who died in crashes on our roads. In FFY 2023 we rebranded the "It's A Fine Line" campaign. It is now called Ride Safe, Ride On which fits better under the WTSC umbrella campaign of "Together We Get There" and includes more positive community norms messaging. The campaign includes a new website, Facebook, YouTube page, and original photos to showcase safety gear and always riding safe, sober, and endorsed. We increased our messaging including social media and media releases for National Motorcycle Safety Month in May and through the summer months. Over the course of the federal fiscal year, the campaign achieved over 14 million impressions through a mix of TV, cable, and digital streaming videos as well as Facebook and Instagram posts.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Motorcycle Rider Training and Endorsements	405d 24/7 405f	\$106,884 \$42,755	\$101,838 \$24,893

Planned Activity: TSEP Patrols Including Media

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M6X23-02 164AL23-01	WSP Block Grant Motorcycle	Mark Medalen	Washington State Patrol
<p>Description: These patrols were part of the WTSC's motorcycle safety education campaign known as It's a Fine Line. In a continued effort to reduce serious motorcycle crashes, the WTSC funded overtime patrols in Pierce, King, Snohomish, Clark, Yakima, and Spokane Counties July 8-24, 2022. Additionally, WTSC funded overtime patrols in Lewis County June 24-26 during the American Bikers Aimed Toward Education (ABATE) Spring Opener, Grays Harbor County July 29-31 during Bikers at The Beach, and Skagit and Whatcom Counties Oyster Run September 23-25.</p> <p>Results: Participating regions followed their local crash data to determine when and where the patrols would be most effective. The patrol periods were advertised using a combination of paid and earned media.</p> <p>These patrols focused on illegal driving behaviors by both motorcycle riders and other vehicle drivers. WSP and local law enforcement agencies focused on drivers and riders who committed traffic safety violations.</p>			

The following table contains a selection of enforcement accomplishments resulting from this project.

Hours	1,035.7	DUI Arrests	11
Total Contacts	2,086	Speeding Citations	885
Total Citations	1,084	Seat Belt Citations	159
Total Warnings	1,252	Cell Phone Use Citations	40

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Motorcycle TSEP	405d 164 Transfer	\$100,000 \$100,000	\$143,301 \$0

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
PM23-02	Motorcycle Media Campaign	Erica Stineman	WTSC

Description: This project provided funding for media support of the motorcycle traffic safety enforcement program.

Results: The motorcycle program rebranded its It's a Fine Line to better align with the Together We Get There initiative. The new motorcycle program brand is now called Ride Safe, Ride On. The campaign includes a new website, Facebook, YouTube page, and original photos to showcase safety gear and always riding safe, sober, and endorsed. The media campaign included a mix of TV, digital, and social ads. There were more than 1,250 TV spots that ran, resulting in more than 27 million impressions.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Motorcycle TSEP	402	\$250,000	\$251,138

5.9 YOUNG DRIVERS

Problem Statement

Between 2020 and 2022, 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 550 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 driving impaired, driving too fast, being unrestrained, and driving distracted.

Young drivers face an increased crash risk due to both their inexperience and immaturity. They are 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.

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.

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 safely.

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.

Focus Populations

Drivers 16 and 17-years-old: The largest group of newly licensed drivers who are open to influences – good or bad– from their peers, parents, and teachers. It is critical for them to have frequent reminders of traffic safety laws and positive behavioral norms and have incentives to demonstrate safe driving behavior.

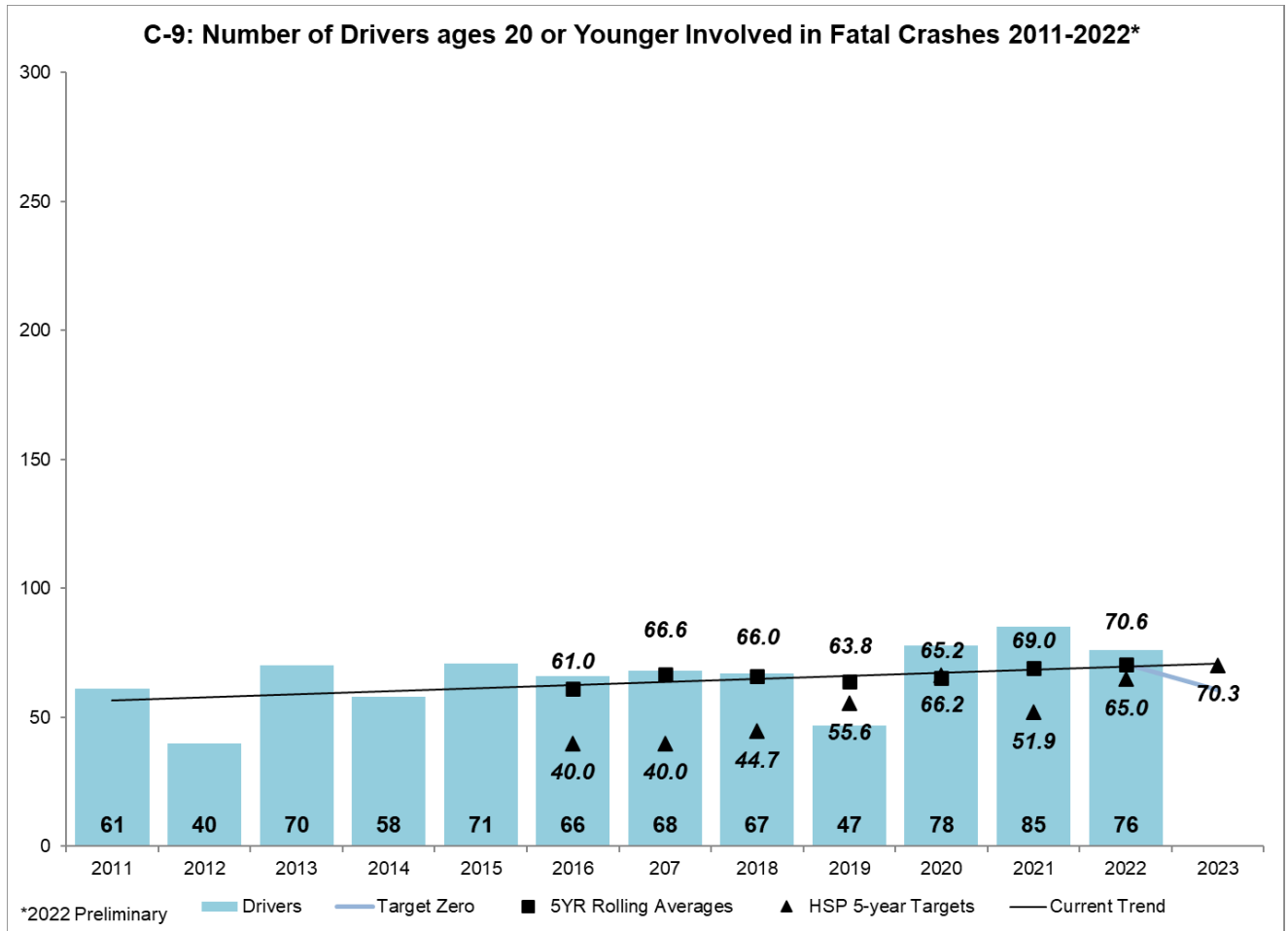
Drivers 18 through 25-years-old: Drivers initially licensed after 18 likely did not benefit from driver's education or the GDL restrictions. Even more experienced drivers need reminders on speeding, distraction, and seat belt use, much like the general driving population. Drivers 21 years and over also have a higher likelihood of driving impaired.

Driver education teachers: Many driver educators currently lack knowledge about the technology systems or are unsure how to best teach students about these technologies without creating dangerous overreliance.

Associated Performance Measures: C-9

Assessment of State's Progress in Achieving Performance Targets

C-9: The 2023 target included in the FFY 2023 HSP for the number of drivers ages 20 and younger involved in fatal crashes was 70.3 (2019-2023 rolling average value). This target was set equal to the value of the linear trend line based on data available at the time the target was set (2018 – preliminary 2021). According to the most recent available data, the FFY 2023 target will not be met. To reach the 2019-2023 rolling average target of 70.3, the total number of drivers ages 20 and younger involved in fatal crashes in 2023 would have to be less than 66. Overall fatality trends in 2023 are tracking with 2022 so it is likely this number has already been exceeded; therefore, the FFY 2023 target was NOT MET



Adjustments to Highway Safety Plan for not Meeting Target

To address the missed C-9 target for a number of drivers ages 20 and younger involved in fatal crashes in Washington, we are expanding the implementation of “Teens in the Driver Seat,” a nationally recognized peer-to-peer teen driver program delivered in schools through student groups. It is data-driven and positive traffic safety culture focused. In addition to increasing the number of high schools implementing the program, we have added a junior high program focused on 12–14-year-olds and a college program for 18- to 22-year-olds.

FFY 2023 Countermeasures and Planned Activities

Planned Activity: Peer-to-Peer Traffic Safety Programs in High Schools and Colleges

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
CP23-06	Teens in the Driver Seat	Debi Besser	WTSC
<p>Description: This project provided training, support, and materials to implement the Teens in the Driver Seat® (TDS) program in Washington high schools. TDS is a well-established peer-to-peer program for teens developed and run by Texas A&M Transportation Institute (TTI). The program uses a traffic safety culture approach and includes data collection, creation of positive community norms messages, and addresses multiple traffic safety risks for teens, including distraction, impairment, and speeding. TZMs and TTI staff recruited high schools, and the students ran the program in their schools. TTI provides the science, guidance for TZMs, project resources, and facilitates a wide variety of contests, outreach, and leadership awards for the program's top students and teams. This project also provided funds for TTI staff time to maintain and provide technical support for the "You in the Driver's Seat" (YDS) smartphone app to encourage safe driving behaviors for any teen in Washington State.</p> <p>Results: Through TZMs recruiting schools in their local area, and TTI staff recruiting schools at five statewide conferences, a total of 30 schools signed up and received resource kits. Of those schools, five completed annual surveys, two completed the Distractions unit, one completed the Nighttime unit, three completed the Seat Belt unit, and one completed the Impaired unit. The TTI staff developed customized materials for the junior high school, focusing on passenger intervention and back-seat seat belt use, and an entirely new TDS program with updated materials was developed for use in colleges beginning in FFY 2024. Printed app cards were used by both TZMs and LELs to promote the "You in the Driver's Seat" smartphone app. A total of 531 new app users were registered, for a total of 36,709 safe driving miles with an average of 39.5 percent of drives recorded as safe drives.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
High Schools and Colleges Educational Programs	402	\$150,000	\$147,777

Planned Activity: High Schools Traffic Safety Educational Programs

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
CP23-07	Teen Target Zero	Debi Besser	WTSC
<p>Description: The intent of this project was to support the expansion of Teen Target Zero by printing support materials and funding time and travel to train first responders in new areas.</p> <p>Results: A grant from the Department of Commerce funded the work required and eliminated the need for this grant, so it was withdrawn.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
High Schools and Colleges Educational Programs	402	\$60,000	\$0

Planned Activity: Vehicle Safety Technologies Instructor Teaching Materials

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
CP23-08	Vehicle Safety Technology Education for Driving Instructors	Debi Besser	WTSC
<p>Description: The purpose of this project was to create instructional classes to teach driving instructors about vehicle safety technologies and how to effectively teach them to students, in support of the DOL/OSPI Driver Training Required Curriculum, Ch. 11- Vehicle Systems Technology. It would have provided continuing education classes to driver instructors at no charge.</p> <p>Results: Due to the length of the procurement process, this project needed to be moved into FFY2024. The project was withdrawn for FFY 2023 and will be carried out in FFY 2024.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Vehicle Safety Technologies in Drivers' Education Courses	402	\$50,000	\$0

5.10 NON-MOTORIZED SERVICES

Problem Statement

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 involving 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 a historic high of 146 fatalities in 2021, before decreasing to 129 in 2022, with active transportation users making up 20 percent of statewide traffic fatalities and 19 percent of serious injuries 2013-2022.

The 2021 climax coincides with an increase in reported and observed substance use disorders, 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 2026, allowing for the time necessary to significantly impact measurable traffic fatality rates in the next three-years.

Disproportionate Representation

Equally troubling is recent 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 overlaid with WTSC fatality data suggests 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.

According to analysis conducted by the 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 has to dangerous conditions. This is especially true if they live, work, or travel in low-income neighborhoods 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 driving 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 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 travel 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.

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.

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 NHTSA.

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.

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's 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 crimes, 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 statistically less likely to view law enforcement as credible, safe, or accessible.

Focus Populations

Drivers of all Ages: Densely populated counties and cities along I-5, or “hot spots,” where statewide data show higher than average rates of pedestrian and pedalcyclist serious and fatal injuries.

Those who travel in locations where populations that experience a disproportionately high impact of serious and fatal injury as active transportation users live, work, attend school, and travel (65+, disability populations, BIPOC, and Low Socio-Economic Status).

Transportation System Stakeholders and Users Who Walk, Bike or Roll: Youth – Pre-K through 18, Adults – 18+, local government, schools, community resource providers, underserved community organizations/leaders, disability and multi-lingual populations, law enforcement.

Marginalized Populations: Crashes resulting in pedestrian and pedalcyclist fatal and serious injury crashes disproportionately impact Black Indigenous People of Color (BIPOC), low socioeconomic status, multilingual and disability populations (referred to as “marginalized populations” in this document). The goal of reaching these communities and developing partnerships is to empower them to make their communities safer and to work together to fill data gaps.

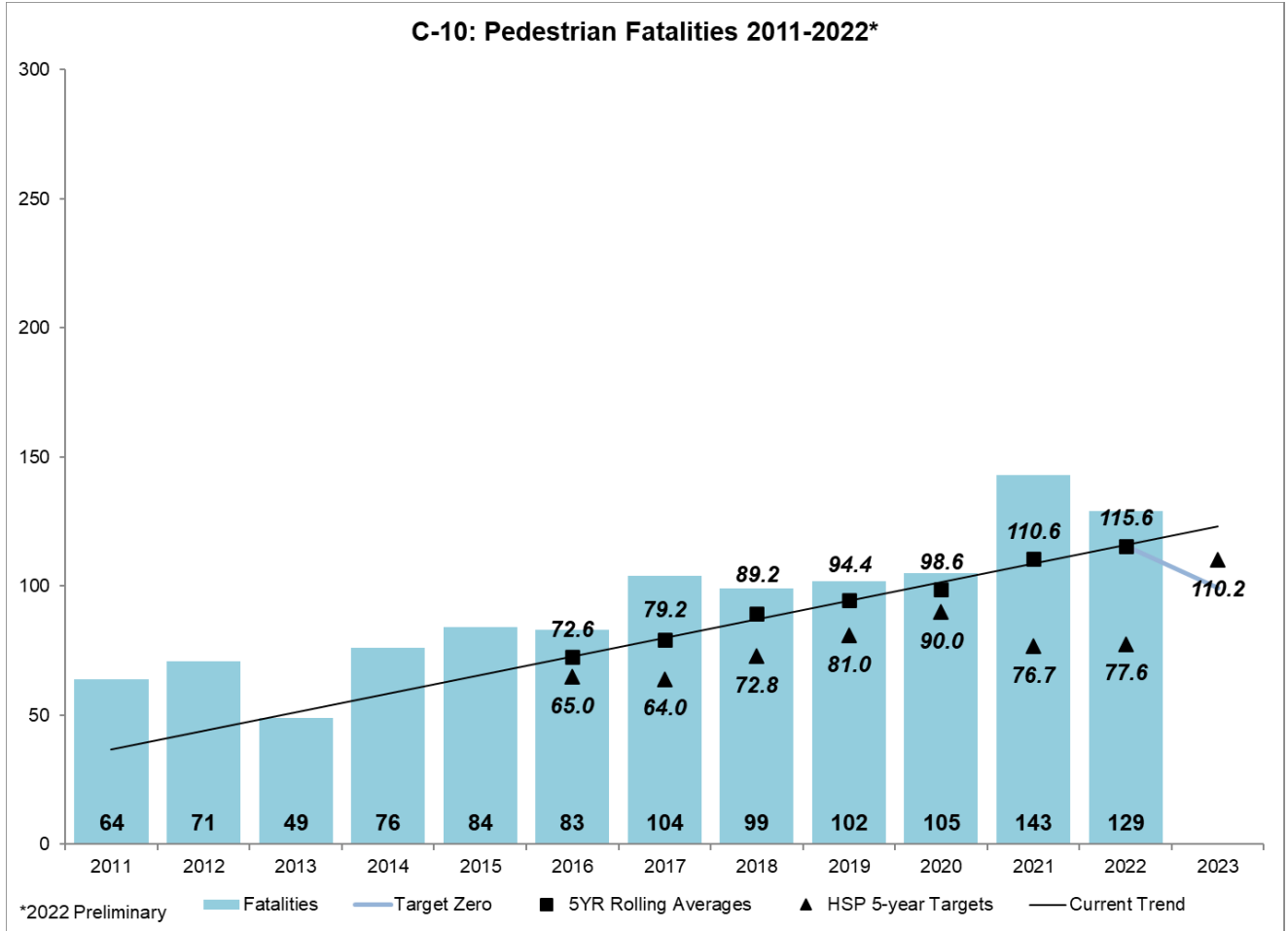
Upstream Influencers: Lawmakers and legislative staff, Governor’s Office, House Transportation Committee.

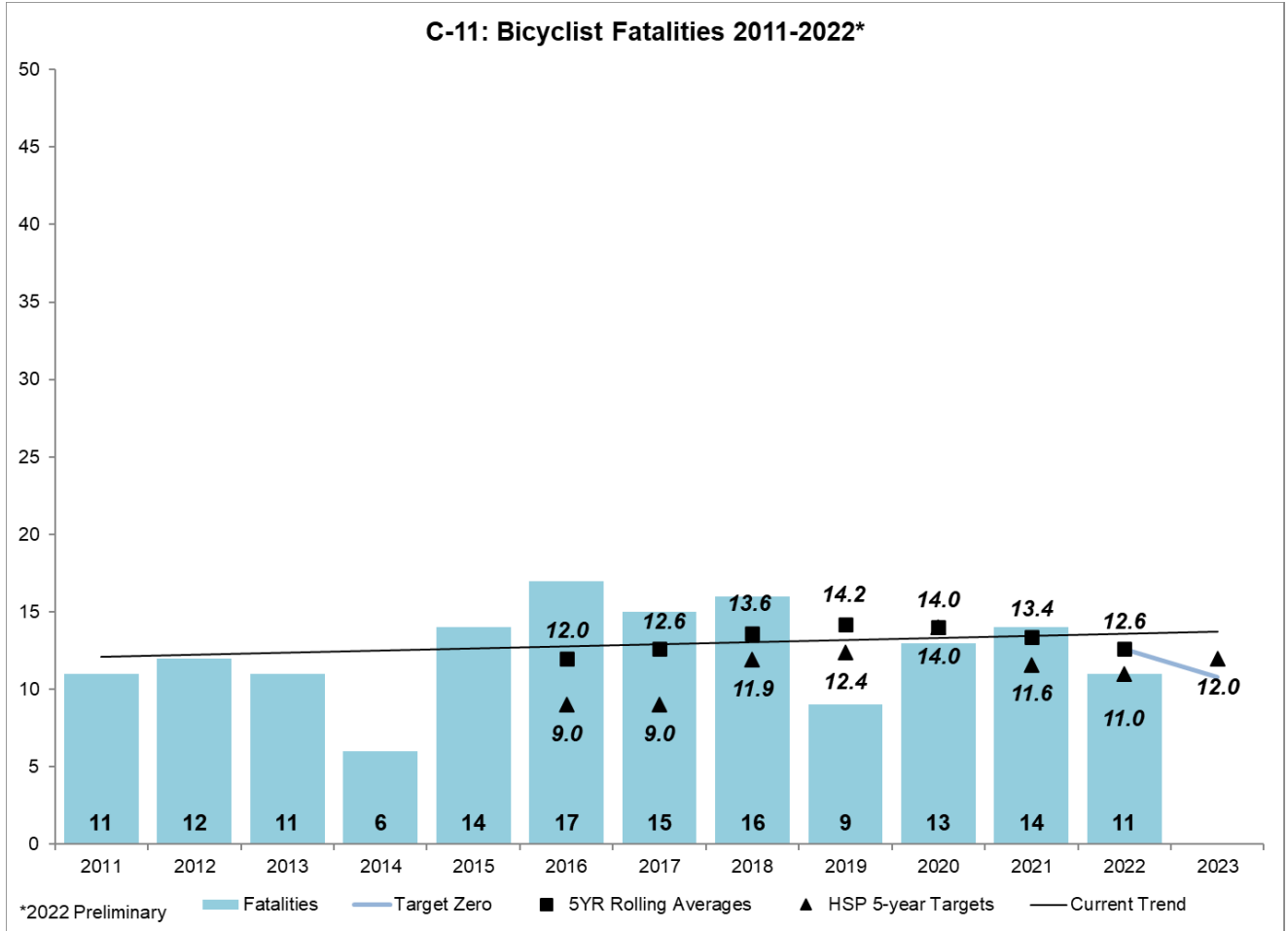
Associated Performance Measures: C-10, C-11

Assessment of Washington's Progress in Achieving Performance Targets

C-10: The 2023 target included in the FFY 2023 HSP for pedestrian fatalities was 110.2 (2019-2023 rolling average value). This target was set equal to the value of the five-year rolling average linear trend line based on the data available at the time the target was set (2018 – preliminary 2021). According to the most recent available data, the FFY 2023 target will not be met. To reach the 2019-2023 rolling average target of 110.2, the total number of pedestrian fatalities in 2023 would have to be less than 72. This number has already been exceeded; therefore, the FFY 2023 target was NOT MET.

C-11: The 2023 target included in the FFY 2023 HSP for bicyclist fatalities was 12.0 (2019-2023 rolling average value). This target was set by predicting bicyclist fatalities in 2022 and 2023 would be 12, then using these predicted values to calculate the five-year rolling average value based on the data available at the time the target was set (2018 – preliminary 2021). According to the most recent available data, the FFY 2023 target will not be met. To reach the 2019-2023 rolling average target of 12.0, the total number of bicyclist fatalities in 2023 would have to be less than 13. This number has already been exceeded; therefore, the FFY 2023 target was NOT MET.





Adjustments to Highway Safety Plan for not Meeting Target

The Washington State Legislature created the Cooper Jones Active Transportation Council (CJATSC) to research problems for walkers, bicyclists, and other rollers and to research and recommend possible solutions to increase safety. The WTSC provides all staffing for this highly active and diverse group. The CJATSC prepares annual reports with recommendations for changes to improve safety for walkers, bicyclists, and other rollers. Those recommendations include the need for a comprehensive, statewide infrastructure inventory, the need to increase investments in areas of cities and counties where there have been historically low investments in safety infrastructure like sidewalks, and the need to increase resources to enact the numerous needed infrastructure fixes.

Through their work, the CJATSC has identified a wide network of stakeholders interested in improving safety for walkers, bicyclists, and other rollers. The CJATSC will continue to work closely with the WSDOT in 2024 to align CJATSC priorities with those of the [WSDOT Active Transportation Plan](#) and utilize over \$300,000 in state funding for grant projects or programs for bicycle, pedestrian, and non-motorist safety improvement administered by the WTSC. The CJATSC will submit an updated set of recommendations in its 2023 Annual Report to the Legislature in January 2024.

All non-motorized program grants will use a theory of change model to intentionally guide countermeasure activities and goals to maximize the probability of success. All projects will be guided by a logic model based on the theory of change and most projects funded in 2023 will continue into 2024, allowing the program manager to use built in outcome measures to evaluate project success over time. The program manager convened grant recipients biannually in 2023 to form a learning community, where grantees shared lessons learned and best practices. This practice will continue in 2024, with the possibility of additional subgroup meetings or expansion of the current meeting format.

FFY 2023 Countermeasures and Planned Activities

Planned Activity: Community-Based Walker and Roller Safety Education and Enforcement Projects

<u>Fed Project #</u> FHX23-07	<u>Project Title</u> Yakama Nation Bicycle and Walker Safety Program	<u>Program Manager</u> Jessie Knudsen	<u>Sub-Recipient</u> Confederated Tribes and Bands of the Yakama Nation
<p>Description: The intent of this project was to allow coordination of efforts to build a walking/bicycling trail to get people off the shoulders of Highway 97 as well as train for development and implementation of public outreach campaigns and enforcement to help drivers change their behaviors toward walkers and bicyclists.</p> <p>Results: WTSC chose to withdraw this project because as of January 23, 2023, the agency had not heard back from the grantee regarding revisions to the scope that had been proposed to them mid-October of 2022. Agency staff had requested revisions during a meeting on October 20, 2022. Because it was four months into the grant year, and we had not heard back from the grantee, it appeared unlikely that the project would move forward. This decision was also made with the understanding that if the grantee was interested in pursuing the project, it would be restarted with a fresh scope of work. This project had been awarded several years ago and has been on hold (according to the information shared with the Program Manager, Jessie Knudsen) due to issues with the grantee's staff capacity.</p>			
<u>Countermeasure</u> Community-Based Leadership to Increase Walker and Roller Safety	<u>Fund Source</u> 405h	<u>Amount Approved</u> \$50,000	<u>Amount Expended</u> \$0

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
FHX23-01	Asotin County - Let's Walk Safely	Jessie Knudsen	Asotin County Community Services
<p>Description: This project was intended to address the problem of safety for pedestrians/walkers and rollers sharing roadways in a highly congested traffic corridor in the city of Clarkston. This was the second year of this project to increase community awareness and knowledge of the walker-roller laws through a coordinated educational public awareness campaign. The project brought together project partners, the media, and a communications consultant to develop and implement cohesive and localized messaging to make drivers aware of the challenges faced by walkers and/or rollers and for walkers. Messages were also developed for walkers and rollers regarding best safety practices for crossing roadways. An amendment was requested and approved to increase the grant amount.</p> <p>Results: This project reflected a significant increase in awareness about pedestrian safety, a greater sense of safety when crossing the street in a marked crosswalk with or without a signal. Stopping for pedestrians also increased over the course of the campaign. In terms of the two identified crossings of concern, Bridge and Diagonal, crossing at Bridge, the very safe/safe response is less than originally evaluated in spring 2022, but comparable to that in fall of 2022. For crossing at Diagonal, the sense of safety was greater than fall of 2022 but lower than spring of 2022. Overall, the sense of safety at signaled or un signaled crossings improved and the increase in people stopping for pedestrians at crossings is important.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Community-Based Leadership to Increase Walker and Roller Safety	405h	\$126,027	\$125,242

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
FHX23-03	Longview Pedestrian/Cyclist Safety Program	Jessie Knudsen	Longview Police Department
<p>Description: This project was intended to fund the Longview PD to implement a prevention-focused approach to pedestrian/cyclist safety utilizing education and outreach, enforcement, and a media campaign. Longview PD wanted to create a police bike patrol in order to increase safety for walkers and rollers, increase driver beliefs around bike and pedestrian safety, increase the awareness of laws related to walker and roller safety, increase driver expectation that law enforcement is enforcing laws related to walker and roller safety, and decrease the likelihood of walker and roller serious injury or death.</p> <p>Results: The project had mixed results. They report that seven officers received training, they conducted non-enforcement bike patrols in July and August and made several hundred contacts, facilitated 415 children attending a Safety City event in the third quarter, made 702 community contacts, sponsored four events, and made 21 presentations on bike/ped safety. The project saw very little activity until the third quarter and there was inconsistent and incomplete reporting. The Longview PD submitted 34 officer activity logs, but no digital activity logs were submitted by their officers through the WEMS portal because patrols were focused on making educational contacts and enforcement was not emphasized though a few</p>			

arrests were made. Twenty-three of the 500 targeted rack cards were distributed, and three of the 20 targeted social media posts were made. Based on their final report, the agency achieved 6 of 16 targets, or about 38 percent. The agency reports that the funding has helped them build a foundation for a bike patrol that they will continue in the future. They report the training this project afforded their officers has helped them be more effective in enforcing bicycle and pedestrian laws and made them better safety ambassadors in their community with these populations. They also report that the program has strengthened relationships among officers, citizens, and students.

<u>Countermeasure</u> Community Based Leadership to Increase Walker and Roller Safety	<u>Fund Source</u> 405h	<u>Amount Approved</u> \$63,237	<u>Amount Expended</u> \$63,237
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<u>Fed Project #</u> FHX23-04	<u>Project Title</u> Renton Safer Access to Neighborhood Destinations (SAND)	<u>Program Manager</u> Tony Bledsoe	<u>Sub-Recipient</u> City of Renton
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Description: The Safer Access to Neighborhood Destination (SAND) project was intended to increase Renton community member adherence to and understanding of walker and roller-related traffic safety laws and safe community walking, riding, and driving behaviors through education and engagement. The project identified two of Renton’s most diverse and low-income neighborhoods as focus areas – Benson/Cascade and Skyway/West Hill. Both had a higher-than-average percentage of residents living at or below the poverty level, cost burdened households, disabled seniors, and households without a vehicle. The schools in these communities have the highest rates of low-income students in the city.

Results: Forty-one students attended the SAND Academy. One hundred percent of students who attended responded that they learned something new and useful from the academy. The public outreach effort conducted for this academy involved a multi-pronged approach. The project team created a website, registration page, posters (physical and virtual), e-newsletters, and a social media campaign. The project team worked with the city of Renton’s communication services to promote the SAND Academy on the city website, social media platforms, and newsletters. Additionally, the project team developed an interactive mapping tool where the public provided 12 comments regarding bike facilities and infrastructure, four comments mentioning improvement of pedestrian facilities (including sidewalks and trails), and eight comments on traffic issues such as speeding. State funding was used for this project in FFY 2023, and no federal funds were expended.

<u>Countermeasure</u> Community-Based Leadership to Increase Walker and Roller Safety	<u>Fund Source</u> 405h	<u>Amount Approved</u> \$112,700	<u>Amount Expended</u> \$0
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<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
FHX23-05	Slow and Safe Seattle: Education That Saves Lives	Jessie Knudsen	City of Seattle
<p>Description: The purpose of this project was to increase public awareness of the necessity to travel at the posted speed limit or below and yield to walkers both citywide and BIPOC communities primarily in southeast and far north Seattle. The project used two strategies: Using positive community norms messaging to increase awareness of the benefits of lower speed limits and using positive community norms messaging to increase awareness that every intersection is a legal pedestrian crossing.</p> <p>Results: This was the second year of the project. The grantee used an innovative marketing campaign called "Slow the Flock Down!" It used a wide range of distribution channels for campaign assets including billboards, ads on buses, social media ads, radio spots, yard signs, ads in online newspapers, and magazines. They estimate that the total number of impressions for the two years exceeded 50 million. While the grantee exceeded the goal for campaign reach, they were not able to capture a measurable benefit using the before/during/after survey. They were able to work with a BIPOC organization in year two to learn about safety issues and work toward engineering solutions. See project file in WEMS for detailed reports from the project manager.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Community-Based Leadership to Increase Walker and Roller Safety	405h	\$120,000	\$64,207

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
PS23-03 FHX23-06	Thurston County Mobile Traffic Garden	Jessie Knudsen	Child Care Action Council
<p>Description: The project was intended to help the Child Care Action Council's Safe Kids Thurston County program create a new pedestrian and bicycle education program for Pre-K elementary school students in Thurston County. The project was to be conducted in partnership with Intercity Transit's Walk N Roll youth education program and Thurston County Target Zero. The project was to use temporary pop-up traffic gardens to provide a child size version of the public street networks children encounter while biking or walking. Each traffic garden provided children with a safe and fun environment to learn and practice pedestrian safety skills in the absence of motored vehicles. Pop-up traffic gardens teach students the rules of the road and to respect all road users as they learn how to navigate street networks and watch for others doing the same. An amendment was requested and approved to increase the grant amount from 402 funds.</p> <p>Results: The grantee was successful in creating a mobile traffic garden. A civil engineer consultant was procured designed and constructed all the necessary components for both an indoor and outdoor traffic garden. A trailer to store and transport the traffic garden was purchased (leveraging funding from two other grants) and a graphic designer designed the logo, trailer wrap, and other materials for this program. Lastly, a curriculum was created for use at indoor and outdoor events of the traffic garden.</p>			

One indoor program (all day during P.E. classes) and four outdoor units were conducted, along with using the outdoor traffic garden during a community event.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Community-Based Leadership to Increase Walker and Roller Safety	402	\$15,416	\$8,899
	405h	\$42,674	\$23,210

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
FHX23-09	Tacoma Driver Awareness Campaign	Jessie Knudsen	City of Tacoma

Description: The purpose of this project was to fund the city of Tacoma to reduce the number of serious injuries and deaths of walkers and rollers, specifically among residents in low opportunity areas in Tacoma, where residents are most likely to rely on public transportation, walking, scooting, or bicycling as primary methods of travel. The project was intended to use a multi-faceted approach, focusing on young people and their parents, as well as drivers, through public education efforts designed to teach each group about the laws related to Washington State pedestrian, bicyclist, and driver safety.

Results: The Safe Routes to School walker, roller, and driver safety project achieved a number of objectives:

- 22 Walk and Roll to School days with morning events and two bike to school lunch-time events, focusing on high priority schools.
- Four bike rodeos teaching 290 youth how to safely use a bicycle and understand the rules of the road.
- Four traffic garden pop-up events with 219 youth and numerous parents, where both learned about traffic signs and crossing laws.
- Five "kidical" mass rides with 91 youth and 166 of their adults, where families biked together to enjoy Tacoma streets and learn how to get around by bike safely.
- Five hundred and forty youth helmets properly fit, educating children and their parents on proper fit for safety.
- Driver Safety Campaign yard signs were distributed to families at all events.
- Additionally, 36 elementary schools received Walking Route Map materials with safety tips and promotions, communicating to families about safe walking, rolling, and driving tips.
- The program piloted walking school bus routes, integrating the punch card pilot to encourage students to join and walk together.

The project was also able to take advantage of a major positive event. The Tacoma City Council voted in August 2022 to lower the default residential (non-arterial) speed limit from 25 mph to 20 mph, and the arterial speed limit in four neighborhood business districts from 30 mph to 25 mph. The new speed limits went into effect January 1, 2023. Project managers leveraged and supported this important policy shift by creating a driver speed reduction campaign to encourage compliance with the law and grow positive norms around driving the

speed limit. The campaign consisted of messages on five billboards for two months which is estimated to have generated approximately two million impressions (approximately 267,370 weekly for eight weeks). This approach appears to have contributed to positive outcomes. An initial speed study found 19 of the 25 locations studied had a reduction in the 85th percentile for speed. Additionally, there was a significant reduction in the number of high-end speeders (speeders going 35 mph or more.) Pre-speed limit reduction there were 317 drivers exceeding the speed limit by 10 mph or more on residential streets. Post-speed limit reduction there were only 130 drivers exceeding 35 mph or more on residential streets.

<u>Countermeasure</u> Community-Based Leadership to Increase Walker and Roller Safety	<u>Fund Source</u> 405h	<u>Amount Approved</u> \$100,000	<u>Amount Expended</u> \$94,809
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<u>Fed Project #</u> FHX23-10	<u>Project Title</u> Kent Pacific Highway (SR 99) South Walker and Roller Safety Program	<u>Program Manager</u> Jessie Knudsen	<u>Sub-Recipient</u> City of Kent
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Description: The purpose of this project was to reduce the number of serious injuries and fatalities of walkers and rollers on Pacific Highway South in King County Washington that runs through King County from Federal Way to Tukwila, between mile posts 6.15 and 24.17.

Results: The project accomplished the strategies identified in the scope of work. They conducted pre and post enforcement observational surveys along Pacific Highway South which continued to provide some important driver and vulnerable road user practices that are essential to better understand what exactly is causing the dangerous environment for walkers and rollers along this stretch of roadway. Project managers have an excellent partnership with the traffic engineers in the cities that span Pacific Highway South (Federal Way north to Tukwila) which helped them identify all that is needed for the safety signage that was purchased as part of this grant. They worked with C+C, the marketing firm, on a robust education and outreach campaign which included ads on King County Metro buses and billboard advertisements with the same message we used last year - "Thanks for sharing the road - We look out for each other here." See below for a summary of enforcement activity.

Hours	23	DUI Arrests	0
Total Contacts	40	Speeding Citations	6
Total Citations	13	Seat Belt Citations	0
Total Warnings	27	Cell Phone Use Citations	6

<u>Countermeasure</u> Community-Based Leadership to Increase Walker and Roller Safety	<u>Fund Source</u> 405h	<u>Amount Approved</u> \$101,000	<u>Amount Expended</u> \$102,385
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<u>Fed Project #</u> FHX23-02	<u>Project Title</u> Bellingham Protecting Mobility for All	<u>Program Manager</u> Jessie Knudsen	<u>Sub-Recipient</u> Bellingham Police Department
<p>Description: This project was intended to provide funding to the Bellingham Police Department (PD) to help them address a consistent problem of pedestrian and cyclist serious injury and fatality crashes that have occurred in the city over the last seven years. The project was intended to provide training to Bellingham PD officers and fund overtime HVE events focused on bringing attention to and increasing the safety of pedestrians and bicyclists within the city of Bellingham. Lastly, the project was intended to fund a proactive safety campaign focused on positive messaging around bicyclists and pedestrians.</p> <p>Results: Due to staffing issues, the Bellingham PD and the Whatcom County Sheriff's Office, were unable to conduct HVE so the stakeholders involved in the project came together to find an alternative approach to advance pedestrian and bicyclist safety. The project stakeholders proposed leveraging an existing effort, the city of Bellingham's "Travel with Care" traffic safety program, by wrapping traffic control boxes at intersections and lighted crosswalks in Bellingham with the project's traffic safety messages while continuing to carry out the positive traffic safety campaign. The project subsequently wrapped 36 signal boxes with traffic safety messaging using diverse images depending on location and the intended audience.</p> <p>The project also funded the production of a Vulnerable Road User video that focuses on educating law enforcement and the public on what vulnerable road users are and highlighting key Washington State laws. This video was distributed to all law enforcement agencies in Washington via the Washington Association of Sheriffs and Police Chiefs. It also aired 970 times on the BTV Channel along with four other video PSAs that aired an additional 2,897 times. Three Radio PSAs were produced that played on the Cascade Radio Group's four radio stations a total of 363 times.</p> <p>All media can be viewed on the city of Bellingham - Protecting Mobility for All website: https://cob.org/project/protecting-mobility-for-all. Lastly, the project manager, Carr Lanham attended three public events where he handed out Traffic Safety Rack Cards on Distracted Driving and Speed Awareness:</p> <ul style="list-style-type: none"> • April 29, 2023 - YMCA Bicycle Traffic Garden with the Whatcom Council of Governments • June 3, 2023 - Kids Safety Fair with Safe Kids Coalition at the Barkley Village Center • June 2023 - NW Washington Fair in Lynden, Washington 			
<u>Countermeasure</u> Community-Based Leadership to Increase Walker and Roller Safety	<u>Fund Source</u> 405h	<u>Amount Approved</u> \$60,000	<u>Amount Expended</u> \$42,619

<u>Fed Project #</u> PS23-04	<u>Project Title</u> Fife Walk, Run, and Roll Public Safety Announcement	<u>Program Manager</u> Jessie Knudsen	<u>Sub-Recipient</u> WTSC
<p>Description: The purpose of this project was to fund a bicycle and pedestrian campaign for the City of Fife residents. The City of Fife spans approximately five square miles. About 70 percent of Fife residents live within a 10-minute walk of a park. Additionally, there is a high percentage of Fife residents who live in multi-family housing, and more than 50 percent of those residents do not have private green space to play or recreate. The Fife Parks, Recreation and Aquatics Department (PRA) proposed this program to educate young people and the community about traffic safety through engaging activities, such as summer camp activities, traffic gardens, and online content.</p> <p>Results: Fife PRA made targeted efforts to reach drivers through online and printed content, as well as interactive signage near parks with messaging about keeping roadways safe for everyone. The project team connected signage language with the existing "Together We Get There" Campaign to encourage citizens to make positive choices while traveling. The project coordinator, Megan Jendrick, oversaw the hiring and training of staff and coordinated deliverables. Fife Police Department and the Tacoma Fire Department assisted with components of this project aimed at youth.</p> <p>Project staff completed the production and distribution of three video PSAs promoting safe driving, walking, and rolling practices through direct monthly mailers, and magazines mailed out to every Fife resident and businesses on a monthly basis. PSAs were also run online and distributed through email blasts to over 100,000 recipients. Educational traffic safety signage was placed in two parks and traffic safety messaging was delivered at summer camps where campers heard directly from a police officer regarding safe biking practices. Participants were also able to try out their skills on an actual bike course that was created. Additionally, safety booths were used to educate the public at seven community events which brought in over 12,000 people.</p> <p>All project goals were accomplished, including establishing temporary Traffic Gardens at Music in the Park Series (five events), summer camps, and one annual Harvest Festival, conducting a survey of Fife residents at events regarding interest in a more extensive traffic garden (to which we heard a resounding "yes"), the installation of 10 permanent signs within project focus area parks and an excellent turn out at City of Fife children's summer camps where participants learned the rules of the road from project partners, put their newly-learned skills to use riding their bikes and demonstrating safe behaviors with reflective equipment.</p>			
<u>Countermeasure</u> Community-Based Leadership to Increase Walker and Roller Safety	<u>Fund Source</u> 402	<u>Amount Approved</u> \$41,142	<u>Amount Expended</u> \$40,465

<p><u>Fed Project #</u> PS23-05</p>	<p><u>Project Title</u> Lewis and Cowlitz County Walker Roller Socioeconomic Standing (SES) Equity Project</p>	<p><u>Program Manager</u> Jessie Knudsen</p>	<p><u>Sub-Recipient</u> WTSC</p>
<p>Description: This project was developed to provide funding to support eligible grantees with existing partnerships in Cowlitz and Lewis Counties with low-income, disability, and BIPOC communities to design interventions to reduce the incidence of fatal and serious injury crashes involving people who walk or bicycle in geospatial “hot spots,” where statewide data showed a disproportionately high number of walker and wheeler fatalities. This project included a combination of education, community outreach, and enforcement and utilized various partners to carry out the work.</p> <p>Results: The Safety City education program saw over 800 elementary school participants. A school education program was also conducted for third grade classes in three low socioeconomic status schools. Additionally, a signage program in Castle Rock and monthly PSAs focusing on pedestrian and cyclist safety in Cowlitz and Lewis Counties was conducted to educate the Cowlitz and Lewis County public through an educational public awareness campaign that includes proactive community engagement, positive norms messaging, and geo-targeted media in data-based “hot spots.” Lastly, High Visibility crosswalk enforcement patrols were conducted for a total of 60 hours in Lewis County throughout the month of September 2023.</p>			
<p><u>Countermeasure</u> Community-Based Leadership to Increase Walker and Roller Safety</p>	<p><u>Fund Source</u> 402</p>	<p><u>Amount Approved</u> \$108,147</p>	<p><u>Amount Expended</u> \$50,057</p>

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
FHX23-13	Region 6 Walker Roller Equity Project	Jessie Knudsen	WTSC
<p>Description: This was a new project added to the FFY 2023 HPS through the amendment process. The purpose of the project was to develop and deliver a media campaign to educate the public about traffic laws regarding pedestrian and pedalcyclists laws and community norms regarding traffic safety. It created opportunities for first responders to engage with students and community members to educate them about walker roller laws relevant to drivers and pedestrians. This will be done through a public awareness campaign focused on:</p> <ul style="list-style-type: none"> • Clark County community members. • Unhoused residents of Clark County. <p>Results: State funding was used for this project in FFY 2023, and no federal funds were expended.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Community-Based Leadership to Increase Walker and Roller Safety	405h	\$97,000	\$0

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
FHX23-14	Spokane Walker Roller SES Equity Project	Jessie Knudsen	WTSC
<p>Description: This was a new project added to the FFY 2023 HPS through the amendment process. The purpose of this project was to support the goal of educating members of the public about the laws related to walker and roller safety through a public education and outreach campaign about safety for people walking and bicycling in Spokane County. Funding would leverage the project manager’s knowledge, experience and existing partnerships with low-income community partners to design interventions that reduce the incidence of fatal and serious injury crashes involving people who walk or bicycle (walkers and wheelers) in geospatial “hot spots,” where statewide data shows a disproportionately high number of walker and wheeler fatalities.</p> <p>Results: State funding was used for this project in FFY 2023, and no federal funds were expended.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Community-Based Leadership to Increase Walker and Roller Safety	405h	\$110,000	\$0

Planned Activity: Statewide Walker/Roller PCN Public Education Campaign

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
FHX23-08	Together We Get There Walker & Roller Campaign	Jessie Knudsen	WTSC
<p>Description: The purpose of this internal project was the creation of a new campaign consistent with the “Together We Get There” brand, focused on pedestrian and bicyclist safety. The campaign was intended to increase the number of drivers demonstrating safe and legal driving behaviors to improve pedestrian and bicyclist safety in areas where high rates of bicyclist and pedestrian fatalities and serious injuries occurred between 2016 and 2021. In addition, PSA messaging was to be designed to promote a humanized approach to pedestrians and bicyclists targeting the general public, and drivers of all ages, especially those who travel in densely populated counties and cities, or “hot spots,” where statewide data shows pedestrian and bicyclist serious injuries and fatalities most commonly occur.</p> <p>Results: The campaign generated over 61 million impressions through a mix of digital video and streaming audio, television, radio, transit, and gas topper ads. The majority of these impressions came from the transit advertising (33,352,840). The campaign leveraged its budget by 70 percent meaning that though it spent \$437,509 it achieved an advertising value of \$744,911. The mix of media tactics allowed the campaign to maximize the amount of people reached through different channels and mediums. For example, 3,601 television spots ran on 12 broadcast stations and over 47 cable networks across the state’s TV markets including Seattle/Tacoma, Spokane, and Yakima/Tri-Cities. This also resulted in 1,870 bonus (no charge) TV spots aired, leveraging the TV budget (\$110,000) by 75 percent (\$83,121) and resulting in \$193,455 in advertising value. Also, 2,246 radio spots ran on 14 stations across the state. (1,123 paid, 1,051 no charge). See the project file for a comprehensive report from PRR that contains images of media created for the campaign.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Growing Traffic Safety Culture around Walker and Roller Safety	405h	\$500,000	\$497,153

Planned Activity: Creation of New Together We Get There Branded Pedestrian and Bicyclist-Centered PSA

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
PS23-02	Together We Get There Walker & Roller Campaign	Jessie Knudsen	WTSC
<p>Description: This project paid for the creation of new content to promote walker and roller safety using the Together We Get There brand and approach. The new content theme was "Drive Like a Pro" and was done in a professional sports promotion style.</p>			

Results: The funding paid for the creation of a suite of new assets including (in English) a TV and digital streaming video, two radio spots, two video shorts, two digital ads, and two print ads. In Spanish, there were two video ads, two radio spots, two digital ads, and two print ads - all transcreated. The English and Spanish videos can be viewed here:

Spanish: <https://vimeo.com/prr/review/838088451/ddbd6472c2>

English: <https://vimeo.com/prr/review/834551944/842b43bf3f>

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Growing Traffic Safety Culture around Walker and Roller Safety	402	\$200,000	\$189,936

5.11 DISTRACTED DRIVING

Problem Statement

The 2022 WTSC roadside observation survey showed most Washington drivers (90 percent) do not drive distracted. However, in 2022, 98 traffic fatalities still involved a distracted driver, which is often an under-reported crash variable. Fatalities involving a distracted driver represented 13 percent of all traffic fatalities in 2022.

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.

Focus Populations

Small and Medium Employers: Employee distracted driving poses a serious liability risk for business owners and can have significant financial consequences. Establishing a focused driving policy and educating employees about the law and distracted driving dangers can improve safety on the job and at home.

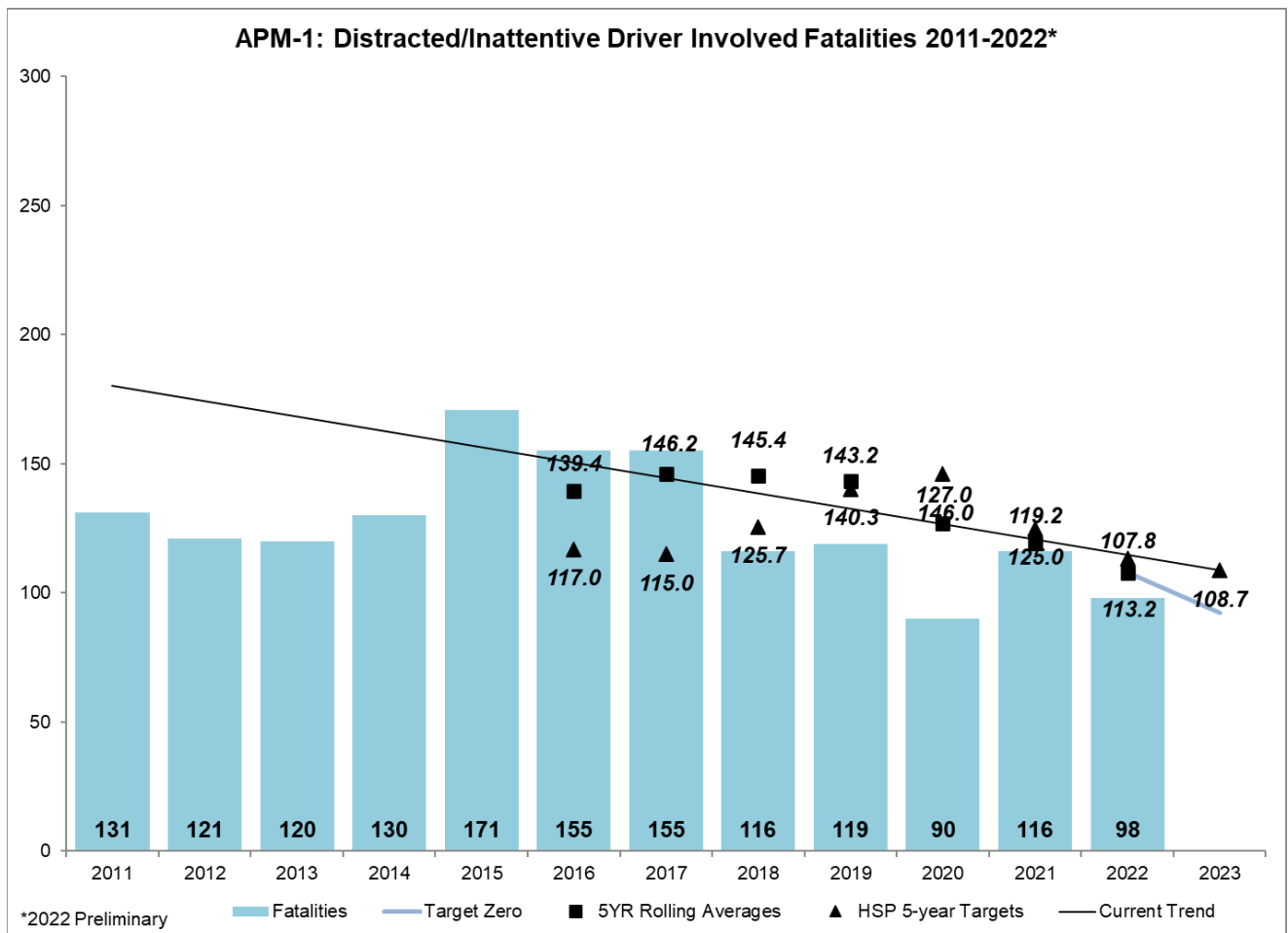
Commercial Drivers: Commercial Drivers most at risk of driving distracted are also likely to fail to wear their seat belt and are also more likely to speed, increasing the risk for serious injury or death for themselves and others.

King County Drivers: King County is the highest populated county in the state and has strong potential for a high number of distracted drivers. Driving distracted was a factor in 24 of 138 King County fatalities in 2021.

Associated Performance Measures: APM-1

Assessment of State’s Progress in Achieving Performance Targets

APM-1: The 2023 target included in the FFY 2023 HSP for distracted/inattentive driver-involved fatalities was 108.7 (2018-2022 rolling average value). This target was set by predicting distracted/inattentive driver involved fatalities in 2022 and 2023 would be 109, then using these predicted values to calculate the five-year rolling average value based on the data available at the time the target was set (2018 – preliminary 2021). According to the most recent available data, the target remains in progress. To reach the 2019-2023 rolling average target of 108.7, the total number of distracted/inattentive driver-involved fatalities in 2023 would have to be less than 121. To date there have been 119 distracted/inattentive driver-involved fatalities, therefore this target remains IN PROGRESS.



FFY 2023 Countermeasures and Planned Activities

Planned Activity: Conduct Enforcement

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M1*DD23-01	King County Distracted Driving Prevention Campaign	Janine Koffel	Kent Police Department
<p>Description: This project was a distracted driving prevention campaign focused on King County. It involved the King County Task Force planning HVE patrols in the spring and summer, an annual survey to measure the success of the project, and an educational campaign using traditional and social media to inform the public about the dangers of distracted driving.</p> <p>Results: The project demonstrated increased motorist perception of risk while driving distracted and citations for distracted driving increased during the project time period. This project has been funded for several years and data suggests that there is a decline in distracted driving as a factor in fatal crashes. Although there were 101 fatal crashes in 2018 in King County and 149 in 2022 – a 48 percent increase, the percentage of fatal crashes due to distracted driving has decreased in the past few years. The percentage of fatal crashes involving distracted driving increased from 2018 to 2019 (17 percent to 23 percent), then steadily declined to 12 percent in 2022. Overall, King County crash data from 2018 to 2022 show a downward trend in fatal crashes due to distracted driving. See the law enforcement statistics below for more details on the HVE aspects of the project.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Traffic Safety Enforcement	405b	\$150,000	\$98,845

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>																
M1*DD23-02	WSP Block – Distracted Driving	Jerry Noviello	Washington State Patrol																
<p>Description: The WSP Distracted Driving Enforcement project funded overtime for WSP to participate during the national distracted driving emphasis patrol period. Overtime activities were often in collaboration with local law enforcement agencies throughout the state.</p> <p>Results: The following table contains a selection of enforcement accomplishments resulting from this project.</p> <table border="1"> <thead> <tr> <th>Hours</th> <th>695.2</th> <th>DUI Arrests</th> <th>5</th> </tr> </thead> <tbody> <tr> <td>Total Contacts</td> <td>1,424</td> <td>Speeding Citations</td> <td>298</td> </tr> <tr> <td>Total Citations</td> <td>657</td> <td>Seat Belt Citations</td> <td>86</td> </tr> <tr> <td>Total Warnings</td> <td>1,081</td> <td>Cell Phone Use Citations</td> <td>273</td> </tr> </tbody> </table>				Hours	695.2	DUI Arrests	5	Total Contacts	1,424	Speeding Citations	298	Total Citations	657	Seat Belt Citations	86	Total Warnings	1,081	Cell Phone Use Citations	273
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<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>																
Traffic Safety Enforcement	405b	\$100,000	\$97,070																

Planned Activity: Conduct Enforcement

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
PM23-03	Distracted Driving Media Campaign	Erica Stineman	WTSC
<p>Description: This grant provided funding for media support of the distracted driving traffic safety enforcement program.</p> <p>Results: The distracted driving campaign included a mix of TV, radio, digital, and social ads. There were 8,656 spots that ran resulting in 52.6 million impressions. In addition to English and Spanish ads, the “Together We Get There” radio PSA was translated into Mandarin, Cantonese, Russian, Vietnamese, Tagalog, Korean, and Somali and these ads aired on community-based media radio programs to target audiences who speak those languages.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Traffic Safety Enforcement	402	\$400,000	\$346,379

Planned Activity: Employer Engagement Marketing Plan Support

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M1*CP23-01	Execution of Toolkit Marketing Plan	Janine Koffel	WTSC
<p>Description: This project resulted in the completion of the Distracted Driving Policy Employer toolkit. The toolkit was added to the https://drivefocusedatwork.com/website. The project timeline was to include piloting the materials to give the developer feedback about the utility of the component, parts, which did not happen due to production delays, specifically with identifying and developing a means of offering an anonymous survey tool. An amendment was requested and approved to change the scope and decrease the grant amount.</p> <p>Results: The toolkit was successfully completed, and the website was updated to reflect all new materials and content, including an anonymous survey platform that provides employees a safe and secure way to report personal attitudes, beliefs, and behaviors. A workplace summary report is provided to employers to assist in developing or revising a workplace distracted driving prevention policy.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Employer Engagement	405b	\$5,330	\$6,158

Planned Activity: TREDS Training

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M1*CP23-02	TREDS Training	Janine Koffel	WTSC
<p>Description: This project was intended to provide funding for distracted driving training for commercial vehicle drivers and law enforcement in the state through the Training, Research, and Education for Driving Safety (TREDS) program from the University of California in San Diego. On-the-job driving is the focus of these trainings. The trainings are designed to train trainers to advance these lessons in their individual units or businesses.</p> <p>Results: This project was not implemented due to the TREDS program staff not having the time within the 2021 fiscal year to provide the trainings. WTSC spent time on this project updating the California training materials with Washington State data and the information was provided to the University.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Traffic Safety Enforcement	405b	\$25,000	\$0

Planned Activity: Distracted Driving Symposium/Training

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M1*DD23-03	Distracted Driving Symposium/Training	Janine Koffel	WTSC
<p>Description: The purpose of this project was to provide training and conference opportunities to distracted driving partners and stakeholders.</p> <p>Results: This was a carry-over project from a previous program plan that was never fully developed into a proposal. Due to the pandemic, the decision was made not to hold the symposium and during the FY2023 there wasn't staffing support available to develop or execute the plan for one.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Leadership Development	405b	\$30,000	\$0

5.12 RESEARCH AND DATA

Problem Statement

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 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. Providing grantees with the proper tools, resources, and accessories is essential and supports the ability to collect and analyze survey data. Surveys offer important information regarding short-term and intermediate-term outcomes of programming efforts focusing on behavior change and establish the logical link between behavior change programs and ultimate reductions in traffic fatal and serious injuries.

Focus Population

Traffic safety professionals engaged in targeted program planning and resource allocation is this program's focus population. Professionals engaged in research activities across different disciplines that intersect with traffic safety (engineering, public health, etc.) are partners in carrying out the work.

FFY 2023 Countermeasures and Planned Activities

Planned Activity: Perform Research and Analysis

<u>Fed Project #</u> TR23-02	<u>Project Title</u> RADD Support	<u>Program Manager</u> Staci Hoff	<u>Sub-Recipient</u> WTSC
<p>Description: Quality data, research, and evaluation are the foundation for traffic safety programs. Beyond collecting and storing data, it is vital to ensure that data is accurate and complete, and in turn is analyzed appropriately to support the identification and implementation of effective traffic safety strategies, and to ensure the continuous effectiveness of existing programs. Traffic safety professionals across the state require a source of quality data and analytical support in order to reach our goal of Target Zero. To meet this need, the Research and Data Division of the Washington Traffic Safety Commission was developed with allocated staff and resources. This project ensured Research and Data Division (RADD) had the needed data and resources to conduct research and maintain quality data products. Project funds were used to support RADD in purchasing the necessary software licenses, data products, journal articles, other agency fees for data services, and other support items needed to conduct research and analysis. The RADD completed an agreement with Consolidated Technology Services (CTS) to perform the site sampling protocol for the seat belt observation survey. An amendment was requested and approved to increase the grant amount.</p>			

Results: RADD was able to obtain the software licenses, literature resources, and pay data fees associated with data access and Washington State Institutional Review Board fees for our data partners. CTS successfully completed the seat belt survey site selection method, and the new sample was certified by NHTSA in February 2023, and data was collected at the new sites in June 2023.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Conduct Research Using Traffic Records Data	402	\$30,000	\$27,838

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
TR23-03	Research Grant Program	Staci Hoff	WTSC

Description: The research program seeks to fund state agency and university research partners for conducting research and analysis. These activities will provide traffic safety professionals with the information needed to make informed programming decisions and evaluate the effectiveness of those efforts. Amendments were requested and approved to increase the grant amount.

Results: In FFY 2023, five research grants were awarded, one to the Department of Health (DOH) partnering with the Northwest Portland Area Indian Health Board (NPAIHB) to improve and analyze Native American race coding in the emergency department data. This project concluded and the results have been published and will be presented to the Traffic Records Governance Council. Two projects were funded with the University of Washington (UW) and two with Washington State University (WSU). UW is conducting research projects related to (1) eScooter injuries and (2) high-risk multi-collision involved drivers. Both projects are continuing in FFY 2024. WSU is conducting research projects related to (1) Washington's DRE program and (2) evaluating the Yakima County DUI court. Both projects are continuing in FFY 2024.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Conduct Research Using Traffic Records Data	402	\$587,353	\$465,085

Planned Activity: Collect and Analyze Survey Data

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
TR23-04	Observational Surveys	Staci Hoff	WTSC
<p>Description: Almeida Consulting and Training (ACT) is the WTSC contractor for performing observation surveys. ACT performs the annual seat belt observation survey used for 405b funding determinations. In addition, ACT conducts an annual distracted driver observation survey and other observation surveys as needed. Amendments were requested and approved to increase the grant amount.</p> <p>Results: ACT conducted the seat belt and distracted driver survey in June 2023 at the new five-year sites sample approved by NHTSA in February 2023. The data has been received and is being analyzed by WTSC. In addition, we conducted a speeding in school zone observation survey at over 130 schools who opted into the survey. ACT worked with the King County task force to perform pre- and post- non-motorist/driver observation surveys on Pacific Highway surrounding a public education and enforcement campaign focusing on non-motorist safety. And finally, ACT conducted a child passenger observation/intercept survey at eight retail locations. This project recently concluded, and the data is being reviewed and analyzed.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Conduct Research Using Traffic Records Data	402	\$312,420	\$274,218

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M1*TR23-01	Statewide Traffic Safety Survey	Staci Hoff	WTSC
<p>Description: This project is the data collection vehicle for understanding traffic safety behaviors and evaluating behavioral program efforts by conducting an annual statewide survey. These funds are disbursed through a vendor contract with Market Decisions, LLC, the successful vendor identified through a WTSC procurement. An amendment was requested and approved to increase the grant amount.</p> <p>Results: FFY 2023 was the first year of data collection. The vendor successfully developed the online and paper survey data collection instruments, deployed an address-based sampling method combined with online sampling, and provided ready-to-deploy statewide and target zero manager region infographics, data compendiums, technical documentation, and raw weighted and unweighted data files for further analysis. In year one of the survey, we collected responses from 10,964 Washingtonians representing responses from all 39 Washington counties and over 350 responses for each target zero manager region. The infographics and data compendiums have already been distributed via the WTSC website, and we are currently working on loading the year one results into interactive dashboards.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Conduct Research Using Traffic Records Data	405b	\$303,977	\$277,604

5.13 TRAFFIC RECORDS

Problem Statement

The traffic records program brings together core traffic records systems partners. It provides grants for improving timely, accurate, complete, uniform, integrated, and accessible traffic records for the crash, driver, vehicle, roadway, injury surveillance, and citation and adjudication data systems. Potential barriers to the success of the traffic records program include:

- Archaic systems can hinder the success of the traffic records program. Traffic records systems are comprised of the software, processes, equipment, and staff that create, manage, and analyze traffic records data. Over time, technology improves, systems become outmoded, and databases degrade.
- Irrelevant, incorrect, or incomplete data can hinder the success of the traffic records program. WTSC programs allocate funds based on data generated by traffic records systems. Without a cohesive, robust traffic records program, data-driven funding decisions cannot be made.
- An ineffectual Traffic Records Governance Council (TRGC) can hinder the success of the traffic records program. The TRGC is comprised of stakeholders and partner agencies that represent the core safety databases of the crash, driver, vehicle, roadway, injury surveillance, and citation and adjudication. Without an actively engaged TRGC, proper deployment of knowledge and resources cannot effectively occur.

Focus Populations

In the context of the traffic records program, the focus populations are the agencies and organizations that contribute to, own, maintain, and manage the six core systems that make up Washington's traffic data ecosystem:

- Department of Licensing
 - Driver data
 - Vehicle data
- Washington State Department of Transportation
 - Crash data
 - Roadway data
- County Road Administration Board
 - Roadway data
- Washington State Patrol/Washington Association of Police Chiefs and Sheriffs
 - Citation data
 - Crash data
- Department of Health
 - Emergency management systems data
 - Hospital data
 - Trauma registry
 - Emergency room data
- Administrative Office of the Courts
 - Adjudication data
- Office of Financial Management

- Traffic Records Integration Program
- Washington Technology Solutions
 - Justice Information Network Data Exchange

Associated Performance Measures: TR-1

The Washington Emergency Management Services Information System (WEMSIS) is the state's prehospital data repository for electronic patient care records. Electronic prehospital data collection assists service, county, region, and state efforts to monitor, evaluate, and assess field experiences, patient care, and the Emergency Management System (EMS) system as a whole. WEMSIS is a Web-based program. The DOH may provide access to an EMS/fire service account to begin collecting data electronically. Other services using an agency's own National Emergency Medical Services Information System (NEMSIS) Gold-compliant vendor laterally submit data to WEMSIS. Currently, WEMSIS participation is not required therefore the Traffic Records Governance Council relies on DOH to track and report on overall EMS reporting. The TR-1 measure tracks the estimated total EMS response volume captured in WEMSIS.

Assessment of State's Progress in Achieving Performance Targets

As of April 2023, DOH estimates that approximately 92 percent of statewide EMS volume are now being reported to the WEMSIS. There has been no change since last year when there was a 1 percent increase. Efforts continue to encourage consistent and ongoing reporting of EMS agencies already signed up to report and onboarding additional EMS service providers. A monthly update of this measure is provided at <https://doh.wa.gov/public-health-healthcare-providers/emergency-medical-services-ems-systems/wemsis-ems-data-registry/data-and-reports>.

FFY 2023 Countermeasures and Planned Activities

Planned Activity: Improve the Data Attributes of Core Traffic Records Systems

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M3DA23-01	AOC – DOL Data Exchange Enhancement	Peter Corier	Administrative Office of the Courts
<p>Description: The purpose of this project was for the Administrative Office of the Courts (AOC) to collect, integrate, and exchange required data elements related to traffic citations to the DOL, which would significantly improve efficiency for the superior and limited jurisdiction courts while promoting data completeness, timeliness and accuracy for records transmitted to DOL on impaired driving cases. An amendment was requested and approved to increase the grant amount.</p> <p>Results: Staffing and recruitment issues have plagued this project. So much so that AOC was unable to complete any milestones during this fiscal year. As part of a multi-year project, AOC has received permission from the TRGC to move the entire scope of the project back by one year. An amendment is currently underway to adjust the scope of work and period of performance to reflect these changes.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Traffic Data Systems Improvement	405c	\$411,016	\$0
<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M3DA23-02	CRAB GIS-Mo Training	Peter Corier	County Road Admin. Board
<p>Description: The County Road Administration Board (CRAB) utilizes geographic information system mobility (GIS-Mo) software to collect and manage county road infrastructure data. CRAB staff and county workers require ongoing training to ensure the data are being properly logged into GIS-Mo. Without proper training, the data quality will be adversely affected. This project will facilitate the creation of GIS-Mo training materials, establish training guidelines for counties, and standardize data inputs into GIS-Mo.</p> <p>Results: This is a two-year project. The initial milestones and deliverables from FFY 2023 were focused on Request for Proposal creation, vendor selection, and vendor contracting. None of which were activities the grantee intended seeking reimbursement for. The business and technical requirements gathering for which the vendor would be used were not due until the end of FFY 2023. Delays in vendor selection caused the timeline to slip and push the business and technical requirements gathering from late FFY 2023 into early FFY 2024.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Traffic Data Systems Improvement	405c	\$100,000	\$0

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M3DA23-03	DOH RHINO	Peter Corier	Department of Health
<p>Description: Washington established reporting requirements for emergency department data specified in RCW 43.70.057 for submission to DOH for the Rapid Health Information Network (RHINO). DOH is heavily engaged in rule-making efforts to implement the new statutory reporting requirements which include provisions for data sharing. The value of data use is dependent on data sharing with many stakeholders and having the technical ability and resources to use the data in a meaningful way. Without meaningful data analysis and surveillance, we are limited in our understanding of factors contributing to visits and hospitalizations for traffic injury. During the 2022-2023 grant year, the RHINO team worked with all 99 emergency departments in the state to keep the production quality data in the Electronic Surveillance System for the Early Notification of Community-Based Epidemics (ESSENCE) system despite challenges including Electronic Medical Record (EMR) vendor migrations, Health Information Exchange transport system overhauls, and cyberattacks that required massive data backfills. Stronger relationships with our contacts within data-providing facilities have been forged, and the team's new EMR project shows promise in furthering this goal. Two factsheets have been developed and published on the RHINO public-facing web page. Successful linkages with the Comprehensive Hospital Abstract Reporting System (CHARS) and WEMSIS programs' data sets have been completed, and Driver & Support Assistance (DSA) updates are underway to enable this work to continue.</p> <p>Results: Over 40 trainings were delivered to a diverse range of audiences, including individual users, local health jurisdictions, data providers, other state health departments, and even international partners. A query titled "Center for Disease Control and Prevention (CDC) Pedestrian Motor Vehicle Traffic Injury v1" was validated in cooperation with the CDC and is now published in the National Syndromic Surveillance Program (NSSP) Knowledge Repository. A factsheet template was developed, and two traffic-related injury factsheets have been published on the RHINO web page. Finally, RHINO data has been incorporated into the TRIP program's system in a way that fulfills the needs of TRIP while abiding by the RHINO program's statutory limitations.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Traffic Data Systems Improvement	405c	\$164,620	\$150,388

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M3DA23-04	DOH WEMSIS	Peter Corier	Department of Health
<p>Description: During the grant year the WEMSIS team continued data quality reporting, stakeholder engagement, and data presentations at the state, regional, and county level. In the next grant period, the team will present regional motor vehicle accident data in WEMSIS and widely update WEMSIS stakeholders on data quality efforts.</p> <p>Results: WTSC funded activities during this fiscal year allowed for wider engagement with stakeholders and EMS quality improvement staff. Local and regional quality improvement</p>			

committees have included WEMSIS data quality improvement efforts in their strategic plans; including using data locally to inform public health interventions. WEMSIS data has improved and is considered a resource throughout the state.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Traffic Data Systems Improvement	405c	\$342,935	\$188,032

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M3DA23-05	DOL Data Catalog	Peter Corier	Department of Licensing

Description: The Department of Licensing (DOL) Data Stewardship Team desires to purchase a data catalog to improve the accuracy of vehicle and driver data. Improvement of data quality will result in enhanced traffic safety research and operations for all those who rely upon DOL data. Driver and vehicle data are critical elements in the larger ecosystem of traffic safety data in Washington. Traffic safety researchers at DOL and other state agencies utilize DOL data to better understand crash trends and identify factors associated with collisions. Being able to effectively combine data elements with crash datasets from other agencies (such as WSDOT and WTSC) is essential for being able to fully analyze and assess traffic safety issues. As of October 2021, DOL has a fully staffed team of Data Stewards tasked with the goal of bringing DOL data to a governed state. However, the team is constrained by not having funds to purchase a data catalog and therefore, currently relies upon numerous less-effective tools to organize and store data. With a data catalog, the team could continue classifying business data elements, their metadata, and practice more effective vocabulary management within a platform built specifically for this purpose. Further, a data catalog would allow DOL to better monitor, assess, and record data quality dimension metrics and work towards the resolution of issues. As DOL's data quality improves, so do the contributions to traffic safety through reporting and open data, benefiting organizations and individuals of Washington State and beyond.

Results: DOL successfully procured and implemented the Informatica Data Catalog within budget and on time. DOL Research and Analysis Office determined that there are 11 tables with high impact Target Zero related (driver and vehicle) data. All 11 tables have been added to our data catalog and DOL started creating data quality rules and running data quality jobs. Additionally, DOL added descriptions for the high impact columns/data elements within the data catalog.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Traffic Data Systems Improvement	405c	\$106,000	\$89,513

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M3DA23-06	DOL Legal Case Management Feasibility Study	Peter Corier	Department of Licensing
<p>Description: The DOL will contract with a third-party vendor to analyze the Hearings Unit's current case management systems and the website interface with litigants. This analysis will include interviewing internal users and various external stakeholders. Based on the results of the case system evaluation and interviews, the third-party vendor will produce a Feasibility and Readiness Study containing recommendations related to establishing performance measures for the legal case management system and website interface. Ideally, after the delivery of the Feasibility and Readiness Study, DOL will begin designing, building, testing, and launching a new legal case management system and website.</p> <p>Results: The DOL vendor, Treinen, worked with the DOL Hearings and Interviews Unit to map processes, generate a list of must-have software characteristics, and solicit potential software vendor information and pricing estimates.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Traffic Data Systems Improvement	405c	\$200,000	\$79,904

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M3DA23-07	OFM – Traffic Records Data Integration	Peter Corier	Office of Financial Management
<p>Description: The Office of Financial Management (OFM) manages the state's Traffic Records Integration Program (TRIP) due to the knowledge, experience, and resources demonstrated in developing and managing complex integrated state data systems. During Year four, OFM focused on the TRIP data governance and sharing activities and data integration activities, including new acquisition and linkage of data extracts from source agencies which includes AOC, WSDOT, DOL, WSP, and DOH. This year, OFM received Washington State Institutional Review Board (WSIRB) approval for the TRIP repository application; hired a new researcher; completed the Strategic Plan; launched a new website (with new dashboards), drafted a Data Governance Manual, and started a learning series about the integration of the data.</p> <p>Results: The TRIP successes within this year:</p> <ul style="list-style-type: none"> • Included new acquisition and linkage of data extracts from source agencies which includes AOC, WSDOT, DOL, WSP, and DOH • Full integration of the DOH WEMISIS data • Received WSIRB approval for the TRIP repository application • Received fully signed, updated, and executed contracts with all data partners • Hired a new researcher • Completed the Strategic Plan, data resources, brand new website (with new dashboards) Data Governance Manual, and started a learning series about the integration of the data • Completed new data quality documents 			

- Held TRIP meetings
- Supported OFM's first true external research project
- Started the application process to work on the first true internal research project
- Worked with data partners to discuss new data feeds as well as new data to enhance and update the TRIP repository with more and relevant data

Countermeasure	Fund Source	Amount Approved	Amount Expended
Traffic Data Systems Improvement	405c	\$267,433	\$235,299

Fed Project #	Project Title	Program Manager	Sub-Recipient
M3DA23-08	WSP SECTOR 24X7	Peter Corier	Washington State Patrol

Description: The intent of this project was to maintain processes to provide 24x7 coverage for the Statewide Electronic Collision & Tickets Online Records (SECTOR) application in the event of a total interruption in service.

Results: The grant funds enabled the WSP to provide 24/7 after-hours support for the SECTOR application. There were no calls for service outside regular working hours during this reporting period.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Traffic Data Systems Improvement	405c	\$16,557	\$15,273

Fed Project #	Project Title	Program Manager	Sub-Recipient
M3DA23-09	WSP Washington Requests for Electronic Collision Records Replacement	Peter Corier	Washington State Patrol

Description: The SECTOR system sought a qualified vendor to provide an application, technical expertise, and support to replace the existing Collision Diagram tool. The selected vendor is expected during this ongoing project to provide an application that meets or exceeds the functionality of the current collision diagramming tool including the use of existing location templates, integration assistance, a training module, and application maintenance and support.

Results: This project was completed to replace the aging SmartRoads Collision Diagram software with a newer application called FARO Zone 2D. FARO Zone 2D was successfully deployed to the SECTOR Client application.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Traffic Data Systems Improvement	405c	\$227,970	\$225,566

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M3DA23-10	WSP Washington Requests for Electronic Collision Records Replacement	Peter Corier	Washington State Patrol
<p>Description: The goal of the project is to replace the current aging Washington Requests for Electronic Collisions Records (WRECR) system with a state-of-the-art records management system designed with robust technology and advanced analytical and reporting capabilities. After unforeseen delays, the Request for Proposals (RFP) and vendor selection process was successful. During the late part of September continuing through October, detailed contract negotiations have been ongoing. A finalized contract is expected by mid-November 2023. Work is set to begin immediately following. The successful vendor has completed two recent projects for the Criminal Records Division (CRD) and Firearms Background Division and understands the processes of CRD and WSP and IT structure of WSP which ensures a fast start on the project. The vendor continues to be confident in their delivery schedule of six months to complete the project of the WRECR replacement. An amendment was requested and approved to increase the grant amount.</p> <p>Results: Delays securing the vendor have pushed the timeline. The project was funded as a multi-year project scheduled to be fully completed on or before September 30, 2024.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Traffic Data Systems Improvement	405c	\$323,000	\$63,853

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
TR23-05	Traffic Records Training and Coordination	Peter Corier	WTSC
<p>Description: The intent of this project was to provide for training needs and tools for coordination by the Traffic Records Governance Council (TRGC) and its committees, including:</p> <ol style="list-style-type: none"> 1) Attendance at the Traffic Records Forum for TRGC and committee members. 2) Maintenance and improvement of collaboration tools for the TRGC and its committees. <p>Results: Ten attendees were sent to traffic records-related trainings. One to the Transportation Research Board annual meeting in Washington DC, and nine to the Traffic Records Forum in Nashville. Box subscription was successfully remitted.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Traffic Data Systems Improvement	402	\$40,000	\$20,984

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
M3DA23-12	WaTech JINDEX Resourcing	Peter Corier	WaTech
<p>Description: This was a new project added to the FFY 2023 HSP through the amendment process. The purpose of the project was to recruit, train, and maintain a Justice Information Network Data Exchange (JINDEX/MS BizTalk Administrator. JINDEX is the interface between crash and citation data from investigating agencies and crash and citation data routing to licensing and courts. Therefore, crash, citation, adjudication, and licensing systems all rely on the JINDEX interface.</p> <p>Results: A JINDEX/MSBizTalk Administrator was recruited, trained, and is currently being maintained.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Traffic Data Systems Improvement	405c	\$67,000	\$50,410

ACRONYM LIST

Acronym	Meaning
3HSP	Triennial Highway Safety Plan
AAA	American Automobile Association
ABATE	American Bikers Aimed Toward Education
ABS	Adress based sampling
ACT	Almeida Consulting and Training
AGA	Annual Grant Application
AIAN	American Indian Alaska Native
AOC	Administrative Office of the Courts
APM	Associated Performance Measures
ARIDE	Advanced Roadside Impaired Driving Enforcement
BAC	Blood Alcohol Content
BIL	Bipartisan Infrastructure Law
BIPOC	Black Indigenous People of Color
BLEA	Business Law Enforcement Alliance
CDC	Centers for Disease Control
CDL	Commercial Driver Licenses
CBO	Community Based Organizations
CEU	Continuing Education Units
CFC	Coded Fatal Crash
CHARS	Comprehensive Hospital Abstract Reporting System
CHSC	Center for Health and Safety Culture
CJATSC	Cooper Jones Active Transportation Council
CJTC	Criminal Justice Training Center
CPS	Child Passenger Safety
CPST	Child Passenger Safety Technician
CRAB	County Road Administration Board
CRD	Criminal Records Division
CRSS	Crash Report Sampling System
CTS	Consolidated Technology Services
DCYF	Department of Child Youth & Family
DOH	Department of Health
DOL	Department of Licensing
DRE	Drug Recognition Expert
DSA	Driver & Support Assistance
DUI	Driving Under the Influence (also referred to as DWI)
EHM	Electric Home Monitoring
EMR	Electronic Medical Record

Acronym	Meaning
EMS	Emergency Medical Services
ESSENCE	Electronic Surveillance System for the Early Notification of Community-Based Epidemics
FARS	Fatality Analysis Reporting System
FCR	Fatal Case Review
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration
GDL	Graduated Driver Licensing
GHSA	Governors Highway Safety Association
GIS-MO	Geographic Information System Mobility
HSP	Highway Safety Plan
HVE	High Visibility Enforcement
JINDEX	Justice Information Network Data Exchange
IDTC	Impaired Driving Training Coordinator
IDTS	Impaired Driving and Traffic Safety
IIP	Ignition Interlock Program
LCB	Liquor and Cannabis Board, Washington
LEL	Law Enforcement Liaison
MDR	Market Decisions Research
MIDU	Mobile Impaired Driving Unit
MRSC	Municipal Research Services Center
MPH	Miles Per Hour
MSU	Montana State University
NEMSIS	National Emergency Medical Services Information System
NHTSA	National Highway Traffic Safety Administration
NPAIHB	Northwest Portland Area Indian Health Board
OFM	Office of Financial Management
PCN	Positive Community Norms
PD	Police Department
PRA	Parks, Recreation and Aquatics Department, Fife
PSA	Public Service Announcements
PTSC	Proactive Traffic Safety Culture
RADD	Research and Data Division
RCW	Revised Code of Washington
RFP	Request for Proposals
RHINO	Rapid Health Information Network
SAND	Safer Access to Neighborhood Destination
SCRAM	Secure Continuous Remote Alcohol Monitoring
SECTOR	Statewide Electronic Collision & Ticket Online Records
SES	Socioeconomic Standing

Acronym	Meaning
SFST	Standardized Field Sobriety Test
SHSP	Strategic Highway Safety Plan
SMAC	Speed Management Advisory Cooperative
SMSA	State Motorcycle Safety Association
SOTP	Science of the Positive
SPD	Seattle Police Department
TDS	Teens in the Driver Seat
THC	Tetrahydrocannabinol
TRCC	Traffic Records Coordinating Committee
TREDS	Training, Research and Education for Driving Safety
TRGC	Traffic Records Governance Council
TRIP	Traffic Records Integration Program
TSEP	Traffic Safety Enforcement Program
TSRP	Traffic Safety Resource Prosecutor
TTI	Texas A&M Transportation Institute
TTPO	Tribal Transportation Planning Organization
TWGT	Together We Get There
TZM	Target Zero Manager
TZP	Target Zero Plan
UW	University of Washington
USDOT	U.S. Department of Transportation
UW	University of Washington
VMT	Vehicle Miles Traveled
WAC	Washington Administrative Code
WAPA	Washington Association of Prosecuting Attorney's Office
WASPC	Washington Association of Sheriffs and Police Chiefs
WEMS	WTSC Grants Management System
WEMESIS	Washington Emergency Medical Services Information System
WRECR	Washington Requests for Electronic Collisions Records
WSDOT	Washington State Department of Transportation
WSIRB	Washington State Institutional Review Board
WSP	Washington State Patrol
WSU	Washington State University
WTSC	Washington Traffic Safety Commission
YDS	You in the Driver's Seat

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