

Washington State Highway Safety



WASHINGTON
Traffic Safety
COMMISSION

2011

Annual Report



version 1.0

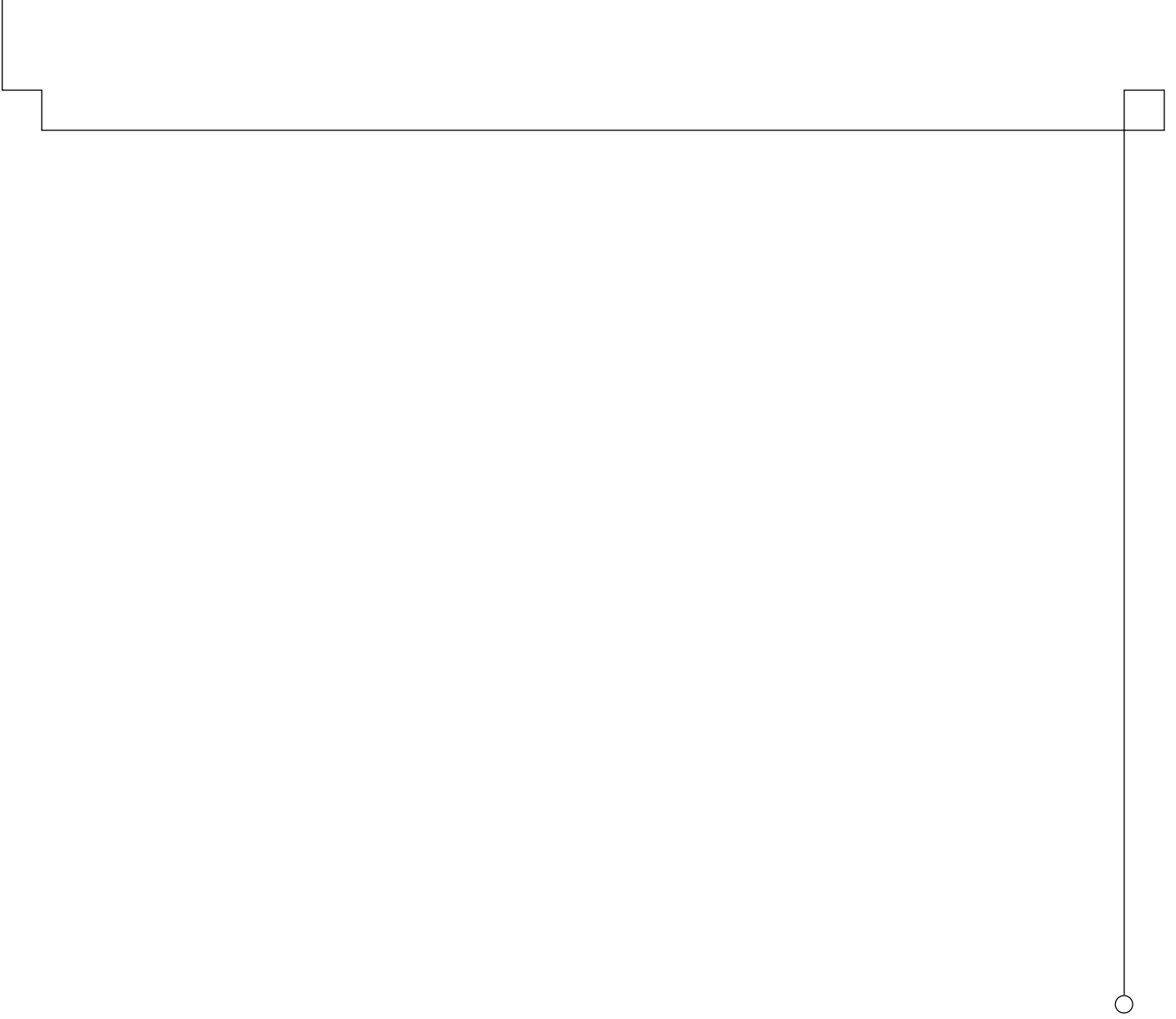


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Executive Summary

The past year presented several opportunities and challenges for Washington's traffic safety partners and stakeholders when working to reduce the numbers of those killed and seriously injured on our state's roadways. The safety community was challenged to meet annual safety goals in an environment of diminishing resources. Several factors contributed to Washington's achievement of program goals and a reduction in the numbers of those killed in traffic crashes. The cornerstone of this success was the ongoing implementation of Target Zero. This strategic plan for highway safety provides the leadership framework that guides Tribal, state, and local governments, non-profit organizations, and private industry partners to work in concert and achieve safety goals with existing resources.

Target Zero uses the best available data and analytical tools to identify the traffic safety problems where the most lives can be saved. This data-driven process establishes safety priorities where the investment of resources nets the greatest return. Annual safety projects are then implemented via methods proven to generate desired safety outcomes. This problem identification process and resource allocation model ensures Washington invests safety resources in direct alignment with its safety priorities. Therefore, the Target Zero strategy results in a traffic safety system whose achievements equals more than the sum of its individual program outcomes.

Two of the most significant traffic safety accomplishments for 2010 include:

- The number of lives lost on Washington roads reduced by 32 from the previous year (492 in 2009 to 460 in 2010) which exceeds the Target Zero annual goal of 26 lives saved. This represents the fifth year in a row where our state has realized a significant reduction in the numbers of those killed in traffic crashes.
- The lowest "death rate" in Washington's recorded history - 0.80 deaths per 100 million vehicle miles traveled. Our state has tracked this safety performance measure since 1910, and this year's death rate places Washington as one of the lowest in the nation in 2010.



The cumulative outcome of this work means that in the past five years 204 fewer people died on our roadways than might have been expected from the previous fatality trend. While encouraging, this reduced number doesn't indicate success. Clearly we have more work to do in order to achieve our vision of Target Zero: zero deaths and serious injuries by the year 2030.

This report documents the successes realized in past year by outlining the accomplishments in each element of Washington's integrated traffic safety system. Additionally, the report provides a summary of traffic safety investments made throughout the past year, including an update on 2011 legislative accomplishments. The 2011 report closes with "Looking to the Future" by describing the innovative traffic safety initiatives that will keep Washington on track to achieve the vision of Target Zero by 2030.

Washington State Traffic Safety Laws Enacted in 2011

This list of partial bill reports was compiled by WTSC staff to provide general information about some changes in traffic law following the 2011 Legislative Session. This list is neither a complete list of all the bills that may have traffic safety implications nor a reliable legal analysis. For a bill's history, full text, full final bill report/analysis and other related documents go to: <http://apps.leg.wa.gov/billinfo> and enter the bill number.

SHB 1103: Vehicle Television Viewers

FINAL BILL REPORT

SHB 1103

C 368 L 11

Brief Description: Modifying the use of television viewers in motor vehicles.

Summary: The requirement is removed that equipment capable of receiving a television broadcast be located behind the driver's seat. Instead, no person is allowed to operate a motor vehicle with equipment capable of receiving a television broadcast when the moving images are visible to the driver while the motor vehicle is on a public road. An exemption is provided for live video of the motor vehicle backing up.

Effective: July 22, 2011

HB 1129: Bicycle and Pedestrian Safety

FINAL BILL REPORT

HB 1129

C 17 L 11

Brief Description: Including a bicycle and pedestrian traffic safety curriculum in certain traffic schools and safety courses.

Summary: Jurisdictions that conduct traffic schools in connection with a condition of a deferral, sentence, or penalty for a traffic infraction or a traffic-related criminal offense are required to utilize the curriculum for driving safely among bicyclists and pedestrians approved by the DOL. This addition to the traffic school curriculum does not require that more than 30 minutes be spent on the curriculum.

Effective: July 22, 2011



SHB 1328: Operation of motorcycles

FINAL BILL REPORT

SHB 1328

C 332 L 11

Brief Description: Concerning the operation of motorcycles.

Summary: Certain provisions related to motorcycle equipment standards and helmet use are temporarily suspended with respect to the operation of motorcycles on closed roads during a parade or public demonstration that has been permitted by a local jurisdiction.

The type of special license plates that the DOL may issue to motorcycles is expanded.

Effective: July 22, 2011

HB 1358: Combination of Vehicles

FINAL BILL REPORT

HB 1358

C 230 L 11

Brief Description: Modifying combination of vehicle provisions.

Summary: The 75-foot restriction is removed from existing Washington statutes regarding the saddlemount combination.

Effective: July 22, 2011

HB 1473: Fees for Traffic School Cost

FINAL BILL REPORT

HB 1473

C 197 L 11

Brief Description: Concerning the use of existing fees collected for the cost of traffic schools.

Summary: The fees collected for attending a traffic school provided by a city, town, or county

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Brief Description: Concerning the use of existing fees collected for the cost of traffic schools.

Summary: The fees collected for attending a traffic school provided by a city, town, or county

that are in excess of the cost of providing the traffic school may be used for the following activities:

- safe driver education materials and programs;
- safe driver education promotions and advertising; and
- costs associated with the training of law enforcement officers.

A traffic school established by a city, town, or county may not charge a fee in excess of the penalty for an unscheduled traffic infraction established by the Washington Supreme Court, which is defined to include all assessments and other costs that are required by statute or rule to be added to the base penalty.

Effective: July 22, 2011

SHB: Traffic Infraction Notices

FINAL BILL REPORT

SHB 1483

C 233 L 11

Brief Description: Modifying the form for a notice of traffic infraction.

Summary: A form for a notice of traffic infraction printed after the effective date of the act must include a statement that the person may be able to enter into a payment plan with the court.

Effective: July 22, 2011

E2SHB 1789: DUI Accountability

FINAL BILL REPORT E2SHB 1789

C 293 L 11

Brief Description: Addressing accountability for persons driving or being in physical control of a vehicle while under the influence of intoxicating liquor or any drug.

Summary: Prior Offenses.

The definition of prior offenses is expanded to include a conviction for vehicular assault or vehicular homicide, based on driving in a reckless manner or driving with the disregard for the safety of others, if the original charge was filed as a vehicular assault or vehicular homicide, based on DUI.

Felony DUI.

The offense of DUI becomes a felony DUI if the person has ever previously been convicted of felony DUI in Washington. Ignition Interlock Requirements.

Fees Imposed on Offenders.

The \$125 fee imposed on offenders is increased to \$200. Of the total amount, \$175 must be

distributed in the same manner as the current fee is distributed, and \$25 of the fee must be deposited into the Highway Safety Account to be used solely for funding Washington Traffic Safety Commission (WTSC) grants to reduce statewide collisions caused by DUI. Grant recipients may include DUI courts and jurisdictions implementing victim impact panel registries.

DUI Courts.

Counties may establish and operate DUI courts. A jurisdiction seeking state funds for a DUI court must first exhaust all federal funding available to support a DUI court and provide a dollar-for-dollar match of state moneys. State money must be used to supplement, not supplant, other funds. The DUI courts already in existence as of January 1, 2011, are not required to match state funds until June 30, 2014. Minimum requirements are created for DUI courts established under the act.

Victim Impact Panels.

The WTSC may develop and maintain a registry of qualified VIPs. When a court requires an offender to attend a VIP, the court may refer the offender to a VIP listed on the registry. To be listed on the registry, the VIP must meet certain minimum standards created by the act.

Other Provisions.

Effective: July 22, 2011; September 1, 2011 (Sections 1 through 9)

E2SSB: 5000 DUI Twelve-hour Impound Hold

FINAL BILL REPORT

E2SSB 5000

C 167 L 11

Synopsis as Enacted

Brief Description: Mandating a twelve-hour impound hold on motor vehicles used by persons arrested for driving under the influence.

Summary: The Legislature finds that protecting the public from an intoxicated person operating a vehicle is the primary reason for impounding the vehicle driven by a person arrested for DUI. When a law enforcement officer arrests a person for DUI, the officer must impound the vehicle. When the driver of the vehicle is a registered owner of the vehicle, the impounded vehicle may not be redeemed until 12 hours after the vehicle arrives at the tow truck operator's storage facility, unless there are two or more registered owners or there is a legal owner of the vehicle. If there are two or more registered owners or a legal owner, the registered owner or the legal owner who is not



the driver of the vehicle may redeem the vehicle upon impound. When the driver of the vehicle is not a registered owner, the registered owner may redeem the vehicle once impounded. The law enforcement officer directing the impound must notify the driver of the vehicle that a registered owner or a legal owner who is not the driver may redeem the vehicle.

Effective: July 22, 2011; July 1, 2011 (Section 6).

SSB: 5195 Driving With Suspended License

FINAL BILL REPORT

SSB 5195

C 46 L 11

Brief Description: Requiring information to be filed by the prosecuting attorney for certain violations under driving while license is suspended or revoked provisions.
Summary: Violations of driving while license suspended in the third degree due to a person's failure to respond to a notice of traffic infraction, failure to appear at a requested hearing, violation of a written promise to appear in court,

or failure to comply with the terms of a notice of traffic infraction or citation may be referred to the prosecutor's office so a determination can be made as to whether to file an information or divert the case for entry into a pre-charge diversion program.

Effective: July 22, 2011.

SSB: 5326 Negligent Driving

FINAL BILL REPORT

SSB 5326

C 372 L 11

Brief Description: Concerning negligent driving resulting in substantial bodily harm, great bodily harm, or death of a vulnerable user of a public way.

Summary: Vulnerable user of the public way is defined as a pedestrian, person riding an animal; or a person operating a farm tractor, a bicycle, an electric assisted bicycle, an electric personal assistive mobility device, a moped, a motor-driven cycle; a motorcycle; or a motorized foot scooter. A new traffic infraction is created. A person

commits the traffic infraction if, while operating a vehicle under circumstances that constitute negligent driving in the second degree, the person proximately causes the death, great bodily harm, or substantial bodily harm of a vulnerable user of the public way. The law enforcement officer or prosecuting authority issuing the notice of infraction must state on the notice that the offense was a proximate cause of death, great bodily harm, or substantial bodily harm of a vulnerable user of a public way. In addition to paying the fine levied for negligent driving in the second degree, a person who has committed this infraction must pay a fine fixed by the court in an amount of at least \$1,000 but not to exceed \$5,000 and have his or her driving privileges suspended for 90 days.

SSB 5540: School Bus Safety Cameras

FINAL BILL REPORT

SSB 5540

C 375 L 11

Brief Description: Authorizing the use of automated school bus safety cameras.
Summary: An automated school bus safety camera is a device affixed to a school bus for the purposes of recording one or more sequenced photographs of the rear of a vehicle that drives past school buses when the stop paddle and flashing lights are deployed. School districts are authorized to install automated school bus safety cameras on school buses to detect vehicles that fail to stop for a school bus that displays a stop signal if the use of the cameras is approved by a vote of the school district board of directors. How the photographs may be taken and used, how long the photographs may be retained, and how the infractions are issued is limited. How school districts may enter into contracts with camera vendors and how the vendors may be compensated is limited. Infractions issued by automated school bus safety cameras must be processed like parking infractions and any revenue collected, less the cost to operate the program, must be remitted to school districts for school zone safety projects. The maximum monetary penalty for failure to stop for a school bus that displays a stop signal is limited, when the infraction is generated by an automated school bus safety camera, to twice the amount permitted under the penalty schedule. The maximum amount of the penalty is currently set at \$394. Effective: July 22, 2011.

SSB 5800: Off-road Motorcycles

FINAL BILL REPORT

SSB 5800

C 121 L 11

Brief Description: Authorizing the use of modified off-road motorcycles on public roads.
Summary: A person may operate an off-road motorcycle upon a public road, street, or highway in Washington, if the person complies with the following requirements:
file a motorcycle use declaration, in which the Department of Licensing (DOL) certifies conformance with all applicable federal motor vehicle safety standards and state standards; obtain and have in full force and effect a current and proper off-road vehicle (ORV) registration or temporary ORV use permit; obtain a valid driver's license and motorcycle endorsement issued to Washington residents; and install various outlined motorcycle components, if not already present on the off-road motorcycle. Effective: January 1, 2012.



Crash Data and Trends

Collision Data & Performance Measures	Calendar Year											
								Baseline		Progress	Goal	
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010*	2011
Fatalities	631	649	658	600	567	649	633	571	521	492	460	514
Fatalities/100M VMT	1.17	1.21	1.20	1.09	1.02	1.17	1.12	1.00	0.94	0.87	0.80	0.89
Serious Injuries	**	3,448	3,180	2,759	2,770	2,869	2,957	2,718	2,554	2,651	2,474	2,326
Serious Injuries/100M VMT	**	6.50	5.81	5.02	4.98	5.17	5.23	4.77	4.61	4.70	4.33	4.03
Rural Road Fatalities	363	392	430	375	355	399	363	353	287	313	257	-
Rural Road Fatalities/100M VMT	2.10	2.27	2.46	2.09	2.19	2.46	2.20	2.11	1.79	1.88	1.50	-
Urban Road Fatalities	268	257	228	225	211	248	270	218	233	171	196	-
Urban Road Fatalities/100M VMT	0.73	0.71	0.61	0.61	0.57	0.63	0.67	0.54	0.59	0.43	0.49	-
Statewide Observed Daytime Seatbelt Use Rate	81.6%	82.6%	92.6%	94.8%	94.2%	95.2%	96.3%	96.4%	96.5%	96.4%	97.6%	97%
Unrestrained Passenger Vehicle Occupant Fatalities, all seat positions	293	270	245	179	165	208	198	155	128	144	102	82
Fatalities Involving a Driver or Motorcycle Operator with a BAC \geq .08	195	190	215	180	174	203	194	184	166	189	150	162
Fatalities Involving a Driver or Motorcycle Operator with a BAC \geq .08/100M VMT	0.36	0.35	0.39	0.33	0.31	0.37	0.34	0.32	0.30	0.33	0.26	-
Fatalities Involving an Alcohol or Drug Impaired Driver	270	257	295	255	254	285	301	272	255	265	237	259
Fatalities Involving an Alcohol or Drug Impaired Driver/100M VMT	0.50	0.48	0.54	0.46	0.46	0.51	0.53	0.48	0.46	0.47	0.41	-
Serious Injuries Involving an Alcohol or Drug Impaired Driver	N/A	612	615	550	587	599	631	632	527	571	469	-
Serious Injuries Involving an Alcohol or Drug Impaired Driver/100M VMT	N/A	1.14	1.12	1.00	1.05	1.08	1.12	1.11	0.95	1.01	0.82	-

* 2010 figures are based on preliminary data and are subject to change as more information becomes available.

** Data unavailable.

2011 goals from 2011 Highway Safety Plan and Strategic Highway Safety Plan: Target Zero 2010.

Crash Data and Trends

Collision Data & Performance Measures	Calendar Year											
								Baseline			Progress	Goal
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010*	2011
Speeding-Related Fatalities	241	234	260	234	226	247	253	227	213	210	175	214
Speeding-Related Fatalities/100M VMT	0.45	0.44	0.47	0.43	0.41	0.45	0.45	0.40	0.38	0.37	0.31	-
Speeding-Related Serious Injuries	**	1,082	1,042	863	789	871	903	855	796	857	685	-
Speeding-Related Serious Injuries/100M VMT	**	2.02	1.90	1.57	1.42	1.57	1.60	1.50	1.44	1.52	1.20	-
Distraction-Related Fatalities	148	184	176	171	139	168	176	148	102	161	111	126
Drivers age 16-20 involved in fatal crashes	134	124	141	120	99	98	115	106	72	87	63	79
Drivers age 21-25 involved in fatal crashes	108	119	116	89	111	139	126	108	101	89	91	-
Motorcyclist Fatalities	37	55	54	59	73	74	80	69	81	70	69	715
Motorcyclist Fatalities/10,000 Registered Motorcycles	3.23	4.57	4.23	4.20	4.64	4.30	4.22	3.38	3.56	3.13	3.07	-
Unhelmeted Motorcyclist Fatalities	3	8	4	5	4	2	6	7	4	5	6	4
Motorcyclist Fatalities Involving Unendorsed Motorcycle Operator	17	20	14	13	25	23	25	18	30	16	18	-
Pedestrian Fatalities	68	75	70	77	60	74	72	62	64	62	63	62
Pedestrian Serious Injuries	**	308	307	252	270	281	328	293	290	289	291	-
Median number of days from date of reported crash to entry into State crash file	-	-	-	-	-	-	-	-	68.8	94.0	**	-
Percentage of statewide EMS agencies providing data to State EMS data file	-	-	-	-	-	-	-	-	15%	26%	28%	35%

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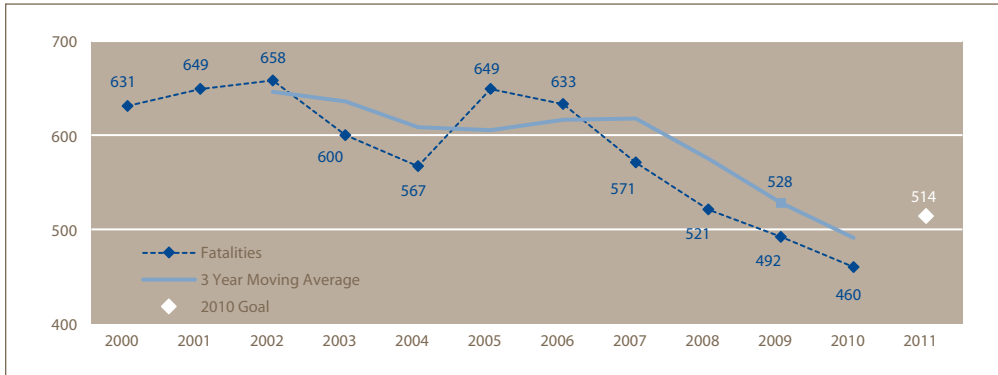
** Data unavailable.

2011 goals from 2011 Highway Safety Plan and Strategic Highway Safety Plan: Target Zero 2010.

Performance Goals and Trends

Washington Traffic Fatalities

Goal: Reduce traffic fatalities 2.7% from the 2007-2009 base year average of 528 to 514 by December 31, 2011.
Progress: Traffic fatalities decreased by 12.9% from the 2007-2009 base year average of 528 to 460 in 2010, exceeding the 2011 goal of 514 or fewer deaths a year ahead of time.

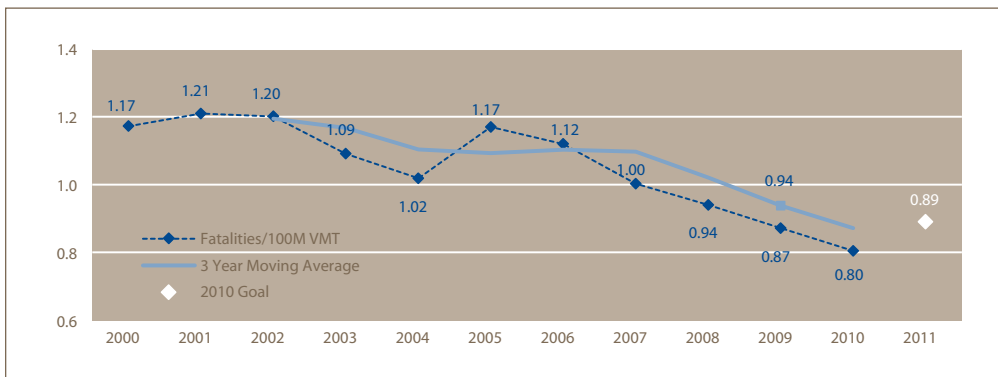


Source: FARS

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 2011 goals from 2011 Highway Safety Plan and Strategic Highway Safety Plan: Target Zero 2010.

Traffic Fatality Rate per 100M VMT

Goal: Reduce the traffic fatality rate by 5.3% from the 2007-2009 base year average of 0.94 to 0.89 by December 31, 2011.
Progress: The traffic fatality rate decreased by 14.9% from the 2007-2009 base year average of 0.94 to 0.80 in 2010, exceeding the 2011 goal of 0.89 a year ahead of schedule.



Source: FARS and WSDOT

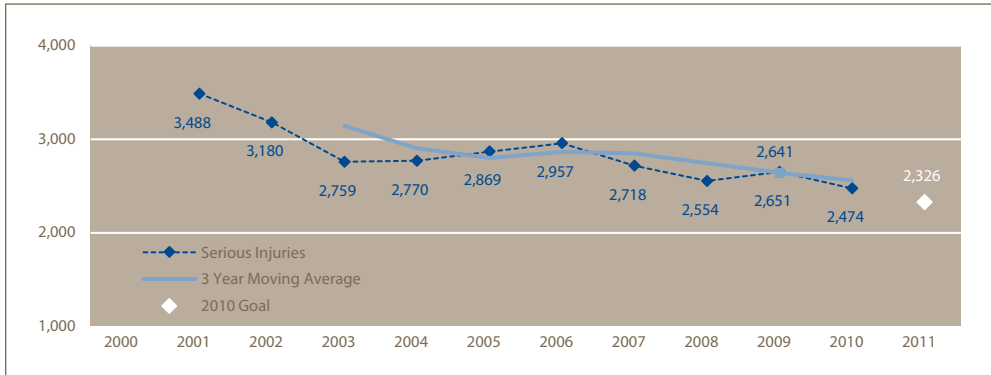
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Performance Goals and Trends

Washington Traffic Serious Injuries

Goal: Reduce traffic serious injuries 11.9% from the 2007-2009 base year average of 2,641 to 2,326 by December 31, 2011.

Progress: Traffic serious injuries decreased by 6.3% from the 2007-2009 base year average of 2,641 to 2,474 in 2010.



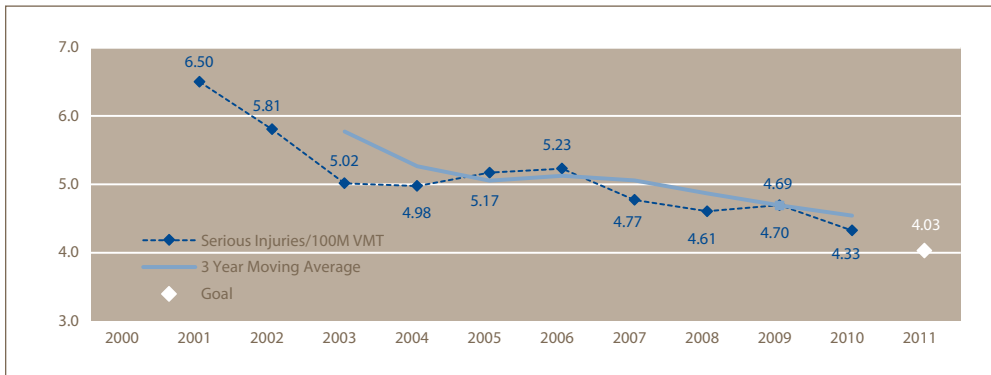
Source: WSDOT. Serious injury data is not available for the years 1996-2000.

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Traffic Serious Injury Rate per 100M VMT

Goal: Reduce the traffic serious injury rate 9.2% from the 2007-2009 base year average of 4.03 to 3.90 by December 31, 2011.

Progress: The traffic serious injury rate decreased by 7.7% from the 2007-2009 base year average of 4.69 to 4.33 in 2010.



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

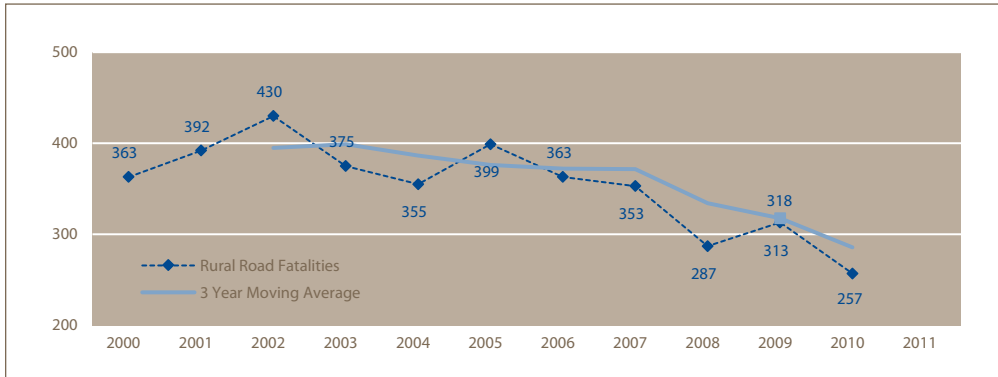
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Performance Goals and Trends

Fatalities on Rural Roads

Goal: No goal set in 2011 HSP.

Progress: Traffic fatalities on rural roads decreased by 19.2% from the 2007-2009 base year average of 318 to 257 in 2010.



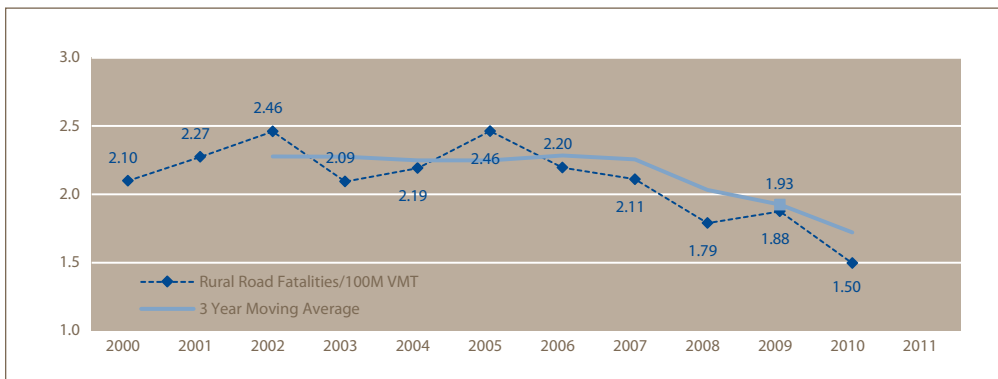
Source: FARS

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Rural Road Fatality Rate per 100M VMT

Goal: No goal set in 2011 HSP.

Progress: The traffic fatality rate on rural roads decreased by 22.3% from the 2007-2009 base year average of 1.93 to 1.50 in 2010.



Source: FARS and WSDOT

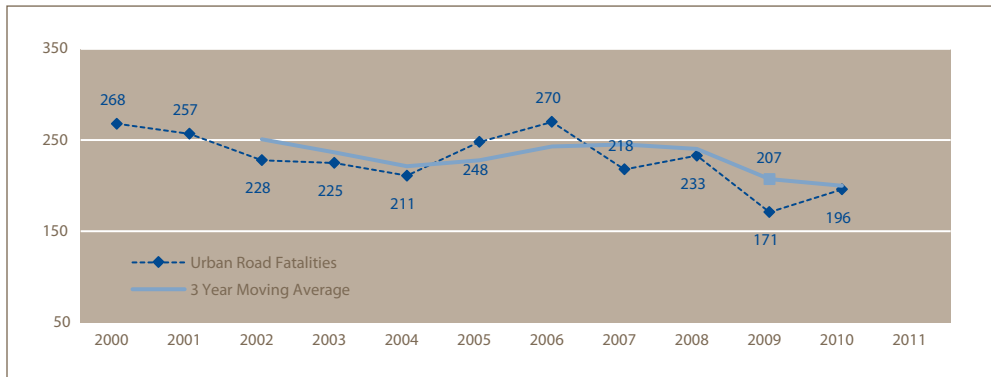
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Performance Goals and Trends

Fatalities on Urban Roads

Goal: No goal set in 2011 HSP.

Progress: Traffic fatalities on urban roads decreased by 5.3% from the 2007-2009 base year average of 207 to 196 in 2010.



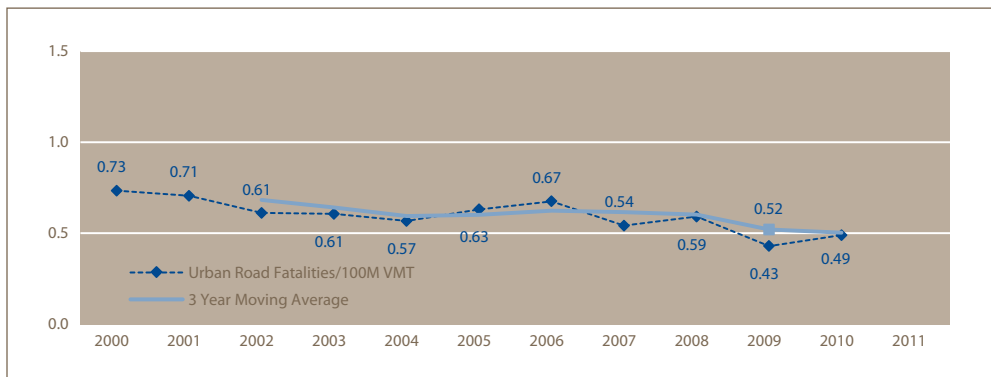
Source: FARS

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Urban Road Fatality Rate per 100M VMT

Goal: No goal set in 2011 HSP.

Progress: The traffic fatality rate on urban roads decreased by 5.8% from the 2007-2009 base year average of 0.52 to 0.49 in 2010.



Source: FARS and WSDOT

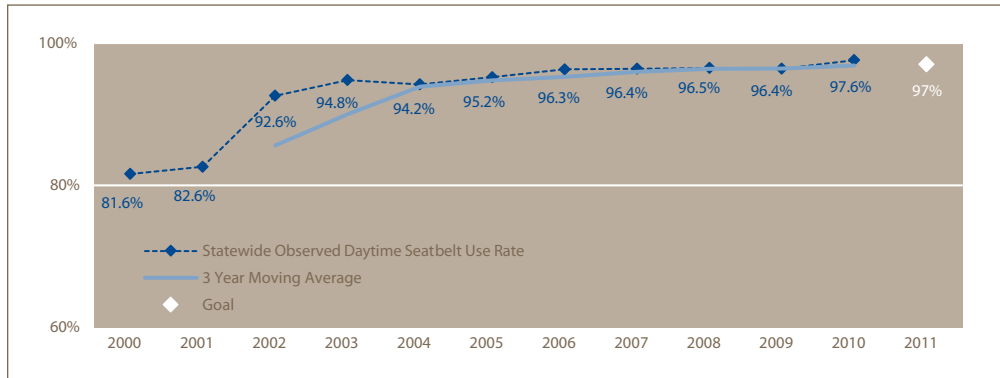
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Performance Goals and Trends

Statewide Observed Daytime Seatbelt Use Rate

Goal: Increase the statewide seat belt use rate from the 2007-2009 base year average of 96.4% to 97% by December 31, 2010.

Progress: Washington's observed statewide seat belt use rate was 97.6% in 2010, thus meeting the 2010 goal of 97% a year ahead of schedule.

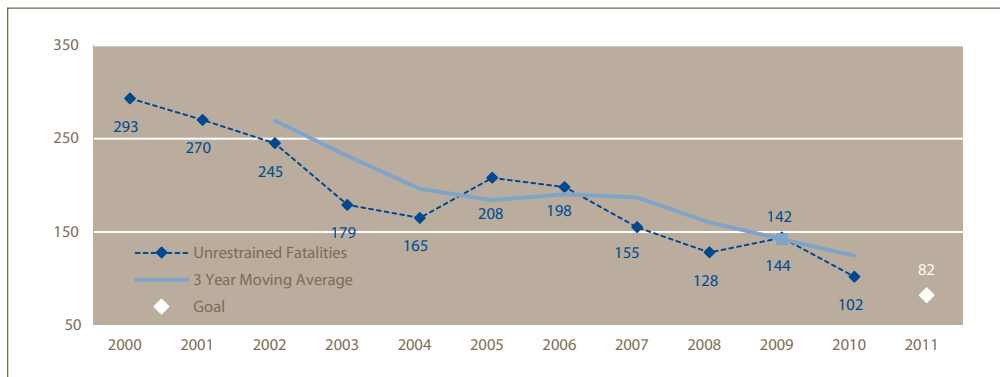


Source: Washington Statewide Observational Seat Belt Survey. 2011 goals from 2011 Highway Safety Plan.

Unrestrained Passenger Vehicle Occupant Fatalities

Goal: Reduce the number of unrestrained passenger vehicle occupant fatalities by 42.3% from the 2007-2009 base year average of 142 to 82 by December 31, 2011.

Progress: The number of unrestrained passenger vehicle occupant fatalities decreased by 28.2% from the 2007-2009 base year average of 142 to 102 in 2010.



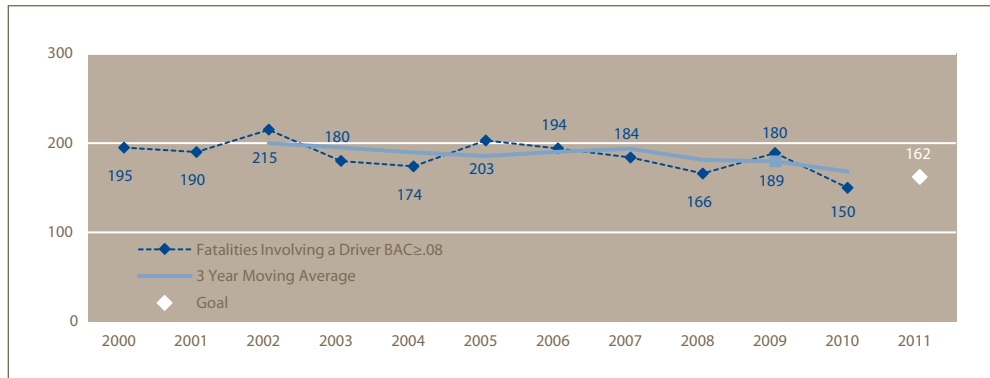
Source: FARS
 *2010 figures are based on preliminary data and are subject to change as more information becomes available.
 2011 goals from 2011 Highway Safety Plan.

Performance Goals and Trends

Fatalities Involving Driver with a BAC of .08 or higher

Goal: Reduce traffic fatalities involving a driver with a BAC of .08 or higher by 10.0% from the 2007-2009 base year average of 180 to 162 by December 31, 2011.

Progress: Traffic fatalities involving a driver with a BAC of 0.08 or higher decreased by 16.7% from the 2007-2009 base year average of 180 to 150 in 2010.



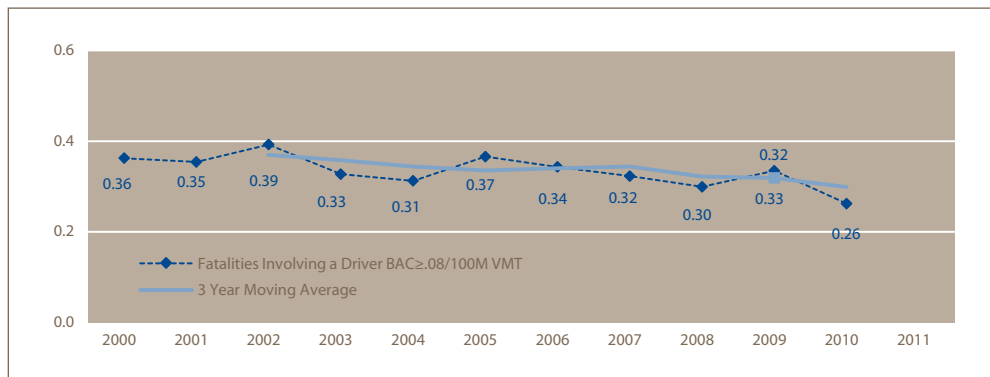
Source: FARS

*2010 figures are based on preliminary data and are subject to change as more information becomes available.
2011 goals from 2011 Highway Safety Plan.

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

Goal: No goal set in 2011 HSP.

Progress: The traffic fatality rate involving an alcohol impaired driver decreased by 18.8% from the 2007-2009 base year average of 0.32 to 0.26 in 2010.



Source: FARS and WSDOT

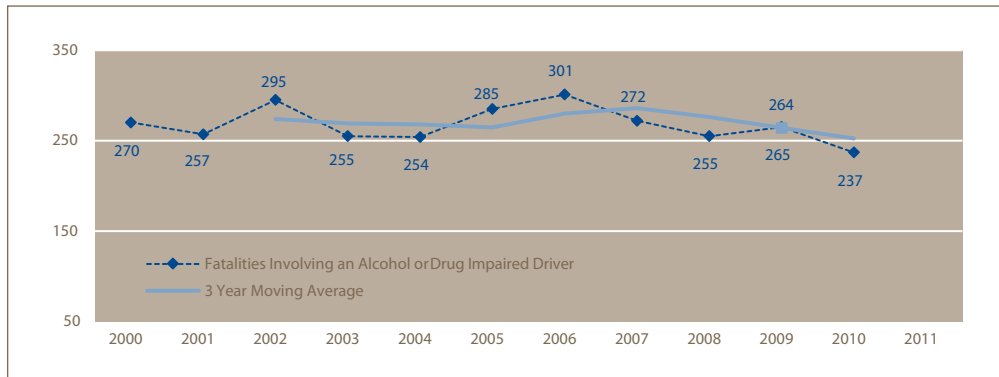
*2010 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Fatalities Involving an Alcohol or Drug Impaired Driver

Goal: No goal set in 2011 HSP.

Progress: The number of traffic fatalities involving a driver impaired by alcohol and/or drugs decreased by 10.2% from the 2007-2009 base year average of 264 to 237 in 2010.



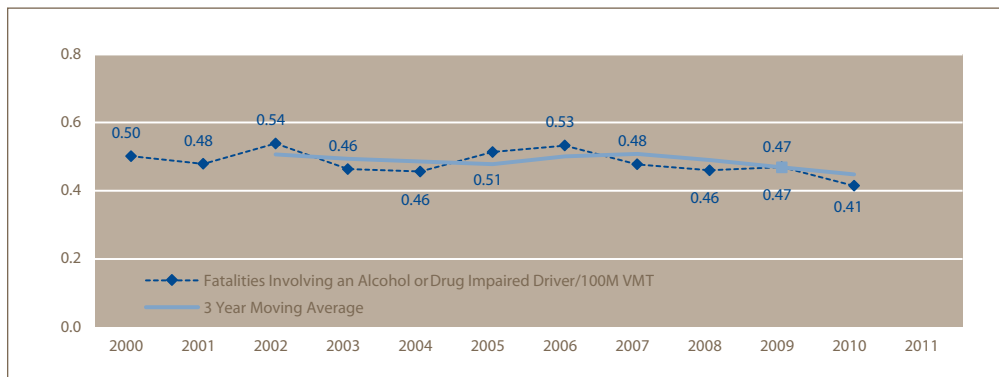
Source: FARS

*2010 figures are based on preliminary data and are subject to change as more information becomes available.

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

Goal: No goal set in 2011 HSP.

Progress: The impaired driver-involved traffic fatality rate decreased by 12.8% from the 2007-2009 base year average of 0.47 to 0.41 in 2010.



Source: FARS and WSDOT

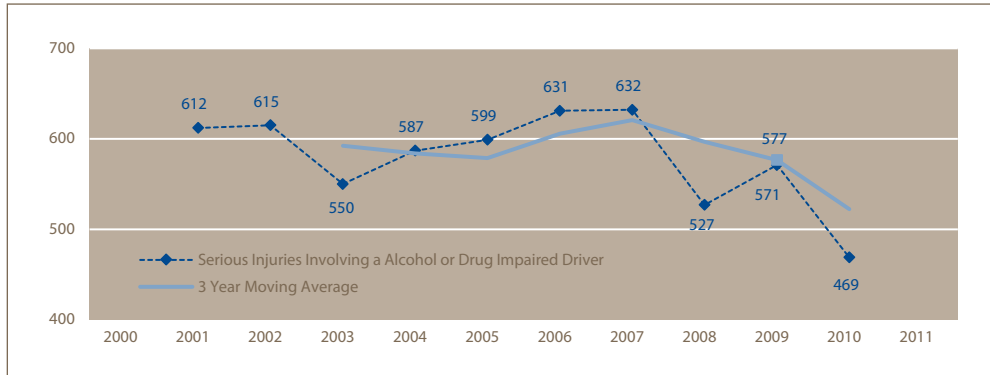
*2010 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Serious Injuries Involving an Alcohol or Drug Impaired Driver

Goal: No goal set in 2011 HSP.

Progress: The number of serious injuries involving a driver impaired by alcohol and/or drugs declined by 18.7% from the 2007-2009 base year average of 577 to 469 in 2010.



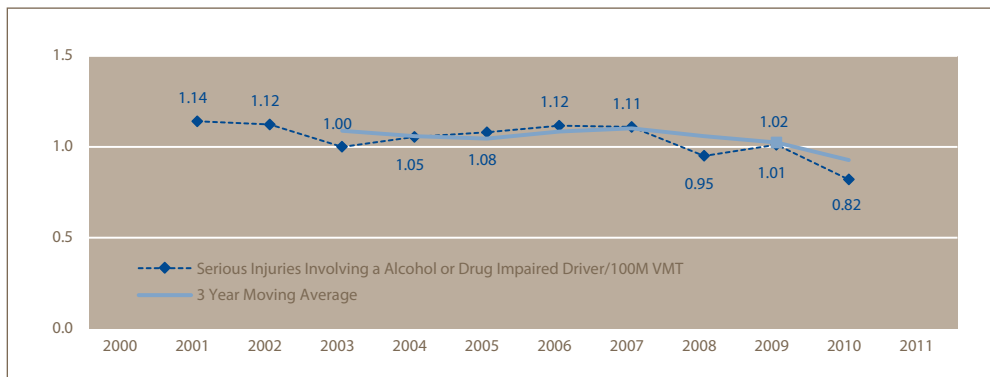
Source: WSDOT

*2010 figures are based on preliminary data and are subject to change as more information becomes available.

Serious Injury Rate Involving an Alcohol or Drug Impaired Driver

Goal: No goal set in 2011 HSP.

Progress: The impaired driver-involved traffic serious injury rate decreased by 19.6% from the 2007-2009 base year average of 0.82



Source: WSDOT

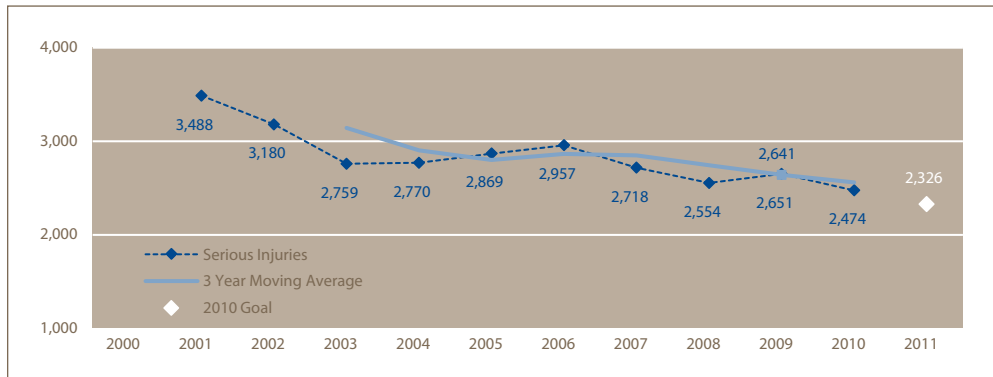
*2010 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Washington Traffic Serious Injuries

Goal: Reduce traffic serious injuries 11.9% from the 2007-2009 base year average of 2,641 to 2,326 by December 31, 2011.

Progress: Traffic serious injuries decreased by 6.3% from the 2007-2009 base year average of 2,641 to 2,474 in 2010.



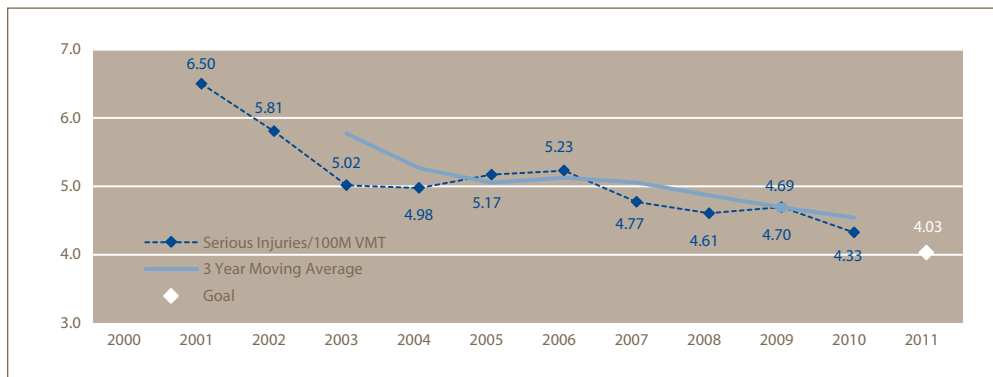
Source: WSDOT. Serious injury data is not available for the years 1996-2000.

*2010 figures are based on preliminary data and are subject to change as more information becomes available. 2011 goals from 2011 Highway Safety Plan.

Traffic Serious Injury Rate per 100M VMT

Goal: Reduce the traffic serious injury rate 9.2% from the 2007-2009 base year average of 4.03 to 3.90 by December 31, 2011.

Progress: The traffic serious injury rate decreased by 7.7% from the 2007-2009 base year average of 4.69 to 4.33 in 2010.



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

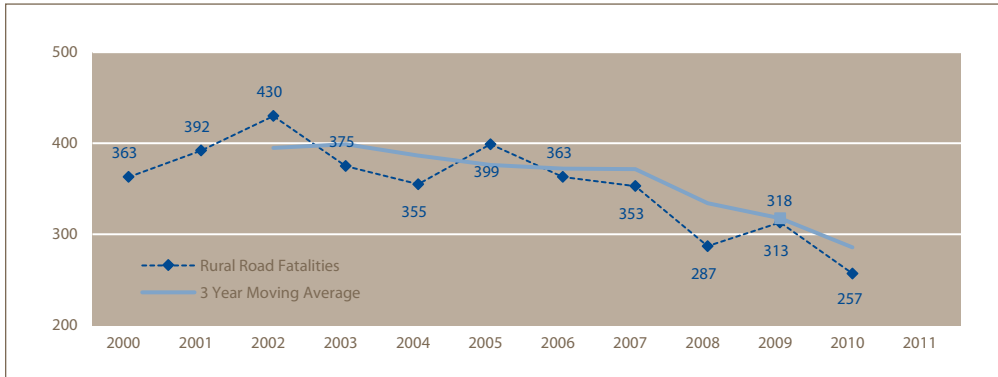
*2010 figures are based on preliminary data and are subject to change as more information becomes available. 2011 goals from 2011 Highway Safety Plan.

Performance Goals and Trends

Fatalities on Rural Roads

Goal: No goal set in 2011 HSP.

Progress: Traffic fatalities on rural roads decreased by 19.2% from the 2007-2009 base year average of 318 to 257 in 2010.



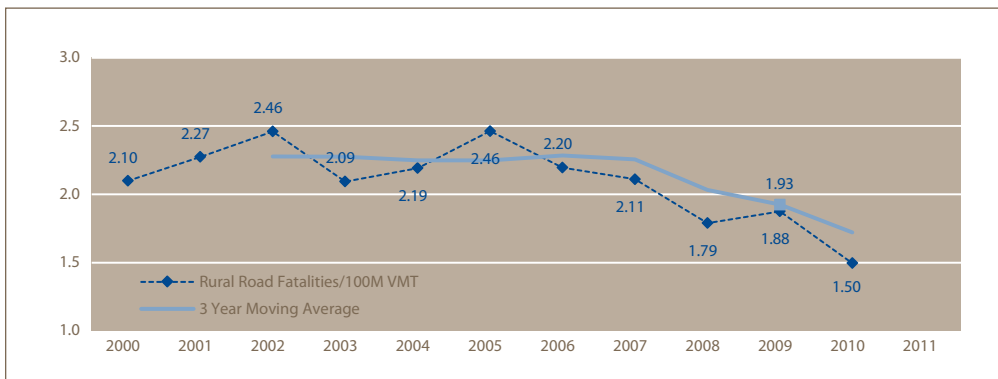
Source: FARS

*2010 figures are based on preliminary data and are subject to change as more information becomes available.

Rural Road Fatality Rate per 100M VMT

Goal: No goal set in 2011 HSP.

Progress: The traffic fatality rate on rural roads decreased by 22.3% from the 2007-2009 base year average of 1.93 to 1.50 in 2010.



Source: FARS and WSDOT

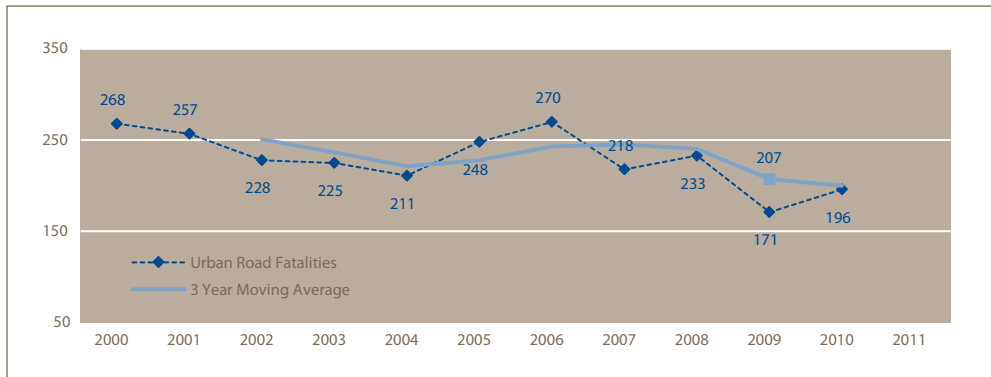
*2010 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Fatalities on Urban Roads

Goal: No goal set in 2011 HSP.

Progress: Traffic fatalities on urban roads decreased by 5.3% from the 2007-2009 base year average of 207 to 196 in 2010.



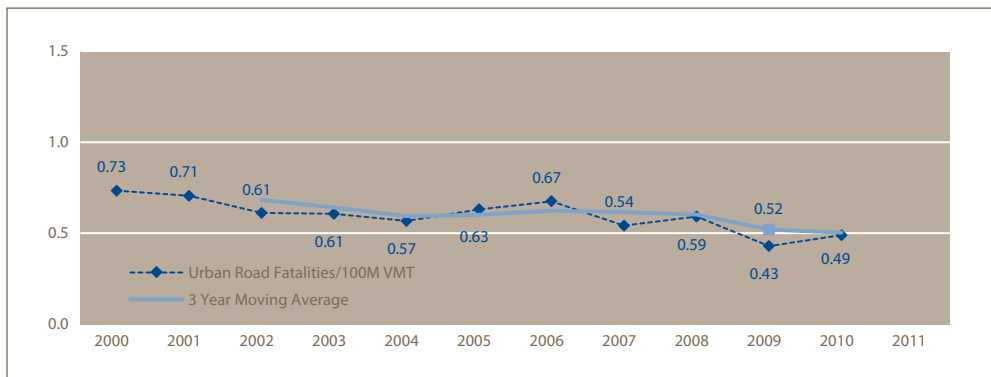
Source: FARS

*2010 figures are based on preliminary data and are subject to change as more information becomes available.

Urban Road Fatality Rate per 100M VMT

Goal: No goal set in 2011 HSP.

Progress: The traffic fatality rate on urban roads decreased by 5.8% from the 2007-2009 base year average of 0.52 to 0.49 in 2010.



Source: FARS and WSDOT

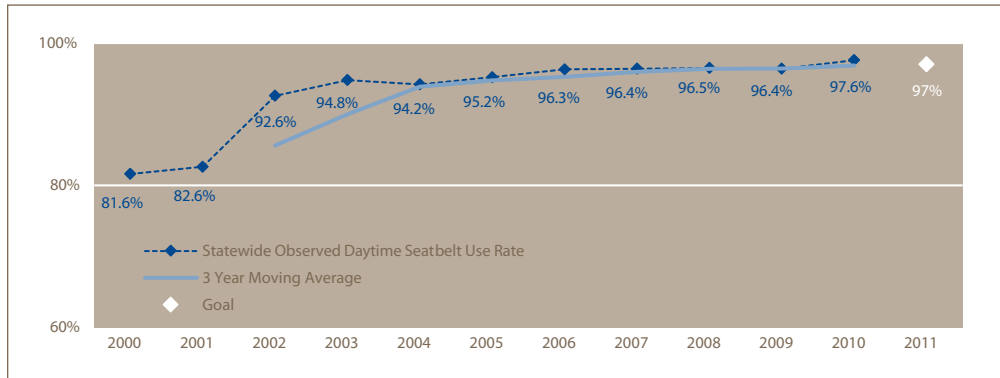
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Performance Goals and Trends

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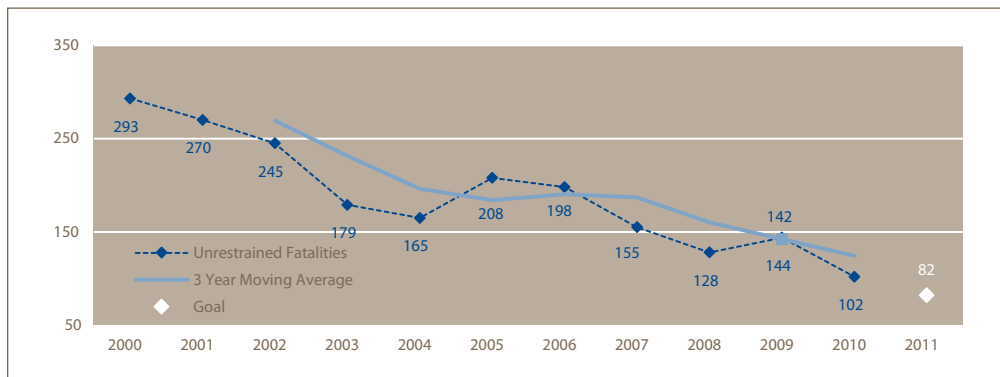


Source: Washington Statewide Observational Seat Belt Survey. 2011 goals from 2011 Highway Safety Plan.

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Progress: The number of unrestrained passenger vehicle occupant fatalities decreased by 28.2% from the 2007-2009 base year average of 142 to 102 in 2010.



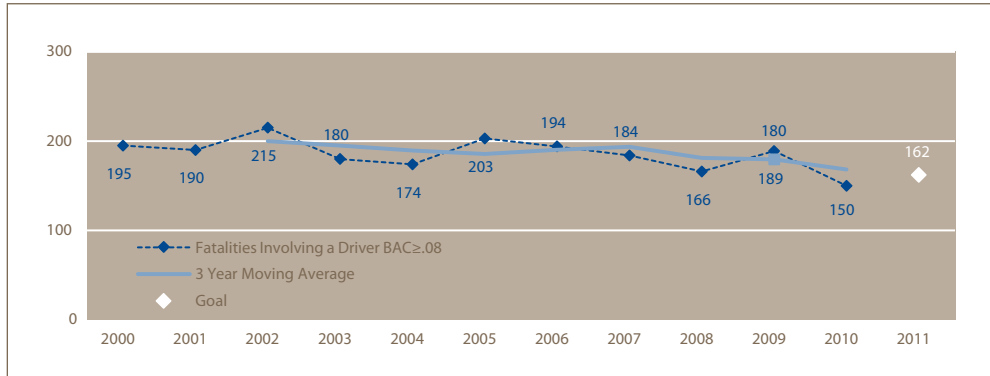
Source: FARS
 *2010 figures are based on preliminary data and are subject to change as more information becomes available.
 2011 goals from 2011 Highway Safety Plan.

Performance Goals and Trends

Fatalities Involving Driver with a BAC of .08 or higher

Goal: Reduce traffic fatalities involving a driver with a BAC of .08 or higher by 10.0% from the 2007-2009 base year average of 180 to 162 by December 31, 2011.

Progress: Traffic fatalities involving a driver with a BAC of 0.08 or higher decreased by 16.7% from the 2007-2009 base year average of 180 to 150 in 2010.



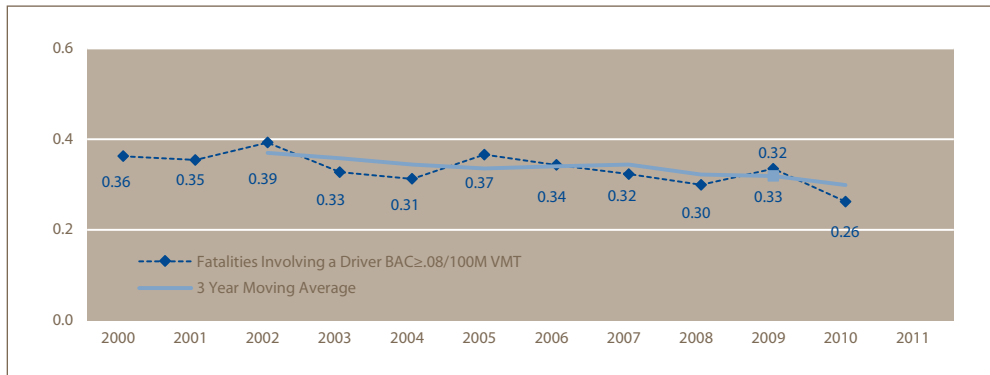
Source: FARS

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2011 goals from 2011 Highway Safety Plan.

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

Goal: No goal set in 2011 HSP.

Progress: The traffic fatality rate involving an alcohol impaired driver decreased by 18.8% from the 2007-2009 base year average of 0.32 to 0.26 in 2010.



Source: FARS and WSDOT

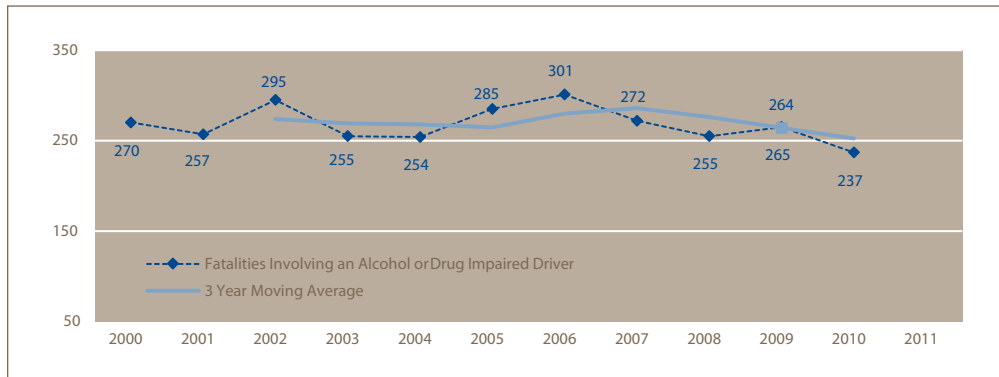
*2010 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Fatalities Involving an Alcohol or Drug Impaired Driver

Goal: No goal set in 2011 HSP.

Progress: The number of traffic fatalities involving a driver impaired by alcohol and/or drugs decreased by 10.2% from the 2007-2009 base year average of 264 to 237 in 2010.



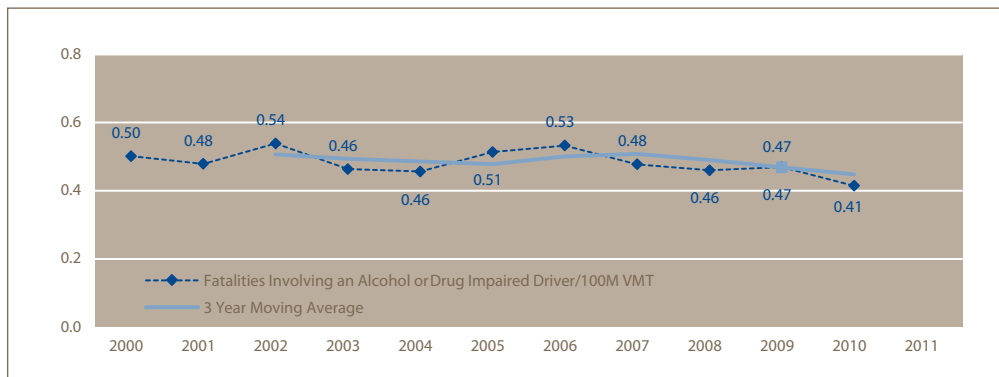
Source: FARS

*2010 figures are based on preliminary data and are subject to change as more information becomes available.

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

Goal: No goal set in 2011 HSP.

Progress: The impaired driver-involved traffic fatality rate decreased by 12.8% from the 2007-2009 base year average of 0.47 to 0.41 in 2010.



Source: FARS and WSDOT

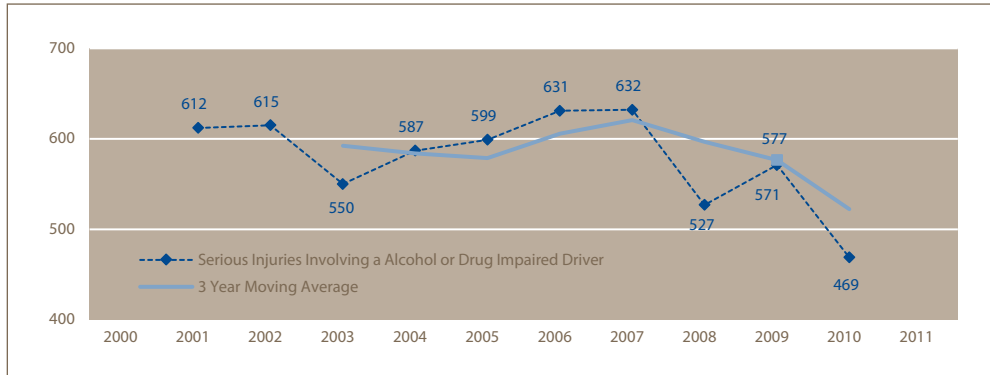
*2010 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Serious Injuries Involving an Alcohol or Drug Impaired Driver

Goal: No goal set in 2011 HSP.

Progress: The number of serious injuries involving a driver impaired by alcohol and/or drugs declined by 18.7% from the 2007-2009 base year average of 577 to 469 in 2010.



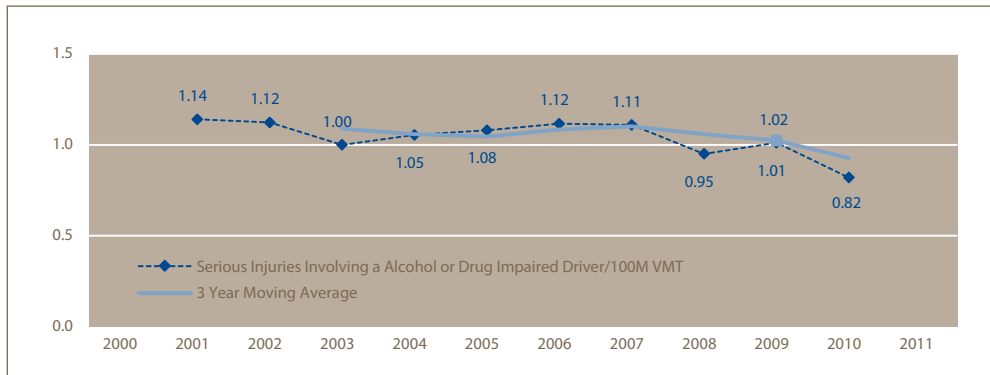
Source: WSDOT

*2010 figures are based on preliminary data and are subject to change as more information becomes available.

Serious Injury Rate Involving an Alcohol or Drug Impaired Driver

Goal: No goal set in 2011 HSP.

Progress: The impaired driver-involved traffic serious injury rate decreased by 19.6% from the 2007-2009 base year average of 0.82



Source: WSDOT

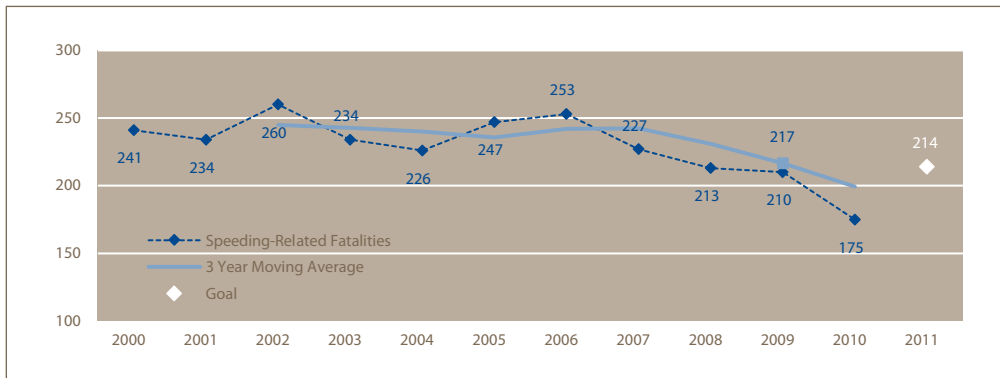
*2010 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Speeding-Related Fatalities

Goal: Reduce the number of speeding-related fatalities 1.4% from the 2007-2009 base year average of 217 to 214 by December 31, 2011.

Progress: Speeding-related traffic fatalities decreased by 19.4% from the 2007-2009 base year average of 217 to 175 in 2010, exceeding the 2011 goal of 214 a year early.



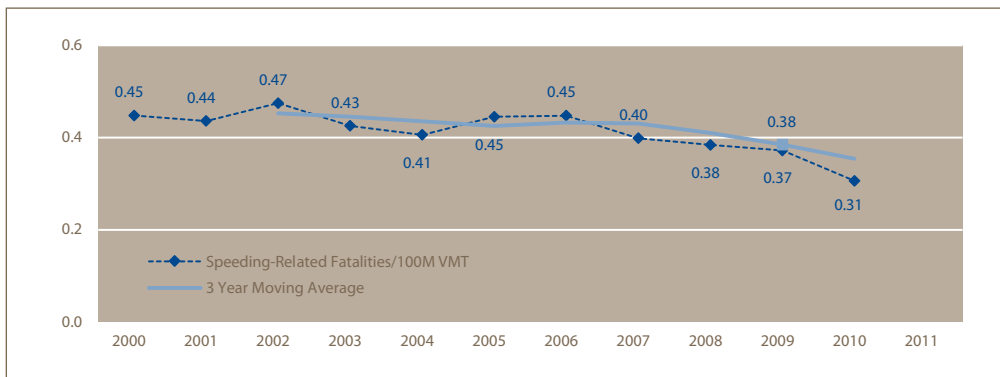
Source: FARS

*2010 figures are based on preliminary data and are subject to change as more information becomes available.
2011 goals from 2011 Highway Safety Plan.

Speeding-Related Fatality Rate

Goal: No goal set in 2011 HSP.

Progress: The speeding-related traffic fatality rate decreased by 18.4% from the 2007-2009 base year average of 0.38 to 0.31 in 2010.



Source: FARS and WSDOT

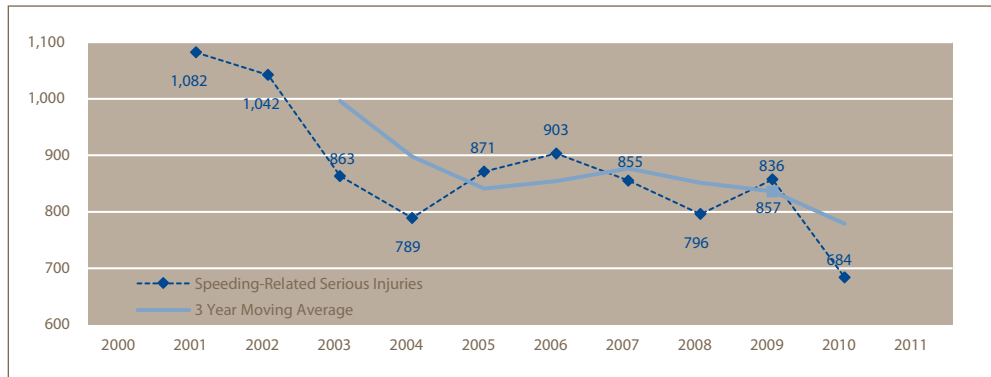
*2010 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Serious Injuries Involving a Speeding Driver

Goal: No goal set in 2011 HSP.

Progress: Speeding-related serious injuries declined by 18.2% from the 2007-2009 base year average of 836 to 684 in 2010.



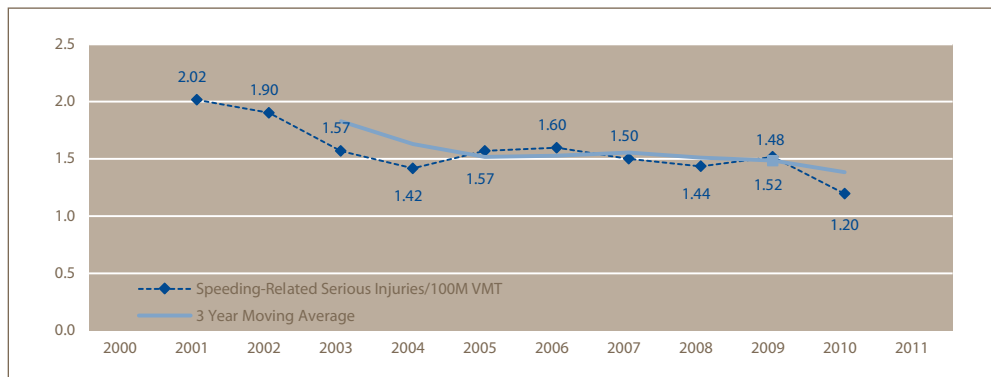
Source: WSDOT

*2010 figures are based on preliminary data and are subject to change as more information becomes available.

Speeding Involved Serious Injury Rate

Goal: No goal set in 2011 HSP.

Progress: The speeding-related serious injury rate decreased by 18.9% from the 2007-2009 base year average of 1.48 to 1.20 in 2010.



Source: WSDOT

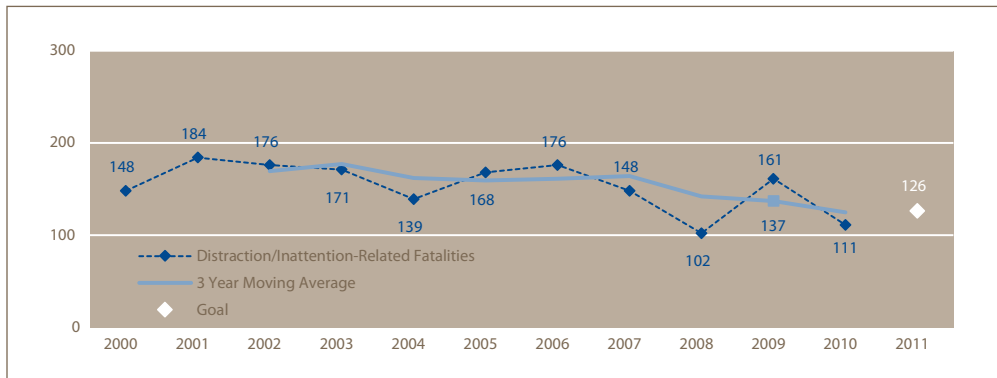
*2010 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Fatalities Involving a Distracted Driver

Goal: Reduce the number of distracted driver-related fatalities 8.0% from the 2007-2009 base year average of 137 to 126 by December 31, 2011.

Progress: Distracted driver-related traffic fatalities decreased by 19.0% from the 2007-2009 base year average of 137 to 111 in 2010, exceeding the 2011 goal of 126.



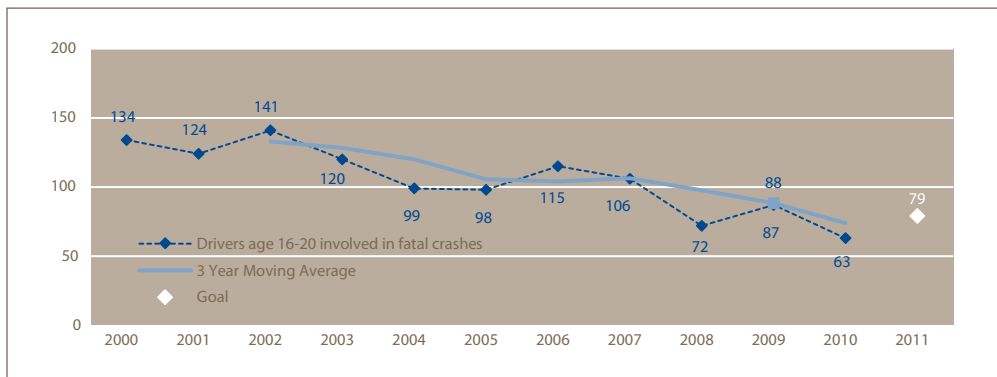
Source: FARS

*2010 figures are based on preliminary data and are subject to change as more information becomes available. 2011 goals from 2011 Highway Safety Plan.

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

Goal: Reduce the number of drivers age 16-20 involved in fatal crashes by 10.2% from the 2007-2009 base year average of 88 to 79 by December 31, 2011.

Progress: The number of drivers age 16-20 involved in fatal crashes decreased by 28.4% from the 2007-2009 base year average of 88 to 63 in 2010.



Source: FARS

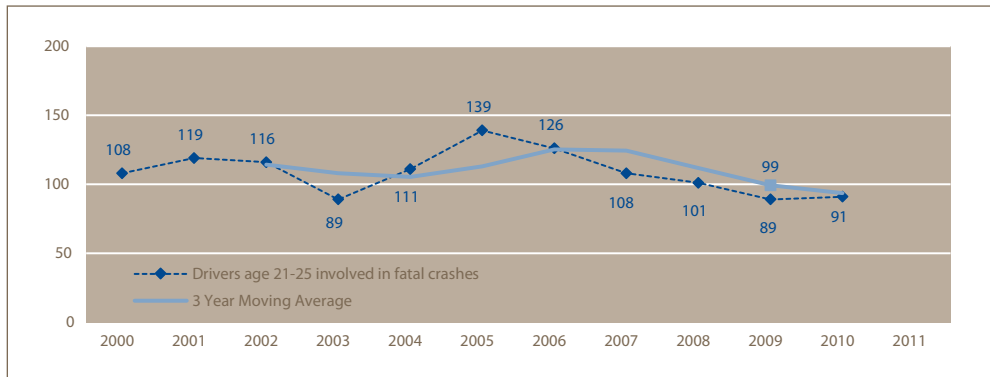
*2010 figures are based on preliminary data and are subject to change as more information becomes available. 2011 goals from 2011 Highway Safety Plan.

Performance Goals and Trends

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

Goal: No goal set in 2011 HSP.

Progress: The number of drivers age 21-25 involved in fatal crashes decreased by 8.1% from the 2007-2009 base year average of 99 to 91 in 2010.



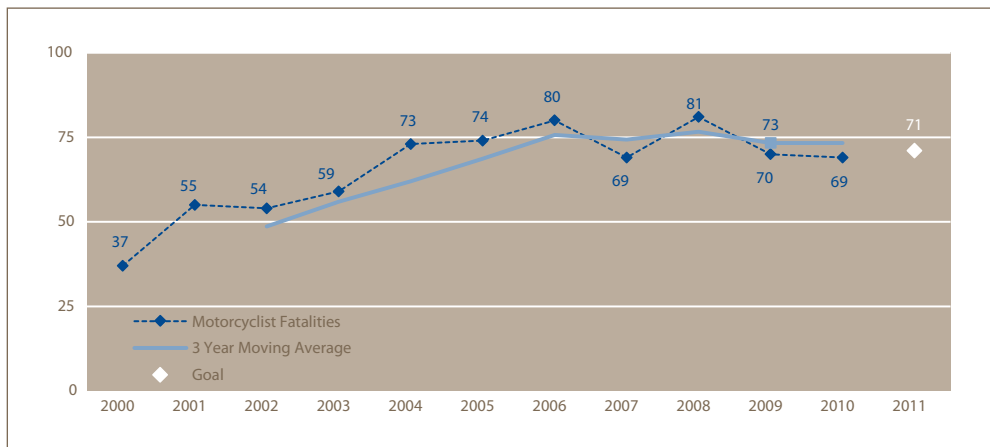
Source: FARS

*2010 figures are based on preliminary data and are subject to change as more information becomes available.

Motorcyclist Fatalities

Goal: Reduce the number of motorcyclist fatalities by 2.7% from the 2007-2009 base year average of 73 to 71 by December 31, 2011.

Progress: The number of motorcyclist fatalities decreased by 5.5% from the 2007-2009 base year average of 73 to 69 in 2010.



Source: FARS

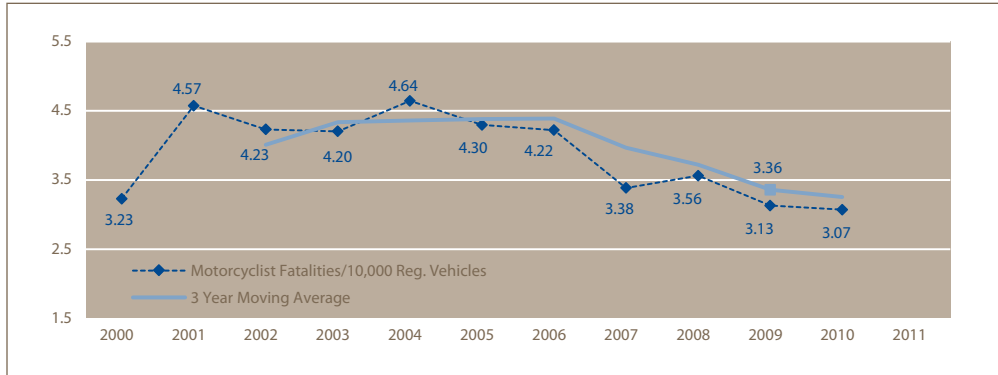
*2009 figures are based on preliminary data and are subject to change as more information becomes available. 2011 goals from 2011 Highway Safety Plan.

Performance Goals and Trends

Motorcyclist Fatality Rate per 10,000 Registered Motorcycles

Goal: No goal set in 2011 HSP.

Progress: The motorcyclist fatality rate decreased by 8.6% from the 2007-2009 base year average of 3.36 to 3.07 in 2010.



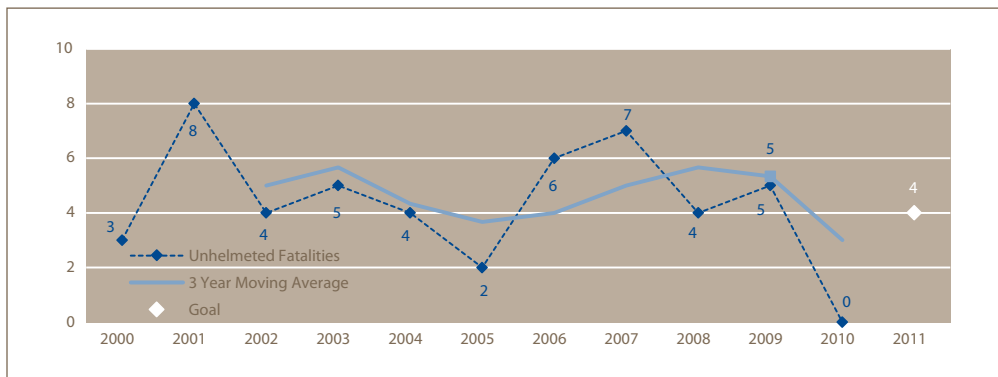
Source: FARS and DOL

*2010 figures are based on preliminary data and are subject to change as more information becomes available.

Unhelmeted Motorcyclist Fatalities

Goal: Reduce the number of unhelmeted motorcyclist fatalities by 20.0% from the 2007-2009 base year average of 5 to 4 by December 31, 2011.

Progress: The number of unhelmeted motorcyclist fatalities increased by 20% from the 2007-2009 base year average of 5 to 6 in 2010.



Source: FARS

*2010 figures are based on preliminary data and are subject to change as more information becomes available.

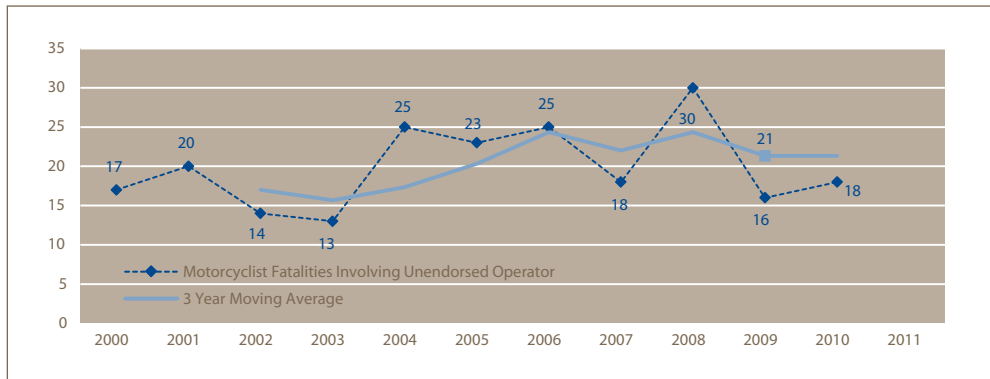
2011 goals from 2011 Highway Safety Plan.

Performance Goals and Trends

Motorcyclist Fatalities Involving an Unendorsed Operator

Goal: No goal set in 2011 HSP.

Progress: The number of motorcyclist fatalities involving an unendorsed motorcycle operator decreased by 14.3% from the 2007-2009 base year average of 21 to 18 in 2010.



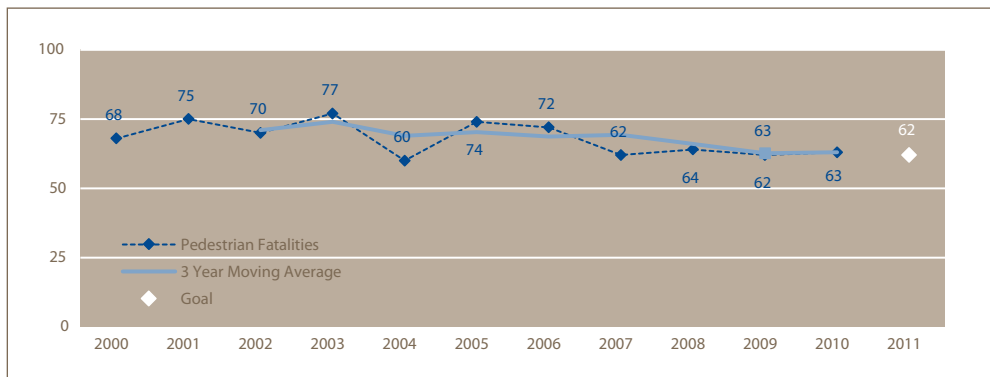
Source: FARS and DOL

*2010 figures are based on preliminary data and are subject to change as more information becomes available.

Pedestrian Fatalities

Goal: Reduce the number of pedestrian fatalities 1.6% from the 2007-2009 base year average of 63 to 62 by December 31, 2011.

Progress: The number of pedestrian fatalities from the 2007-2009 base year average of 63 remained steady at 63 in 2010.



Source: FARS

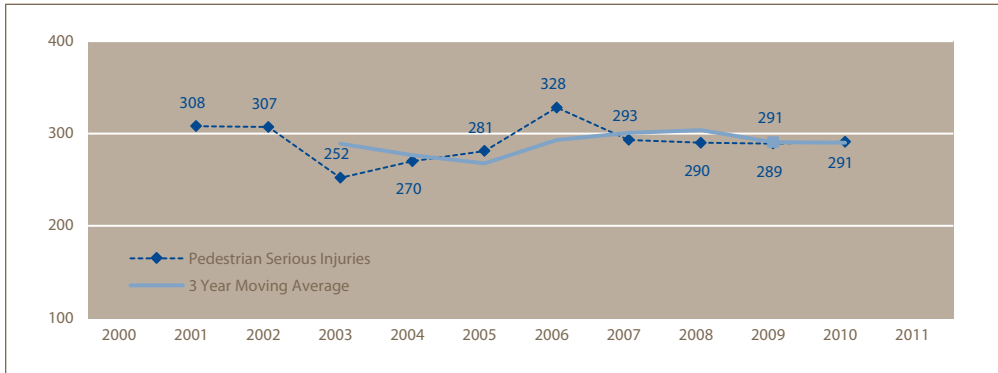
*2010 figures are based on preliminary data and are subject to change as more information becomes available. 2011 goals defined in 2011 Highway Safety Plan.

Performance Goals and Trends

Pedestrian Serious Injuries

Goal: No goal set in 2011 HSP.

Progress: The number of pedestrian serious injuries from the 2007-2009 base year average of 291 remained steady at 291 in 2010.



Source: WSDOT

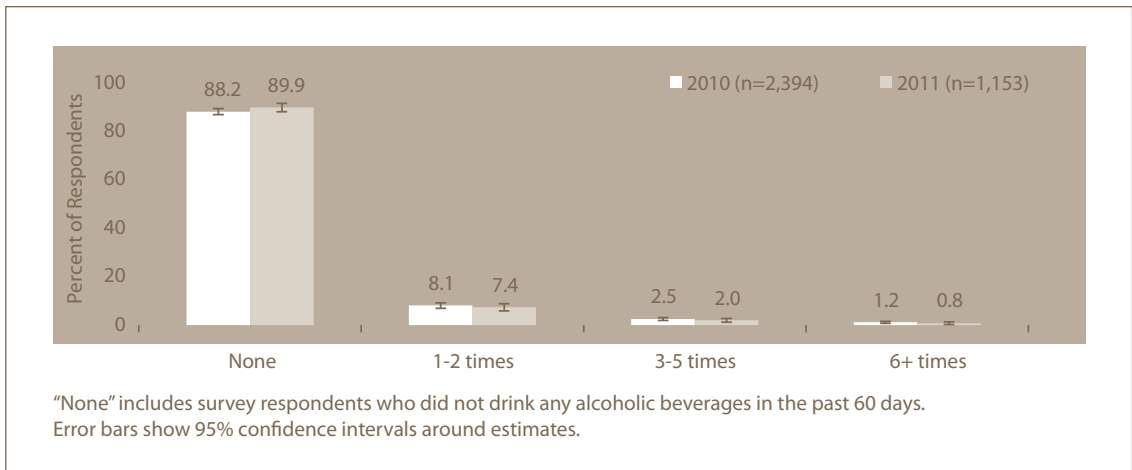
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Driver Survey Charts

Impaired Driving

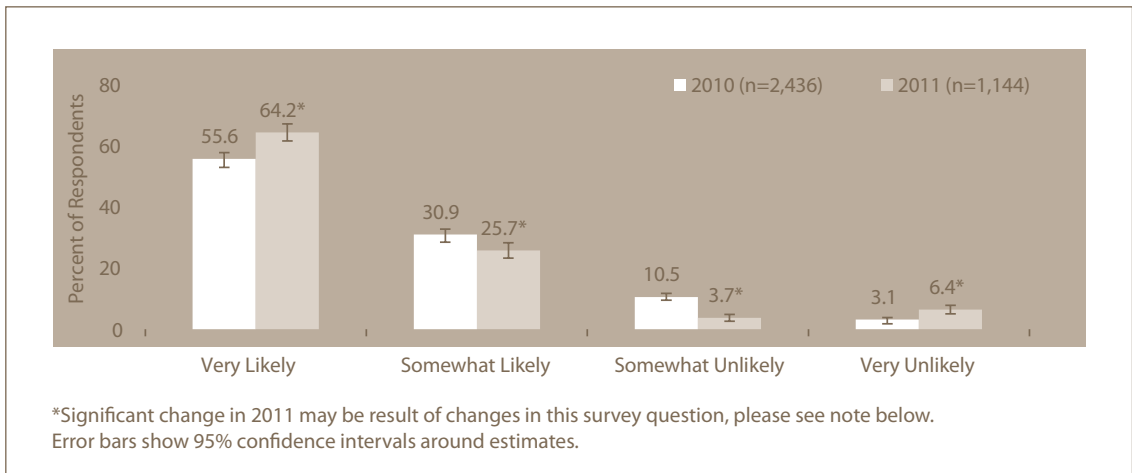
Nearly nine out of 10 drivers reported that within the past 60 days, they had never driven within 2 hours after drinking alcoholic beverages. In 2011, 44% of survey respondents said they did not drink any alcoholic beverages in the past 60 days.

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



In 2011, nine out of 10 drivers (89.9%) thought it was likely they would get arrested if they were driving drunk. In 2010, more than 85% of drivers though it was likely that someone driving drunk would get arrested.

Q: What do you think your chances are of getting arrested if you drive drunk? (2011)
What do you think the chances are of someone getting arrested if they drive drunk? (2010)

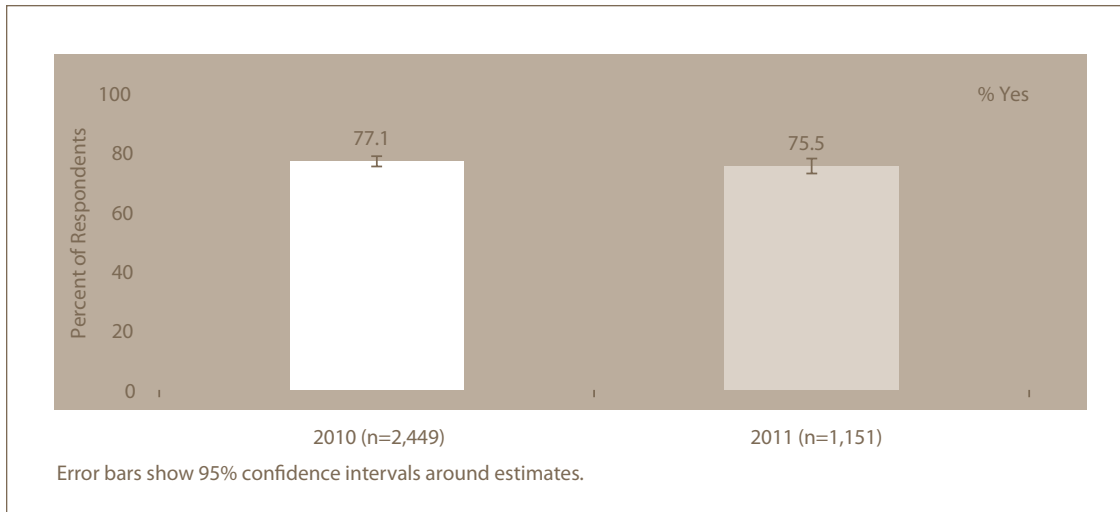


Note: This question changed in the 2011 survey to measure the respondents' perceptions of getting arrested themselves as opposed to someone else. This change may account for the significant increase in the percentage of respondents reporting very likely and very unlikely and the corresponding decrease in the percentage of respondents reporting somewhat likely and somewhat unlikely between 2010 and 2011.

Driver Survey Charts

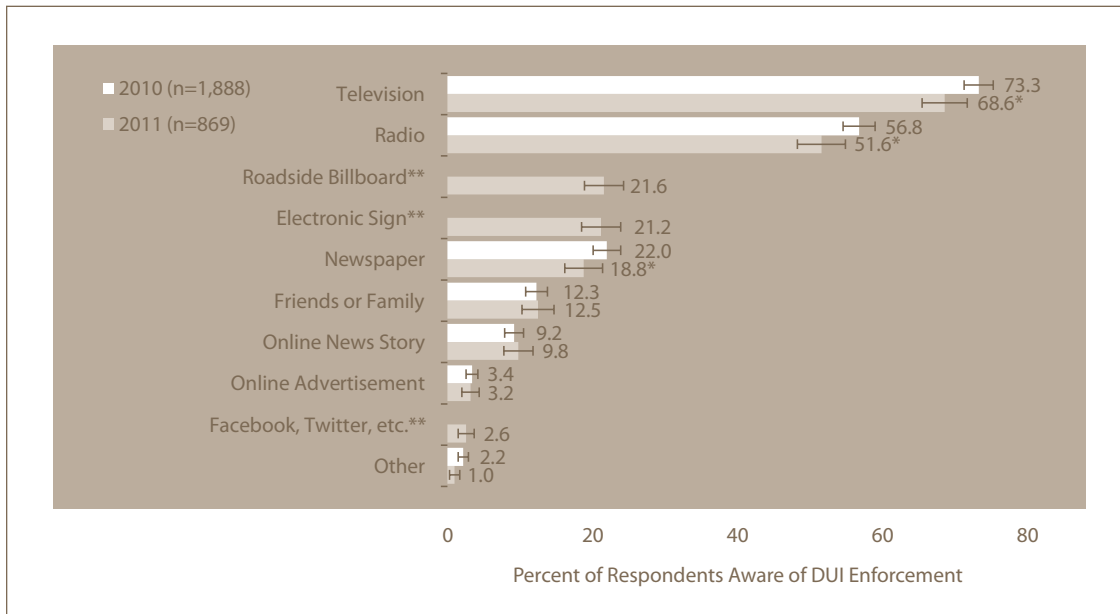
More than three-quarters of drivers had heard or seen something in the past 60 days about drunk driving enforcement by police.

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



The most common ways survey respondents reported hearing or seeing about drunk driving enforcement by police were television and radio followed by roadside billboards and electronic signs.

Q: If yes, where did you hear or see about it? (Check all that apply.)



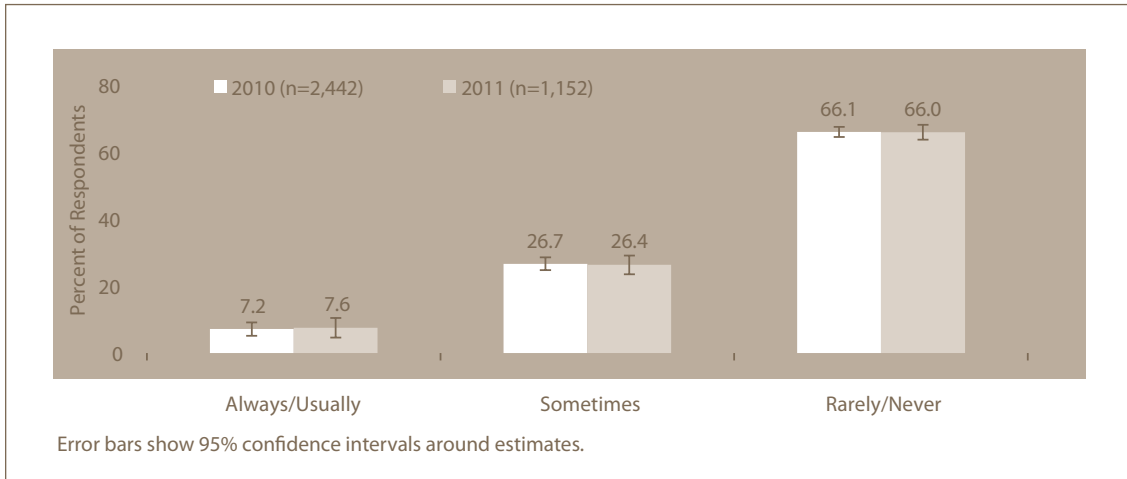
*Significant decrease; 95% confidence interval for difference in proportions.
 **Roadside Billboard, Electronic Sign, and Facebook, Twitter, etc. were added as options to the 2011 survey.
 More than one response was allowed on this question; therefore totals may equal more than 100%.
 Error bars show 95% confidence intervals around estimates.

Driver Survey Charts

Speeding

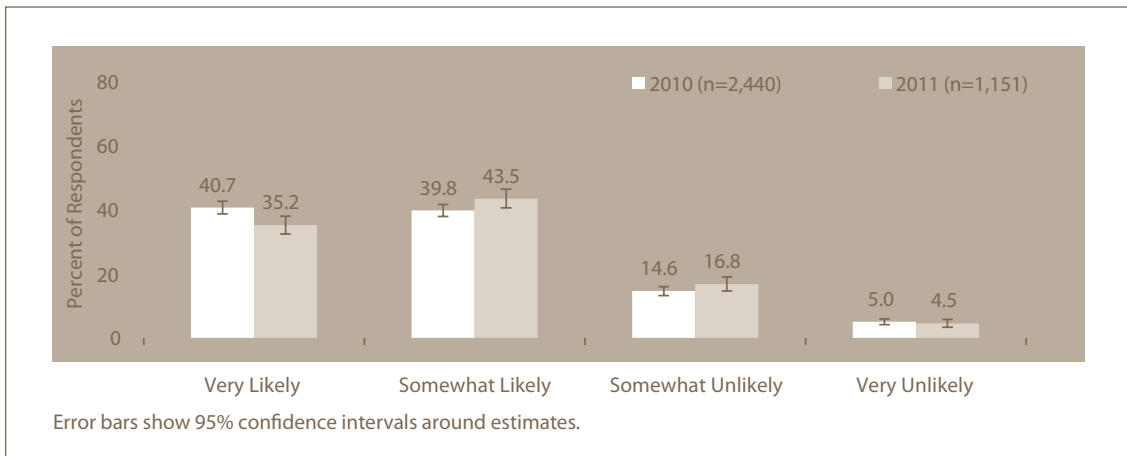
Two thirds of drivers reported that they rarely or never drive faster than 30 mph on a local road with a speed limit of 25 mph. Less than 10% of drivers reported always or usually driving faster than 30 mph on this type of roadway.

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



Approximately eight out of 10 drivers reported they were likely to get a ticket if they were driving 68 mph on a freeway posted for 60 mph—81% in 2010 and 79% in 2011.

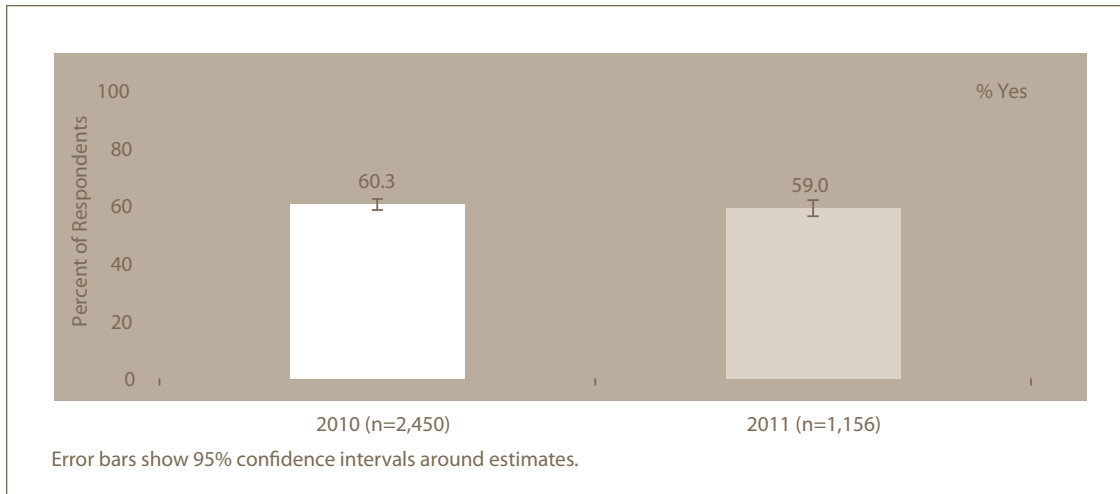
Q: If you are driving at 68 mph on a freeway posted for 60 mph, what are the changes you will get a ticket?



Driver Survey Charts

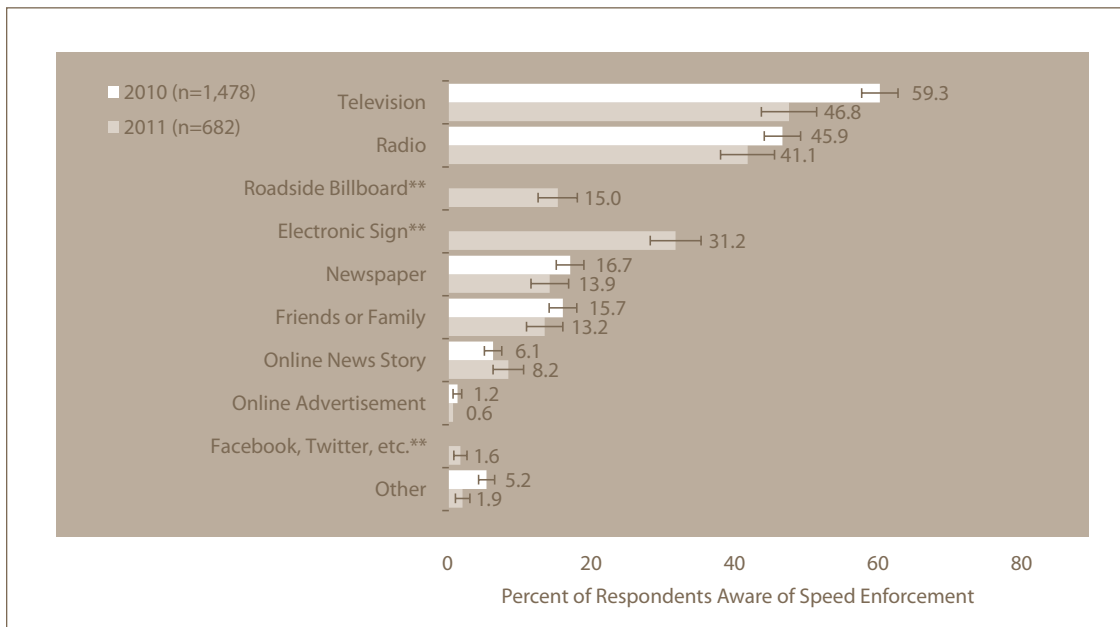
Approximately six out of 10 drivers had heard or seen something in the past 60 days about speed enforcement by police.

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



The most common ways survey respondents reported hearing or seeing about speed enforcement by police were television, radio, and electronic signs.

Q: If yes, where did you hear or see about it? (Check all that apply.)



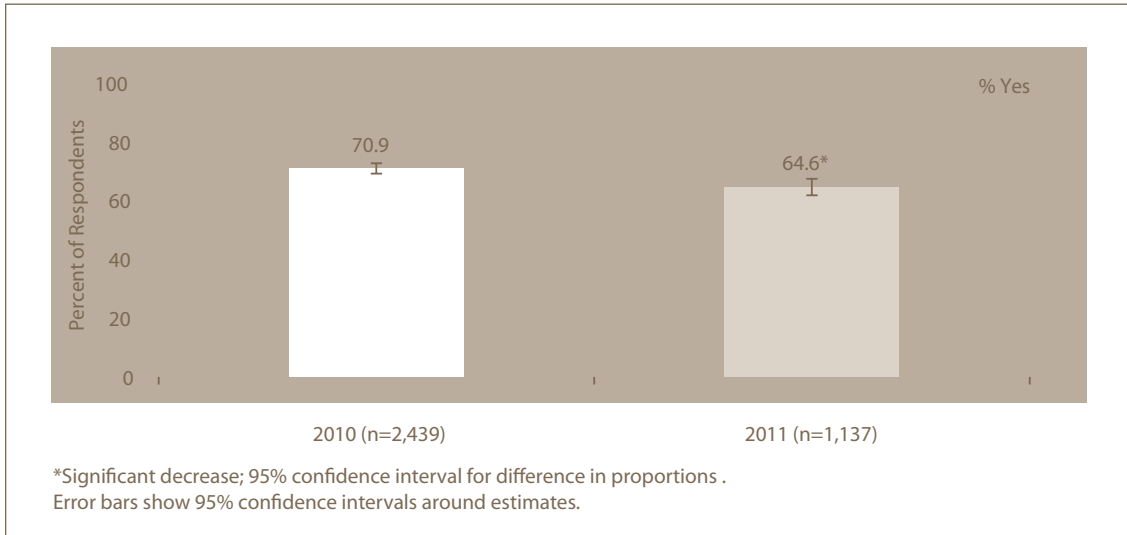
*Roadside Billboard, Electronic Sign, and Facebook, Twitter were added as options to the 2011 survey. More than one response was allowed on this question; therefore totals may equal more than 100%. Error bars show 95% confidence intervals around estimates.

Driver Survey Charts

Safety Belts

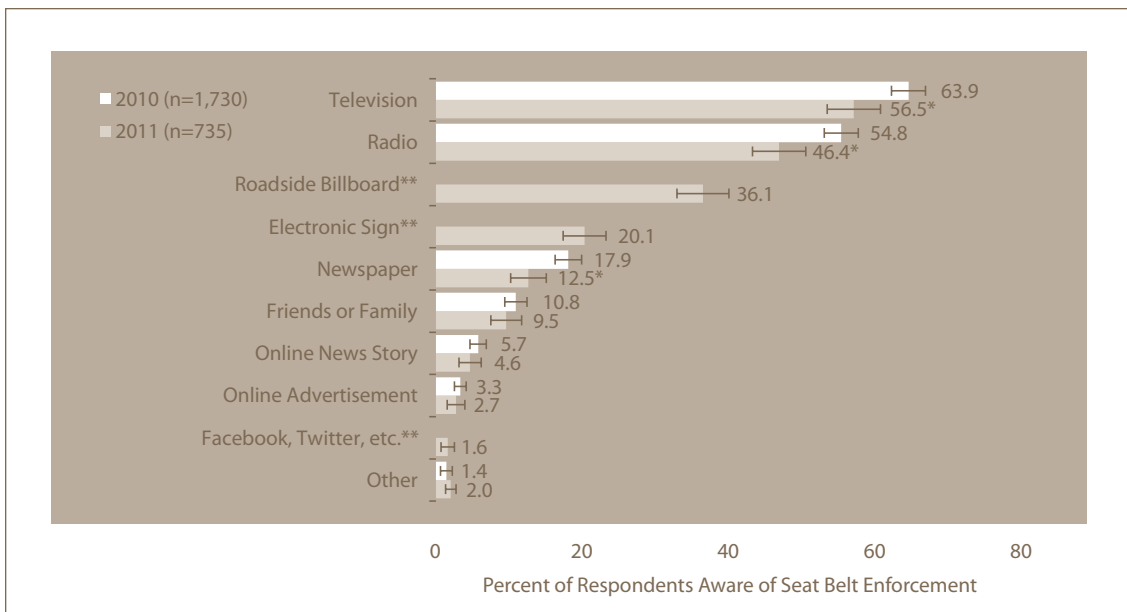
The percentage of drivers who had heard or seen something in the past 60 days about seat belt enforcement by police decreased from 71% in 2010 to 65% in 2011.

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



The most common ways survey respondents reported hearing or seeing about seat belt enforcement by police were television, radio and roadside billboards.

Q: If yes, where did you hear or see about it? (Check all that apply.)

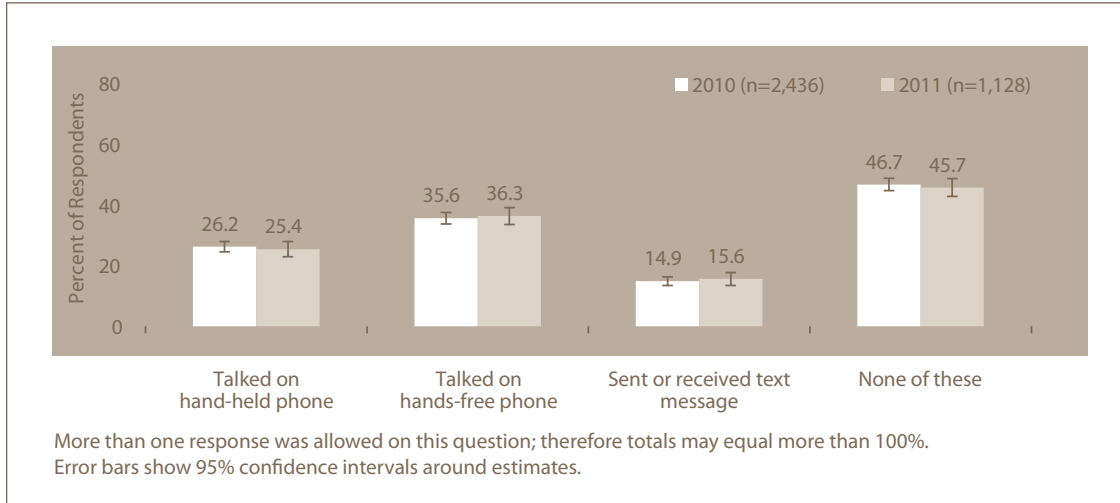


Driver Survey Charts

Distracted Driving

More than half of drivers reported that in the past 30 days they had talked on a handheld cell phone, talked on a hands free cell phone, and/or texted while driving. No significant changes occurred from 2010 to 2011.

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



Note: Operating a moving vehicle while sending a text message or talking while holding a wireless device to one's ear became a primary traffic offense on June 10, 2010. (RCW 46.61.667 and RCW 46.61.668)

Impaired Driving

Goals and Trends

The goal of the impaired driving program is reduce the number of fatalities involving a driver with a BAC of .08 or higher by 12.6% from the 2007-09 base year average of 180 to 157 by December 31, 2012.

Washington State exceeded the 2012 goal in 2010, reducing the number of such fatalities to 150, giving us a rate per 100M VMT of .26. The number of people killed in fatalities involving a driver with a BAC of .08 or greater for the last five years is as follows:

2006 = 194
 2007 = 184
 2008 = 166
 2009 = 189
 2010 = 150

Again, this year the impaired driving program qualified for the National Highway Traffic Safety Administration 410 Grant as a low alcohol-involved fatality rate state using 2009 data, with an alcohol-involved fatality rate of .45 deaths per 100M VMT.

The objectives of the Impaired Driving Program are to:

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



I. Foster Leadership to Facilitate Impaired Driving System Improvements

Strategy: Expand Impaired Driving Partnerships

Washington Impaired Driving Advisory Council

(K810-02, FOSTER): In September 2009, the National Highway Traffic Safety Administration (NHTSA) awarded a \$1 Million grant to the WTSC under a cooperative agreement titled, "Fostering Leadership to Facilitate Impaired Driving System Improvements." In preparation for this grant opportunity, WTSC established the Washington Impaired Driving Advisory Council. This 25-member group consists of partner and stakeholders who represent the wide spectrum of the State's impaired driving system from program management, law enforcement, training, prosecution, judicial, prevention, treatment, rehabilitation, advocacy and private business. The mission of this five-year demonstration project is to establish and institutionalize a statewide impaired driving task force called the Washington Impaired Driving Advisory Council to develop, implement, and oversee a strategic plan for addressing identified gaps in the State's impaired driving system. The following list describes 2011 milestones for this project:

- **Standard Field Sobriety Test (SFST):** Built training database to track and monitor the over 8,000 law enforcement officer's SFST and Drug Recognition Expert training. Designing requirements analysis for website specifications.
- **DUI Officer Recognition:** Explored Georgia's Law Enforcement Challenge in order to build a model in Washington that will align the challenge to the goals of Target Zero.
- **DUI Prosecutor Boot Camp:** Involved elected prosecutors for planning and as faculty for this new week-long training for new prosecutors scheduled for March 2012.
- **Eastern Washington Target Zero Prosecutor:** Contracted with the Spokane County Prosecutor's Office to provide a Target Zero Prosecutor to support DUI training and prosecution in Eastern Washington. Stephanie Olsen began the position in May 2011.



She works directly with law enforcement, prosecutors, DUI court personnel and community members providing guidance and training on legal and technical DUI issues.

- **Judges' DUI Bench Book:** A committee of judges will revise and update the DUI bench book to provide up to date education on emerging scientific and technical aspects of DUI cases, including drug cases and ignition interlocks. A "wiki" site will be developed to keep material continually up-to-date.
- **DUI Probation:** Wrote and distributed Core Probation Guidelines. Developed survey to allow for review and input on Guidelines. Next steps include developing a Model DUI Probation Handbook and recruiting a jurisdiction to act as a pilot for DUI probation using the DUI Probation Handbook.
- **Ignition Interlock Expansion Project:** Identified and verified home monitoring BAC test devices that provide real-time downloaded test results and picture ID to website for probation officers who are monitoring DUI defendants. Contracted with Spokane DUI Court for intensive DUI monitoring pilot using new technology and law enforcement officer home visits on up to 100 DUI court

clients. Created "Decisions" video to show at all Impaired Driving Section trainings, conferences and workshops. Video is part one of a two-part series designed to encourage interlock use and increase judicial orders for interlock. The second video will be mandated viewing for interlock users during device installation.

- **Pierce County Party Intervention Patrols:** Nine Fostering Leadership-funded party intervention patrols have been scheduled for FFY 2012. Fostering Leadership funds also allowed for an additional 75 law enforcement officers, additional parent volunteers and additional chemical dependency councilors to participate in the project.
- **Automated DUI Planning Study:** Issued request for proposal for assess system-wide opportunities and risks of automating the creation and processing of the DUI arrest packet and related adjudicatory/administrative processes. Contractor hired. Project vision and scope complete. Work began September 6, 2011.
- **SECTOR Enhancement:** Provided SECTOR equipment to the Pierce County Sheriff's Office to increase by 5 percent the number of electronic tickets written statewide.

- **Power of Parents:** Implemented train-the-trainer workshop and trained 17 to act as trainers/facilitators on the MADD Power of Parent curriculum.

II. Enforce DUI Laws

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

Target Zero Teams

Launched July 1, 2010, the 24-month demonstration project called Target Zero Teams has already exceeded its fatality reduction goals. Target Zero Teams project consists of a coalition of state, local and federal agencies supporting the deployment of full-time, multi-agency police squads intended to reduce impaired driving crashes in King, Pierce and Snohomish Counties. The teams are using previously-unavailable data to direct them to roads and highways most likely to be used by impaired drivers. The project garnered Federal funds to conduct a research project to track project's effectiveness. District courts in King and Snohomish counties have also agreed to partner in the project. Sophisticated, targeted earned media is being conducted throughout the life of the project.

Outcomes: The primary desired outcome for this project is a 40% reduction in fatal crashes over the prior five-year average in King, Pierce and Snohomish Counties. After 15 months, Target Zero Teams have achieved 110% of its goal as follows:

County	King	Pierce	Snohomish	Total
Baseline	94	70	34	198
Projection	56	43	20	119
Goal	38	28	14	80
15-Month Mark	51	23	14	88

The Federal Highway Administration calculates the crash cost avoidance at \$6.1 million per fatality. There for, at the fifteen month mark, the 88 lives saved in these counties represents a crash cost avoidance of \$536,800,000. Just looking at WSP Target Zero Trooper activity for DUI arrests, speeding tickets, and seat belt violation tickets, these have brought in about \$8,400,000 in fines and fees. At the 15 month mark, the total WTSC investment in the project is about \$3,750,000. This provides a return on investment at \$145 to \$1.

When Target Zero Team counties are compared to the rest of the state, outcomes from the first year of the project suggest that Target Zero Teams is contributing to a decrease in traffic deaths in King, Pierce, and Snohomish Counties. Analysis of preliminary traffic fatality data from FARS data show:

Total Traffic Deaths:

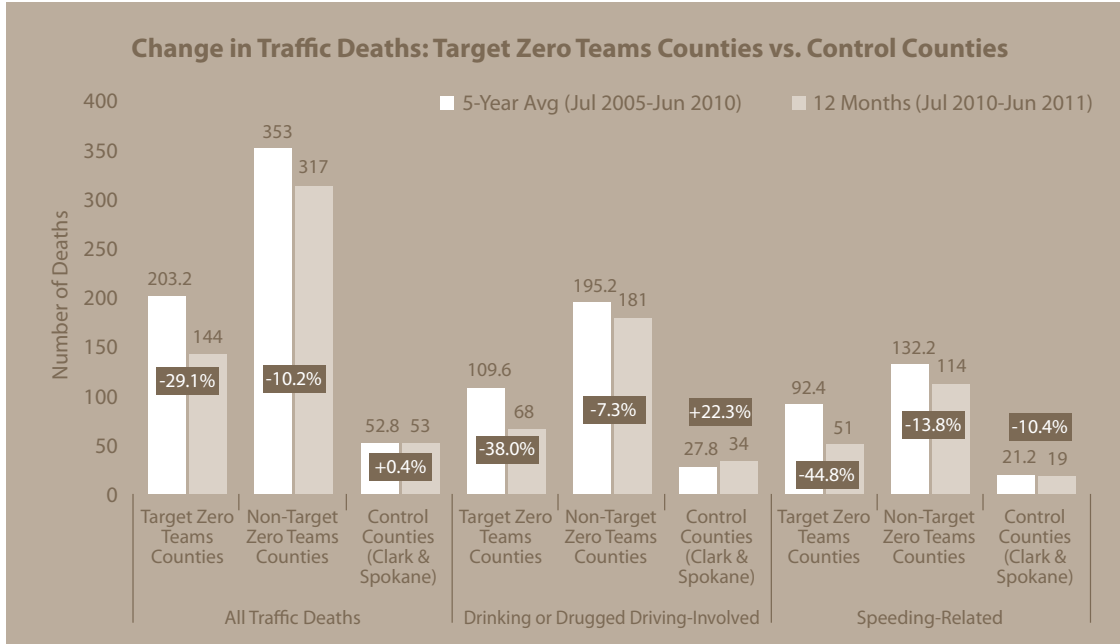
- The number traffic deaths in Target Zero Teams counties decreased by 29.1% during the first 12 months of the project compared to the previous 5-year average.
- During this time period in non-TZT counties, the number of traffic deaths decreased by 10.2% compared to the previous 5-year average.
- In control counties, the number of traffic deaths increased by 0.4% compared to the previous 5-year average.

Drinking or Drugged Driving-Involved Deaths:

- Drinking or drugged driving-involved deaths in Target Zero Teams counties decreased by 38.0% compared to the previous 5-year average.
- In non-TZT counties, drinking or drugged driving-involved deaths decreased by 7.3% compared to the previous 5-year average.
- In control counties, drinking or drugged driving-involved deaths increased by 22.3% compared to the previous 5-year average.

Speeding-Related Traffic Deaths:

- Speeding-related traffic deaths in Target Zero Teams counties decreased by 44.8% compared to the previous 5-year average.
- In non-TZT counties, speeding-related deaths decreased by 13.8% compared to the previous 5-year average.
- In control counties, speeding-related deaths decreased by 10.4% compared to the previous 5-year average.



Source: Fatality Analysis Reporting System (FARS). Data for 2010 and 2011 is preliminary.

The project components are discussed below.

Washington State Patrol (K811-01 and PT11-01):

A team of six high-DUI-performer troopers and one sergeant have been deployed in each county for a total of 21 dedicated state patrol officers. WTSC outfitted each with a specially marked "Target Zero Team" vehicle equipped with SECTOR and moving radar. The teams have worked in concert with local law enforcement officers who comprise the whole "Target Zero Team" to locate as many officers as possible in areas where data show DUI crashes to be a special problem. The teams reach out together to the local community to let them know about the intensive extra patrols being conducted in the area. In 15 months of this 24 month project, the Target Zero Team troopers have taken 2,923 impaired drivers off the roads.

RESULTS (October 1, 2010 to Sept 30, 2011):

District 1 -- Pierce County

Hours: 14,902
 Contacts: 9,024
 DUI arrests: 962
 Speeding: 669
 Seat belt: 373

Aggressive driving: 219

Felony Drug Arrests: 26

Misdemeanor Drug Arrests: 154

Felony Warrants: 12

Misdemeanor Warrants: 98

Stolen vehicles: 3

Minor in Possession: 35

District 2 -- King County

Hours: 15,923

Contacts: 6,377

DUI arrests: 1,018

Speeding: 756

Seat belt: 111

Aggressive driving: 724

Felony Drug Arrests: 17

Misdemeanor Drug Arrests: 60

Felony Warrants: 9

Misdemeanor Warrants: 41

Stolen vehicles: 0

Minor in Possession: 20

District 7 -- Pierce County

Hours: 15,746

Contacts: 8,468

DUI arrests: 943

Speeding: 2,054

Seat belt: 265
 Aggressive driving: 650
 Felony Drug Arrests: 21
 Misdemeanor Drug Arrests: 103
 Felony Warrants: 16
 Misdemeanor Warrants: 60
 Stolen vehicles: 1
 Minor in Possession: 49

Local Target Zero Teams (K811-10, K4PT11-01, and AL11-07): Supporting the Target Zero Team Troopers are the county Target Zero Managers, Law Enforcement Liaisons and local law enforcement agencies. Local law enforcement officers join the Target Zero Teams Troopers one to two nights a week increasing visibility of the patrols.

Results (October 1, 2010 to September 30, 2011):
 Overtime hours: 2,643
 Contacts: 5,565
 Citations: 2,189
 DUI arrests: 260
 Speeding: 482
 Seat Belts: 56
 Felony Drug Arrests: 4
 Misdemeanor Drug Arrests: 20
 Felony Warrants: 5
 Misdemeanor Warrants: 66



Stolen vehicles: 5
 Minor in Possession: 21
 Aggressive driving: 18

King County Prosecutor's Office (K811-08, AL11-07 and FOSTER): Prior to joining the Target Zero Team, King County Prosecutor's Office had a backlog of DUI cases that sometimes stretched to 20 months from arrest before an offender was charged. Since receiving the Target Zero Teams grant, the Prosecutor's office has been able to charge cases as they arrive, eliminating the backlog. The grant has also resulted in KCPO being able to run a complete criminal background check when the case is received (instead of just prior to court dates) which has allowed the prosecutors to properly identify repeat offenders and prosecute them accordingly to stem the high-risk behavior and address substance-abuse issues through treatment, probation and interlock requirements. (KCPO's final report is due Nov 15. Cannot finish until report is here.)

Snohomish County Prosecutor's Office (K811-05, AL11-07, and FOSTER): The Target Zero Team funding has allowed the Snohomish County Prosecutor's Office to reduce their DUI backlog to zero, as well. (SCPO's final report is due Nov 15. Cannot finish until report is here.)

Mobile Impaired Driving Unit (MIDU) (K811-09): To support multi-jurisdictional DUI patrols, such as during the Drive Hammered Get Nailed campaigns, and Target Zero Team patrols, WSP Impaired Driving Section, employed the Mobile Impaired Driving Unit to local communities throughout the year. This motor home is equipped with three breath testing stations, three holding cells, a communications station and computer stations officers report writing. The MIDU was deployed to 29 events and staffed with BAC technicians and Drug Recognition Expert. Staff completed over 513 breath tests and conducted several drug influence evaluations freeing up valuable time for patrol officers, getting them back on the road looking for impaired drivers quicker. Over 75 law enforcement agencies participated in the use of the MIDU throughout the year. Each deployment was preceded by a news release announcing the increased enforcement and the added presence of the MIDU. This resulted in numerous media

interviews and news articles.

Strategy: Enhance training in alcohol and drug detection

Drug Recognition Expert (DRE) Program (K811-09): Housed in the Washington State Patrol Impaired Driving Section, the Drug Recognition Expert program provides training and activities for all law enforcement officers in the state as well as education for prosecutors, teachers and other school officials, and the public. Washington has 240 DRE placed in 70 agencies across the state. There are 82 DRE instructors. These DRE conducted 1,532 DRE enforcement evaluations and 261 training evaluations. The program conducted 198 classes and trained 4,481 people as follows:

Drug Recognition Expert Program Trainings Conducted

DRE	Grant Total	
	Classes	Students
DRE School	3	35
ARIDE	18	322
DITEP	12	161
DRE Instructor	1	6
Drugs/DUI Overview	64	1,229
Field Certifications	2	32
Final Exams	8	32
Public	88	22,640
TOTAL	196	24,457

The DRE program also participated in MIDU events, attended many stakeholder events, and participated in the Washington Impaired Driving Advisory Council.

Standard Field Sobriety Test (SFST) Program (K811-09): 2011 marks the first full year of the new SFST Program. Working in conjunction with the other Impaired Driving Programs, the SFST Program worked to successfully implement a solid DUI/SFST curriculum and training regimen.

SFST Program accomplishments include the following:

- Implemented the state's first SFST Refresher course. WTSC will now require SFST Refresher training for all officers working WTSC-funded grants.
- Worked with the Criminal Justice Training Commission to change the DUI course curriculum from a video-taped drinking lab to a live drinking lab which will provide all officers a better understanding of conducting SFST in actual enforcement situations.
- Established an SFST DUI data base utilizing the e-Train system.

SFST	Grant Total	
	Classes	Students
DUI/SFST Basic	16	220
DUI/SFST Refresher	150	850
SFST Instructor Development	2	25
Drinking Labs	12	
DUI Regional Trainings	8	250
TOTAL	188	1,345

III. Prosecute, Impose Sanctions on and Treat DUI Offenders

Strategy: Enhance prosecutor impaired driving training

Traffic Safety Resource Prosecutor Program (TSRP) (K811-08): The Traffic Safety Resource Prosecutor (TSRP) program creates and provides quality large scale training for prosecutors and law enforcement; serves as a go-to resource for legal issues in impaired driving and conducts outreach to market our program to potential partners and colleagues. In FFY 2011, the program trained over 1200 people. Program highlight include:

- **Training:** Held eight regional DUI trainings academies and conducted Lethal Weapon, DRE Preschool for Prosecutors, Prosecuting the Drugged Driver training, Cops in Courts, Protecting Lives Saving Futures, ARIDE for prosecutors, DRE legal update instruction, DUI blood warrants training, and measurement uncertainty training; as well as one-on-one

training for new prosecutors and bringing in-house training to scores of prosecutors' offices around the state.

- **Outreach:** Issued quarterly TRSP newsletters. Supported drug court teams around the state. Forged strong links with TSRP around the nation. Participated in WIDAC. Helped film roll call video on obtaining voluntary tests following fatal crashes for MADD grant. Began in-house construction of a new website for use by state prosecutors and law enforcement.
- **Legislation:** Provided guidance in Rep. Goodman's ignition interlock workgroups. Drafted language for a proposed bill enhancing penalties associated with being arrested for a DUI while a child passenger is in the car. Continue to litigate the Measurement Uncertainty issue. Provided TSRP training to new Spokane Target Zero Prosecutor.

IV. Control High BAC and Repeat DUI Offenders

Strategy: Support the Establishment of DUI Courts

Strategy: Increase the use of ignition interlocks

Ignition Interlock Project (K811-09): Washington State continues to be at the forefront of the rapidly changing and growing ignition interlock industry. The ignition interlock program has made a concentrated effort to train our partners in the judicial system and law enforcement about ignition interlock devices. This combined with citizen and offender awareness has led to a strong increase in the number of ignition interlock devices being installed over the past three years. Two laws enacted in 2011 relating to ignition interlock devices should also continue to substantially increase the number of interlocks in Washington. Because of this demand, ignition interlock manufacturers are finding the need to establish more service centers. In 2008, there were 67 service centers located across the state. Today there are over 125 service centers, a 53 percent increase in just three years.

- **Compliance checks:** The ignition interlock program conducted compliance checks on 122 offenders. 52% were compliant. The program developed a second method for addressing compliance and monitoring, as well. All reports containing an alcohol violation on the download with a .040 BAC or higher are sent to the program manager. He reviews these reports and develops a list of subject with multiple and high BACs. He distributes this list to breath technicians across the state. The breath technician troopers then conduct home visits confronting the restricted driver about eh failures on the IID database. This method initially seems promising and will continue to be monitored.
- **Training:** The ignition interlock program trains officers, prosecutors and court personnel during the eight DUI regional training, and at many international, national and state conferences where information on Washington's program is in high demand.
- **Certification:** The ignition interlock program conducted compliance checks of 40 service centers.



Speeding

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

During FFY 2010, two statewide speeding emphasis patrols, the first of their kind in the United States, were conducted with \$1.55 million provided to the Speeding Program from federal 402 funds for FFY 2010.

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

Speeding (Slow Down or Pay Up) Patrols (SE11-02) – During FFY 2011, \$400,000 of speeding funding was used by 162 local law enforcement agencies and \$300,000 by the Washington State Patrol to support a statewide speeding enforcement mobilization. This mobilization was supported by a public information/education campaign, and was conducted in July and August when the data shows the highest numbers of speeding-related fatalities occur. These speeding patrols were conducted during the same time frames around the state and were multi-jurisdictional wherever possible. Please see the Communications section for more information on the paid and earned media supporting this speeding enforcement campaign.

Slow Down or Pay Up Campaign Results (Local Law Enforcement):

Dates: July 15-August 7	
Overtime hours worked:	1367
Contacts:	4316
Citations:	2701
Speeding Citations:	1957
Speeding Warnings:	(not available)
Seat Belt Citations:	362
DUI arrests:	15

Slow Down or Pay Up Campaign Results (Washington State Patrol):

Dates: July 15-August 7	
Overtime hours worked:	2063
Contacts:	5851
Citations:	4914
Speeding Citations:	3333
Speeding Warnings:	1455
Seat Belt Citations:	256
DUI arrests on overtime:	27
Speeding Citations:	5290 (all law enforcement)
DUI arrests total:	42 (all law enforcement)

In addition to the statewide mobilization, pilot projects are underway in Seattle and Tacoma to help determine both the effectiveness and public acceptance of Automated Traffic Cameras for speeding enforcement. These cameras are currently authorized in Washington, but limited to use in areas of roadway construction, school zones, and railroad crossings. A report on the effectiveness of these cameras in the pilot areas will be presented to the Washington State Legislature by January 2013.

Much of the funding provided to the Washington Association of Sheriffs and Police Chiefs (WASPC) was utilized for the purchase of equipment dedicated to the enforcement of speeding laws.

Please see the School Zone section of this document to for additional targeted speeding enforcement efforts.





Occupant Protection

Section 405 and 406 Seat belt performance grants

One of the primary reasons for the continued progress made in reducing traffic deaths and serious injuries has been Washington's high seat belt use rate. Since the adoption of the Click it or Ticket Project and the primary enforcement seat belt law in 2002, Washington has had one of the highest rates of seat belt use in the United States and the world. Federal Fiscal Year (FFY) 2011 was no exception to this outstanding pattern: the 2011 statewide survey of seat belt use showed 97.5% of motorists buckling up. Deaths related to non-usage of seat belts have dropped at a rate of 10 deaths per year since 2002.

Enforcement of Washington's seat belt law began in 1986 with the passage of the secondary law. Under a secondary law, officers cannot pull over unbuckled motorists unless a second "primary" violation is noted, such as a broken taillight. The changes in 2002 brought about a significant increase in seat belt use with the primary seat belt law.

To continue the pursuit of high seat belt use rates, the Washington Traffic Safety Commission, in partnership with community-level traffic safety Target Zero Managers, organizes a statewide Click it or Ticket mobilization following the dates of the national mobilization sponsored by the National Highway Traffic Safety Administration. WTSC offers over-time grants to participating law enforcement agencies and the Washington State Patrol, and the multi-jurisdictional, high visibility patrols are coupled with extensive publicity, paid and earned media, adhering closely to the successful Click it or Ticket model. The Washington Department of Transportation advertises the mobilization on 125 large variable message road signs visible from highways and freeways across the state. Also, smaller (eight feet by eight feet) lighted variable message signs carry the Click it or Ticket message by being positioned on busy city streets and county roads. 625 stationary road signs on roads across the state carry a continual reminder to motorists that seat belts in Washington are required by law.

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

Click It or Ticket Nighttime Seat Belt Patrols (K211-01 and PT11-03) – During FFY 2011, \$300,000 of Click It or Ticket funding was used by 117 local law enforcement agencies and the Washington State Patrol to support a statewide nighttime seat belt enforcement mobilization. This mobilization was supported by a public information/education campaign and was conducted during nighttime hours. Though the number of people killed at night is about the same as the number of people killed during the day, the death rate at night is more than four times higher because traffic volumes are much lower at night. Research shows that at least 80% of Washington traffic occurs during the day and between 12 and 20% of all traffic takes place at night. Nighttime motorists have higher rates of traffic violations and are more likely to cause fatal and serious injury collisions than their buckled counterparts. They are also more likely to have criminal records. There is also a strong correlation between being unbuckled and being impaired. The nighttime focused patrols show that officers are getting unbuckled motorists, as well as a larger percentage of impaired drivers than the daytime patrols.

The FFY 2011 Click It or Ticket campaign included:

- Aggressive activities to recruit law enforcement participants
- Posters and banners distributed by traffic safety Target Zero Managers
- Magnetic bumper stickers on patrol cars that say "seat belt patrol."
- Orange pop up signs that say "Seat belt patrol area," position in high traffic areas,
- An offer to the news media to conduct ride-alongs with law enforcement,
- Paid and earned media.

In the data section of this Annual Report you will find charts that show that the nighttime focused seat belt mobilizations have been successful in bringing down the numbers of unbuckled vehicle occupants involved in fatal and serious injury crashes at night. The traffic death rate is a calculation of deaths per 100 million vehicle-

miles traveled. Please see the Communications section for more information on the paid and earned media supporting the Click It or Ticket enforcement campaign.

Click It or Ticket Campaign Results (Local Law Enforcement):

Dates: May 23-June 5	
Overtime hours worked:	1732
Contacts:	5395
Citations:	3698
Seat Belt Citations:	1338
Seat Belt Warnings:	515
DUI arrests:	22

Click It or Ticket Campaign Results (Washington State Patrol):

Dates: May 23-June 5	
Overtime hours worked:	2248
Contacts:	6060
Citations:	5959
Seat Belt Citations:	2213
Seat Belt Warnings:	380
DUI arrests on overtime:	0

Seat Belt Citations:	3551 (all law enforcement)
DUI arrests total:	22 (all law enforcement)

Seat Belt Use Survey

The research on the safety benefits of seat belt use is well established. Statistical analysis conducted by NHTSA shows that the use of a lap and shoulder belt reduces the risk of death by 45 percent and the risk of moderate-to-severe injury by 50 percent. Combined with an air bag, a seat belt reduces the risk of death by 61 percent, compared to riding in a vehicle unbuckled. Prior to the adoption of the primary seat belt law in 2002, Washington’s seat belt use rate hovered at about 80 percent for six years running. The Click it or Ticket Project and primary law brought use rates to over 95% where they have remained ever since.

The seat belt survey methods over the years have not changed. The 2011 survey found seat belt use to be 97.5 percent. The 2010 survey showed seat belt use at 97.6 percent. The seat belt survey methodology was designed in 1986 by Westat, Inc. The sample size includes close to 100,000 observations of drivers and front

seat passengers. The sample is taken from 402 locations in 19 eastern and western Washington counties and includes all road types. Researchers collecting the data are “spot checked” by the research project coordinator to ensure compliance with the stringent requirements of the survey methodology. During the summer of 2011, the WTSC began efforts to update the seat belt survey, retaining a research firm to analyze the procedures of the Westat survey in light of new NHTSA requirements.

As of this writing, the research firm is analyzing the sites used in the old survey for their usefulness in providing a representative sample of drivers. New NHTSA rules require that the new survey sample focus on areas of the state where 85 percent (or higher) of the vehicle occupant deaths occur. The sampling methods are also being reviewed to ensure that the sample is statistically valid and randomized (days of the week, time of the day, locations, collection methods) – the WTSC takes pride in placing emphasis, not on the findings of the research, but rather on the process, with methods employed that are developed and managed by highly competent researchers, and with findings that are statistically solid and scientifically defensible. The new survey results will continue to guide program efforts.

Teen-focused seat belt promotional efforts:

Using NHTSA Section 405 and 406 funds, as well as a \$50,000 grant from State Farm Insurance, a very successful project at the high school level has students promoting seat belt use among their fellow students – the project is modeled after Click it or Ticket, and is called the Click it And Ticket Project. The first project was conducted in the Tri Cities in 2007 and measured by WTSC. The project increased seat belt use among the high school population by 15 percentage points, from 81 percent in the baseline survey to 96 percent as measured one month after the close of the project. Observational surveys of seat belt use of the high school population were conducted by WTSC. Comparison sites found no increase in seat belt use during this same time frame.

Vehicle crashes are the leading cause of death for

teens, killing more teens than drug and alcohol use, homicide and suicide combined. Teens have the highest fatal rate of any age group and NHTSA research shows that the teen population segment has the lowest rates of seat belt use.

The high school based projects begin with student-conducted observational surveys of seat belt use of the students (and adults) who drive onto the school property. Following this baseline survey, the students conduct intervention activities that include “ticketing” events. The tickets are loosely modeled after a real traffic ticket, but they are instead given to students who are buckled up (unlike real traffic tickets) and they include messages about how smart the student is to be buckled up (“for committing this act of vehicular intelligence”). These “tickets” also have the school colors and logo and a place at the bottom where the students sign their name and enter to win a \$124 debit card which is given away by the principal after morning announcements. School principals and administrators are encouraged to promote seat belt use during the morning announcements, too, with “speaker comments” routed to them to make the job easier.

The seat belt “tickets” are also redeemed for a handful of candy when a student enters the school building. The \$124 debit card also, not coincidentally, happens to be the cost of a real ticket if they are caught riding unbuckled in Washington. Law enforcement participate in the project by handing out tickets and often these intervention activities include all-school traffic safety assemblies and other seat belt promotional activities such as putting up posters around the school. The project ends with a second observational survey and these always show increases in seat belt use.

In addition to their participation in behavioral research (which the teachers favor), the students get experience working with the media as these projects often garner extensive media coverage. Students are selected to be spokespersons for the project and they distribute press releases about their activities based on samples provided by WTSC. Students have been interviewed live on radio stations, by print media with “front page, top of the fold” articles and on T.V., including Seattle television.

During the FFY 2011, there were 37 Click it And Ticket projects conducted in high schools across Washington State, one project was conducted at an all-state basketball tournament sponsored by the Yakama Nation Indian Tribe, one project was conducted at a college (Eastern Washington State University in Cheney) and traffic safety professionals from Alaska, Montana and Mississippi have duplicated the project in their areas. The WTSC received an award from the State Auditor’s Office for the project and additional grant funds have been obtained from State Farm to continue the project.

The WTSC Child Passenger Safety Projects

NHTSA Section 2011 Child Passenger Safety and Child Booster Seat Incentive Grants

During FFY 2011, the WTSC organized projects in five counties with the goal of improving parental compliance with Washington’s model child passenger safety law. The law requires the following:

- Infants must ride rear-facing until at least age one
- Children must ride in appropriate child restraints until they outgrow them
- Older children must ride in boosters until at least age eight or 4’9” tall
- Children must ride in the back seat until age 13

Washington collision data shows that children who incur either minor injuries or none at all are appropriately restrained at least 86 percent of the time. When a child is seriously injured or killed in a collision, he or she is only likely to be using appropriate restraints between 77 percent and 83 percent of the time.

Following the successful Click It or Ticket model, Washington pursued the development of Click it or Ticket-style projects focused on parental compliance with the child car seat law. Following the Click it or Ticket model means that aggressive efforts are undertaken to publicize the patrols in advance, efforts that include:

- Localized posters featuring participating law enforcement
- Radio and T.V. PSAs that feature local law enforcement
- The distribution of flyers, banners and other print materials
- Fluorescent orange pop up signs that announce “Child Car Seat Patrol Area”
- Rented variable message road signs that announce “Child Car Seat Patrol Area”
- The distribution of educational print materials to day cares and pre-school programs
- The distribution of educational materials at grade schools, pre-schools, day cares and Spanish speaking day cares. In many cases, law enforcement distributed the educational materials, adding to the impact of the message.
- Messages on materials such as back packs that

- were given away at grade schools
- Grade school based educational programs that include speeches by law enforcement
- Notification to the larger community via big business newsletters and flyers to employees
- News media notifications about upcoming patrols.
- A localized air buy, including radio, T.V., newspaper ad placements and billboards.

The projects were located in areas where parental compliance with the law is weak and where local coordinators are willing to take on the extra work of the projects. These areas included the following counties: Grant & Adams, Chelan & Douglas, Spokane, Grays Harbor and Yakima. Grant counties are set aside for the projects to pay for over-time patrols and publicity efforts, including the air buy.

The following law enforcement agencies participated in the patrols:

Grays Harbor County	Grant and Adams Counties	Spokane County	Chelan/Douglas Counties	Yakima County
Aberdeen Police Dept. Grays Harbor County Sheriff Hoquiam Police Dept.	Grant County Sheriff Quincy Police Dept. Moses Lake Police Dept. Ephrata Police Dept. Royal City Police Dept. Washington State Patrol	Spokane Police Dept. Spokane Valley Police Dept. Spokane County Sheriff Airway Heights Police Dept. Washington State Patrol	Washington State Patrol Douglas County Sheriff’s Office Wenatchee Police Department Chelan County Sheriff’s Office	Yakima Police Department Yakima County Sheriff’s Office

Lessons learned by law enforcement participating in the project:

- It is not easy to find large numbers of adults transporting children without some advance planning. Targeting grade schools, day cares, pre-schools, parks, playgrounds, sporting events like soccer tournaments, fast food restaurants and other places where parents take children are good efforts, but plan ahead to find out, for example, what time school starts.
 - Project Managers shared school “start and

- stop times” with officers and information about good locations to scout for the presence of children.
- Project Managers reported that law enforcement agencies are struggling with staff shortages.
- In Grays Harbor, law enforcement conducted “check point-style” saturation patrols at every grade school in the county where they spoke with parents and checked car seats but did not write tickets.
- All in all, the best locations were grade schools where educational efforts can precede the patrols and the best dates for patrols include those times when parents are dropping off their

children.

- Officers need training that includes:
 - What the collision injury and death data shows regarding child population segments. Only when officers know why they are doing these patrols will they be committed to the larger goals of the project.
 - How child restraints work to save lives
 - How to conduct child car seat patrols
 - Spotter/chase patrols work, as well as conventional patrols
 - The educational efforts that precede the patrols give parents ample warning and education about the law. Officers are routinely told by parents that they "...did know the law," though the parent opinion research shows that most parents do know the law and an overview of the educational efforts for law enforcement serves to remind the officers that parents are being reminded of the law before the patrols take place.
- If parents who are ticketed purchase the right child car seat and show the judge their receipt, they can get their ticket dismissed. However, Project Managers made arrangements with stores to ensure that parents who did this didn't just take the seat back after their court appearance.
- The child passenger safety technician course is four days long. To this cops have been known to say, "I can train a cop to conduct a murder investigation in less than four days." For purposes of doing this project, a short training for law enforcement can easily be conducted within a two-hour time span. After participating in the project, many officers go on to take the 4-day course on their own volition.

Ticket data from the child passenger safety patrols shows that a large number of the kinds of drivers targeted with the Nighttime Seat Belt Project are being intercepted.

	Chelan & Douglas Counties	Spokane County	Grant & Adams Counties	Grays Harbor County	Yakima County
Hours worked	213	281	252	253	74
Total contacts	549	902	794	1,062	81
Total citations & infractions	317	454	611	235	137
Seat belt tickets and warnings	136	147	161	26	22
Child Car seat violations/warnings	209	237	227	25	78

Other violations noted:	
Felony & other arrests	18
DUI	2
Other alcohol arrests	5
Other drug arrests	8
Misdemeanor warrants	20
Reckless driving	3
No driver's license	118
No insurance	191
Cell phone/texting	78
No vehicle license	22
Speeding	203



Violations included: a big marijuana bust, several felony eluding cases, hit and run and being first on the scene of a bad motorcycle crash.

Details of the air buy that publicized the project are as follows:

County	Budget	Air buy dates 2011	Radio Placements	Number of stations	T.V. placements	Other	Total for mobilization
Spokane County	\$5462	4/4 - 5/1	504	6			
	\$2484	4/4 - 5/1		1	90		\$7946
	\$4590	8/22-9/18	557				
	\$2162				91		
	\$1300	4 weeks				billboards	\$8052
Total	Air buy only						\$15,988
Other	\$2971	9/12-10/2				VMRS	
Grant & Adams counties	\$3367	6/20-7/31	706	7			
	\$1250	9/12-9/24	242	5			
	\$2382	3/21-5/1	395	4			
	Total	Air buy only					\$6999
	Other	\$2971	9/12-10/2				VMRS
Grays Harbor County	\$2066	5/30-6/26	327	3			
	\$1012				604		
	\$1049					Newspaper ads	
	\$2066	1/24-2/20	327	3			
	\$1012			1	604		
	Total	Air buy only					\$7205
Other							
Chelan & Douglas Counties	\$4772	3/21-4/24	632	5			
	\$2468	9/12-10/2	320	5			
	Total	Air buy only					\$7240
Other	\$2971	9/12-10/2				VMRS	
Yakima County	\$3772	4/11-4/30	431	6			
	\$1036	4/20 & 4/26				2 Newspaper ads	
	Total	Air buy only					\$4808

All media dollars above listed in adj. net.



Measuring child passenger safety efforts:

Observational surveys of child restraint use and compliance with the CPS law were undertaken by Washington State University in the year 2000 and 2002. WTSC organized observational surveys of CPS use before the pilot projects began in 2007. The contrast between the WSU and WTSC surveys was significant. Further analysis of the WSU surveys found that the procedures employed to recruit the data were questionable. How can one stand alongside a busy street and estimate booster seat use without looking into the car?

When collecting data for The WTSC survey, the observers scouted out a cross representative sample of locations. They approached cars where drivers were transporting children and they asked to look at the child in the seat. They noted the placement of the child, restraint use and asked the driver for the child’s age. Because the children were restrained before the surveyors approached the cars, there was no change in behavior brought about by being observed.

Additional observational surveys were conducted during this year’s projects and they determined that the behavior change created by the projects is significant.

Observational survey results from Chelan/Douglas & Spokane counties:

	Before the two mobilizations (Jan.Feb., 2011)	After the two mobilizations (Sept.,Oct. 2011)	Percentage of change
Number of drivers observed	506	222/?	unknown
Number of children observed	814	690	-15%
Kids riding in the front seat illegally*	98	75	-23%
Kids riding in seat belts when they should have been in booster seats*	297	160	-46%
Kids in child car seats that were incorrectly buckled	11	5	-54%
Children correctly restrained	366	406	+10%
Can't tell	57	54	-5%

*Some kids appear in two columns: these kids should have been in boosters and should not have been sitting in the front seat. There were 15 such kids in the “before” column and 10 in the “after” column.

Because law enforcement who pull over violators are often told by parents that they were not aware of the law, this information was taken from a survey of 148 Spokane area parents who were waiting to have their child car seats checked. It is assumed that people who take the time and trouble to attend a child car seat checkup event will be more safety conscious than people who wouldn't bother, but still it is instructive to note that parents know quite a bit about the law as a result of educational efforts:

What do parents currently know about correct child restraint use and Washington's child car seat law?

This information was taken from a survey of 148 parents waiting to get their child car seats checked in Spokane.

Aspect of child passenger safety issue:	How many parents answered correct
Children should ride rear-facing until they are at least age one	90%
Child car seats should not move more than one inch from side to side (i.e. they should be installed snugly)	91%
A child must ride in a booster seat until age eight or 4'9" tall	91%
A child under the age of 13 must ride in the back seat	94%
On a child car seat, the retainer clip (the clip that holds the straps together) should ride at your child's armpit level	5% (most parents said it should ride at your child's armpit level neck)
Child car seats have an expiration date	11%



The budget for the Click it or Ticket Child Car Seat Projects is as follows:

Project budget By location:		Budget Total: \$175,000	2010/2011 Spent: \$133,566
Grays Harbor:	Budget category:	Budget: \$23,500	Spent: \$22,061
	Air buy	\$6500	\$7205
	Law enforcement overtime	\$12,500	\$11,856
	TZM overtime	\$3000	\$3000
	Printing	\$0	\$0
	CCS purchases	\$1500	\$0
	Training/Tech	\$0	\$0
Grant County:	Category:	Budget \$25,500	Spent: \$23,439
	Air buy	\$6,500	\$6,999
	L.E. O.T.	\$12,000	\$11,801
	TZM O.T.	\$3000	\$1,639
	Printing	\$1000	\$0
	CCS purchases	\$3000	\$3000
Spokane County:	Category:	Budget \$39,500	Spent: \$36,653
	Air buy	\$16,000	\$15,988
	L.E. O.T.	\$22,000	\$19,615
	Printing	\$1,500	\$1,050
Yakima:	Category:	Budget \$24,000	Spent: \$7,890
	Air buy	\$7000	\$4808
	L.E. O.T.	\$8000	\$2707
	TZ/TFC O.T.	\$3000	\$0
	Printing	\$2000	\$0
	CCS purchases	\$2000	\$375
	Training/Tech	\$2000	\$0
	Pop up/VMRS	\$4000	\$0
Wenatchee:	Category:	Budget \$27,500	Budget \$26,005
	Air buy	\$8,500	\$7,240
	L.E. O.T.	\$14,000	\$13,390
	Printing	\$2,500	\$2,801
	CCS purchases	\$2,000	\$1,000
	Training/Tech	\$500	\$524
Other:	Category:	Budget \$35,000	Spent: \$17,518
	Research	\$10,000	\$0
	Earned media	\$8,000	\$1,317
	VMRS	\$11,000	\$11,087
	Pop up signs	\$1500	\$0
	Printing meetings	\$4,500	\$5,114

Future Child Passenger Safety Efforts

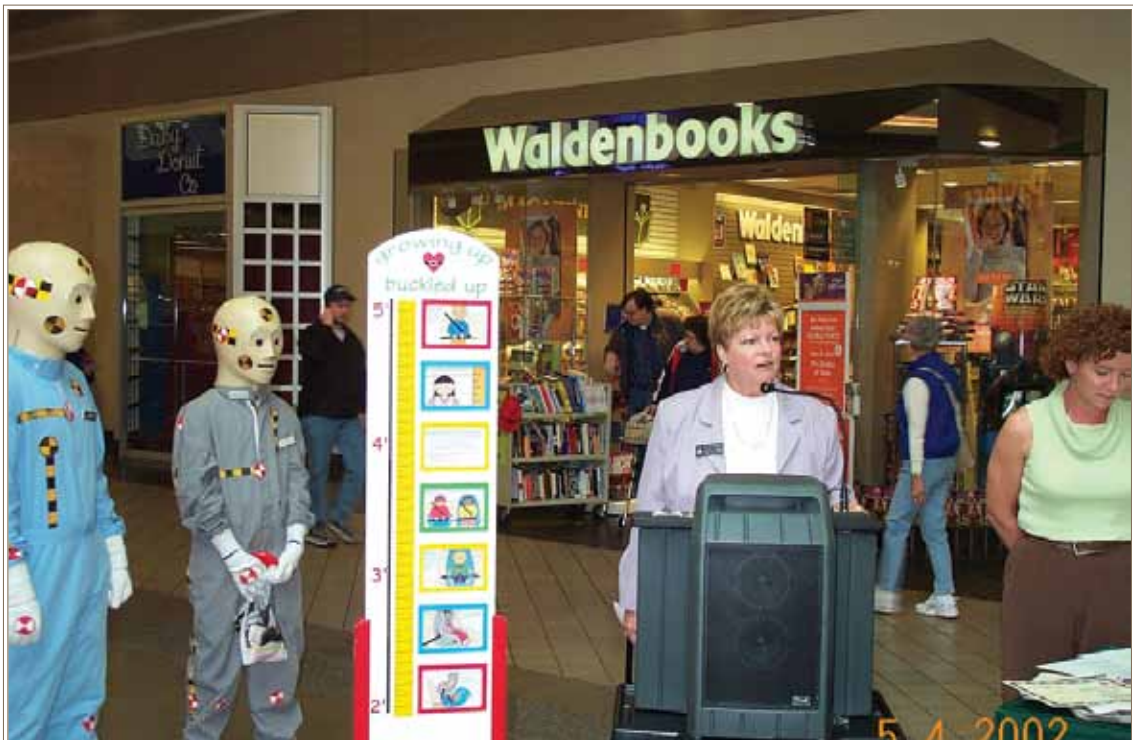
During FFY 2011 the WTSC undertook an extensive examination of child passenger safety (CPS) efforts in light of feedback from feedback from CPS advocates and program managers in the field, including Target Zero Managers. Also, the analysis looked at best practice models and collision data. Collision data shows: the older the child, the greater the likelihood for collision injury and death. This means CPS efforts need to focus on older children. The Click It or Ticket projects, the projects where the Click it or Ticket model has been employed in other issue areas (impaired driving, aggressive driving around trucks and child passenger safety) clearly shows that this best practice model holds the greatest promise for changing driver behavior in the CPS arena. More efforts like those piloted in the five Washington counties need to be thoughtfully undertaken, while efforts to assist parents who need help correctly buckling up their children need to be maintained where possible. In the future, more activities will be undertaken that apply the Click It

or Ticket Project model to child passenger safety with the aim of increasing driver compliance with the CPS law, and saving lives and reducing injuries among children.

Safety Restraint Coalition grant: \$269,000 2011 funds

Budget: \$269,000 2011 funds	Spent in FY 2010/2011: \$242,266
	Amount spent on child car seat purchases: \$17,184

A fourth project funded under the WTSC Occupant Protection Program is the non-profit, grant-funded Safety Restraint Coalition (SRC). The Coalition is based in Kirkland, Washington and provides statewide support to a network of child passenger safety programs operating at the local level. The SRC provides child passenger safety education materials, training for child car seat technicians, mentoring of technician and technician trainers and CPS advocates. During FFY 2011, 85 new child passenger safety technicians



were trained and another 14 were re-certified bringing the total number of certified child passenger safety technicians in Washington to 487 (and increase over the number in 2010 which was 460).

The SRC sponsored eight 4-day technician training courses and has mentored and developed 26 technician trainers. Another 14 short educational courses were sponsored by SRC on child passenger safety issues.

The SRC sponsors a website which received 37,320 new visits in FFY 2011 and 103,178 separate page views. There were 110 letters sent to people who were reported to the SRC as having transported an unbuckled child and the SRC spent \$17,184 on the purchase of child car seats for distribution to low income families via the networks of child passenger safety experts. While the more than 549 new seats were distributed statewide to low-income families, local community programs recognize that there will never be enough money to purchase new car seats for every financially needy child. To address this shortage, some communities such as Kent, Washington, conducted child car seat recycle programs. These programs serve two purposes: they collect and recycle no-longer-safe seats to keep them out of landfills, working with Seattle and Portland

recyclers, and re-usable seats are provided to low-income people to keep children safe. Washington is fortunate to have the Donations for Children Law which provides liability protection for the reuse of child car seats.

Between October 1, 2010 and September 30, 2011, child passenger safety technicians in 26 counties assisted caregivers with education and installation of more than 5,550 child car seats – either by appointment or at local community child car seat checkup events and fitting stations. The SRC also provided one-on-one education and technical assistance to parents via the hotline 1-800-BUCK-L-UP. SRC staff answer questions of caregivers on subjects such as how to comply with the child restraint law; proper use of child car seats and boosters, equipment recalls, locating a child car seat technician close to them or a checkup event. Parents and caregivers can also access information via the website www.800bucklup.org. At the core of Washington's child passenger safety program are 27 community-level programs led by volunteers who coordinate educational activities at the local level. The Safe Kids Coordinators, Child Passenger Safety Team Leaders and community-based Target Zero Managers together easily reach 70% of the state's population with child passenger safety educational efforts.

Traffic Records

In October, 2011, the Council of State Governments (CSG) awarded members of Washington's Traffic Records Oversight Council with their 2011 Innovations Award for their work on the Electronic Traffic Information Processing (eTRIP) Initiative. Eight award winners are selected from among hundreds of projects submitted by states each year. The CSG issued a press release during their annual meeting hosted in Bellevue, Washington. Several members of the project team, including members of the Traffic Records Oversight Council, attended the opening session of the meeting to receive the award. Lowell Porter, Chair of the Oversight Council was issued the following as part of the CSG press release:

The eTRIP Initiative is a great success story. State and local agencies have worked together to innovate an effective system which significantly improves the way we do business. The SECTOR application saves time, produces more accurate data, and ultimately provides better service to the citizens of our state. We are thrilled that the Council of State Governments has recognized this hard work with their Innovations Award.

In addition to this major award, the Traffic Records Committee saw another major milestone in its efforts to improve traffic records systems. The 2011 legislature approved a key decision package for the Washington State Patrol providing funds



necessary to expand their Mobile Office Platform. This package allocates up to \$23 million over the next 6 years to WSP to build upon the success of the eTRIP Initiative by providing mobile field reporting capability to all troopers while adding key functionality to the existing system. The work of the Traffic Records Committee has been critical to demonstrating the value of these investments and building the business case for on-going funding. The Mobile Office Platform funding package will be central to Washington State's efforts to increase use of the SECTOR application while enhancing its functionality for law enforcement.

On-going Traffic Records Projects

The state continues to make significant investments in the systems and processes that make up traffic records. Funds from a variety of sources have helped realize substantial efficiencies in both workflow and data quality. The TRC continues to invest in quality projects with the aim of improving the timeliness, accuracy, completeness, accessibility and integration of data. While Washington has faced a financial crisis unlike any in recent history, funding for traffic records improvement projects remains a top priority. In fact, the payoff of many traffic records projects in terms of staff savings has only made the need for these projects more pressing. For 2012, the TRC utilized a variety of sources of funding for traffic records improvement projects. These include:

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

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

Electronic Traffic Information Processing (eTRIP) Initiative

October, 2011, marked the completion of three

years since the eTRIP system initiated a statewide deployment campaign. Electronic tickets and collision reports now make up approximately 60% of statewide volume. While the eTRIP Governance Team considers this to be a significant milestone, the team continues to make investments in the Statewide Electronic Collision & Ticket Online Records (SECTOR) application and expand deployment throughout the state.

In July, 2011, the eTRIP Governance Team implemented enhancements to the Justice Information Network Data Exchange (JINDEX) message broker that make it possible for local law enforcement agencies to electronically receive tickets, collision reports, and court dispositions. These enhancements make JINDEX more flexible and scalable for future exchanges and partners. This project was partially funded by NHTSA Section 1906 funds to facilitate law enforcement efforts to improve analysis and reporting on traffic stops.

The eTRIP Governance Team has long endeavored to document the efficiencies of the eTRIP Initiative. This on-going effort has illuminated several key improvements in timeliness and accuracy. The following summarize the important findings to date:

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

For additional details on the eTRIP Initiative see the *Traffic Records Projects Portfolio* or visit the TRC

website at www.trafficrecords.wa.gov.

Incident Location Tool (ILT)

The Washington State Department of Transportation (WSDOT) has developed a map-based tool to provide more accurate feature and event location. The ILT was implemented in October, 2011, within WSDOT to provide X-Y coordinates for all incoming collision reports. The tool has also been provided to WSP to integrate into the state's on-scene collision reporting software.

Coded Emergency Department Data System (CEDDS)

The CEDDS pilot project created the state's first Emergency Department (ED) data system. The pilot successfully concluded in April, 2011, demonstrating the value and feasibility of collecting ED data in Washington. The Department of Health created a final report outlining the benefits of ED data and providing recommendations for statewide implementation. The report may be accessed through the following website: <http://www.doh.wa.gov/EHSPHL/CHS/CHS-data/public/pubmain.htm>.

Washington Request for Electronic Collision Reports (WRECR)

WRECR automates the process of acquiring collision reports from the Washington State Patrol's Collision Records Division. This system went live in June, 2011, allowing the public to acquire copies of collision reports through the internet. The system also automatically redacts reports provided to third parties. WRECR has resulted in significant staffing efficiencies at WSP while providing more timely service to the public.

TRC Data Integration Subcommittee

The TRC's Data Integration Subcommittee concluded a series of pilot tests demonstrating the tremendous value crash data has when linked to injury outcome datasets. Clinical assessments of injury provide the state with a better understanding of the true outcomes of motor vehicle crashes. Building upon these early successes, the subcommittee will now focus on linking collision data with data from the Comprehensive Hospital Abstract Reports System (CHARS). This additional "layer" will allow the subcommittee to answer several key questions identified at the onset of this work regarding cost and injury outcomes for crashes. It will also provide a robust dataset from which to better derive injury severity for those persons involved in crashes.

Performance Measures

Washington's TRC tracks several key measures of performance intended to clearly document progress in improving traffic records systems. Several of these measures are submitted to NHTSA each year in order to qualify for Section 408 incentive grants. NHTSA validated that Washington has shown "demonstrable progress" for FFY 2011 as illustrated in the following measures:



The TRC will be expanding the set of metrics it uses to measure the overall integrity of each of the components of Washington’s traffic records system. In April, 2011, NHTSA released the *Model Performance Measures For State Traffic Records Systems*. The TRC is reviewing these measures to select and implement those that are of most value in achieving the committee’s overarching goals.

Measure #1	Baseline	Progress Achieved
Percent of collision records that contain <u>no</u> missing values for 10 critical data elements (WSDOT). Deficiency #2 – Statewide Collision Data	12/2009	12/2010
	94.5%	95.5%
Measure #2	Baseline	Progress Achieved
Increase the percent of statewide public road miles available for use in Washington Transportation Framework (WA-Trans) database. (WSDOT) Deficiency #4 – Roadway Data Completeness	2/2010	2/2011
	30.5%	58.5%

These measures will then become the primary means for assessing system quality, identifying problems, and documenting future progress.

2012 Projects & Expenditures

In December 2011, the TRC unanimously approved Washington’s FFY 2012 Section 408 funding plan for traffic records. The table below outlines new funding for FFY 2012. The projects that make up this request. Funding includes approximately \$692,000 of new or carry forward Section 408 funds and an additional \$200,000 in discretionary funds provided by the WTSC. Each project funded links directly to one or more of the objectives and accompanying strategies contained in *Washington’s Traffic Records Strategic Plan*. Additional details, including how each project ties directly to one or more of the strategic plan objectives and strategies, may be found in the *Washington State Traffic Records Projects Portfolio*.

FFY 2012 Funding Request	Amount Requested	Funding Source
eTRIP 20. Local Law Enforcement Coordination (WASPC)	\$50,000	408
eTRIP 23. SECTOR Training Administrators (Johansen Collision Consulting)	\$30,000	408
eTRIP 24. Prosecutor Deployment & Training Administrator/RMS Coordinator (WTSC)	\$150,000	408
eTRIP 22. SECTOR enhancements, i.e. eTRIP Governance Team priorities (WSP)	\$170,000	408
39. Data Integration Specialist (DOH) – Partial funding in partnership with WSDOT	\$90,000	408
40. CLAS Rewrite, CLAS Lite implementation, (WSDOT)	\$192,000	408
Travel Assistance for International Traffic Records Forum	\$10,000	408
eTRIP 18. Hardware (Scanners, Printers) Grants to Local Law Enforcement (WASPC)	\$200,000	402
FFY 2012 Total	\$892,000	

Fatality Analysis Reporting System (FARS)

The Fatality Analysis Reporting System (FARS) was conceived, designed, and developed by the National Center for Statistical Analysis (NCSA) of the National Highway Traffic Safety Administration (NHTSA) to collect data on traffic fatalities. This critical information enables researchers to identify traffic safety problems, suggest solutions, and provide an objective basis for evaluating the effectiveness of highway safety programs and motor vehicle safety standards. To be included in FARS, a crash “. . . must involve a motor vehicle traveling on a trafficway customarily open to the public and result in the death of a person (occupant or a vehicle or a non-motorist) within 30 days of the crash.”

In Washington State, FARS is part of the Traffic Research and Data Center in the Washington Traffic Safety Commission (WTSC). The Washington State FARS Team works with traffic safety program managers and researchers to provide accurate and timely data that is used for safety programs planning and evaluation, as well as to aid in the traffic-safety efforts of partner state, federal, and local agencies. Washington FARS is responsible for gathering data for approximately 400 fatal crashes every year.

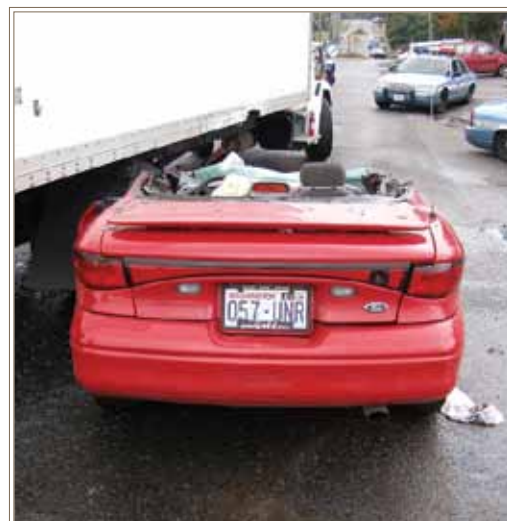
Washington FARS coordinates with several agencies to collect hundreds of data elements relating to each fatal traffic case. These are: the Washington State Departments of Licensing, Health, and Transportation; the Washington State Patrol and State Patrol Toxicology Lab; statewide Emergency Medical Services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

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

Washington FARS

FARS staff participates in monthly Government Management and Accountability Program (GMAP) meetings, presenting preliminary fatality data to WTSC colleagues through a variety of analytic “lenses,” including vehicle type, roadway type, location, restraint use, age, impairment, and other variables. FARS analysts maintain a number of spreadsheets to aid in tracking and projecting fatality numbers, including a spreadsheet of fatalities by mode of transportation, a day-to-day fatality report, and prepare special reports for various work groups, committees, or outside entities. They present FARS data to various traffic safety groups in support of Target Zero goals and participate on the statewide Traffic Records Committee.

FARS data is subject to constant thorough analysis by NHTSA data experts to facilitate nationwide fatal crash analysis. FARS Analysts attend up to 40 hours of formal classroom training plus several webinars each year that focus on coding changes and additions for the following year. In 2010, the FARS data base expanded to include a number of new and enhanced data variables that included pre-crash information for each driver and vehicle involved in fatal crashes. Although FARS data requirements are increasingly complex and challenging, Washington FARS continues to meet exacting federal data quality and quantity standards.



Pedestrian & Bicycle Safety Programs

The goal of the WTSC Bike and Pedestrian program is to support the priority areas of Target Zero and the Cooper Jones Advisory Committee and to provide recommendations on bicycle and pedestrian programs to WTSC when needed.

From the 2011 HSP PS11-02:

Continue the Cooper Jones Bicycle and Pedestrian Committee by providing support for a CJ meeting is scheduled. The Committee may also identify high risk areas and recommend possible countermeasures to WTSC for Funding.

This past year there were no local grant requests that qualified for funding under the Target Zero Priorities. The limited funding obligated to this project resulted in the reprinting of Bicycle Law Brochures for statewide distribution, Bicycle Helmets for the city of Pacific and Yakima Target Zero Task Forces, and funds to support a bike awareness event in Whatcom County hosted by their County Target Zero Task Force.



School Zone Safety

In 1996 the Washington State Legislature enacted legislation doubling the fines for speeding in a school zone, with the money from these fines being deposited into the School Zone Safety Account. In 2010, the Legislature enacted another statute that provided for fines resulting from crosswalk violations in school zones to be deposited into this account as well. Expenditures from this account may only be authorized by the Director of the Washington Traffic Safety Commission (WTSC) and used solely to fund projects designed to enhance school zone safety, pupil transportation safety, and student safety in school bus loading and unloading areas.

In late spring 2011, the WTSC announced the recipients of grants for the School Zone Flashing Lights Program. Local communities, counties, school districts, and tribal nations were eligible to participate in this program. The response to this proposal was significant, with grants awarded to 84 elementary schools totaling nearly \$718,000. Grant funds provided hardware, software, and signage, and the grantee is responsible for the installation and ongoing maintenance costs of the project. Efforts to provide these lighting systems are ongoing as another grant announcement for \$500,000, now making these lights available to both elementary and middle schools, was released in September 2011.

As part of our ongoing efforts to support school zone safety patrols by utilizing the resources from this account, from July 1, 2009 to October 1, 2011, nearly \$234,000 was provided for crossing guard safety equipment to 546 schools in our state.

As part of WTSC's efforts to improve school zone safety and pupil transportation, we continue to work closely with the Washington State Department of Transportation (WSDOT), the Office of Superintendent of Public Instruction (OSPI), and Department of Health (DOH) to maintain active Safe Routes to School plans in all elementary schools.

To assist schools in educating their students, teachers, and parents about school zone safety, a Curriculum Kit and Resource Guide for School Zone Safety are available, for free, via the

WTSC's web site. This kit contains materials and information for school zone crossing guard teams and school administrators. Resources to help make school zones safer for everyone include a Principal's Safety Patrol Checklist, RCW's, WAC's, and safety tips for parents in multiple languages.

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



Motorcycle Safety 2010-2011 K611-01



The grant funds were used in two separate venues 1) Motorist Awareness and 2) Instructor development/appreciation.

Motorist Awareness: Statics showed that motorist involved in crash with motorcycles often stated, “they didn’t see the motorcycle”. This phenomenon caused by a small profile that the motorcycle projects, makes it difficult for motorist to judge the speed and distance the motorcycle is traveling.

A media campaign to address the awareness utilized the slogan, “Look Twice Save-a-Life”. It was deployed on the side of 32 busses, 12 billboards, and 1 ferry terminal (Seattle to Bremerton).

Additionally, in the past all efforts were concentrated on the month of May which is Motorcycle Awareness month. This year we decided to deploy the Awareness Program during the months of June, July, and August; months that traditionally show the greatest deaths to motorcyclist in Washington.

A survey at the end of the campaign showed that 60% of those surveyed saw the slogan. Motorcycle deaths in Washington show that in multi-vehicle accidents it appears that the cause is rider error and not motorist. The multi-vehicle accidents included contributing factors of alcohol and lack of rider skill. Believe that the last two years of using the “Look Twice Save-a-Life” campaign has had a positive outcome.

Instructor Development/Appreciation: Three different approaches were used in instructor development/appreciation.

a) Development of new instructors consisted of 3 separate Instructor Preparation (IP) courses that produced 26 new instructors within the State

of Washington. A different approach in the IP developed from concept to detail. Being able to answer the question “why” a particular activity was being accomplished led to the “how” to run the activities. Understanding the why is most important in the development of an instructor. This approach is cutting edge and had resulted in not only better qualified new instructors but has caught the eye of several other States inquiring how to run such a constructive IP course.

b) Updates were held across the State to better prepare instructors in the use of brain based learning with student focus of outcome delivery of the MSF curriculum. The updates were put together with a Chief Instructor Trainer and a Mentor from each company. The collaborative efforts fostered team work and further installed the importance of working as a team while focused on student outcomes. Tee shirts were handed out to each participating instructor in an attempt to thank them for all of their efforts in making Washington safer.

c) Mentor qualifications were held across the State as 5 new Mentors were added to the mix of the best of the best. Mentors are responsible for instructor development at the local level. They are trained by the contractor and tested by WMSP. Testing consist of an in depth knowledge written test, a riding skills test and most important a qualitative assessment conducted by one of the Chief Instructor Trainer’s. Not an easy task to accomplish and not everyone who applies is capable of meeting the grade. The newly appointed Mentors are hard at work fostering continued improvement within the instructor ranks.

The WMSP gained steady improvement in all areas of instructor growth and motorist awareness as the direct result of the grant funding provided through WSTC. We look forward to yet another year of growth and reduction in seriously injured and fatalities in the State of Washington. Exceeding last year’s training volume (17,553 trained) with 18,000 trained and 3 more weeks of training available. These numbers represent the dedication of the instructors across the State of Washington. Their combined efforts continue to make Washington roadways safer.

Corridor Traffic Safety

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

The Corridor Safety Program has been a very successful effort, not only in building community relationships, but also in terms of making roadways safer. In completed corridor sections around the state, total collisions have been reduced 5%, total injuries have been reduced 11%, alcohol-related collisions have been reduced 15%, and fatal/disabling collisions have been reduced 34%.

Project activity during FY2011 was directed at the following corridor projects:

Current Projects

- **US 195 Spokane.** Covering eight miles between I-90 and Hatch Road, US 195 is a four-lane divided highway and serves as the main route between Spokane and the growing communities of Latah Valley and Grandview/Thorpe. The project kicked-off in August of 2010 and is slated to run through September 2012.
- **First Street/Main Street & Nob Hill Boulevard, Yakima.** The first stakeholder meeting will be held December 2, 2011 with a kick-off slated for Fall, 2012.

Closed Projects

- **9 to 5 Skagit County Roads.** This 67 mile corridor is a network of county roads located between I-5 and SR 9 in Skagit County and kicked off in February 2009. This project closed in September 2011 and produced the following results over the 2.5 year project:

Fatal/Serious Crashes – Down 8%
(6/yr to 5.5/yr)
Alcohol-Related Crashes – Down 10%
(18/yr to 16.5/yr)
Total Crashes – Down 15% (142/yr to 121/yr)
Total Injuries – Down 26% (80/yr to 60/yr)

- **SR 99/Aurora Avenue, Seattle.** This corridor starts at the north end of the Battery Street Tunnel and extends just over eight miles to North 145th Street. This project kicked-off in June 2009 and ended in September 2011. Preliminary results from the first year and nine months of the project reveal the following:

Fatal & Serious Injury Collisions – Down 18%
(46 to 22)
Fatal & Serious DUI (Alcohol & Drugs)
Crashes – Down 22% (11 to 5)
Total Collisions – Down 20%
(1263 in 36 months to 591 in 21 months)
Total Injuries – Down 11% (705 to 367)

- **112th Corridor, Vancouver.** The 112th Traffic Safety Corridor extends 3.6 miles on NE 112th Avenue and includes Chkalov Drive and Gher Road. The project kicked-off in September 2009 and shows the following preliminary outcomes:

Fatal & Serious Injury Collisions – Down 9%
(11 to 5)
Alcohol-Related Collisions – Down 46%
(44 to 12)
Total Collisions – Down 29%
(354 in 36 months to 125 in 18 months)
Total Injuries – Down 18% (213 to 87)



Police Traffic Services

The Police Traffic Services (PTS) program provides traffic enforcement training and equipment to the nearly 275 law enforcement agencies of Washington State. In FFY 2011, the PTS program awarded approximately \$1.145 million to state, county and municipal enforcement agencies for equipment for traffic enforcement, and for overtime for special projects or campaigns.

PTS provided the following grants to agencies with similar missions:

- 1) The Washington Association of Sheriffs and Police Chiefs (WASPC) received a block grant in the amount of \$450,000 for distribution by their Traffic Committee to local law enforcement agencies for the purchase of equipment to enhance traffic safety enforcement, to include SECTOR hardware for electronic ticketing and collision reporting. WASPC's Traffic Committee is staffed by law enforcement professionals who are in the best position to determine the types of equipment that will best benefit local agencies. Consideration is given to agencies that collaborate with other agencies in traffic safety campaigns.

A total of 143 agencies received funds from this grant during FFY 2011.

- 2) The Washington State Patrol (WSP) received a grant for \$695,000 in support of Target Zero goals and SECTOR/eTRIP equipment procurement, to include the purchase of 36 "ruggedized" laptops for SECTOR/eTRIP.

The WSP continues to be a strong partner in support of national mobilizations as well as those enforcement activities specifically in support of Target Zero. Additional information regarding these patrols is located in the Impaired Driving, Speeding and Occupant Protection sections of this report.



Target Zero Traffic Safety Task Force

Law Enforcement Liaison Program

The goal of the Target Zero Task Force program is to reduce fatality and serious injury collisions through the implementation of the Target Zero best practices and proven strategies, utilizing the Target Zero Manager (TZM) model as the primary delivery mechanism.

The goal of the Law Enforcement Liaison is to increase the participation and effectiveness of law enforcement agencies and officers in their local jurisdictions by promoting participation in WTSC multi-jurisdictional and High Visibility Enforcement activities. And support the local TZM and Task Force in communications with all local law enforcement agencies.

From the 2011 HSP CP11-03:

Target Zero Task Forces and Law Enforcement Liaison programs will implement state and national mobilizations, lead local traffic safety projects and utilize best practices and proven strategies to address the priorities of Target Zero.

This program currently supports 24 local Target Zero Task Forces, coordinated by TZMs and 27 Law Enforcement Liaisons (LEL) reaching over 90% of the state's population. Program funding is a partnership between NHTSA and WTSC. Individual TZM's supported by local LEL's provide leadership and direction toward local programs and enforcement activities by addressing data driven locations and high priority areas in need of specific action. The following is an outline of the achievements of the program this past year.

Local Activity:

- Budget Management - Coordinated distribution of funds to all law enforcement agencies including salary, benefits, and equipment needs.
- Patrol Scheduling - Selected dates and locations for specific patrols.
- Data analysis – Reviewed fatal and serious injury data to identify priority areas for enforcement activity.



- Implemented community programs at the local level.
- Paid and earned media projects- Completed media buys, provided earned media support to all state wide mobilizations and local activities.
- Creation and distribution of educational materials- developed radio and TV PSA,s, local posters, coasters, brochures and other educational materials

Task Force and TZM Enforcement Activity:

- Conducted a minimum of four statewide Impaired Driving mobilizations, one statewide Seatbelt campaign and one statewide Speeding mobilization.
- Lead multiple enforcement activities addressing the priorities of Target Zero.
- Coordinated media outreach and distribution of educational materials at the local level for each activity.
- Four TZMs and five LELs supported WTSC's 403 project Target Zero Teams in King, Pierce, and Snohomish counties.

Other Programs:

Locally lead programs are multi-faceted and include:

- Child Passenger Safety Campaigns
- Car seat check-up events

- Bicycle and pedestrian programs
- School zone safety
- Young drivers
- Motorcycles Safety
- Earned and paid media
- Many local Task Forces

Funding and Travel:

Funding for the Task Force/LEL program is a combination of state and federal funds. Expenses in FFY 2011:

- \$278,539 in salaries and benefits for local TZMs.
- \$135,000 in equipment and training for the LEL program.
- \$40,000 in travel expenses for two statewide meetings which included all TZMs, LELs, project directors, and the Executive Board.
- \$45,500 to promote traffic safety initiatives at the local level.
- The biennial total of earned media value garnered by the TZM's (including radio, TV, and weekly and daily newspapers) was \$120,099,146. This was a 52 to 1 Return on Investment.



Tribal Traffic Safety

The goal of the Tribal Traffic Safety Grant is to reduce fatality and serious injury collisions through the implementation of the Target Zero best practices and proven strategies on reservation land. And continue to honor the government to government agreement outlined in the 2011 Centennial Accord.

From the 2011 HSP CP11-10:

Support local tribes in efforts with traffic safety initiatives by the creating and distributing educational materials; funding of LE equipment and overtime. Support a tribal Summit to discuss and recommend traffic safety strategies on tribal lands.

Tribal Summit:

In April of 2011, 19 of the 29 federally recognized tribes met during the NW Tribal Transportation Symposium to discuss the 2012 Target Zero plan for tribes in Washington State. A key recommendation was to increase the number of tribes participating in the update of Target Zero. Newly formed efforts resulted in incorporating a tribal section to the new Target Zero Plan.

2011 Centennial Accord: Five issues were identified and completed this past year in honor of the Centennial Accord. The five areas include:

- 1) Consult with and support Tribal leaders in the use of the 2010 Target Zero update for use in traffic safety planning. Completed. 13 tribes participated in the revision of Target Zero.
- 2) Continue to develop and use the Tribal Traffic Safety Advisory Board to refine and improve Target Zero and its use in Tribal Communities. On-going.
- 3) Continue to develop and use the Tribal Law Enforcement Block Grant to support traffic safety initiatives and the implementation of Target Zero in Tribal Communities. Completed. See PT-1104
- 4) Continue to develop and implement the Colville Traffic Safety Task Force demonstration project and evaluate this model for use in other tribal governments. Completed. See Colville Summary.



- 5) Continue to identify additional financial resources to support traffic safety planning in tribal Communities in support of the Tribes traffic safety initiatives and Target Zero. On-going.

This past year the Bureau of Indian Affairs (BIA) Indian Highway Safety Office discontinued their support of a 36-month Tribal Traffic Safety Task Force program currently underway with the Confederated Tribes of the Colville Nation. Due to the successes the Colville program has achieved and the documented lives saved, WTSC directed the majority of funds set aside for this program to support the remaining 15 months of the Colville program.

Colville Responsibilities and accomplishments:

- Established a tribal traffic safety advisory board that meets quarterly to provide direction and recommendations in all four districts of the reservation. Members include representatives from the school district, engineering, health, law enforcement, and the Tribal Council.
- Use of electronic collision reporting system. Colville is the first tribe in Washington to submit their collision reports to the state data base through the using eTRIP software. On-going.
- Budget Management. On-going.
- Tribal Police Department participated in all statewide traffic safety enforcement campaigns.

- Used serious injury and fatal data to identifying priority areas for aggressive patrols.
- Implemented the following community programs:
 - Child passenger safety training, certifying 15 CPS technicians.
 - Established car seat checkup events to promote CPS.
 - Provided bicycle safety and helmet fitting.
 - Addressed pedestrian safety issues in elementary schools.
 - Presented to high school drivers education classes.
 - Participated in community events and fairs promoting traffic safety.
- Earned media projects: worked with local radio to create and promote tribal safety information through the use of PSAs and printed articles in local newsletters and newspaper.
- Created and distributed educational materials including a poster contest for children.
- Provided technical support for the installation of school zone flashing lights to increase safety in school zones.

Northwest Association of Tribal Enforcement Officers (NATEO)

The goal of the NATEO Block Grant is to assist tribal law enforcement officers in reducing fatality and serious injury collisions on reservation land. The grants provides traffic safety equipment to support increased enforcement of traffic laws.

From the 2011 HSP PT 11-04:

Assist Tribal law enforcement agencies in reducing the numbers of fatality and serious injury collisions within tribal reservations in Washington.

This past year Tribal Police Departments from the Spokane, Lummi, Swinomish, Port Gamble, Shoalwater Bay and Chehalis Indian Reservations participated. Equipment purchases totaled \$36,333 for 17 hand held radars, 60 LED Stop Signs, and 9 Alco Sensor breath-testing tools.

From the HSP CP 11-06

The Washington Department of Transportation. This funding will provide support of the traffic safety portion of the WA State Tribal Transportation Conference which WTSC co-hosts with WSDOT.

The Tribal Transportation Conference is held every two years and brings together state and tribal engineers and traffic safety specialists to address tribal issues, engineering fixes and traffic safety initiatives. Funds invested in this conference supported the traffic safety track, which detailed the tribal opportunities and involvement in Target Zero.

Communications Initiatives

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

This year Communications managed two project funds: Annual Attitudes, Knowledge & Awareness Survey and General Communications.

Annual Attitudes, Knowledge and Awareness Survey

From the 2011 HSP TR11-03:

Conduct annual statewide attitudes, knowledge and awareness survey about traffic safety issues as required by NHTSA. Goods and services.

Facing a budget roughly half of the 2010 survey budget, expectations on confidence intervals were reduced. A survey team of WTSC research and communications staff and contractor Gilmore Research designed, tested, conducted and analyzed Washington's second annual statewide survey on attitudes, knowledge and awareness.

- Eligible respondents: Washington drivers age 18 years and older who were renewing their driver license
- Goal: 1,000 surveys
- Conducted intercept surveys at Department of Licensing (DOL) offices
- Survey instrument: 12 questions covering NHTSA requirements plus demographic information and one question on cell phone usage while driving
- Languages: English and Spanish
- Conducted a pretest of the intercept survey; no modifications to the survey were necessary
- Intercept surveys were gathered at 15 DOL locations in 15 cities statewide between July 1 and July 30, one day at each location
- A total of 1,130 surveys were gathered, an exceptional 91.1% of those eligible

Response rates:

Onsite Survey	Total	Percent
Total Drivers Eligible for Survey	1,240	100.0%
Refused	87	7.0%
Not Completed	23	1.9%
Completed Surveys	1,130	91.1%

For more information on the survey see [\[hyperlink\]](#) AKA survey tables in Crash Data, Goals and Performance Measures,. [\[/hyperlink\]](#)

General Communications

From the 2011 Highway Safety Plan (HSP) CP11-05:

This project provides support to WTSC program, TRDC and management staff for communications initiatives that are common to two or more traffic safety projects or are agency-wide and in alignment with Target Zero. Travel and subsistence, contractual services, goods and services.

Major initiatives included the development and launch of an innovative website, waTikiLeaks.com, development of non-enforcement radio public service announcements (PSAs), and the first year of a two-year project to develop a video about the traffic safety successes on the Colville reservation. See below for more information.

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

waTikiLeaks.com

Federal, state and local agencies are grappling with the issue of how to use social media to reach the target demographic of men, 18-34. In August Washington launched an inexpensive pilot website, waTikiLeaks.com, in hopes of presenting information the target demographic would share amongst themselves.

The site, designed for ease of social media sharing, contains dates, times and locations of future special patrols. Another design criterion was for ease of maintenance, and local level Target Zero

Managers successfully maintain the site.

For the pilot, we are limiting the site to information about patrols of an ongoing two-year research project, Target Zero Teams. That means the information is about DUI patrols in three counties.

A news release and orchestrated use of social media launched the site. Our expectations were exceeded. The media covered the launch extensively, including stories airing on the Seattle NBC affiliate (four times), the ABC affiliate (three times) and the Fox affiliate (three times). The story made the rounds on talk radio, web and print.

By way of comparison of web analytics, our small agency has a website that gets about 2,000 visits a *month*. During the first *three days* of waTikiLeaks.com, it received 8,631 visits, of which 96.4 percent were new visitors, who arrived from 77 different sources.

We will evaluate this pilot project after Target Zero Teams ends June 30, 2012.

Non-Enforcement PSAs

Radio stations throughout the state that want to support traffic safety have played enforcement messages year-round, even when extra patrols were not actually occurring. We needed to provide stations with radio PSAs that could run outside of enforcement campaigns timelines. After a review of the NHTSA radio spots that we have collected for local tagging, we found little in the way of non-enforcement creative that could be used in Washington.

Communications met with WTSC staff members to brainstorm thoughts and phrases for developing scripts and/or lyrics. The ideas focused on Target Zero priorities one and two. Our budget allowed us to produce seven different 30-second radio ads using the common theme of "This message brought to you by..."

DUI - This message brought to you by Steve
DUI - This message brought to you by John
Speeding - This message brought to you by Traci
Speeding - This message brought to you by Jessie
Seat Belt - This message brought to you by Jenny

Seat Belt - This message brought to you by Mom
Distractions - This message brought to you by Dan

The first 10 seconds or so of each ad gives important traffic safety stats as a reminder to drive safely. The remaining 20 seconds or so consists of a fast-talking narrator who explains that this message is brought to you by an all too common scenario that, while the characters are fictitious, the stories and results are real. The end of each ad gives a final reminder to drive safely so this won't happen to you.

In FFY 2012 we plan to distribute all of these ads to our Target Zero Managers, partners, and stakeholders across Washington. As they are non-enforcement messages and not dated, we hope these ads will get played throughout the state as earned media during times when we don't have an enforcement campaign or media buy occurring.

Pilot Video Project on Colville Reservation

Searching for ways to stretch funding, Communications started a two-year video project concerning traffic safety successes on the Colville Reservation. The goal is to keep costs at a minimum by completing as much work as possible in-house, including planning and coordination, video and audio capture, time markings, and script ordering.

Communications conducted an outreach to the Consolidated Colville Tribes, and received approval to videotape on the reservation. Twenty-five interviews and various types of B-roll were collected during two trips to the 1.4 million acre reservation. Interviewees included the Chairman of the Colville Business Council, other Council members, tribal elders, tribal youth, and representatives for the 4 Es of traffic safety: enforcement, education, engineering and Emergency Medical Services.

Program	Amount	Fund	Month	Media Channel(s)	Remarks
Occupant Protection	\$15,000	405	TBD	Radio	Sustained enforcement
Occupant Protection	\$230,000	405	May 23 – June 6, 2011	Radio	National mobilization and sustained enforcement
Occupant Protection --child car seat patrols	\$80,000	2011	TBD	TV & Radio	Click It or Ticket style child car seat patrols in Yakima, Chelan, Douglas, Grant, Adams, Grays Harbor and Spokane counties

Paid/Value-Added Media and Earned Media by Campaign

From 2011 HSP C. PAID MEDIA

Compared to recent years, funding for high visibility enforcement campaigns in FFY 2011, particularly publicity of the enforcement, will be significantly decreased in Washington. Due to reduced funding, television and/or radio advertising or other media channels are not feasible for some programs, including impaired driving and speeding.

Where funding does permit paid media, expert media buyers knowledgeable in the Washington markets will conduct an analysis to determine the optimum media channel(s) for each initiative, and implementation may vary from the plan.

With television and radio buys, media buyers in Washington are required by contract to obtain no charge bonus media of equal or greater value than purchased media. Following NHTSA's 402 Advertising Space Guidance section (updated December 2006), for the purposes of the HSP, paid media is defined as funds paid for advertising on radio and/or television. In today's advertising world, additional media channels are advisable and NHTSA Communications staff and contractors are making use of channels.

To remain aligned with proven strategies identified in Target Zero, extra enforcement campaigns are publicized through means other than paid media before and during grant-funded enforcement patrols, and this will continue during FFY 2011. Such publicity may include 1) aggressive earned media using expert media relations contractors and 2) community outreach through Washington's statewide network of Target Zero Managers. Limited

educational materials will be available this year for their use such as rack cards, window clings, coasters, posters and videos.

We realize that the target demographics for impaired driving, speeding and occupant protection are less likely that other demographics to view, read or listen to the news. However, earned media does communicate successfully with stakeholders and community decision-makers.

Any television or radio advertising will be evaluated upon reach and frequency obtained. Additionally, the annual awareness, knowledge and attitudes survey will contribute to the evaluation of paid media.

Traffic safety partners commented that they missed the lack of paid media support during impaired driving and speeding campaigns. We all look forward to improved budgets in FFY 2012.

Of the \$230,000 paid media budget stated in the HSP, \$229,003 was actually spent for the May-June 405-funded occupant protection mobilization. The HSP stated that an \$80,000 paid media budget was planned for the 2011-funded child car seat patrols. This original budget plan was later revised to \$45,500. Of this planned budget, \$41,774 was actually spent. The additional \$15,000 that was stated in the HSP for 405-funded sustained enforcement paid media was not used. This change in plan was under advisement of the WTSC Director and Deputy Director.

Although the buy does not qualify as paid media with the current NHTSA definition, it is noteworthy that the Impaired Driving Program Manager squeezed a small buy of billboard space into her budget in support of the two-year research

project, Target Zero Teams, with an exceptional return on investment. Earned media efforts proceeded as planned.

The statewide campaigns occurred in conjunction with NHTSA's national campaigns: DUI Holiday, DUI St. Patrick's Day, OP Click It or Ticket, DUI Summer Kick-Off and DUI Labor Day. DUI messaging included Drive Hammered, Get Nailed and Choose Your Ride. We also conducted a statewide speeding campaign.

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

With all publicity on campaigns, paid and earned media efforts began about one week before patrols started and stopped with the end of patrols, with the exception of post-patrol results news releases.

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

Earned Media | DUI Holiday

- Contractor | Furlong Communications
- Impending Enforcement NR | Hook = Patrols begin on Thanksgiving day
- Patrol Results NR | Number of DUI Arrests by County
- Radio PSAs: Choose Your Ride live read
- TV PSAs: Double Vision
- November - January

Earned Media ROI | Return on Investment on Hard Costs

News Release	Value	Hard Costs	ROI
Impending	\$377,841	\$9,143	41 : 1
Results	\$84,175	\$5,687	15 : 1

Earned Media | DUI St. Patrick's Day

- Contractor | Furlong Communications
- Impending Enforcement NR | Hook = Keep Your Luck and Don't Drive Drunk
- No Post-Patrol Results NR due to lack of funding | optional NRs by TZMs
- Radio PSAs: Choose Your Ride live read
- TV PSAs: Double Vision
- March

Earned Media ROI | Return on Investment on Hard Costs

News Release	Value	Hard Costs	ROI
Impending	\$37,620	\$9,275	4 : 1

Target Zero Teams | Paid and Added-Value Media

- Billboards | supporting two-year 403 project
 - Contractor | Media Plus
 - Dates April 4 – July 31 (4.5 months)
 - Creative
 - Choose Your Ride (with TZT identity and tagline)
 - One bulletin (14' x 48') at 4th and Walker, Seattle for one month
 - WSP media event of unveiling the bulletin
 - Clear Channel supplied \$10,000 space at no charge (we paid production costs only)
 - Five posters (12' x 24') per month in TZT zones for total: 20 posters over 4.5 months
 - Sites approved by WSP as sites became available
 - We paid for only half of the poster sites, half no charge
 - Total spent \$14,612 on space
- Results|
- For adults 18+: reach:14% frequency: 17 gross impressions 9,300,300
 - April

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

- Value-added = \$25,884
- Hard costs (commission)= \$1,111
- ROI 23:1



Paid and Value-Added Media | Nighttime Seat Belt

- Demographic | Males 18-34
- Buy Dates | May 9 – May 22 with value-added through June 5, 2011
- Contractor | Media Plus
- Channels | Radio, Television, and Billboards (Posters)
- Television Creative | “Invisible” NTSB Ad
- Television Spanish Creative | Almeida and Garcia
- Radio Creative | WSP Asst. Chief Hattel :60
- Radio Spanish Creative | Almeida :30 and :60
- Billboard (Posters) Creative | NTSB Night Sky
- Billboard (poster) results]
 - In Vancouver, three illuminated 12’ H x 24’ W poster for one month
 - For adults 18+: reach:12% frequency: 5 gross impressions 2,300,000
- Television | Reach – 65% - Frequency 5.3
- Television Value-Added = \$188,375.18 = 103% of paid
- Radio | Reach – 60% - Frequency 6.8
- Radio Value-Added = \$98,105.76 = 101% of paid
- Budget = \$230,000 | Actual Total Paid = \$226,275

Value-Added Media | Hard Cost Return on Investment

- Value-Added = \$286,480.94
- Hard Costs (commission) = \$17,217
- ROI | 17:1

Earned Media | Nighttime Seat Belt

- Contractor | Furlong Communications
- Impending Enforcement NR | Hook = Save Money While Saving Your Life
- Radio PSAs: Nighttime Seat Belt Ads featuring WSP Asst. Chief Curt Hattel (pitched with media outlets outside of media buy)
- TV PSAs: Invisible (pitched with media outlets outside of media buy)
- May - June

Earned Media | DUI Summer Kick-Off

- Contractor | Furlong Communications
- Impending Enforcement NR | Hook = Summer is on the Way – Make it Safe and Sober
- No post-patrols NR due to timing of upcoming speeding campaign, reduced ROI and budget
- Radio PSAs: Navigator & Rock Song
- TV PSAs: Double Vision
- June-July

Note: Much smaller numbers than usual as the three large population counties of Target Zero Teams were not part of the NR distribution and push. Invoices totals \$4,000 less.

Earned Media ROI | Return on Investment on Hard Costs

News Release	Value	Hard Costs	RO
Impending	\$71,482	\$10,964	7 : 1



Earned Media | Speeding: Slow Down or Pay Up

- Contractor | Furlong Communications
- Impending Enforcement NR | Hook = True or False Speeding Quiz
- Post Enforcement NR | Hook = Results of the Speeding Quiz
- Radio PSAs: Race Track and Folk Ballad
- July - August

Earned Media ROI | Return on Investment on Hard Costs

News Release	Value	Hard Costs	ROI
Impending	\$145,077	\$10,144.50	14 : 1
Post	\$89,135	\$4,522.50	19 : 1

Earned Media | DUI Labor Day

- Contractor | Furlong Communications
- Impending Enforcement news release | Hook = New "Hailey's Law"
- Post Enforcement news release | Hook = Results of enforcement
- Radio PSAs: Navigator (English) and Almeida (Spanish)
- TV PSAs: Double Vision
- August - September

Earned Media ROI | Return on Investment on Hard Costs

News Release	Value	Hard Costs	ROI
Impending	\$414,714	\$10,734.80	38 : 1
Post	\$62,140	\$ 5,890	11 : 1

- Choose Your Ride (with TZT identity and tagline)
- One bulletin (14' x 48') at 4th and Walker, Seattle for one month
- WSP media event of unveiling the bulletin
- Clear Channel supplied \$10,000 space at no charge (we paid production costs only)
- Five posters (12' x 24') per month in TZT zones for total: 20 posters over 4.5 months
- Sites approved by WSP as sites became available
- We paid for only half of the poster sites, half no charge
- Total spent \$14,612 on space
- Results|

- For adults 18+: reach:14% frequency: 17 gross impressions 9,300,300
- April

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

- Value-added = \$25,884
- Hard costs (commission)= \$1,111
- ROI 23:1

Paid and Value-Added Media | Nighttime Seat Belt

- Demographic | Males 18-34
- Buy Dates | May 9 – May 22 with value-added through June 5, 2011
- Contractor | Media Plus
- Channels | Radio, Television, and Billboards (Posters)
- Television Creative | "Invisible" NTSB Ad
- Television Spanish Creative | Almeida and Garcia
- Radio Creative | WSP Asst. Chief Hattel :60
- Radio Spanish Creative | Almeida :30 and :60
- Billboard (Posters) Creative | NTSB Night Sky
- Billboard (poster) results|
 - In Vancouver, three illuminated 12' H x 24' W poster for one month
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Value-Added Media | Hard Cost Return on Investment

- Value-Added = \$286,480.94
- Hard Costs (commission) = \$17,217
- ROI | 17:1

Earned Media | Nighttime Seat Belt

- Contractor | Furlong Communications
- Impending Enforcement NR | Hook = \$ave Money While Saving Your Life
- Radio PSAs: Nighttime Seat Belt Ads featuring WSP Asst. Chief Curt Hattel (pitched with media outlets outside of media buy)
- TV PSAs: Invisible (pitched with media outlets outside of media buy)
- May - June

Earned Media | DUI Summer Kick-Off

- Contractor | Furlong Communications
- Impending Enforcement NR | Hook = Summer is on the Way – Make it Safe and Sober
- No post-patrols NR due to timing of upcoming speeding campaign, reduced ROI and budget
- Radio PSAs: Navigator & Rock Song
- TV PSAs: Double Vision
- June-July

Note: Much smaller numbers than usual as the three large population counties of Target Zero Teams were not part of the NR distribution and push. Invoices totals \$4,000 less.

Earned Media ROI | Return on Investment on Hard Costs

News Release	Value	Hard Costs	ROI
Impending	\$71,482	\$10,964	7 : 1

Earned Media | Speeding: Slow Down or Pay Up

- Contractor | Furlong Communications
- Impending Enforcement NR | Hook = True or False Speeding Quiz
- Post Enforcement NR | Hook = Results of the Speeding Quiz
- Radio PSAs: Race Track and Folk Ballad
- July - August

Earned Media ROI | Return on Investment on Hard Costs

News Release	Value	Hard Costs	ROI
Impending	\$145,077	\$10,144.50	14 : 1
Post	\$89,135	\$4,522.50	19 : 1

Earned Media | DUI Labor Day

- Contractor | Furlong Communications
- Impending Enforcement news release | Hook = New "Hailey's Law"
- Post Enforcement news release | Hook = Results of enforcement
- Radio PSAs: Navigator (English) and Almeida (Spanish)
- TV PSAs: Double Vision
- August - September

Earned Media ROI | Return on Investment on Hard Costs

News Release	Value	Hard Costs	ROI
Impending	\$414,714	\$10,734.80	38 : 1
Post	\$62,140	\$ 5,890	11 : 1



Summary | Development of Creative

Existing Creative Used in 2011		
Impaired Driving	Radio	Live Read – English :10
Impaired Driving	NHTSA's Birthday Party	TV Spanish :30
Impaired Driving	NHTSA's Over the Limit-Under Arrest	TV English :30
Impaired Driving	Ignition Interlock	Roll Call DVD
Impaired Driving	Victim Dedications	Brochure
Impaired Driving	Radio	Live Read-English :30, :10
Impaired Driving	Costs and Consequences	Brochure
Impaired Driving	We'll take a week off when drunk drivers do	Gas Pump Toppers
Impaired Driving	Target Zero Teams	Logo and Tagline
		Coasters
		Posters
		Rack Cards
		Window Clings
		Magnetic Vehicle Signs
Child Passenger Safety	Law and Proper Car Seat Use Reference	Pocket Card
Speeding	Signs	TV English, Spanish :30, :10
Speeding	Slow Down or Pay Up	Signage Banners
Speeding	Deputy Craig Chamberlin KAYU Spokane	TV English :15
Young Drivers		Banners
Seat Belts	Click It and Ticket Yakama Nation	Posters
Distracted Driving	Text Talk Ticket	Rack Cards

Distracted Driving	Text Talk Ticket	TV Tickers
Distracted Driving	Text Talk Ticket	Facebook Web Ad
Teen Driver Safety Week	Practice, Practice, Practice	Vignette for Website
Teen Driver Safety Week	16th Birthday	Vignette for Website
Teen Driver Safety Week	Practice What You Preach	Vignette for Website
Teen Driver Safety Week	The Right Focus	Vignette for Website
Teen Driver Safety Week	www.washingtonteendriversafetyweek.com	Website
Nighttime Seat Belt	Patrols Moving to Nighttime Hours	Rack Card English/Spanish
Nighttime Seat Belt	Invisible	TV English :30
Nighttime Seat Belt	Night Photo	Broadcast Graphics
Nighttime Seat Belt	Night Photo	Web ads
Nighttime Seat Belt	Various Sizes	Print Ads
Nighttime Seat Belt	Almeida	TV Spanish :30
Nighttime Seat Belt	Garcia	TV Spanish :30
Booster Seat	Up to 4'9"	TV English :30
Booster Seats	Up to 4'9"	TV English :30
Child Passenger Safety		Rack Card English/Spanish
Motorcycles	Rider Safety Tips	Brochure
Motorcycles	Your Mom Loves You	Poster
Motorcycles	Bogus Helmets	Brochure
Motorcycles	Soft and Squishy on Inside	Rack Cards
Motorcycles	Impound Law, etc.	Roll Call DVD
School Zone Safety	Kindergartner Cop Autumn	Radio English :60
School Zone Safety	Kindergartner Cop Spring	Radio English :60
School Zone Safety	The Getaway – Autumn	Radio English :60, :30
School Zone Safety	The Getaway - Spring	Radio English :60, :30
School Zone Safety	Daylight hours are getting longer – Reminder to slow down in school zones	Live Read–English :10, :30
Target Zero	Lowell Porter Narration	Educational Video 9:00
Tribal Traffic Safety	Protecting Our Future	DVD
New Creative Used in 2011		
Impaired Driving	Target Zero Teams	Facebook Page
Impaired Driving	Target Zero Teams	Video
Impaired Driving	Target Zero Teams – Snohomish County	TV English :30
Impaired Driving	Target Zero Teams – Snohomish County	TV English :60
Impaired Driving	Target Zero Teams – King County	TV English :30
Impaired Driving	Target Zero Teams – King County	TV English :60
Impaired Driving	Target Zero Teams – Pierce County	TV English :30

Impaired Driving	Target Zero Teams – Pierce County	TV English :60
Impaired Driving	Target Zero Teams – Tri-County	TV English :30
Impaired Driving	Target Zero Teams	Radio English :60
Impaired Driving	This Message Brought To You By John	Radio English :30
Impaired Driving	This Message Brought To You By Steve	Radio English :30
Distracted Driving	This Message Brought To You By Dan	Radio English :30
Speeding	Consider This Your Warning	Rack Card
Speeding	Consider This Your Warning	Banners
Speeding	Consider This Your Warning	Posters
Speeding	Consider This Your Warning	Billboards
Speeding	This Message Brought To You By Jessie	Radio English :30
Speeding	This Message Brought To You By Traci	Radio English :30
Seat Belts	This Message Brought To You By Mom	Radio English :30
Seat Belts	This Message Brought To You By Jenny	Radio English :30
Nighttime Seat Belt	WSP Asst. Chief Hattel	Radio English :30

Summary | Media Relations

There were 15 WTSC news releases distributed in FFY 2011. WTSC continued to work with traffic safety partners to ensure accurate news releases, with several joint releases being distributed. To maximize pick up by media outlets, with most statewide campaigns up to 24 localized versions of a news release template were customized and distributed.

The reach of each news release was increased through stakeholder email distribution lists and by posting to WTSC's website. The following news releases and advisories, usually accompanied by a fact sheet, were distributed between October 14, 2010 and September 8, 2011:

- National Teen Driving Safety Week
October 14, 2010
- Drive Hammered-Get Nailed: Time to Give Thanks
November 19, 2010
- SchoolZone Safety Grant Awarded to 10-year old Student
November 23, 2010
- Results of Drive Hammered-Get Nailed Patrols
January 6, 2011
- St. Patrick's DUI Patrols – Keep Your Luck
February 28, 2011

- Target Zero Billboards – Joint with WSP
April 20, 2011
- Nighttime Seatbelt Patrols
May 12, 2011
- Results of Nighttime Seatbelt Patrols
June 13, 2011
- Summer DUI Patrols On The Way
June 13, 2011
- Target Zero Teams – Media Advisory
June 28, 2011
- TargetZero Teams – Are You One of the 70?
June 30, 2011
- True or False? Speeding Endangers Your Life
July 5, 2011
- August DUI Patrols – None for the Road
August 8, 2011
- Results of Speeding Patrols
August 17, 2011
- WaTikiLeaks Website
August 23, 2011
- Results of August DUI Patrols
September 8, 2011

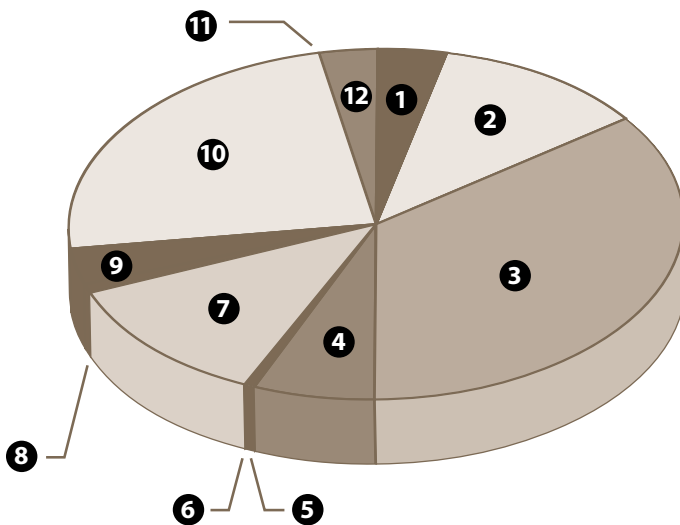
2011 WTSC's Communications Milestones

- Conceptualized, developed and launched waTikiLeaks.com
- Completed year-one of a two-year video project about the traffic safety successes on the Colville Reservation
- Conceptualized and produced seven non-enforcement radio PSAs for use outside of campaigns
- Conducted an RFP and selected a Web Content Management Systems contractor
- Target Zero Teams, a 403 project
 - Developed and maintained a Facebook page
 - Assisted in the production of seven TV ads and one Radio ad
 - Worked with media buyer to produce TZT billboards that were rotated in multiple locations around the three counties.
 - Billboard artwork was used by the Target Zero Managers in the three counties for metro bus ads, baseball stadium signage, and similar high-profile messaging
- Functioned as a timely resource for journalists
- Expanded Spanish-language creative including TV and radio ads and printed materials
- Maintained agency website using the Style Guide and Web Standards
- Continued the use of Basecamp as an Extranet for several agency projects
- Worked closely with the Traffic Research and Data Center to develop and conduct second annual attitudes, knowledge and awareness survey
- Developed or updated Speeding creative for mobilization campaign: Billboards, posters, rack cards, and traditional web ads
- Expanded our large portfolio of web and broadcast creative for use in current and future campaigns including Slow Down or Pay Up (Speeding,) Young Drivers, School Zone Safety, Drive Hammered—Get Nailed, Click It or Ticket, Nighttime Seat Belt Enforcement, and Booster Seats.



Financial Summary

	402	405	410	408	2010	157	1906	163	406	2011	Total	% of Total
P&A	\$360,685								0		\$360,685	3.7%
Traffic Records	\$538,416			489,975		0	51,343	0	27,949		\$1,107,683	11.4%
Impaired Driving	\$552,056		2,832,070			0		0	0		\$3,384,126	34.9%
Occupant Protection	\$103,630	186,962				0			0	333,653	\$624,245	6.4%
Pedestrians	\$58,248								0		\$58,248	0.6%
Bicycles	\$0										\$0	0.0%
CTSP/ Safe Communities	\$1,163,974					0		0	0		\$1,163,974	12.0%
Motorcycles	\$0				61,529						\$61,529	0.6%
Speed	\$329,775								0		\$329,775	3.4%
Police Traffic Services	\$2,049,051					0		0	259,966		\$2,309,017	23.8%
EMS	\$0								0		\$0	0.0%
Paid Media	\$14,610	229,004				0		0	0	41,274	\$284,888	2.9%
TOTAL											\$9,684,170	



- 1** P&A - **3.7%**
- 2** Traffic Records - **11.4%**
- 3** Impaired Driving - **34.9%**
- 4** Occupant Protection - **6.4%**
- 5** Pedestrians - **0.6%**
- 6** Bicycles - **0.0%**
- 7** CTSP/ Safe Communities - **12.0%**
- 8** Motorcycles - **0.86%**
- 9** Speed - **3.4%**
- 10** Police Traffic Services - **23.8%**
- 11** EMS - **0.0%**
- 12** Paid Media - **2.9%**

Looking to the Future

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

This radical new approach to comprehensive traffic safety planning built upon Washington's thirty year history of leadership in traffic safety. Given the level of hard work invested in the development, implementation of Target Zero, the resulting positive outcomes clearly define the path forward. By continuing to follow this path, people traveling in Washington will experience fewer traffic related deaths and serious injuries. Therefore, we need to use this experience to achieve our traffic safety goals and objectives in the year to come.

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

- Research conducted by the Transportation Research Board of the National Academies. This research documents Washington as one of four states who has created a culture of safety resulting in a significant number of lives saved as well as advancements in the field of traffic safety. Contributing factors to this safety culture are the state's use of the "commission" structure and process; traffic safety being a priority for the citizens of Washington as well as public policy setters; and the state's aggressive implementation of a data driven, evidence based, integrated systems approach to traffic safety planning - Target Zero.
- A NHTSA sponsored formal assessment of Washington's traffic records program. The assessment team noted that Washington



State was clearly a leader in developing and implementing a strategic traffic records improvement plan which is being professionally implemented by the Washington Traffic Records Committee.

- A NHTSA sponsored assessment of Washington's impaired driving system. The team noted Washington's culture of leadership and the very effective Washington Impaired Driving Advisory Committee (WIDAC).

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

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



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

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

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

- The continued implementation of the Washington Impaired Driving Advisory Council through a \$1,000,000 Federal grant to improve the states impaired driving systems;
- Expanded use of DUI Courts in local communities to more actively and aggressively treat and manage chronic DUI offenders; and
- Continue the Target Zero Teams project consisting of three full-time, high visibility, DUI enforcement teams in Snohomish, King, and Pierce Counties.
- Expand county-level projects that utilize the Click it or Ticket project model (publicity combined with enforcement) but which are focused on improving parental compliance with Washington's model child passenger safety law.

- Expand high school-based, teen-focused seat belt promotional programs that build on the Click it or Ticket themes while improving seat belt use among this important target demographic.
- Expand corporate sponsorship of teen-focused seat belt promotional programs.
- WTSC will continue expanding its use of the Web for communicating with stakeholders and the general public with its website, extranets on Basecamp, and other no charge or low cost services such as YouTube, FLICKR, Facebook and SlideShare.
- The business process and data quality efficiencies of the eTRIP Initiative will soon be extended to local law enforcement by allowing these agencies to electronically receive and file tickets, collision reports, and dispositions into their local records systems.
- The Traffic Records Committee's Data Integration Team is leading efforts to better assess the cost and injury outcomes of traffic collisions by creating the business and technical processes necessary to link collision and injury records.
- Locating traffic collisions will be more precise as a result of efforts to allow law enforcement and data entry personnel to identify event location using geographic coordinates.



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

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