



Washington State Highway Safety Annual Report

2012

version 1.0

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Executive Summary

The Strategic Highway Safety Plan, Target Zero, continues to set forth the leadership and strategies for Washington's traffic safety partners and stakeholders to reduce traffic fatalities and serious injuries on our states roadways by 2030. This strategic plan provides the framework for Tribal, state, and local governments, non-profit organizations, and private industry partners to work in concert and achieve safety goals within existing resources. Target Zero uses data-driven analysis to identify traffic safety priorities to align proven traffic safety programs and counter measures to save lives.

2011 traffic fatalities compared with 460 in 2010. Although the rate of decline of traffic fatalities appears to have slowed, we are still ahead of our target of 514 fatalities for 2011.

Some significant traffic safety accomplishments for 2012 include:

- Target Zero Teams (TZT) a 24-month demonstration project conducted in Snohomish, King and Pierce Counties concluded June 30, 2012. Compared with data over the past 5 years, there have been 109 fewer traffic fatalities in the TZT counties, which exceeded the projects target of 80 fewer deaths.
 - TZT members contacted more than 34,000 motorists and arrested 6,693 DUI offenders.
 - TZT arrests for DUI and tickets for speeding and seat belt violations have resulted in over \$14 million in fines and fees being levied.
 - Based on the Federal Highway Administrations fatality cost estimate and the WTSC TZT project funds invested, this project showed a 115:1 return on investment.
- Washington State again leads the nation with highest seat belt use rate of 97.5%



While encouraging, we are not declaring victory. Clearly we have work to do in order to achieve our vision of Target Zero by 2030.

The 2012 annual report documents the successes realized outlining the accomplishments in each element of Washington's integrated traffic safety system. Additionally, this report provides a summary of traffic safety investments made throughout the past year, including an update on 2012 legislative accomplishments. This 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.

2012 Traffic Safety Related Legislation

Washington Traffic Safety Commission (WTSC)

The following information is only intended to provide a brief summary of new legislation. It is based on interpretation by WTSC staff with the assistance of Washington State Patrol (WSP) staff and is not intended to be a complete or legal interpretation of bills enacted in 2012. Readers must refer to the applicable Revised Codes of Washington (RCWs) to properly interpret changes to state law.

ESHB 2190

2012 Transportation Supplemental Budget 2011-2013

C 86 L12 (Partial Veto)

Effective: March 23, 2012 (NOTE: portions of this bill are effective on other dates)

Summary: Makes supplemental Transportation appropriations for the 2011-13 biennium.

- Continued funding for the WSP portion of the Snohomish, King and Pierce County Target Zero Teams – WTSC will continue to provide funding for local involvement.
- Funding is provided to expand the WSP Ignition Interlock Program.

2SHB 2216

Vehicular Homicide & Assault

C 162 L12

Effective: June 7, 2012

Summary: The seriousness level ranking for the crime of Vehicular Homicide while driving under the influence of alcohol or drugs is increased from a level IX to a level XI offense, resulting in a standard sentence range of 78-102 months for a person with no prior offenses.

SHB 2302

Being Under the Influence

C 42 L12

Effective: June 7, 2012

Summary: Amends existing enhancements and adds new enhancements for individuals arrested or convicted of Driving Under the Influence of

Drugs or Alcohol (DUI) with a child under age 16 present in the vehicle.

For DUI-related arrests, requires law enforcement to note that a child under age 16 was present in the vehicle and increases the passenger age that triggers a Child Protective Services notification from 13 to 16 years old.

Increases the amount of additional time that an individual convicted of a DUI related offense with a minor child in the vehicle must have an ignition interlock installed from 60 days to six months. Establishes enhanced monetary penalties for individuals convicted of a gross misdemeanor DUI with a child under age 16 in the vehicle, with fines increasing based on the number of prior convictions.

Establishes an enhanced sentence for individuals convicted of DUI-related felonies with a child under age 16 present in the vehicle.

2SHB 2443

Persons who Drive Impaired

C 183 L12

Effective: August 1, 2012

Summary:

- Definition of Drug for Driving Related Offenses: The term “drug” is amended to include any chemical inhaled or ingested for its intoxicating or hallucinatory effects. Thus, a person may commit DUI or negligent driving in the first degree if the person is under the influence of a chemical inhaled or ingested for its intoxicating or hallucinatory effects.



- Superior Court Jurisdiction: Superior courts have jurisdiction for up to five years over a defendant convicted of DUI whose sentence has been suspended. A defendant who has a suspended sentence and who fails to appear for any hearing to address the defendant's compliance with the terms of probation will have the term of probation tolled until the defendant makes his or her presence known to the court.
- Ignition Interlock Licenses (IIL) and Requirements: Courts must require a DUI defendant to comply with the rules and requirements of the DOL regarding the installation of an Ignition Interlock Device (IID), rather than requiring the defendant to apply for an IIL. Courts are given discretion to order the defendant to submit to alcohol monitoring.

A person convicted of reckless driving, when the original charge was DUI, may apply for an IIL. The DOL must grant the person credit on a day-for-day basis for any portion of a suspension already served under an administrative action arising out of the same incident.

A person who has never been licensed by the DOL, but who would otherwise be eligible to apply for an IIL, may apply for an IIL. The DOL may require the person to take any driver's license exam and may also require the person to apply for a temporary restricted license.

A person required to have an IID installed after reinstatement of his or her driver's license must pay an additional fee of \$20 per month to be deposited into the Ignition Interlock Device Revolving Account. The Washington State Patrol (WSP) must create a fee schedule by rule and collect fees from IID manufacturers, technicians, providers, and users. Fees must be set at a level to support the effective operation of the Ignition Interlock Device Program and report back to the Transportation committees and the Office of Financial Management annually on the fees adopted. Fees are to be deposited into the Highway Safety Account.

When reasonably available in the area, IIDs must include technology capable of taking a photo identification of the person giving the breath sample.

- Vacating Records of Convictions: A record of conviction for felony DUI may not be vacated. A record of conviction for a gross misdemeanor that is a "prior offense" may not be vacated if the person has had a subsequent alcohol or drug violation within 10 years of the date of arrest for the prior offense.
- Consent for Breath or Blood Test: When a person is arrested for felony DUI, a breath or blood test may be administered without the person's consent. **Now to be obtained under special evidence warnings.**
- Emergency Response Costs: The limit on a defendant's liability for the cost of an agency's emergency response is increased from \$1,000 to \$2,500. Prior to sentencing, the prosecutor may present the court with information regarding the expenses incurred by the public agency. If the court finds the expenses reasonable, it must order the defendant to reimburse the agency and include the reimbursement in the sentencing order.
- Other changes are made, including: specifying that courts may impose jail time in lieu of mandatory Electronic Home Monitoring (EHM) at a ratio of no less than one day in jail for 15 days of EHM; providing that plea agreements and sentences for felony DUI must be kept as public records; providing that a deferred prosecution for DUI granted in another state is a "prior offense" if the out-of-state deferred prosecution is equivalent to Washington's deferred prosecution; specifying that the employer exception does not apply if the employer's vehicle is used exclusively by the defendant solely for commuting to and from work; and allowing municipalities to enter into cooperative agreements with counties that have DUI courts to provide DUI court services.

2SHB 2459

Commercial Vehicle License Plates

C 70 L12

Effective: June 7, 2012

Summary: The WSP or other law enforcement agency must confiscate and may recycle or destroy the license plates from a motor carrier who operates a commercial motor vehicle while the vehicle's registration is revoked, suspended,

or cancelled. The confiscation of the license plates only applies to trucks, truck tractors, and tractors.

E2SSB 5188

Traffic Control Signals

C 85 L12

Effective: June 7, 2012

Summary: All traffic control signals (stoplights) must have yellow light change intervals that are at least as long as the minimum intervals identified in the federal Manual of Uniform Traffic Control Devices (MUTCD).

If an automated traffic safety camera is used to detect stoplight violations, it must be installed on a stoplight that has a yellow change interval duration that meets the standards identified in MUTCD, and the yellow change interval duration may not be reduced after placement of the camera.

The fine issued for a stoplight violation that is detected through the use of an automated traffic

safety camera may not exceed the monetary penalty for a violation of the requirement to follow official traffic control devices – currently \$124.

SSB 6112

Alternative Traction Devices

C 75 L12

Effective: June 7, 2012

Summary: Alternative traction devices on tires, in addition to tire chains and metal studs, are allowed to prevent a vehicle from skidding in slippery conditions, subject to conformance with rules adopted by the WSP.

SSB 6138

Vehicle Maximum Lengths

C 79 L12

Effective: June 7, 2012

Summary: Auto recycling carriers up to 42 feet in length, that were manufactured prior to 2005, are exempt from the state maximum vehicle length limit.



ESSB 6150

Facial Recognition Matching

C 80 L12

Effective: June 7, 2012 (NOTE: portions of this bill are effective on 10-01-12)

Summary: Allows the Department of Licensing to implement a facial recognition matching system for driver's licenses, permits, and identicards. Changes the renewal period from five years to six years for driver's licenses, motorcycle endorsements, and identicards.

Increases fees for driver's licenses, identicards, commercial driver's licenses, instruction permits, original license examinations, duplicate licenses, and DUI hearings.

Provides that a driver's license issued to a person under the age of 21 expires on the person's twenty-first birthdate.

SSB 6175

Indian Tribes and State Government

C 122 L12

Effective: June 7, 2012

Summary: Directs the Governor and state agencies to establish government-to-government relationships with federally recognized Indian tribes in order to enhance and formalize working relationships with the tribes through collaboration and consultation.

E2SSB 6284

Civil Traffic Infractions

C 82 L12

Effective: June 7, 2012 (NOTE: portions of this bill are effective on 6-1-13)

Summary: Whenever any person served with a traffic citation willfully fails to respond to a notice of traffic infraction for a moving violation, fails to appear at a requested hearing for a moving violation, violates a written promise to appear in court for a notice of a moving violation, or fails to comply with the terms of a moving violation, the court in which the defendant failed to appear promptly gives notice of such fact to the department. Whenever the same happens for a non-moving violation, the court in which the defendant failed to appear is no longer required to give notice of such fact to the department. and is enforceable as a civil judgment. If a payment required to be made under the payment

plan is delinquent, the court may refer the unpaid monetary penalty or other monetary obligation for civil enforcement until all monetary obligations have been paid. For those infractions (moving violations) subject to suspension under the department's authority, the court notifies the department of the person's failure to meet the conditions of the plan, and the department suspends the person's driver's license or driving privileges.

An applicant for an occupation license whose driver license is suspended for failure to respond, pay, or comply with a notice of traffic infraction or conviction, is no longer required to enter into a payment plan with the court.

The department in consultation with the Administrative Office of the Courts must adopt and maintain rules by November 1, 2012, that define a moving violation pursuant to Title 46 RCW. Upon adoption of these rules, the department must provide written notice to each of the following: affected parties; Chief Clerk of the House or Representatives; Secretary of the Senate; the Office of the Code Reviser; and anyone else deemed appropriate by the department. Except for the section of the act pertaining to adopting and maintaining rules, the rest of the act takes effect June 1, 2013. If specific funds for the purposes of this act, referencing this act by bill or chapter number, are not provided by June 30, 2012 in the transportation appropriations act, this act is null and void.

SSB 6423

Farm Vehicle

C 130 L12

Effective: June 7, 2012

Summary: The general definition of farm vehicle applicable to the Motor Vehicles code is revised to conform to the use of that term within the specific Commercial Driver License (CDL) exemption provided for farmers operating farm vehicles.



Crash Data and Trends

| Collision Data & Performance Measures | Calendar Year | | | | | | | | | | | |
|---|---------------|-------|-------|-------|-------|-------|-------|----------|-------|----------|-------|-------|
| | | | | | | | | Baseline | | Progress | Goal | |
| | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011* | 2012 |
| Fatalities | 649 | 658 | 600 | 567 | 649 | 633 | 571 | 521 | 492 | 460 | 514 | 496 |
| Fatalities/100M VMT | 1.21 | 1.20 | 1.09 | 1.02 | 1.17 | 1.12 | 1.00 | 0.94 | 0.87 | 0.80 | 0.89 | 0.85 |
| Serious Injuries | 3,448 | 3,180 | 2,759 | 2,770 | 2,869 | 2,957 | 2,718 | 2,554 | 2,651 | 2,474 | 2,326 | 2,219 |
| 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 | 3.82 |
| Rural Road Fatalities | 392 | 430 | 375 | 355 | 399 | 363 | 353 | 287 | 313 | 257 | - | - |
| Rural Road Fatalities/100M VMT | 2.27 | 2.46 | 2.09 | 2.19 | 2.46 | 2.20 | 2.11 | 1.79 | 1.88 | 1.50 | - | - |
| Urban Road Fatalities | 257 | 228 | 225 | 211 | 248 | 270 | 218 | 233 | 171 | 196 | - | - |
| Urban Road Fatalities/100M VMT | 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 | 82.6% | 92.6% | 94.8% | 94.2% | 95.2% | 96.3% | 96.4% | 96.5% | 96.4% | 97.6% | 97% | 97% |
| Unrestrained Passenger Vehicle Occupant Fatalities, all seat positions | 270 | 245 | 179 | 165 | 208 | 198 | 155 | 128 | 144 | 102 | 82 | 65 |
| Fatalities Involving a Driver or Motorcycle Operator with a BAC \geq .08 | 190 | 215 | 180 | 174 | 203 | 194 | 184 | 166 | 189 | 150 | 162 | 157 |
| Fatalities Involving a Driver or Motorcycle Operator with a BAC \geq .08/100M VMT | 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 | 257 | 295 | 255 | 254 | 285 | 301 | 272 | 255 | 265 | 237 | 259 | 253 |
| Fatalities Involving an Alcohol or Drug Impaired Driver/100M VMT | 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 | 612 | 615 | 550 | 587 | 599 | 631 | 632 | 527 | 571 | 469 | - | - |
| Serious Injuries Involving an Alcohol or Drug Impaired Driver/100M VMT | 1.14 | 1.12 | 1.00 | 1.05 | 1.08 | 1.12 | 1.11 | 0.95 | 1.01 | 0.82 | - | - |

* 2011 figures are based on preliminary data and are subject to change as more information becomes available.

** Data unavailable.

2012 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 |
| | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011* | 2012 |
| Speeding-Related Fatalities | 234 | 260 | 234 | 226 | 247 | 253 | 227 | 213 | 210 | 175 | 214 | 208 |
| Speeding-Related Fatalities/100M VMT | 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 | 184 | 176 | 171 | 139 | 168 | 176 | 148 | 102 | 161 | 111 | 126 | 121 |
| Drivers age 16-20 involved in fatal crashes | 124 | 141 | 120 | 99 | 98 | 115 | 106 | 72 | 87 | 63 | 79 | 75 |
| Drivers age 21-25 involved in fatal crashes | 119 | 116 | 89 | 111 | 139 | 126 | 108 | 101 | 89 | 91 | - | - |
| Motorcyclist Fatalities | 55 | 54 | 59 | 73 | 74 | 80 | 69 | 81 | 70 | 69 | 715 | 67 |
| Motorcyclist Fatalities/10,000 Registered Motorcycles | 4.57 | 4.23 | 4.20 | 4.64 | 4.30 | 4.22 | 3.38 | 3.56 | 3.13 | 3.07 | - | - |
| Unhelmeted Motorcyclist Fatalities | 8 | 4 | 5 | 4 | 2 | 6 | 7 | 4 | 5 | 6 | 4 | 3 |
| Motorcyclist Fatalities Involving Unendorsed Motorcycle Operator | 20 | 14 | 13 | 25 | 23 | 25 | 18 | 30 | 16 | 18 | - | - |
| Pedestrian Fatalities | 75 | 70 | 77 | 60 | 74 | 72 | 62 | 64 | 62 | 63 | 62 | 60 |
| 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% | 35% |

* 2011 figures are based on preliminary data and are subject to change as more information becomes available.

** Data unavailable.

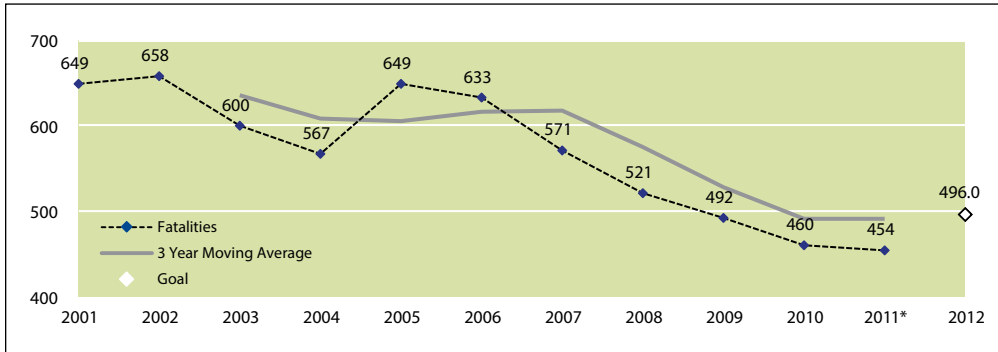
2012 goals from 2013 Highway Safety Plan and Strategic Highway Safety Plan: Target Zero 2010.

Performance Goals and Trends

Washington Traffic Fatalities

Goal: Reduce traffic fatalities from the 2008-2010 base year average of 491 to 496 by December 31, 2012.

Progress: Traffic fatalities decreased by 7.5% from the 2008-2010 base year average of 491 to 454 in 2011, exceeding the 2012 goal of 496 or fewer deaths a year ahead of time.



Source: FARS

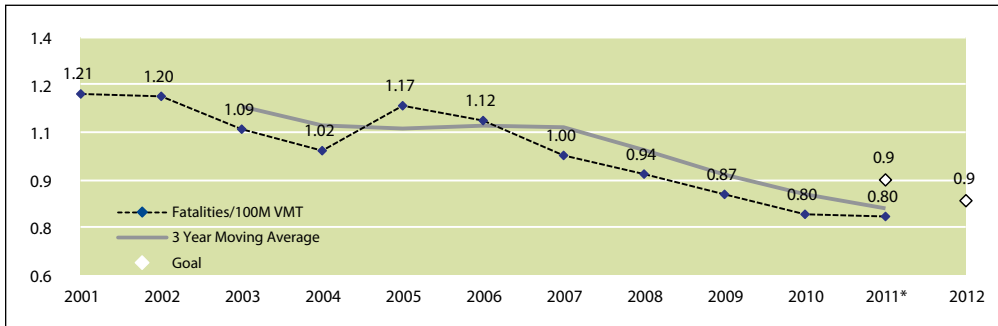
*2011 figures are based on preliminary data and are subject to change as more information becomes available.

2012 goals from 2012 Highway Safety Plan and Strategic Highway Safety Plan: Target Zero 2010.

Traffic Fatality Rate per 100M VMT

Goal: Reduce the traffic fatality rate by 2.3% from the 2008-2010 base year average of 0.87 to 0.85 by December 31, 2012.

Progress: The traffic fatality rate decreased by 14.9% from the 2008-2010 base year average of 0.87 to 0.80 in 2011, exceeding the 2012 goal of 0.85 a year ahead of time.



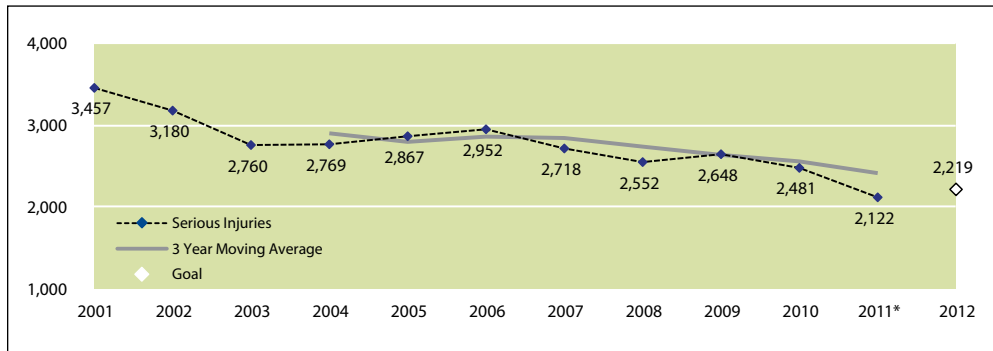
Source: FARS and WSDOT

Performance Goals and Trends

Washington Traffic Serious Injuries

Goal: Reduce traffic serious injuries 13.3% from the 2008-2010 base year average of 2,560 to 2,219 by December 31, 2012.

Progress: Traffic serious injuries decreased by 6.3% from the 2008-2010 base year average of 2,560 to 2,122 in 2011.



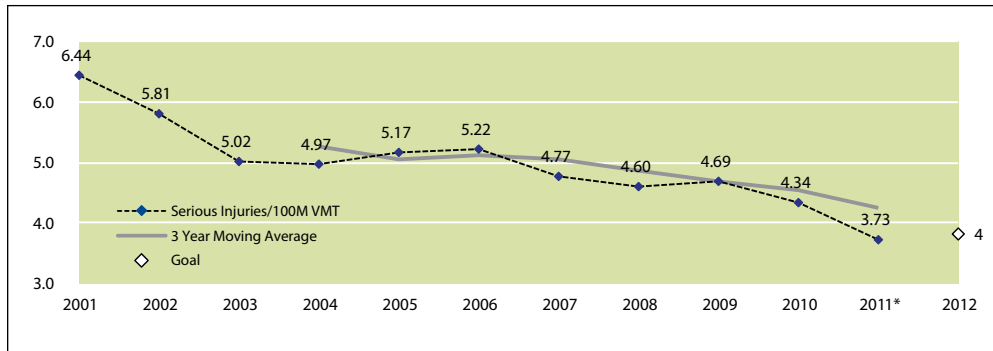
Source: WSDOT. Serious injury data is not available for the years 1996-2000.

*2011 figures are based on preliminary data and are subject to change as more information becomes available. 2012 goals from 2012 Highway Safety Plan.

Traffic Serious Injury Rate per 100M VMT

Goal: Reduce the traffic serious injury rate 14.1% from the 2008-2010 base year average of 4.54 to 3.82 by December 31, 2012.

Progress: The traffic serious injury rate decreased by 17.8% from the 2008-2010 base year average of 4.69 to 4.33 in 2010.



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

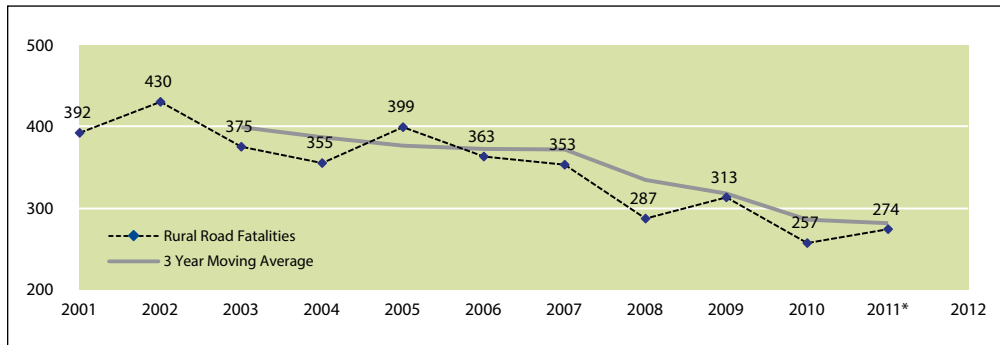
*2011 figures are based on preliminary data and are subject to change as more information becomes available. 2012 goals from 2012 Highway Safety Plan.

Performance Goals and Trends

Fatalities on Rural Roads

Goal: No goal set in 2012 HSP.

Progress: Traffic fatalities on rural roads decreased by 4.9% from the 2008-2010 base year average of 286 to 274 in 2011.

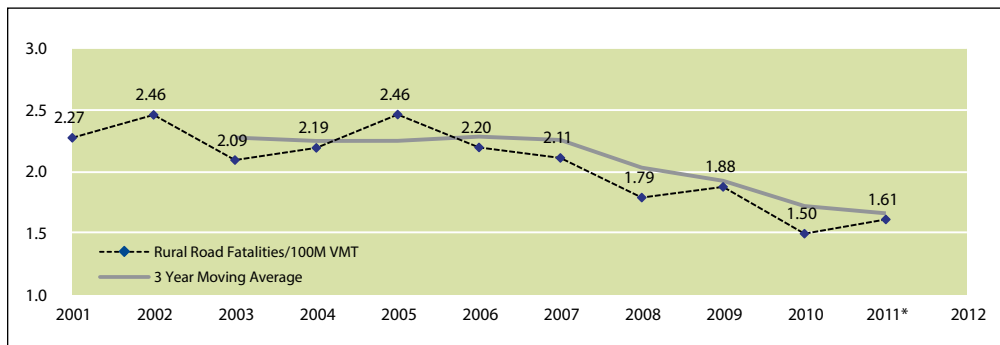


Source: FARS

Rural Road Fatality Rate per 100M VMT

Goal: No goal set in 2012 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

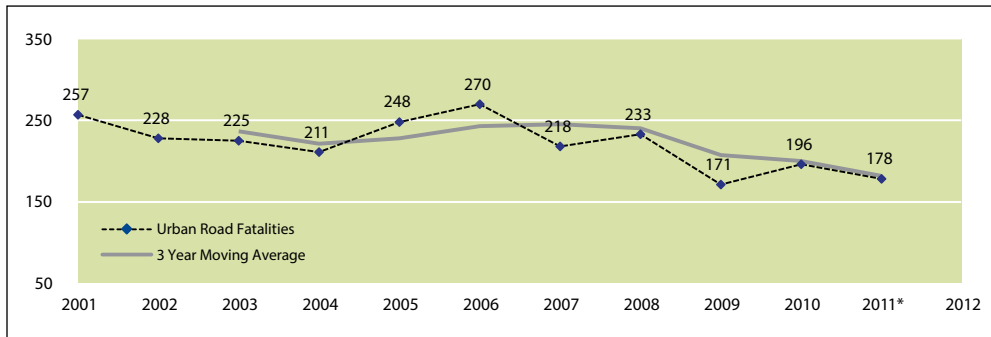
*2011 figures are based on preliminary data and are subject to change as more information becomes available.
2012 goals from 2012 Highway Safety Plan.

Performance Goals and Trends

Fatalities on Urban Roads

Goal: No goal set in 2012 HSP.

Progress: Traffic fatalities on urban roads decreased by 5.3% from the 2008-2010 base year average of 200 to 178 in 2011.



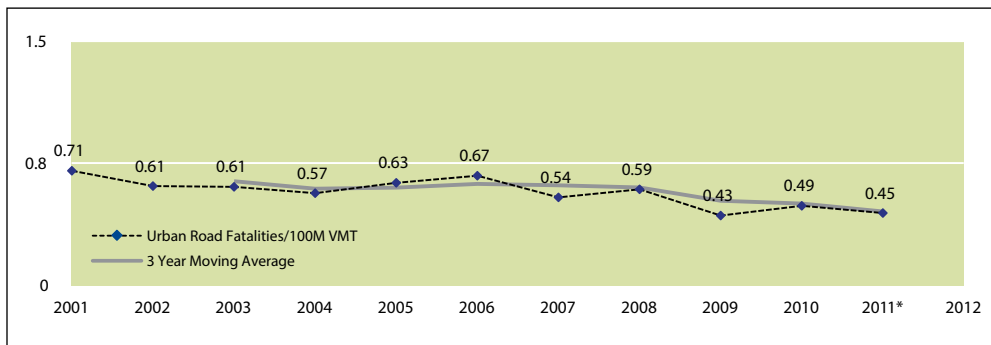
Source: FARS

*2011 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 2012 HSP.

Progress: The traffic fatality rate on urban roads decreased by 10.0% from the 2008-2010 base year average of 0.50 to 0.45 in 2010.



Source: FARS and WSDOT

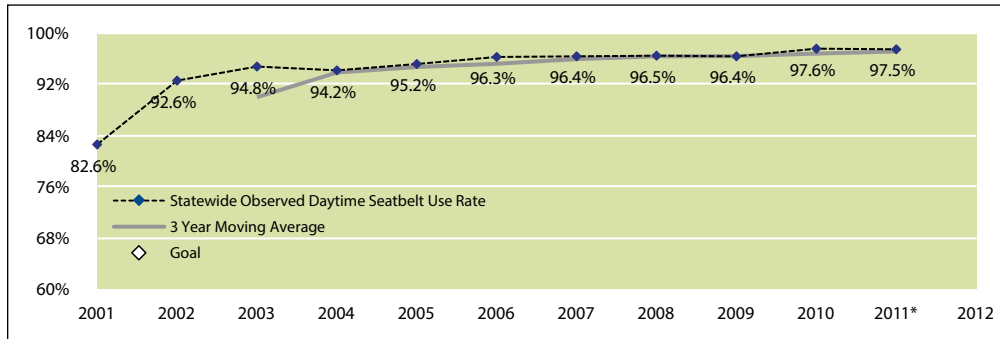
*2011 figures are based on preliminary data and are subject to change as more information becomes available. 2012 goals from 2012 Highway Safety Plan.

Performance Goals and Trends

Statewide Observed Daytime Seatbelt Use Rate

Goal: Increase the statewide seat belt use rate from the 2008-2010 base year average of 96.4% to 97% by December 31, 2012.

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.

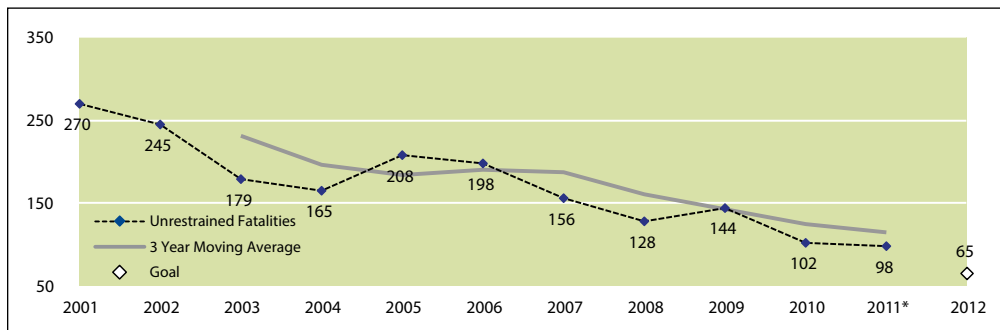


Source: Washington Statewide Observational Seat Belt Survey.

Unrestrained Passenger Vehicle Occupant Fatalities

Goal: Reduce the number of unrestrained passenger vehicle occupant fatalities by 42.3% from the 2008-2010 base year average of 125 to 65 by December 31, 2012.

Progress: The number of unrestrained passenger vehicle occupant fatalities decreased by 21.6% from the 2008-2010 base year average of 125 to 98 in 2011.



Source: FARS

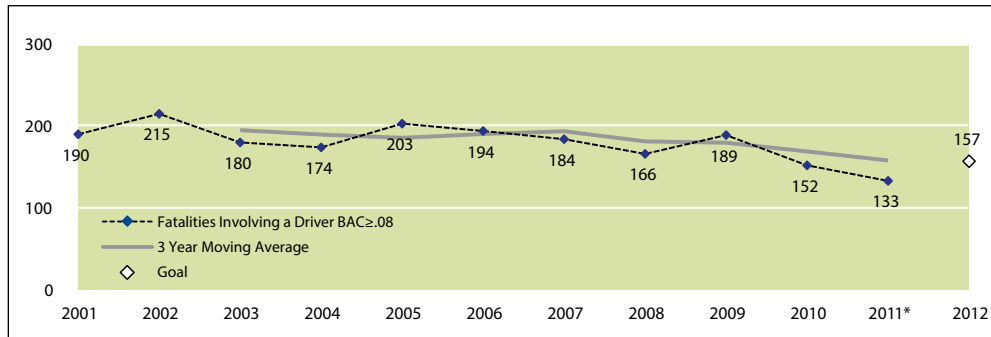
*2011 figures are based on preliminary data and are subject to change as more information becomes available.
2012 goals from 2012 Highway Safety Plan.

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 7.1% from the 2008-2010 base year average of 169 to 157 by December 31, 2012.

Progress: Traffic fatalities involving a driver with a BAC of 0.08 or higher decreased by 21.3% from the 2008-2010 base year average of 169 to 133 by December 31, 2011.

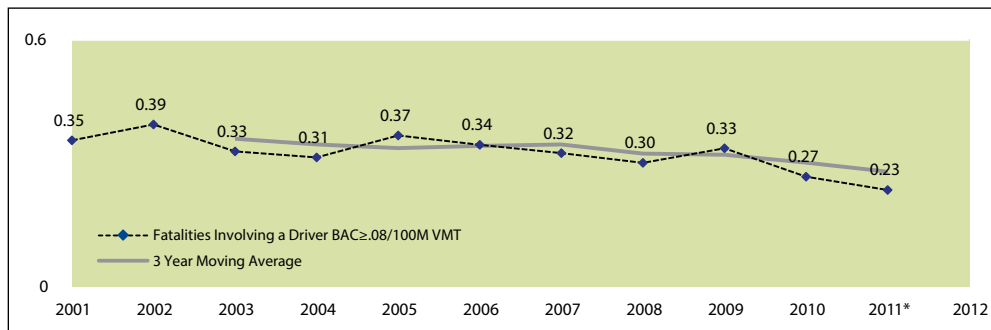


Source: FARS

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

Goal: No goal set in 2012 HSP.

Progress: The traffic fatality rate involving an alcohol impaired driver decreased by 23.3% from the 2008-2010 base year average of 0.30 to 0.23 in 2011.



Source: FARS and WSDOT

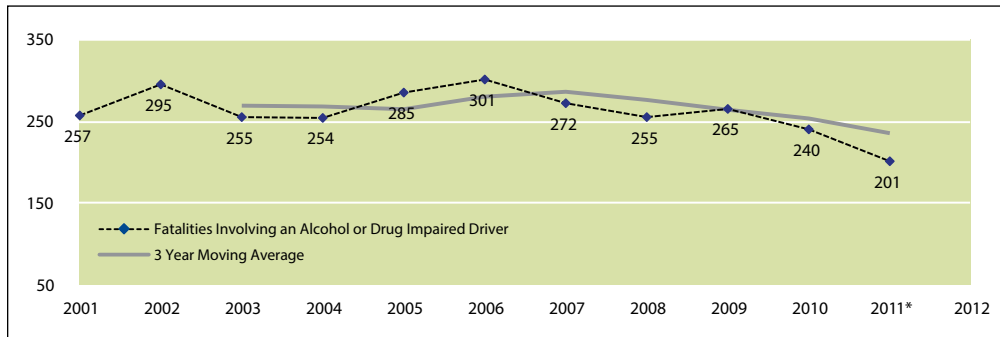
*2011 figures are based on preliminary data and are subject to change as more information becomes available. 2012 goals from 2011 Highway Safety Plan.

Performance Goals and Trends

Fatalities Involving an Alcohol or Drug Impaired Driver

Goal: No goal set in 2012 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.



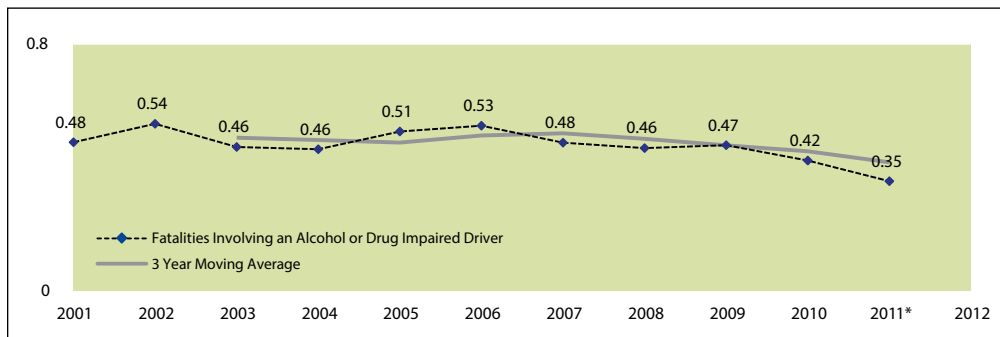
Source: FARS

*2011 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 2012 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

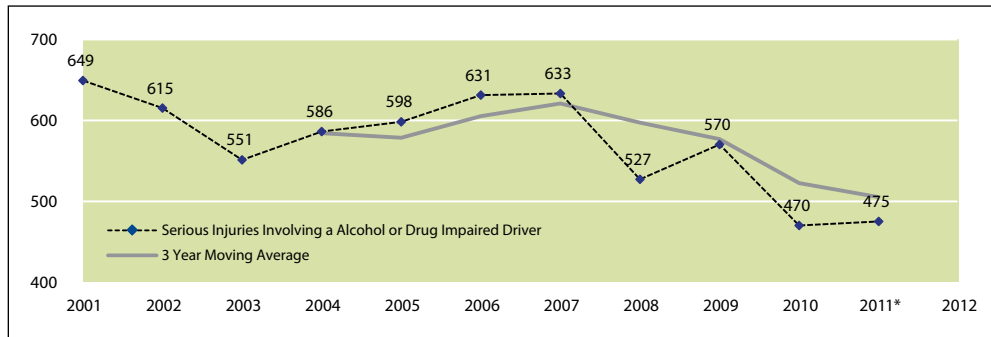
*2011 figures are based on preliminary data and are subject to change as more information becomes available. 2012 goals from 2011 Highway Safety Plan.

Performance Goals and Trends

Serious Injuries Involving an Alcohol or Drug Impaired Driver

Goal: No goal set in 2012 HSP.

Progress: The number of serious injuries involving a driver impaired by alcohol and/or drugs declined by 9.0% from the 2008-2010 base year average of 522 to 475 in 2010.

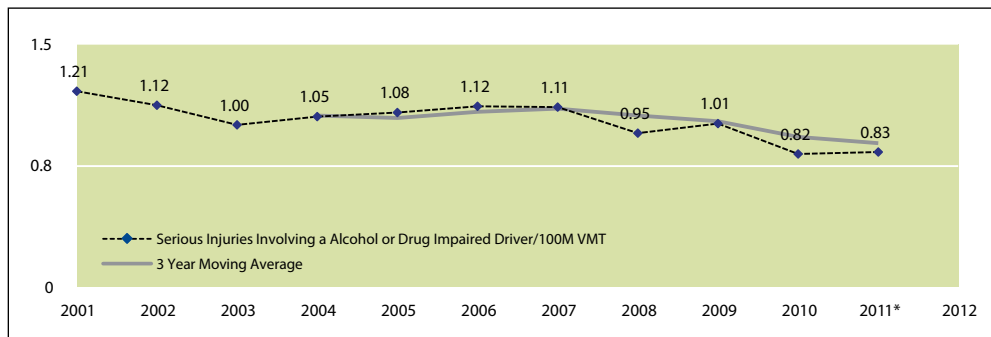


Source: WSDOT

Serious Injury Rate Involving an Alcohol or Drug Impaired Driver

Goal: No goal set in 2012 HSP.

Progress: The impaired driver-involved traffic serious injury rate decreased by 10.8% from the 2008-2010 base year average of 0.93 to 0.83 in 2010.



Source: WSDOT

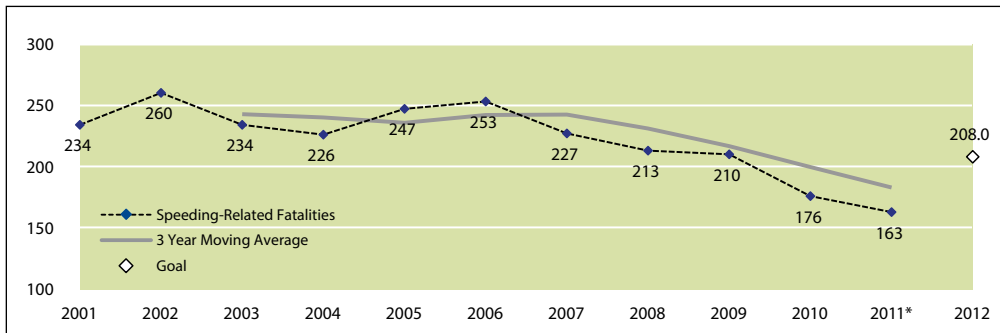
*2011 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Speeding-Related Fatalities

Goal: Reduce the number of speeding-related fatalities 1.4% from the 2008-2010 base year average of 200 to 214 by December 31, 2012.

Progress: Speeding-related traffic fatalities decreased by 18.0% from the 2008-2010 base year average of 200 to 163 in 2011, exceeding the 2012 goal of 208 a year early.

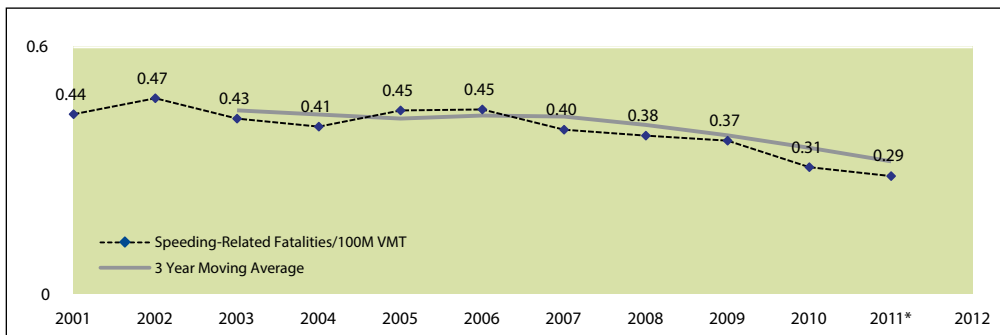


Source: FARS

Speeding-Related Fatality Rate

Goal: No goal set in 2012 HSP.

Progress: The speeding-related traffic fatality rate decreased by 17.1% from the 2008-2010 base year average of 0.35 to 0.29 in 2010.



Source: FARS and WSDOT

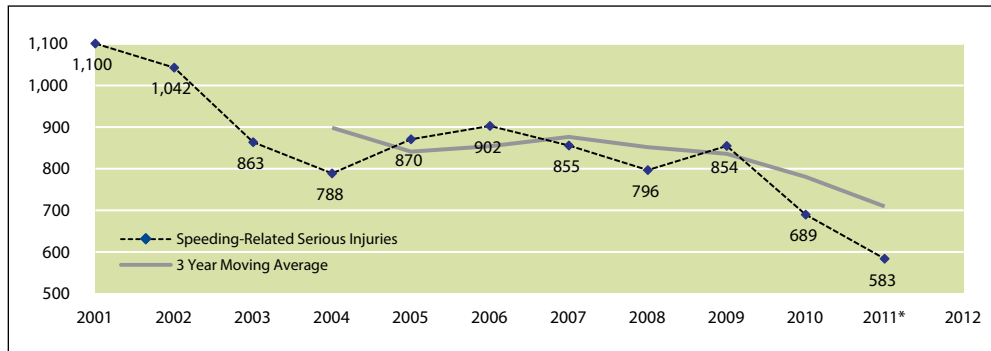
*2011 figures are based on preliminary data and are subject to change as more information becomes available.
2012 goals from 2011 Highway Safety Plan.

Performance Goals and Trends

Serious Injuries Involving a Speeding Driver

Goal: No goal set in 2012 HSP.

Progress: Speeding-related serious injuries declined by 25.3% from the 2008-2010 base year average of 780 to 583 in 2011.

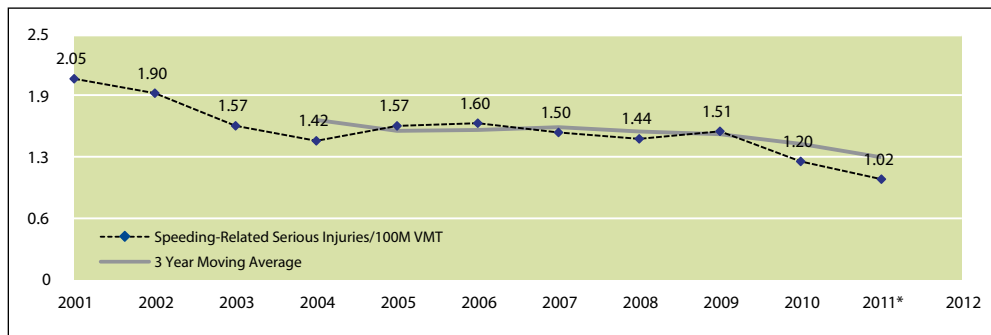


Source: WSDOT

Speeding Involved Serious Injury Rate

Goal: No goal set in 2012 HSP.

Progress: The speeding-related serious injury rate decreased by 26.8% from the 2008-2010 base year average of 1.38 to 1.02 in 2011.



Source: WSDOT

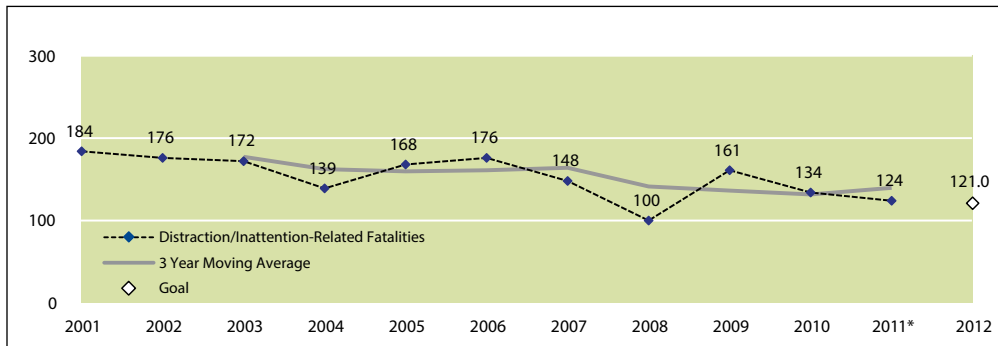
*2011 figures are based on preliminary data and are subject to change as more information becomes available.

Performance Goals and Trends

Fatalities Involving a Distracted Driver

Goal: Reduce the number of distracted driver-related fatalities 8.3% from the 2008-2010 base year average of 132 to 121 by December 31, 2012.

Progress: Distracted driver-related traffic fatalities decreased by 6.1% from the 2008-2010 base year average of 132 to 124 in 2011.



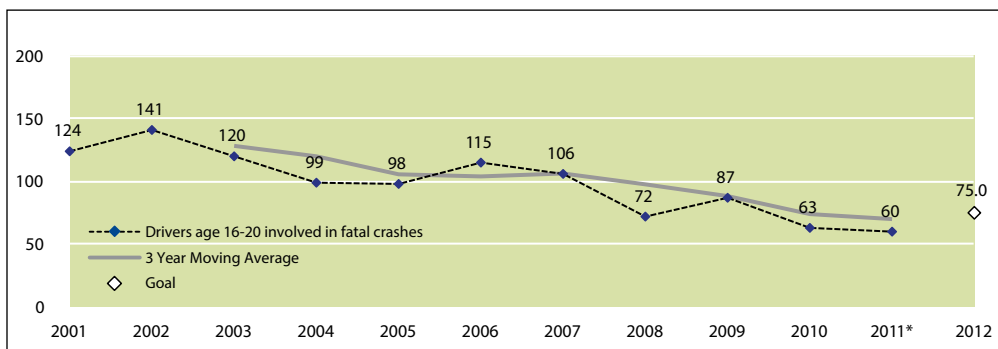
Source: FARS

*2011 figures are based on preliminary data and are subject to change as more information becomes available. 2012 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 from the 2008-2010 base year average of 74 to 75 by December 31, 2012.

Progress: The number of drivers age 16-20 involved in fatal crashes decreased by 18.9% from the 2008-2010 base year average of 74 to 60 in 2010.



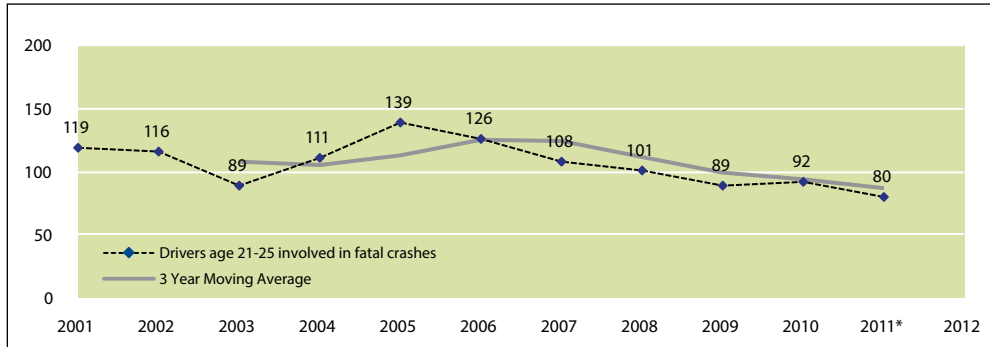
Source: FARS

Performance Goals and Trends

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

Goal: No goal set in 2012 HSP.

Progress: The number of drivers age 21-25 involved in fatal crashes decreased by 14.9% from the 2008-2010 base year average of 94 to 80 in 2011.



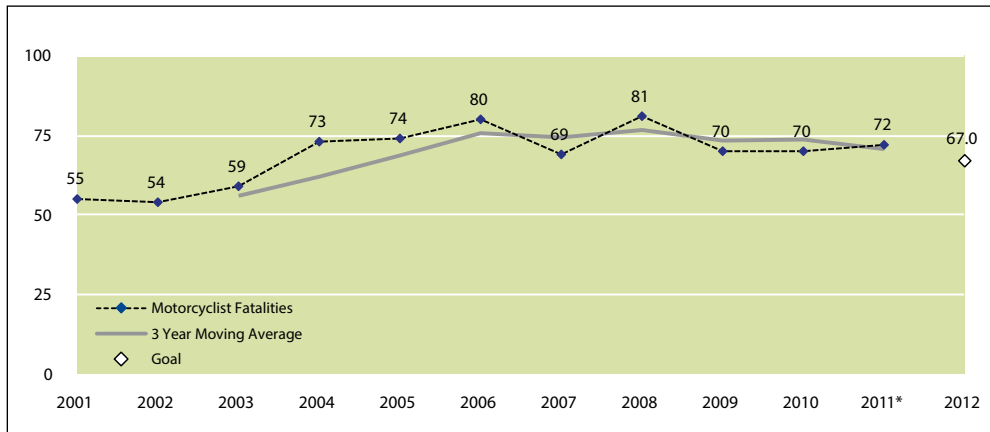
Source: FARS

*2011 figures are based on preliminary data and are subject to change as more information becomes available. 2012 goals from 2011 Highway Safety Plan.

Motorcyclist Fatalities

Goal: Reduce the number of motorcyclist fatalities by 9.5% from the 2008-2010 base year average of 74 to 67 by December 31, 2012.

Progress: The number of motorcyclist fatalities decreased by 2.7% from the 2008-2010 base year average of 74 to 72 in 2011.



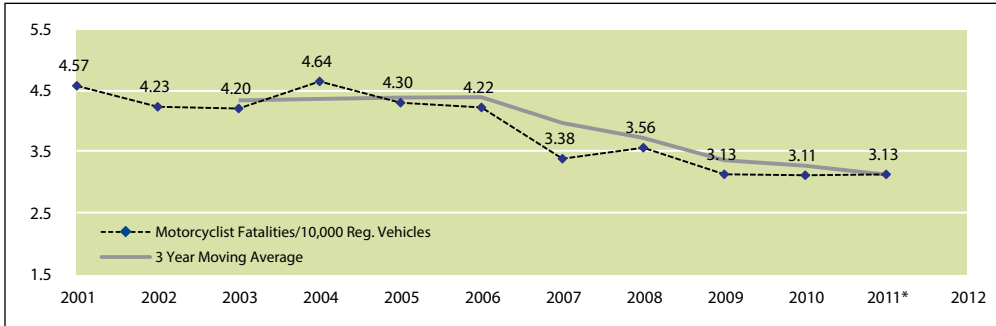
Source: FARS

Performance Goals and Trends

Motorcyclist Fatality Rate per 10,000 Registered Motorcycles

Goal: No goal set in 2012 HSP.

Progress: The motorcyclist fatality rate decreased by 4.3% from the 2008-2010 base year average of 3.27 to 3.13 in 2011.



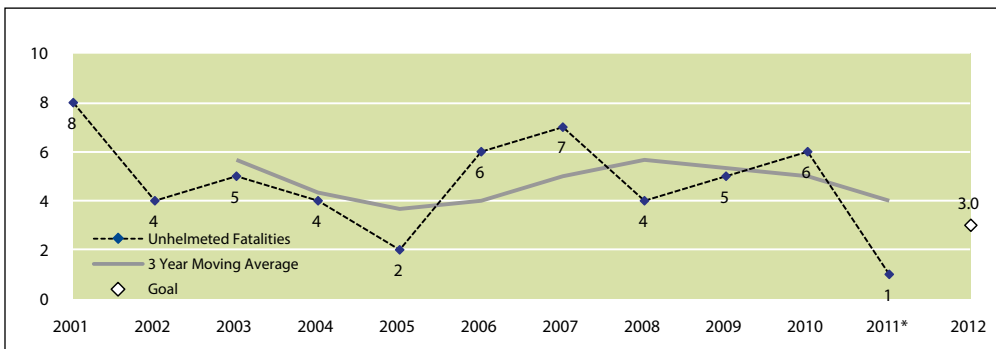
Source: FARS and DOL

*2011 figures are based on preliminary data and are subject to change as more information becomes available.
2012 goals from 2011 Highway Safety Plan.

Unhelmeted Motorcyclist Fatalities

Goal: Reduce the number of unhelmeted motorcyclist fatalities by 20.0% from the 2008-2010 base year average of 5 to 3 by December 31, 2012.

Progress: The number of unhelmeted motorcyclist fatalities decreased by 80% from the 2008-2010 base year average of 5 to 1 in 2011.



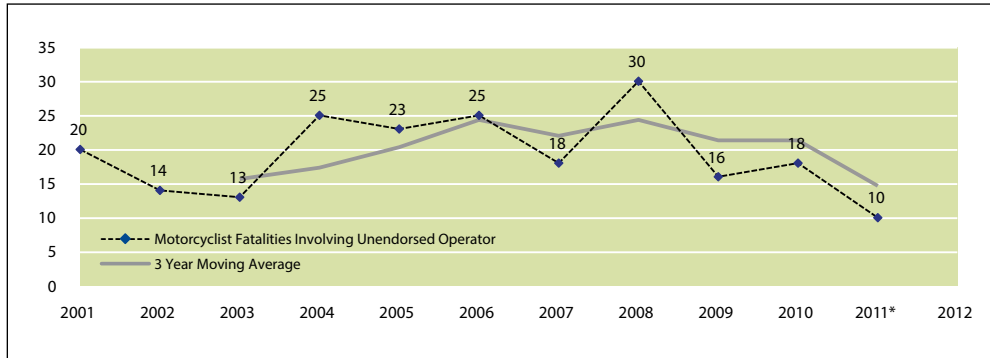
Source: FARS

Performance Goals and Trends

Motorcyclist Fatalities Involving an Unendorsed Operator

Goal: No goal set in 2012 HSP.

Progress: The number of motorcyclist fatalities involving an unendorsed motorcycle operator decreased by 52.4% from the 2008-2010 base year average of 21 to 10 in 2011.



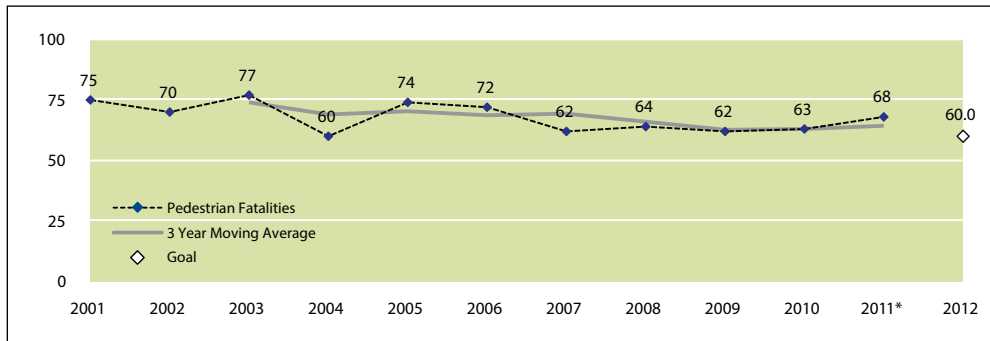
Source: FARS and DOL

*2011 figures are based on preliminary data and are subject to change as more information becomes available. 2012 goals from 2011 Highway Safety Plan.

Pedestrian Fatalities

Goal: Reduce the number of pedestrian fatalities 1.6% from the 2008-2010 base year average of 63 to 60 by December 31, 2012.

Progress: The number of pedestrian fatalities increased by 7.9% from the 2008-2010 base year average of 63 to 68.



Source: FARS

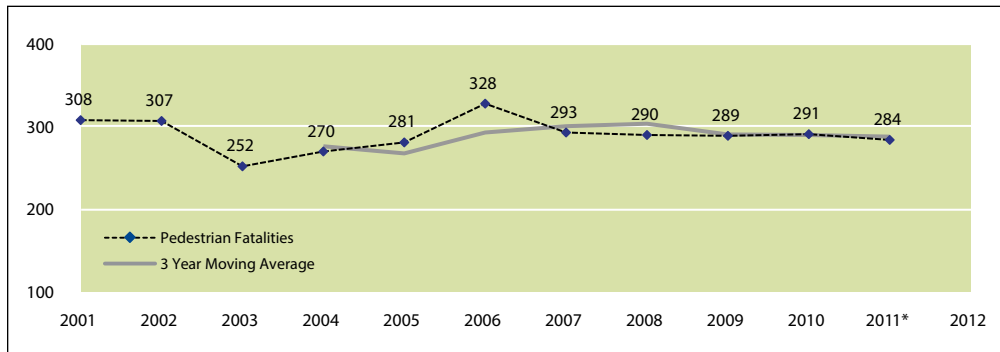
*2011 figures are based on preliminary data and are subject to change as more information becomes available. 2012 goals from 2011 Highway Safety Plan.

Performance Goals and Trends

Pedestrian Serious Injuries

Goal: No goal set in 2012 HSP.

Progress: The number of pedestrian serious injuries declined by 2.1% from the 2008-2010 base year average of 290 to 284 in 2011.



Source: WSDOT

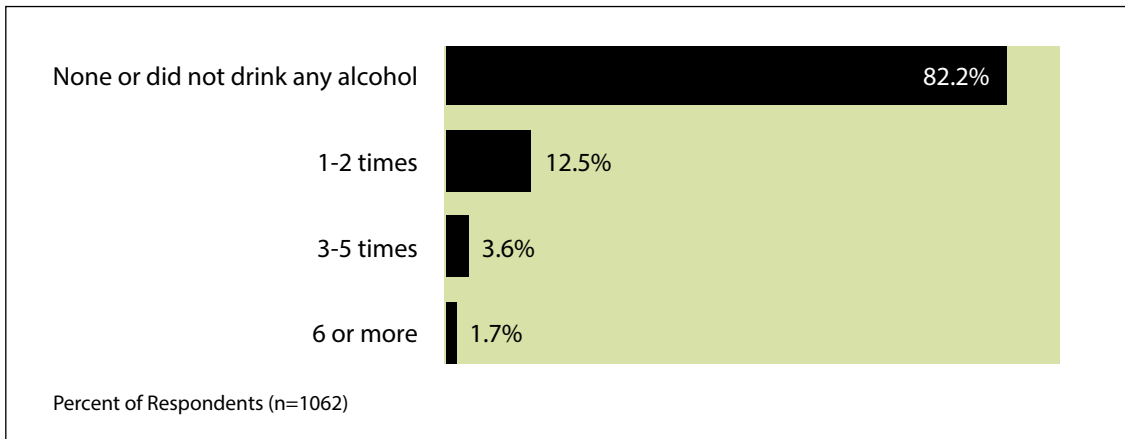
*2011 figures are based on preliminary data and are subject to change as more information becomes available.



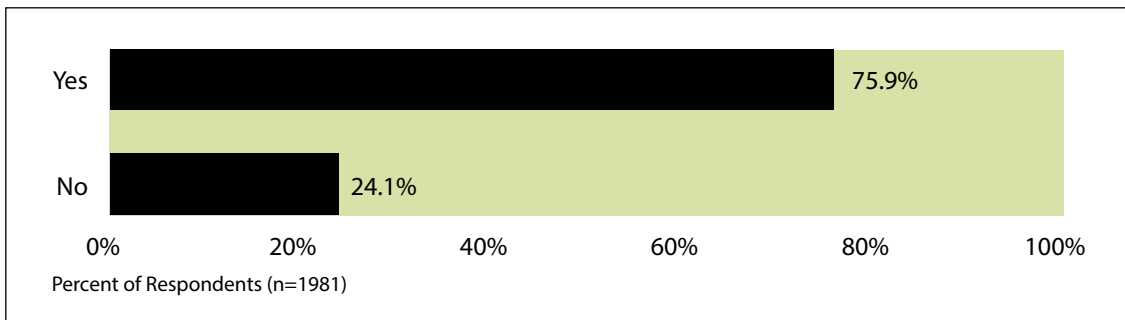
Driver Survey Charts

Impaired Driving

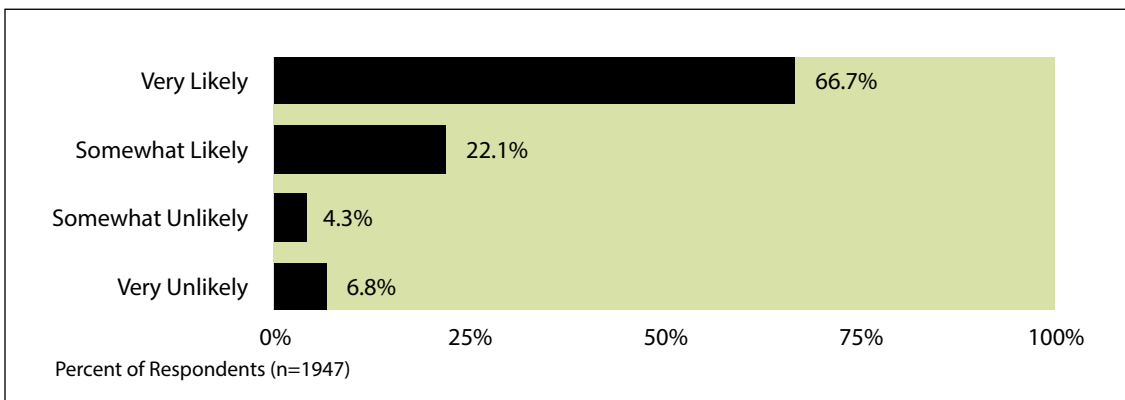
Q: In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?



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



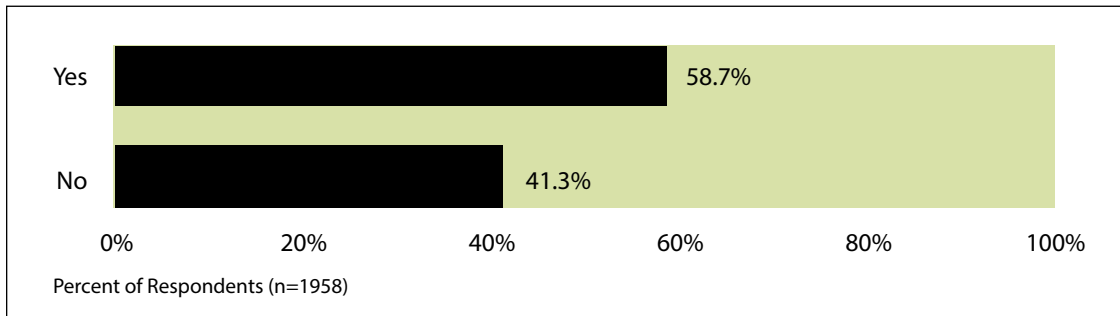
Q: What do you think the chances are of someone getting arrested if they drive drunk?



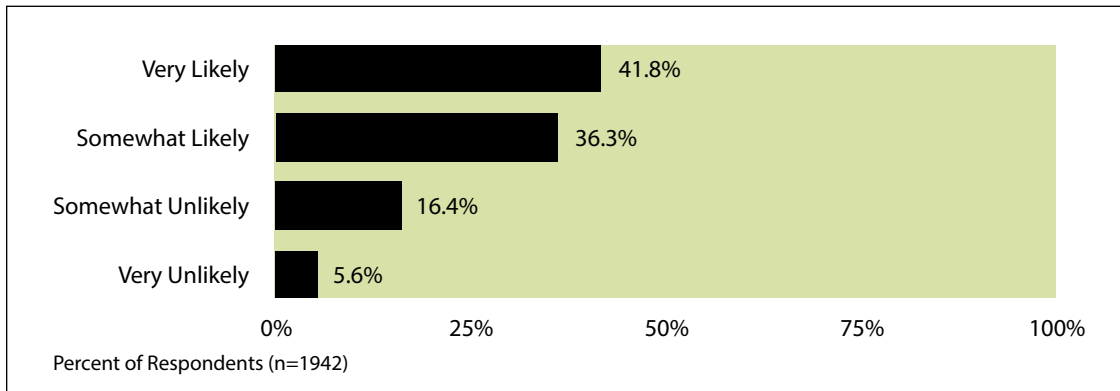
Driver Survey Charts

Safety Belts

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



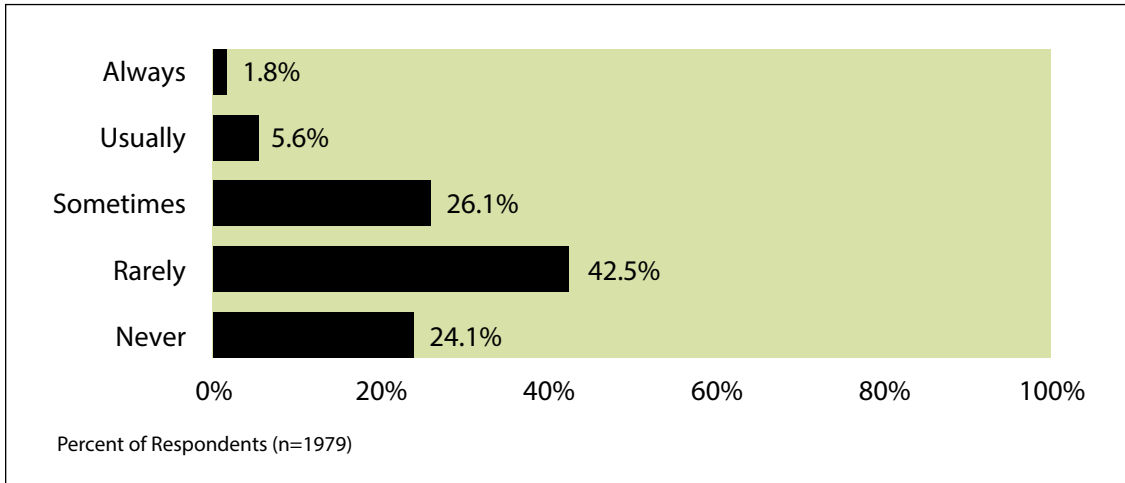
Q: What do you think the chances are of getting a ticket if you don't wear your seat belt?



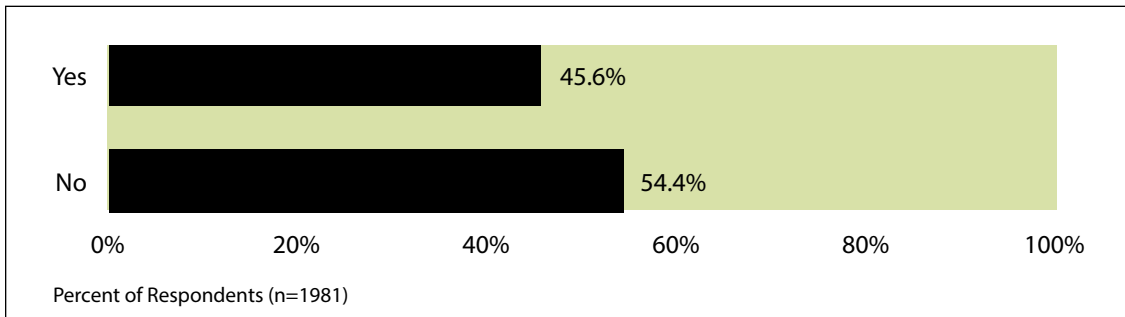
Driver Survey Charts

Speeding

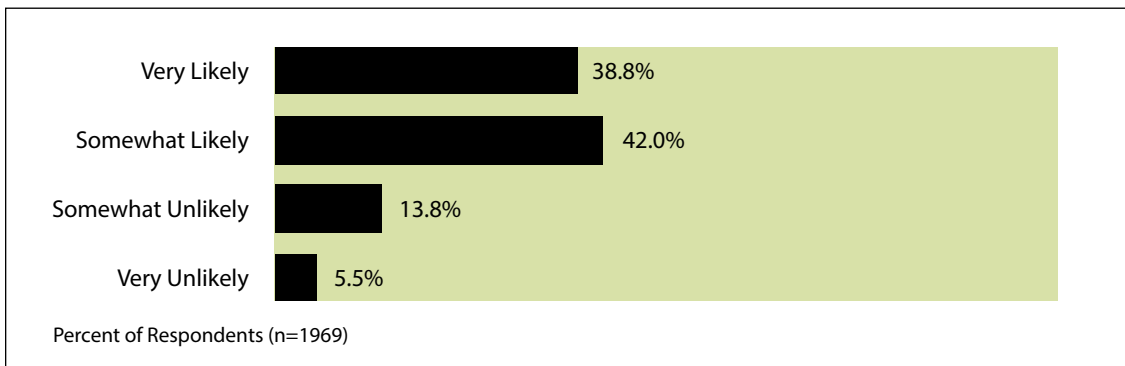
Q: On a local road with a speed limit of 25 mph, how often do you driver faster than 30 mph?



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



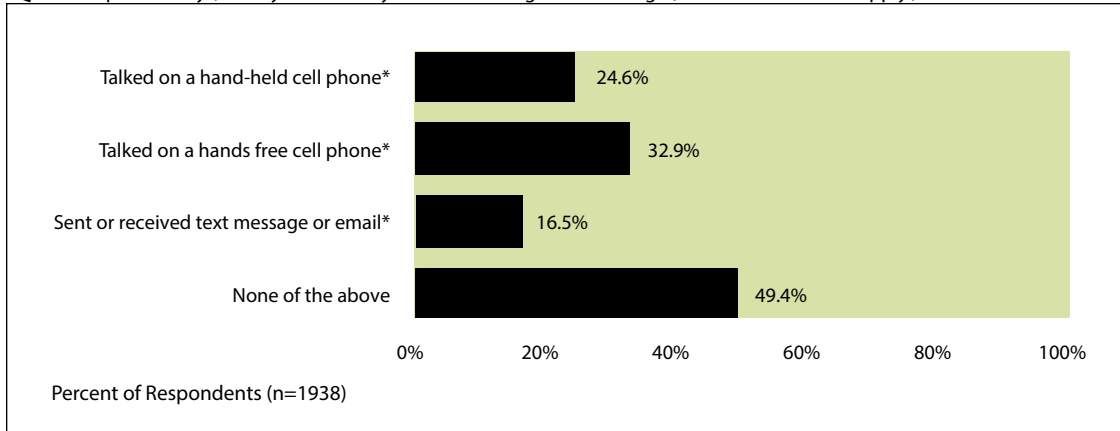
Q: If you are driving at 68 mph on a freeway posted for 60 mph, what are the chances you will get a ticket?



Driver Survey Charts

Safety Belts

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



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

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 percent from the 2007-09 base year average of 180 to 157 by December 31, 2012.

Washington State exceeded the 2012 goal in 2011, reducing the number of such fatalities to 133. 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 = 152
 2011 = 133

The impaired driving program qualified again this year for the National Highway Traffic Safety Administration 410 Grant as a low alcohol-involved fatality rate state using 2010 data, with an alcohol-involved fatality rate of .36 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 (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. WTSC is assisting NHTSA in the development of an Impaired Driving Leadership Model facilitated training that can be given to other states to replicate this Washington Leadership Model.

The following list describes 2012 milestones for this project:

- **Standard Field Sobriety Test (SFST):** Developed a 72 minute training video, "Impaired Driving A to Z: From Traffic Stop to Verdict."
- **DUI Officer Recognition:** Washington's Law Enforcement Challenge is underway.

- **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:** Contracted with a local judge with vast experience writing and producing judges' bench books. The contractor is working with 24 volunteer judges to write sections of the DUI bench book.
- **DUI Probation:** Developing a Model DUI Probation Handbook. Once complete, a jurisdiction will be recruited to act as a pilot for using the Handbook.
- **Ignition Interlock Expansion Project:** Completed video, called "No Excuses" explaining Washington's interlock laws including compliance-based removal provisions. The video is mandated viewing for interlock users during device installation. Additional officers are being trained to conduct vendor and customer compliance audits.
- **Pierce County Party Intervention Patrols:** Nine Fostering Leadership-funded party intervention patrols were conducted in 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.
- **Electronic DUI Report Form Study:** The electronic DUI report feasibility study documents the entire DUI report process flow, note every time a signature is required, and suggests next steps needed in order to proceed. After exploring all options, the report also recommends making the DUI report a component of SECTOR.



- Target Zero Teams Local Law Enforcement Bridge Funding:** The results from the Target Zero Team Demonstration Project persuaded the state legislature to fund 18 troopers and 3 sergeants to continue the Target Zero Team projects in King, Snohomish and Pierce Counties. However, since the project was scheduled to end June 30, 2012, this surprising good news left a three month gap in funding for the local law enforcement teams. The WIDAC voted to provide funding so that the local law enforcement agencies could continue without interruption to participate in this project.
- Impaired Driving Symposium:** The Impaired Driving Symposium was held May 3-5, 2012 in Bellevue. Three hundred law enforcement, prosecutors, probation officers, treatment professionals, court personnel and other stakeholders attended. The overwhelming response to the content and execution of the Symposium was extremely positive. Attendees were excited that the courses presented were engaging, informative, and interactive.

II. Enforce DUI Laws

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

Target Zero Teams (PT12-01, K812-01, K212-03)

The results from the Target Zero Teams demonstration project were so promising that the legislature funded an additional 18 troopers and 3 sergeants so that the project could continue beyond June 30, 2012 demonstration project end date. Target Zero Teams project consists of a coalition of state, local and federal agencies supporting the deployment of full-time, multi-agency police squads 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, Snohomish and Pierce counties have also agreed to partner in the project. Sophisticated, targeted earned media is being conducted throughout the life of the project.

The goal for this project was a 40 percent reduction in fatalities over the prior five-year average in King, Pierce and Snohomish Counties which would have resulted in 80 fewer deaths by the end of the 24-month project. Target Zero Teams exceeded its goal as follows:

| County | 2005-2009 Average Deaths July-June | Deaths July 2010 to June 2011 | Deaths July 2011 to June 2012 |
|----------------------|------------------------------------|-------------------------------|-------------------------------|
| King | 105 | 69 | 79 |
| Pierce | 58 | 41 | 42 |
| Snohomish | 46 | 39 | 39 |
| Total | 209 | 149 | 160 |
| Fewer Deaths | | 60 first year | 49 second year |
| Project Total | | | 109 total fewer |

The Federal Highway Administration calculates the crash cost at \$6.2 million per fatality. Therefore, the 109 fewer deaths in these counties represent a **\$675,800,000** crash cost of **109 fewer**.

Over the 24 month project, Target Zero Teams contacted over 60,000 motorists, arrested 6,693 impaired drivers, cited 9,594 speeding drivers, and ticketed 2,242 people for seat belt violations. Total activity in these areas is shown in the chart below:

| 24 Months | Violations | | | Contacts |
|---------------------|--------------|--------------|--------------|---------------|
| | DUI | Speed | Restraints | |
| WSP D1 | 1,932 | 1,496 | 875 | 17,811 |
| WSP D2 | 2,052 | 1,686 | 517 | 13,319 |
| WSP D7 | 1,789 | 4,435 | 614 | 17,497 |
| WSP Totals | 5,773 | 7,617 | 2,006 | 48,627 |
| Pierce Local | 349 | 668 | 32 | 5,201 |
| King Local | 375 | 767 | 127 | 8,148 |
| Snohomish | 196 | 542 | 77 | 5,879 |
| Local Totals | 920 | 1,977 | 236 | 16,321 |
| Total | 6,693 | 9,594 | 2,242 | 64,948 |

Target Zero Teams activity for DUI arrests, speeding tickets, and seat belt violation tickets generated about \$14,839,843 in fines and fees.

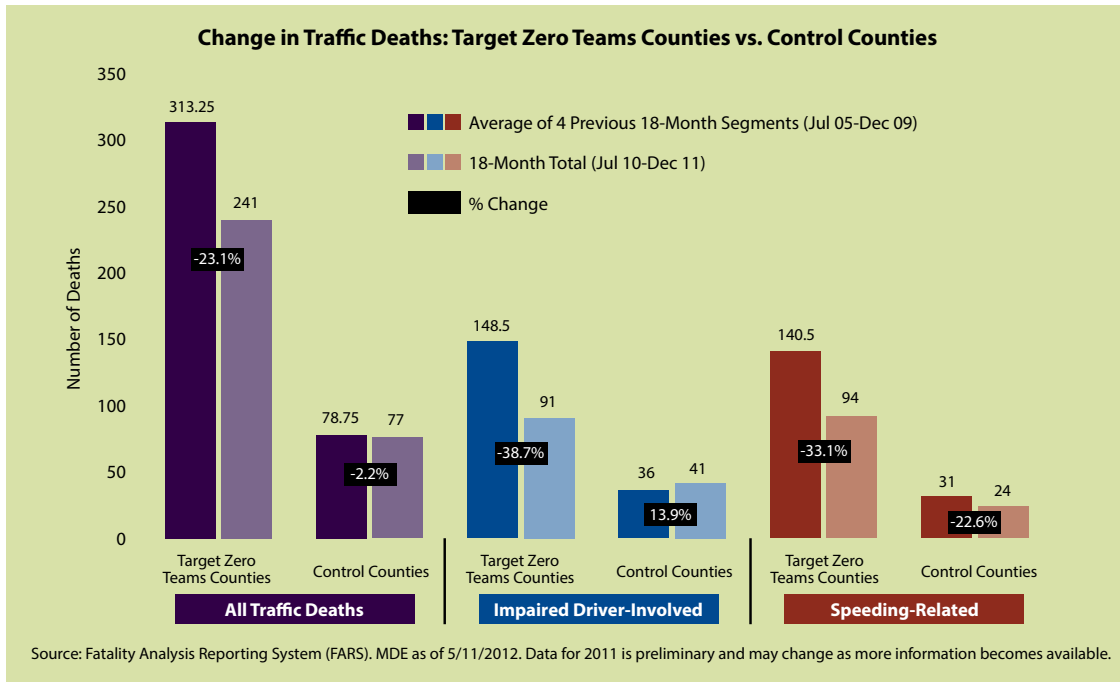
| 24 Months | DUI | Speed | Restraints | Total \$ |
|----------------|--------------|-------------|------------|--------------|
| Total Activity | 6,693 | 9,594 | 2,242 | |
| \$/arrest | x \$1,975 | x \$140 | x \$124 | |
| | \$13,218,675 | \$1,343,160 | \$278,008 | \$14,839,843 |

The total WTSC investment in the project is about \$6 million. This provides a return on investment at \$115 to \$1.

When Target Zero Team counties are compared to the control counties (Spokane and Clark), data suggests that Target Zero Teams is contributing to a decrease in traffic deaths in King, Pierce, and Snohomish Counties. Preliminary traffic fatality data from FARS data is shown below:

King County Prosecutor's Office (AL12-06): 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.

Snohomish County Prosecutor's Office (AL12-02): The Target Zero Team funding has allowed the Snohomish County Prosecutor's Office to reduce their DUI backlog to zero, as well.



Mobile Impaired Driving Unit (MIDU) (PT12-02, K8-12-02): 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 27 events and staffed with BAC technicians and Drug Recognition Expert. Staff completed over 266 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

(PT12-02, K812-02): Housed in the Washington State Patrol Impaired Driving Section, the Drug Recognition Expert program provides training and activities for all law enforcement officers in the state as well as education for prosecutors, teachers and other school officials, and the public. This year the DRE program hosted the IACPs 18th Annual Training Conference on Drugs, Alcohol, and Impaired Driving in Seattle in August 2012. Washington's DRE program participated in MIDU events, attended many stakeholder events, and participated in the Washington Impaired Driving Advisory Council. DRE instructors taught DRE, ARIDE, BAC and SFST classes, as well as conducting wet labs for a total of 432 classes with 18,208 people trained as shown below:

Classes Taught-Yearly through the DRE Program

| | 1st Quarter | | 2nd Quarter | | 3rd Quarter | | 4th Quarter | | Totals | |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|--------------|
| | Classes | Students | Classes | Students | Classes | Students | Classes | Students | Classes | Students |
| DRE School | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ARIDE | 7 | 148 | 5 | 86 | 14 | 159 | 5 | 53 | 31 | 446 |
| DITEP | 2 | 63 | 1 | 10 | 2 | 105 | 1 | 15 | 6 | 193 |
| DRE Instructor | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Drugs/DUI Overview | 23 | 1333 | 34 | 4004 | 27 | 2135 | 10 | 3144 | 95 | 10676 |
| Field Certifications | 1 | 3 | 0 | 0 | 1 | 15 | 0 | 0 | 2 | 18 |
| Final Exams | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 |
| Public | 20 | 1245 | 39 | 1872 | 20 | 934 | 22 | 696 | 100 | 4687 |
| Totals | 54 | 2794 | 79 | 5972 | 64 | 3348 | 38 | 3908 | 235 | 16022 |

| | 1st Quarter | | 2nd Quarter | | 3rd Quarter | | 4th Quarter | | Totals | |
|--------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|------------|-------------|
| | Classes | Students | Classes | Students | Classes | Students | Classes | Students | Classes | Students |
| BAC | 10 | 88 | 14 | 143 | 10 | 75 | 5 | 85 | 39 | 391 |
| SFST | 42 | 237 | 48 | 569 | 32 | 238 | 18 | 191 | 140 | 1235 |
| Wet Lab | 5 | 153 | 4 | 104 | 6 | 200 | 3 | 103 | 18 | 560 |
| TOTAL | 57 | 478 | 66 | 816 | 48 | 513 | 26 | 379 | 197 | 2186 |

Standard Field Sobriety Test (SFST) Program (PT12-02, K812-02): The SFST Program continues to grow and is a valuable resource for all of law enforcement in Washington State in regards to their impaired driving training and education. The following reflects a summary of the SFST training events from October 2011 to September 2012.

- Continued to meet with IDS department managers including IIL, TSRP, BAC, and DRE.
- Conducted *one* SFST Instructor Development class training 10 more SFST Instructors. We now have approximately 68 SFST Instructors around the state.
- Conducted *twenty-six* SFST Basic classes, training over 397 officers in basic DUI detection and apprehension.
- Conducted approximately *one hundred sixty-eight* SFST Refresher classes to local agencies across the state, training over 1040 officers.
- Continued to work with CJTC and conducted *six* more live drinking labs for their Basic Law Enforcement Academy(s) (BLEA), training almost 200 new officers in SFST proficiency.
- Monitored several SFST basic classes to ensure proper curriculum was being followed.
- Continued to electronically record all officers trained in SFST related classes. Continued to electronically record officers that have successfully completed the ARIDE course. This course is advanced drug and alcohol training that, when successfully passed, can count as an officers "SFST Refresher" training.

| SFST | Grant Total | |
|-----------------------------|-------------|--------------|
| | Classes | Students |
| DUI/SFST Basic | 26 | 397 |
| DUI/SFST Refresher | 168 | 1,040 |
| SFST Instructor Development | 1 | 10 |
| Drinking Labs | 6 | 200 |
| 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) (K812-03): 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 2012, the program trained over 1,912 law enforcement officers, 634 prosecutors and 407 other stakeholders. Program highlight include:

Training:

- Lethal Weapon, Spokane County, 25 LEOs, 10 DPAs, 16 Hours
- WSAMA Fall Prosecutor Conference, 65 Prosecutors, 4 Hours
- WSP Academy Cadet Training: Classroom instruction on DUI Report Writing, Courtroom Testimony, and DUI Legal Issues, 45 LEOs, 4 Hours
- WSP Academy Cadet Training: Mock Trial and Cross-Examination Training, 45 LEOs, 4 Hours
- Ethics Webinar: Prosecutor's Ethical Obligations and Duties, 59 DPAs, 1 Hour
- Ethics webinar: Prosecutorial Misconduct, 67 DPAs, 1 Hour
- Oregon Cops in Court: DUI Report Writing and Testimony, 50 LEOs, 3 Hours
- On-Air wet lab, Snohomish County Fox Radio affiliate, KRKO, in conjunction with Snohomish County Target Zero Task Force, 3 Hours
- WAPA Prosecutor Boot Camp, CJTC, 30 DPAs, 16 Hours
- WSP Academy mock trial training for the 99th Basic Class at the WSP Academy in Shelton, 56 LEOs, 4 Hours
- BAC Technician course, legal training and mock trial, 3 LEOs, 4 Hours
- King County District Court prosecutor SFST class, 22 DPAs, 3 Hours
- Sent 3 students (1 LE, 2 prosecutors) to attend the Montana Lethal Weapon vehicular homicide and assault training in Missoula, MT, 32 Hours
- WSAMA Municipal prosecutors association training (Skamania, WA), 32 prosecutors, 2

- classes taught, 4 Hours
 - Oregon DUI Conference: (Canyonville, OR), 200 LEOs/50 DPAs & Administrative Law Judges/50 Stakeholders, taught two 2-hour courses on Cross Examination and the NHTSA Manual for LEOs and DPAs, 4 Hours
 - Impaired Driving Symposium (Bellevue, WA) – created, planned, and executed a groundbreaking statewide Impaired Driving Training Symposium for 162 LEOs/67 DPAs/69 Stakeholders, 16 Hours
 - SOFT Conference (Boston, MA) – 122 Stakeholders, 2 Hours
 - WSP D7 Supervisors Meeting (Marysville, WA) – 20 LEOs, 30 minutes
 - Clark County Breath Test Training (Vancouver, WA) – 12 DPAs, 2 Hours
 - Scripted, edited and starred in the IDS/SFST DUI from A to Z training video
 - Cowlitz County Ethics training, 12 DPAs, 2 hrs
 - King County Breath Test Training, 17 DPAs, 90 minutes
 - King County Toxicology Training, 14 DPAs, 90 minutes
 - Cadet Report Writing/Courtroom Testimony, 45 LEOs, 4 hours
 - Advanced Toxicology (Dr. Richman), 8 TSRP, 6 stakeholders, 8 hours
 - DRE National Conference, 120 LEOs, 90 minutes (x2)
 - Society of Forensic Toxicologists, Boston - 122 attendees, 60 minutes
 - NHTSA Training – Courtroom technology, Colorado, 27 TSRP, 6 Stakeholders, 60 min.
 - TSRP Training – Training LE/Prosecutors Together, 20 TSRPs, 90 minutes
 - TSRP Training – Technology in Training, 40 TSRPs, 90 minutes
 - Motorcycle Traffic Safety Enforcement, 25 LEOs, 16 hours
 - Commercial Motor Vehicle/CDL Training, 15 LEOs, 10 DPAs, 4 hours
 - Train the Trainer, 12 DPAs, 8 hours
 - MADD National Conference, Drugged Driving, 90 minutes, 60 stakeholders
 - MADD National Conference, IID Legal Issues and Program Implementation, 75 LEOs, 90 minutes
 - Missouri DUI Conference, 125 LEO, 75 DPA, 60 minutes
 - Provided on-line Felony DUI training for all WSP Troopers and communications staff. (900 staff @ 15 min. each)
 - Train the Trainer, TSRP Fellows Program, 12 DPAs, 8 Hours
- Outreach and Litigation Assistance:**
- Quarterly WIDAC meetings
 - Fall WASPC Traffic Safety Committee Meeting in Chelan, WA.
 - Assisted the DOT with legal issues surrounding motorcycle helmet safety requirements.
 - Met with MADD National staff to discuss involvement in WA 2012 legislation, increased LEL recognition in WA, and other pending projects.
 - TSRP Newsletter published quarterly, distribution tops 700 direct recipients nationally by the end of Q4 2012.
 - Impaired Driving Section website created for technical resource and assistance for all law enforcement, prosecutors, and traffic safety partners in the state.
 - Assisted the IACP and WA DRE program as a participant in the planning team for the 2012 National DRE Conference to be held in WA.
 - Briefed and argued legal issues relating to admissibility of measurement uncertainty under *Frye*, on behalf of Whatcom County in Bellingham, WA.
 - MADD National Board Meetings (x3) in Dallas, TX.
 - Filmed interview with alcohol and drug treatment researcher about WA DUI laws.
 - Drafted 2 original briefs on DRE and DUI issues for prosecutors to file in their cases.
 - Assisted TSRPs in Montana, Alaska, Washington, D.C. and Oregon with inquiries about WA State law.
 - Attended and Spoke at the Rally on the Capitol as part of the 2012 MADD National Conference in Washington, D.C.
 - Was interviewed for a story aired on KPLU about the proposed per se driving limit for marijuana in I-502.
 - Updated the TSRP/IDS website (duiprossecutor.com) with substantive content on DUI legal issues, upcoming trainings, and relevant resource materials for prosecutors, law enforcement, and traffic safety stakeholders.
 - Continuing litigation assistance to jurisdictions in and out of Washington on technical issues relating to measurement uncertainty.
 - Provided articles for Michigan and Montana TSRP newsletters.

- Trial on Commercial Motor Vehicle DUI in Skagit County Superior Court on behalf of Attorney General's Office.
- Answered an average of 5 – 7 inquiries from prosecutors and LE daily on various legal issues.

Legislative Activities:

- Participated in the Impaired Driving Work Groups with Representative Goodman
- Created a list of potential changes to existing law to improve traffic safety to the Traffic Safety legislative work group sessions for the 2012 Legislative Session.
- Provided education on similar out of state laws on child endangerment for Representative Goodman and Ms. Trudes Tango.
- Engaged constituents to contact their legislators to encourage passage of important DUI legislation including sentence enhancement for vehicular felonies, increased penalties for DUIs committed with children in the car, strengthened Ignition Interlock program, and added huffing to the possible forms of impairment leading to DUI conviction.
- Assisted IID program with logistic questions about implementing and enforcing new IID provisions including compliance based removal. Participated in the annual Legislative Tour at the Toxicology Lab to educate legislative staff on the importance and issues surrounding the Impaired Driving Section and prosecution of those cases
- Spoke at the MADD Rally on the Capitol Steps to educate assembled advocates, victims and law enforcement on the role of the TSRPs across the nation in combating impaired driving.
- Met with staff of 4 national legislators from WA State to discuss impaired driving issues.
- Continued to work with WSP senior staff on the proposed bill language for Wrong-Way Felony for DUI drivers.

The TSRP program has expanded tremendously in FFY 2012. Their national recognition through work with MADD National, speaking engagements in several states and national conferences, published articles in multiple TSRP newsletters, radio and television appearances on behalf of the TSRP program, and resource and technical assistance to prosecutors and law enforcement across the country has grown. They are continuing to develop partnerships with law enforcement, community partners such as the RuAd committee,

MADD WA, Department of Health, Liquor Control Board, DOL, and others. Their training receive high marks from students, and excellent word of mouth which has increased our attendance and made each of our classes a "sell out" at room capacity with active wait lists to attend. They are streamlining our program, and working to create resources, such as the DUI Enforcers website, newsletter, FAQs, WSP Decentralized Training Modules, and DUI/SFST videos in order to increase their reach without having to physically be in every place at every time of the day and night. By doing these types of lasting projects, they are expanding the reach of the TSRP and IDS programs and expertise.

IV. Control High BAC and Repeat DUI Offenders

Strategy: Increase the use of ignition interlocks

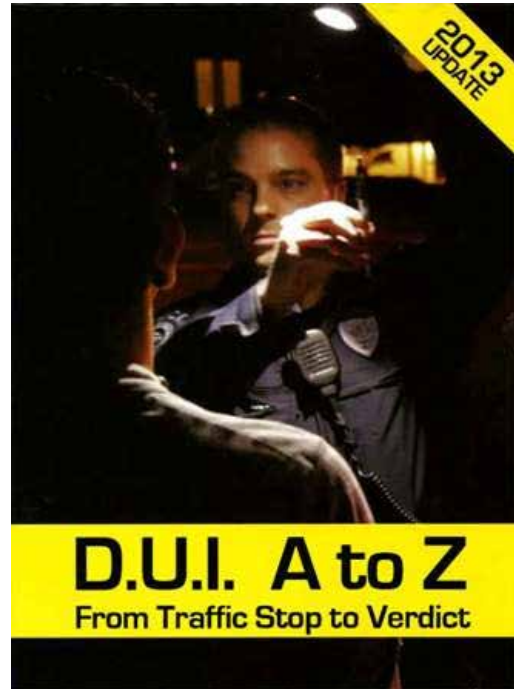
Ignition Interlock Project (PT12-02 and K812-02): Washington State continues to be at the forefront of ignition interlock geW. The ignition interlock program has made a concentrated effort to train our partners in the judicial system and law enforcement about ignition interlock devices. This combined 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. The 2012 legislative session strengthened the state's interlocks program yet again. HB 2443 requires fees be paid to the Washington State Patrol to fund the state's interlock compliance program and other impaired driving section programs. Program staff finalized changes to the Washington Administrative Code to set fees as follows:

- Initial Device Certification: \$1,000
- Annual Device Certification Renewal: \$500
- Installation Verification Form: \$10
- Sixty Day Calibration Fee (All IID Users): \$10
- New Service Center Certification: \$250
- Annual Service Center Certification Renewal: \$75

- Initial Ignition Interlock Technician Certification: \$50
- Ignition Interlock Technician Certification Renewal: \$25

The new fees are funding three troopers to provide services to the Ignition Interlock Program. These troopers are located regionally throughout the state in Seattle, Olympia and Spokane.

In addition HB 2443 requires the use of camera technology for all ignition interlock devices. To give manufacturers time to implement the camera technology, the rule will take effect on January 1, 2013 for all new installations and provide until June 10, 2013 to upgrade existing interlock devices that have already been installed.





Speeding

FFY 2012 SE12-02

Speeding contributes to about 40 percent of all fatal crashes in Washington, making it a Priority One of Target Zero: Washington's Strategic Highway Safety Plan.

(SE12-02):

Automated Speed Enforcement: Washington currently allows automated speed enforcement in school and construction zones to detect speeding vehicles. To explore the use of this technology in other types of locations, the 2009 Washington State Legislature passed a budget proviso for two automated speed enforcement pilot projects in Seattle and Tacoma. The proviso directed the Washington Traffic Safety Commission to evaluate the pilot projects and report to the Legislature by January 1, 2013 on the use, public acceptance, outcomes, and other relevant issues regarding traffic safety cameras.

Speeding:

Each jurisdiction within Washington State has their own unique traffic related issues that may not coincide with NHTSA mobilizations. This project will allow jurisdictions to adequately address those data-driven identified areas while supporting the Target Zero Plan. High visibility multi-jurisdictional enforcement will continue as part of this program.

Speeding (Slow Down or Pay Up) Patrols (SE12-02)

During FFY 2012, in absence of an evidence-based, data-driven approach that results in behavior change, the agency continued to expand the Speeding Strategy Group. This group consists of representatives of our Commission agencies and law enforcement agencies ~~SubeefZWeFSfW~~. As a result, no federal funds were used for the Speeding program during this federal fiscal year.

Pilot projects are underway in Seattle and Tacoma to help determine both the effectiveness and public acceptance of Automated Traffic Cameras for speeding enforcement. A report on the effectiveness of these cameras in the pilot areas will be presented to the Washington State Legislature by January 2013 and a summary will be included in the FFY 2013 Annual Report.



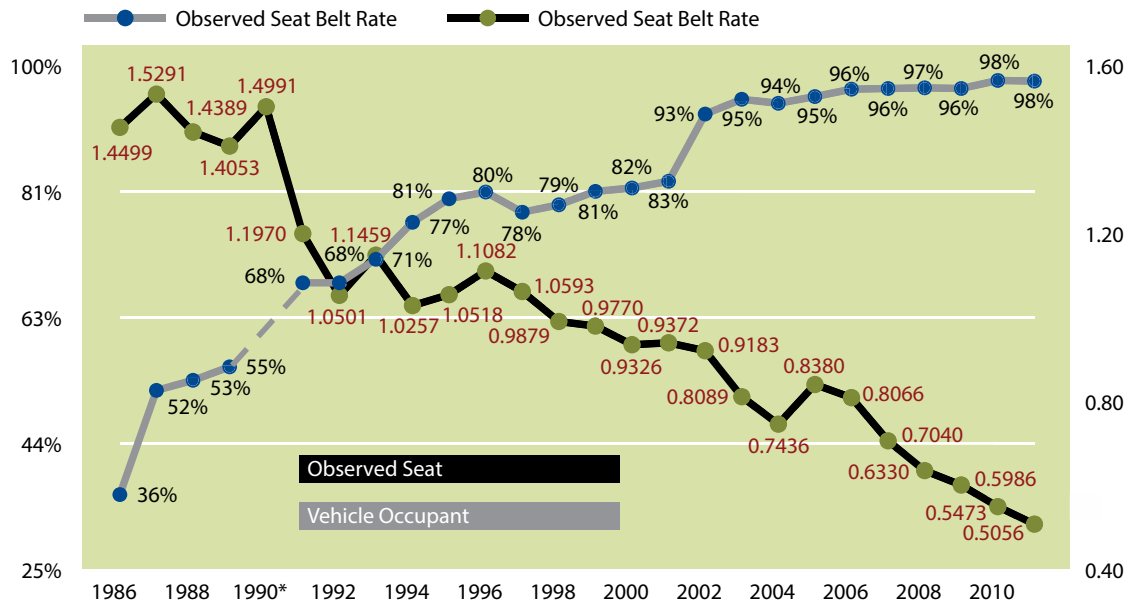
Occupant Protection

Section 405 Seat belt performance grants

Based on observational survey results from the FY 2012 statewide observational survey, Washington had the highest seat belt use rate in the USA at 97.5%. One of the primary reasons for the continued progress made toward Target Zero, reductions in 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. Deaths related to non-usage of seat belts have been on a steady decline, but the biggest progress has been since 2002. The following chart visually demonstrates how increases in seat belt use directly correlate with reductions in deaths.

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. In 2002 Washington's seat belt law became primary, adding to the power of the Click it or Ticket Program.

To continue the pursuit of high seat belt use rates, the Washington Traffic Safety Commission (WTSC), 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 (NHTSA). 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, following the successful Click it or Ticket model. In the Communications Program section of the Annual Report, more details about the radio and T.V. ads and the air buy schedule can be found, along with details about the public relations (earned media) efforts. 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 about the need to buckle up.

The May, 2012 seat belt mobilization efforts 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," positioned in high traffic areas
- An offer to the news media to conduct ride-alongs with law enforcement,
- Paid and earned media

From 2006 through 2008, with a special pilot grant from NHTSA, WTSC focused seat belt efforts on motorists who don't buckle up *at night* because the nighttime vehicle occupant death rate is about four times higher than the daytime rate and seat belt use is estimated to be about eight percentage points lower at night. These nighttime focused efforts have continued since 2006 with media messages and patrols focused on the hours of darkness. Research from the project showed that 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. 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 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 statewide observational survey methods over the years have not changed. The 2012 survey results have not been published by WTSC researchers as of this printing, but the 2011 survey found seat belt use to be 97.5 percent. The 2010 survey showed seat belt use at 97.6 percent. The 1986 seat belt survey was designed 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, 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, etc.). WTSC takes pride in placing emphasis, not on the findings of the research, but rather on the process

and methods employed that are supported by the research community with findings that are statistically solid and scientifically defensible. The new survey findings will continue to guide program efforts.

Teen Driver Projects and Distracted Driving:

Vehicle crashes are the leading cause of death for teens, killing more of them than drug and alcohol use, homicide and suicide combined. Teens have the highest fatal rate of any age group and NHTSA research shows that teens have the lowest rates of seat belt use of any population segment. Using NHTSA Section 405 and 406 funds, as well as a 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 project was first 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 by the high school population were conducted by WTSC. Comparison sites found no increase in seat belt use during this same time frame.

The high school based projects begin with student-conducted observational surveys of seat belt use by 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 and include messages about how smart the student was 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 this easier.

The seat belt "tickets" are also redeemed for a handful of candy when the 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. 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 really 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 and base them 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 federal FY 2011/2012, there were 13 Click it *And* Ticket projects conducted in high schools across Washington State. Traffic safety professionals from Alaska, Montana and Mississippi have duplicated the project in their areas. 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.

Another successful high school based project grant funded by State Farm and taking place over the 2010-2011 school year focused on the dangers of distracted driving. Projects took place in 46 high schools and, with each project, teens conducted peer-to-peer awareness efforts such as:

- Developing a large banner that says "Texting and Driving Kills" and recruiting 100 of their fellow teens to sign it.
- Developing a large banner and holding it up alongside a busy city street for an hour to raise awareness among the community.
- Organizing high school assemblies on distracted driving and having teens develop and give PowerPoint presentations on the subject.

In the grant application, teens and their advisors are given a list of 15 “Action Steps” (such as those listed above) and they pick five steps. When they do the steps, they take photos and collect samples of their work. When they’ve completed the steps, they send the photos to WTSC and they are sent a \$500 check for their student group. Within two months of advertising the project, news media were covering students doing the work and 46 school groups had signed up to participate. State Farm officials were so excited about the progress of the project that they gave WTSC additional funding to expand the reach of the project, as well as another separate grant amount to duplicate the project to cover teen alcohol and impaired driving. This “twin” project is currently being developed. The distracted driving project is currently in its second year.

Washington Statewide Child Passenger Safety Program Efforts

After much discussion and receipt of feedback from Washington’s child passenger safety (CPS) team leaders, WTSC brought key stakeholders to the same table. On May 24, 2011 representatives from all over the state met to:

- Clarify the core functions of WTSC’s CPS program
- Offer input that will help shape the future of the WTSC CPS program

Resulting from the meeting was the establishment of a CPS Program Vision of

- Zero deaths and serious injuries involving children (up to age 13) from motor vehicle crashes in Washington
- Every child under age 13 in Washington rides properly restrained, in accordance with Washington’s CPS LAW

Furthermore, the following Objectives and Strategies were created to increase correct seat belt and child restraint use:

2.2.A Increase driver compliance with Child Passenger Safety (CPS) law

2.2. A1 Develop (or identify) and distribute educational materials appropriate for a law enforcement audience about the CPS law.

2.2. A2 Conduct trainings at Target Zero Manager law enforcement meetings.

2.2. A3 Train new (and experienced) law enforcement in collaboration with the Criminal Justice Training Commission and the WSP academy.

2.2. A4. Conduct educational programs that involve law enforcement.

2.2. A5 Implement “Click it or Ticket-style” CPS-focused projects and measure their effectiveness.

2.2.B Improve driver compliance with CPS law by educating parents about the law, emphasizing major areas of non-compliance

2.2. B1 Develop (and/or locate) educational materials appropriate for the audiences, giving special emphasis to areas where crash data shows most mistakes are being made. Recruit feedback from parents about the usefulness of educational materials prior to dissemination.

2.2. B2 Using appropriate data, identify pilot counties and undertake educational projects. Measure the impact of the projects in comparison with Click it or Ticket model projects.

2.2. B3 Provide educational materials for CPS advocates and parents statewide.

2.2. B4 Maintain an 800-number where people can get questions answered, and a website where they can get educational materials.

2.2. B5 Distribute educational materials via Department of Health Child Profile mailings where appropriate.

2.2. C Conduct pro-active communication with CPS technicians, instructors and other interested stakeholders.

2.2. C1 Identify CPS Team Leaders in every major city (and lesser populated cities where appropriate) and task them with leading CPS efforts. Use CPS Team Leaders in the dissemination of communication, materials and resources.

2.2. C2 Develop and work with a Steering Committee of stakeholders from all areas of the state to share information about CPS developments and project implementation.

2.2. C3 Develop an email list of CPS Leaders, technicians and technician trainers (and others interested in child passenger safety), and regularly communicate with them about emerging CPS issues and opportunities.

2.2. C4 Using email lists, notify the CPS community regularly about the availability of technician trainings, child car seat recalls and other information of interest.

2.2.D Promote the correct installation of child restraints with community-level check-up events organized by volunteer CPS technicians.

2.2. D1 Provide support for Team Leaders who sponsor technician trainings. Supply trainers and materials where appropriate.

2.2. D2 Provide mini grants to Team Leaders to use for checkup events, for material support and for purchasing child car seats where appropriate.

2.2. D3 Help Team Leaders track the training needs of their technicians. Develop a master list of all trained child passenger safety technicians (those who are currently trained, who have expressed an interest in getting trained, and whose certification has elapsed). Notify Team Leaders when their technicians' certification is coming due.

2.2. D4 Promote child car seat recycle programs modeled after the Kent, WA program.

2.2. E Increase the visibility of CPS issues in WA.

2.2. E1 Send out regular news releases about CPS issues to statewide media.

2.2. E2 Develop news releases that can be localized by Team Leaders and help facilitate their interaction with their local media.

2.2. E3 Develop educational materials (PSA, print ad slicks) on CPS themes and promote their use by the media.

2.2. F Measure the effectiveness of the CPS Program

2.2. F1 Conduct yearly observational surveys to determine compliance with WA's CPS law.

2.2. F2 Conduct a twice-yearly survey of CPS stakeholders to determine their satisfaction with the program.

2.2. F3 Measure the impact of educational programs conducted at pilot sites.

2.2. F4 Measure (with parent feedback) the effectiveness of educational materials prior to their dissemination.

2.2. F5 Working with radio stations in three media markets, conduct listener surveys to determine parental compliance with CPS law .

2.2. F6 Standardize the form used at child car seat checkup events so that only one form is used. Analyze information received to determine major patterns of incorrect restraint use and share this information with CPS stakeholders.

The method of supporting child passenger safety efforts throughout Washington was altered to incorporate these new changes. WTSC held a competitive grant process and interviewed several candidates/agencies who expressed interest and demonstrated the necessary commitment and skills set to initiate the program statewide. The Project Manager was identified and is housed at the Bonney Lake Police Department in Pierce County, Washington. The responsibilities commenced on January 1, 2012. During the FFY 2011-2012 the following was offered:

- 13 Child Passenger Safety Technician training courses
 - 93 students attended the courses to obtain car seat technician certification
- 3 Renewal classes for expired car seat technicians
 - 11 students obtained recertification

With the above trainings, Washington currently has 451 nationally certified car seat technicians; 26 of which are certified instructors. This shows a slight decrease from 2010-2011 with 487. The focus has been to recruit and train dedicated individuals and partner with supportive agencies by strongly encouraging the attendance to a Car Seat Awareness class prior to attending the four day technician training. The desire is to seek those who will more likely have a long term commitment to child passenger safety and not allow a lapse in their certification after two years.

Washington had 245 technicians eligible for recertification; of which 127 did complete their recertification (51.8%).

A network of CPS Team Leaders has been established by the Project Manager; this core group of active safety advocates consists of 24 Target Zero Managers, 18 SafeKids Coalitions, and seven local child passenger safety teams.

A grant process was established and made available to CPS teams April of 2012. This process is new and has never been utilized by the teams in the past. The goal is to provide funding directly to the local community; allowing them to determine the needs of their local community. It also provides classes, training opportunities, and LOCAL support to help encourage consistency and reliability. The following activities were supported by this grant process:

| | |
|-----------------------|-------------|
| Purchase of car seats | \$4,791.59 |
| Educational materials | \$6,380.70 |
| *CPS Team support | \$15,957.12 |

**CPS team support may include supplies, certification course, opportunities to obtain continuing education units, instructors to conduct seat sign-offs, latch manuals, awareness class, manufacturer instruction CDs, etc.*

Grantees must provide information which demonstrates the distribution of car seats funded and purchased through this grant process going to families who have demonstrated a financial need. Most programs accomplish this through referrals from state or federally funded programs targeting low income families.

Between October 1, 2011 and September 30, 2012, child passenger safety technicians representing 30 active teams in Washington reached their communities in 701 different child passenger safety events. Through their efforts:

- 3,429 car seats were inspected
- 605 seats provided to families in need
- 142,429 people were reached with education
- 231,530 pieces of educational material was distributed

The Project Director of Washington's Child Passenger Safety program traveled to meet, in person, the hardworking child passenger safety advocates in Washington. Site visits were conducted across the state from Asotin County to Clallam County.

WTSC Child Passenger Safety Projects

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

During federal FY 2011/2012, WTSC organized projects in two counties that were aimed at employing the successful Click it or Ticket project model to improve 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 in collisions 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 Click it or Ticket model means that aggressive efforts are undertaken to publicize the patrols in advance, efforts that included:

Grant and Adams Counties:

- Distributed flyers to parents explaining our project as well as information on the law and how to properly transport children
- CPS information made available to elementary schools county-wide (including both survey schools) to post on school websites
- Educational contacts conducted at both survey schools by law enforcement officers from Grant County Sheriff's Office and Warden Police Department
- Banner hung at Moses Lake Police Department
- Electronic message signs with child passenger safety messages were posted along busy streets. Use of the signs was a donation to the project by the Grant County Public Works Department.

- Fluorescent orange pop up signs that announce “Child Car Seat Patrol Area” were posted in areas where the patrols took place so motorists would make the mental connection between the public education elements and the patrols.
- Methods were employed to reach parents via social media with project websites.
- Earned media efforts were undertaken to reach parents via the news media.
- A paid air buy was conducted.
 - 7 newspapers, including both English and Spanish ads
 - Air buy purchased, matching spots, and free spots – ran prior to and during enforcement campaigns (and after first survey was completed)
 - 7 radio stations, including both English and Spanish
- CPS educational flyers that included a list of local CPS technicians and their contact information were distributed to violators by law enforcement officers during routine enforcement patrols

In Chelan and Douglas counties the earned media efforts included:

- Message on electronic reader board at fire station
- Flyers explaining the project and how to properly transport children:
 - Distributed to parents by CPS technicians at grade schools
 - Distributed to parents by Law Enforcement as they dropped their children off at grade schools
 - Distributed to parents at community events, including kids day in the park, Wal-Mart safety day, safety tours at Wenatchee Police Department, preschool presentations, daycare presentations, car seat check-up events and at the permanent CPS check station.
- Banners were hung in key locations where traffic volume was high

- Electronic variable message signs were placed alongside high traffic locations
- Messages were put on materials such as Frisbees, notepads and pen sets
- Efforts to reach people were made via social media websites, city newsletters, school newsletters and via the news media with the distribution of press materials
- An air buy was also conducted

A major effort was undertaken this year to evaluate the projects. WTSC research staff helped design observational survey procedures and more intensive training of data collectors took place. The survey work was conducted at two grade schools in both the project locations. Before the intervention activities took place, survey crews determine the baseline levels of compliance with Washington’s CPS law. After the intervention, a second round of surveys was conducted to measure the impact of the project. The following chart details the before and after view of the project:

| | Before the two mobilizations (April 2012) | After the two mobilizations (May 2012) |
|--|---|--|
| Drivers observed | 259 | 259 |
| Children observed | 446 | 431 |
| Kids under age 13 riding in the front seat illegally | 55 | 21 |
| Kids in seat belts who should have been in boosters | 154 | 120 |
| Kids in child car seats incorrectly buckled | 3 | 4 |
| Children correctly restrained | 156 | 225 |
| Children who were not restrained at all | 64 | 30 |
| Can't tell | 63 | 43 |

Law enforcement overtime patrols were organized for the project. Educational seminars were conducted prior to the patrols where the officers were reminded of the details of the Washington child passenger safety law, how to spot violators, where to go to reach large concentrations of child

passengers riding in vehicles and when the patrols were expected to take place (dates and times). The following law enforcement agencies participated in the patrols:

| Grant County | Chelan/Douglas Counties |
|--|--|
| Grant County Sheriff Moses Lake Police Dept. Ephrata Police Dept. Royal City Police Department Adams County Sheriff Washington State Patrol | Wenatchee Police Department East Wenatchee Police Dept. Douglas County Sheriff Office Chelan County Sheriff Office Washington State Patrol |

Law enforcement participating in the project learned the following:

- 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 “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 often short of staff.
- All in all, the best locations were grade schools where educational efforts can precede the patrols and the best dates include times when school is in session.
- Officers need training that includes:
 - What the collision injury and death data shows regarding child population segments
 - 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
 - Drivers will always try to convince officers that they were not aware of the law

- Parents ticketed can purchase the right child car seat and show the judge and get the ticket dismissed
- Law enforcement training can be conducted in a two-hour time span. 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.”

The enforcement patrols netted the following violations:

| | Grant & Adams counties: | Chelan & Douglas counties |
|-----------------------------|--|---------------------------|
| Hours worked | 239 | 257 |
| Total contacts | 751 | 791 |
| Total citations/infractions | 589 | 382 |
| Seat belt infractions | 121 | 102 |
| Seat belt warnings | 48 | 25 |
| CPS infractions | 118 | 132 |
| CPS warnings | 66 | 32 |
| Misdemeanor warrant arrests | 4 | 1 |
| Misdemeanor drug arrests | 8 | |
| Felony warrant arrests | 1 | 2 |
| DUIs | 1 | 0 |
| Other criminal arrests | 3 | 4 |
| Speeding | 81 | 40 |
| No valid driver's license | 39 | 7 |
| License suspended/revoked | 27 | 12 |
| Other alcohol violations | 1 | |
| Cell phone/texting | 60 | 8 |
| Other | 2 15-year-old unlicensed drivers apprehended | |

Air buy details:

Grant/Adams County Radio air buy.

Air Buy: Total placements = 1258

Stations: KDRM, KULE, KWIQ, KWLN, KRCW, KWWW, KEYG

First flight Start Stop Dates: 4/16/2012 – 5/27/2012

Total paid placements: 180

Total matching placements: 180

Second mobilization flight dates: 6/18/2012 - 7/29/2012

Total paid placements: 288

Total match placements: 288

Third flight Dates 8/1/2012 -- 8/31/2012

Total paid spots: 0

Total estimated bonus spots: 60

Fourth flight dates 9/3/2012 -- 9/23/2012

Total paid spots: 131

Total match spots: 131

Chelan Douglas Air Buy:

Flight Start Date 4/16/2012

Flight End Date 6/3/2012

Total spots: 1046

Budget Summary:

| Budget Amount by county | Grant & Adams counties | Chelan & Douglas counties |
|--|------------------------|---------------------------|
| Law Enforcement OT | \$15,000 | \$15,000 |
| CPS Technician/Law Enforcement Support | \$500 | \$500 |
| Air Buy/Media | \$7,500 | \$8500 |
| Project Support/Team Leader | \$3,000 | \$0 |
| Printing | \$1,000 | \$3000 |
| Child Car Seats/Boosters | \$3,000 | \$3000 |

| Washington State Child Passenger Safety Activity 2012 | | | | | | | | |
|---|----------------|----------------|------|---|----------------|------|---------------------|---------------------|
| NAME/TEAM/BUSINESS | COUNTY | DATE | # OF | ACTIVITY | NUMBER REACHED | # OF | # CAR SEATS CHECKED | # SEATS DISTRIBUTED |
| TZM & SafeKids | Chelan-Douglas | 10/4/11 | 1 | Seat checks | | | 2 | 2 |
| TZM & SafeKids | Chelan-Douglas | 10/12/11 | 1 | Sunset Ridge Headstart | | 30 | 13 | 7 |
| TZM & SafeKids | Chelan-Douglas | 10/13/11 | 1 | Wenatchee Headstart | | 62 | 4 | 3 |
| TZM & SafeKidsaa | Chelan-Douglas | 10/14/11 | 1 | Chelan Headstart | | 24 | 4 | 3 |
| TZM & SafeKids | Chelan-Douglas | 10/15/11 | 1 | Fire openhouse | 520 | | 7 | 3 |
| Car Seat Team clinic | Clark | 10/15/11 | 1 | Regular car seat inspection station | 68 | 34 | 34 | 21 |
| Car Seat Team clinic | Clark | 11/19/11 | 1 | Regular car seat inspection station | 47 | 36 | 36 | 28 |
| Car Seat Team clinic | Clark | 12/17/11 | 1 | Regular car seat inspection station | 28 | 17 | 17 | 6 |
| Individual car seat appointments | Clark | Oct-Dec | 18 | by appointment car seat checks | 24 | | 18 | |
| SafeKids Cowlitz County-Lower Columbia | Cowlitz | Oct, Nov, Dec | | Inspection stations | 181 | | 78 | 42 |
| TZM & SafeKids | Grant-Adams | 10/25/11 | 1 | Quincy Car Seat Clinic | 2 | | | 3 |
| TZM & SafeKids | Grant-Adams | | 1 | ANGLS | 9 | | | 9 |
| GHC Target Zero Task Force | Grays Harbor | | | Car seats distributed through office | | | | 4 |
| Denise Donaldson/ Car Safe Kids | King | 10/1/2011 | 1 | Car seat check event - Evergreen Hospital | | | 52 | |
| Denise Donaldson/ Car Safe Kids | King | 10/22/2011 | 1 | Car seat check event - Seattle Childrens | | | 62 | |
| Denise Donaldson/ Car Safe Kids | King | 11/5/2011 | 1 | Car seat check event - Evergreen Hospital | | | 47 | |
| Pregnancy Aid | King | | 9 | PASS IT program (Deb Will) | | | 59 | 44 |
| Target Zero Manager, Melody Nelson | Lewis County | Oct-Nov-Dec-11 | 6 | Car seat distribution | 6 | 24 | | 6 |
| Mason County Task Force | Mason | | 6 | one on one presentations | 7 | | 1 | 5 |

| | | | | | | | | |
|---|-----------|------------|---------|---|-----|-----|----|----|
| Methow Valley Child Passenger Safety Team | Okanogan | Oct | 1 | Car seat check event | 52 | | 8 | 3 |
| SafeKids | Pierce | | 1 | Pumpkin Patch | | | 30 | 6 |
| West Pierce Fire | Pierce | | 1 | by appt | | | 2 | |
| San Juan County CPS Team | San Juan | | 49 | Lainey Volk/Cady Davies | 100 | 100 | 59 | 59 |
| Safe Kids Skagit County | Skagit | 10/1-12/31 | By appt | Car seat checkups | 43 | 43 | 59 | 20 |
| Skagit EMS | Skagit | 10/27/11 | 1 | Headstart Safe Start | 7 | 7 | 6 | 1 |
| Skagit EMS | Skagit | 10/28/11 | 1 | WIC Class | 6 | 6 | | 6 |
| Skagit EMS | Skagit | 11/18/11 | 1 | WIC Class | 9 | 9 | | 9 |
| Skagit EMS | Skagit | 12/8/11 | 1 | Checkup at Island Hospital, Anacortes | 4 | 4 | 4 | 0 |
| Education: 2 hour New Parent Class @ Providence Women's & Children's Pavilion | Snohomish | 10/6/11 | 1 | Introduction to CPS for new parents. Focus on crash dynamics, intro to types of seats, best practice and installation | 16 | 16 | 16 | 0 |
| Education: MOPS Group | Snohomish | 11/2/11 | 1 | Car seat over view to mothers of preschoolers | 35 | 50 | 39 | 0 |
| Education: 2 hour New Parent Class @ Providence Women's & Children's Pavilion | Snohomish | 11/3/11 | 1 | Introduction to CPS for new parents. Focus on crash dynamics, intro to types of seats, best practice and installation | 13 | 13 | 11 | 0 |
| Education: 2 hour New Parent Class @ Providence Women's & Children's Pavilion | Snohomish | 12/1/11 | 1 | Introduction to CPS for new parents. Focus on crash dynamics, intro to types of seats, best practice and installation | 9 | 9 | 9 | 0 |

| | | | | | | | | |
|--|----------------------------------|----------|----|--|-----|-----|----|---|
| Event: Head Start Casino Road | Snohomish | 12/15/11 | 1 | Booster Seat Use; Car Seat check event | 52 | 36 | 62 | 0 |
| Tumwater Fire Station | Thurston | 10/4/11 | 1 | Car Seat Inspection Station | | | | |
| Thurston County Sheriff's Department | Thurston | 10/8/11 | 1 | Car Seat Inspection Station | | | | |
| Lacey Fire Station | Thurston | 10/18/11 | 1 | Car Seat Inspection Station | | | | |
| Tumwater Fire Station | Thurston | 11/1/11 | 1 | Car Seat Inspection Station | | | | |
| Thurston County Sheriff's Department | Thurston | 11/12/11 | 1 | Car Seat Inspection Station | 176 | 88 | 88 | 4 |
| Lacey Fire Station | Thurston | 11/15/11 | 1 | Car Seat Inspection Station | | | | |
| Tumwater Fire Station | Thurston | 12/6/11 | 1 | Car Seat Inspection Station | 40 | 20 | 20 | 5 |
| Lacey Fire Station | Thurston | 12/20/11 | 1 | Car Seat Inspection Station | 96 | 48 | 48 | 4 |
| SafeKids Methow Valley | Twisp, Winthrop, Mazama, Carlton | Oct | 1 | Inspections | 34 | | 17 | 4 |
| SafeKids Methow Valley | Twisp, Winthrop, Mazama, Carlton | Nov | 2 | Car seat events | 15 | | 10 | 6 |
| SafeKids Methow Valley | Twisp, Winthrop, Mazama, Carlton | Dec | 1 | Inspections | 8 | | 4 | 2 |
| Walla Walla County Traffic Safety Task Force | Walla Walla | 10/21/11 | 1 | Car seat check-up event | | | | |
| Walla Walla County Traffic Safety Task Force | Walla Walla | 10/31/11 | 11 | October car seat appointments | 11 | | 11 | 8 |
| Walla Walla County Traffic Safety Task Force | Walla Walla | 11/30/11 | 8 | November car seat appointments | 8 | | 7 | 5 |
| Walla Walla County Traffic Safety Task Force | Walla Walla | 12/31/11 | 4 | December car seat appointments | 4 | | 4 | 4 |
| Jess McGregor | Whitman | 12/16/11 | 1 | By appt in Whitman County | 1 | n/d | 1 | 0 |
| Colfax Hullabaloo | Whitman | 10/8/11 | 1 | Community Hullabaloo Car Seat Clinic | 20 | 20 | 4 | ~ |

| | | | | | | | | |
|-------------------------------------|-----------------|------------|----|--|-----|-----|----|---|
| Whitman Hospital and Medical Center | Whitman | 10/1-12/31 | 8 | Newborn Discharge Car Seat Inspections | 8 | 8 | 8 | ~ |
| Jan/Feb/Mar 2012 | | | | | | | | |
| SJRMC check station | Asotin | 2/1/12 | 8 | SJRMC | 16 | n/d | 8 | 0 |
| SJRMC check station | Asotin | 3/1/12 | 8 | SJRMC | 16 | n/d | 8 | 0 |
| Jess McGregor | Benton County | 1/16/12 | 1 | By appt in Richland | 2 | n/d | 1 | 0 |
| Jess McGregor | Benton County | 2/10/12 | 2 | By appt in Kennewick | 1 | n/d | 2 | 0 |
| Jess McGregor | Benton County | 3/25/12 | 1 | By appt in Richland | 2 | n/d | 1 | 0 |
| Benton-Franklin SafeKids | Benton/Franklin | 1/11/12 | 1 | Monthly car seat checks in the community at WSP fit site and hold 1 additional weekend car seat check event. | | | 6 | |
| Benton-Franklin SafeKids | Benton/Franklin | 2/5/12 | 1 | | | | 6 | |
| Benton-Franklin SafeKids | Benton/Franklin | 3/14/12 | 1 | | | | 12 | |
| Benton-Franklin SafeKids | Benton/Franklin | | 19 | Cooper's Corner opened every Thursday 2-5pm & first Friday of month | 780 | 780 | | |
| TZM & SafeKids | Chelan-Douglas | 1/5/12 | 1 | car seat check | | | 1 | |
| TZM & SafeKids | Chelan-Douglas | 1/9/12 | 1 | car seat check | | | 2 | |
| TZM & SafeKids | Chelan-Douglas | 1/14/12 | 1 | car seat check | | | 3 | 3 |
| TZM & SafeKids | Chelan-Douglas | 1/26/12 | 1 | car seat check | | | 1 | |
| TZM & SafeKids | Chelan-Douglas | 2/15/12 | 1 | car seat checks | | | 3 | |
| TZM & SafeKids | Chelan-Douglas | 2/16/12 | 1 | Rock Island dam | 18 | | | |
| TZM & SafeKids | Chelan-Douglas | 2/22/12 | 1 | car seat checks | | | 1 | |
| TZM & SafeKids | Chelan-Douglas | 3/14/12 | 1 | car seat checks | | | 2 | 2 |
| TZM & SafeKids | Chelan-Douglas | | 1 | CPS check | | | 33 | 4 |

| | | | | | | | | |
|--|--------------|---------------|----|---|----|----|----|----|
| Car Seat Team Clinic | Clark | 1/14/12 | 1 | Inspection Station | 36 | 30 | 18 | 11 |
| Car Seat Team Clinic | Clark | 2/18/12 | 1 | Inspection Station | 52 | 45 | 32 | 21 |
| Car Seat Team Clinic | Clark | 3/17/12 | 1 | Inspection Station | 42 | 35 | 33 | 21 |
| Individual car seat appointments | Clark | Jan/Mar | 12 | by appointment check car seats | 12 | 12 | 11 | |
| SafeKids Cowlitz County-Lower Columbia | Cowlitz | Jan, Feb, Mar | | Inspection stations | 71 | | 34 | 9 |
| TZM & SafeKids | Grant-Adams | 3/20/12 | 1 | Royal City Check Up Event (RCReg) | 42 | | 23 | 6 |
| TZM & SafeKids | Grant-Adams | 3/31/12 | 1 | ANGLS seats | 22 | | | 11 |
| GHC Target Zero Task Force | Grays Harbor | | | Car seats distributed through office | | | | 2 |
| Denise Donaldson/ Car Safe Kids | King | 2/11/12 | 1 | Car seat check event - Overlake Hospital | | | 40 | |
| Denise Donaldson/ Car Safe Kids | King | 3/3/12 | 1 | Car seat check event - Evergreen Hospital | | | 53 | |
| Denise Donaldson/ Car Safe Kids | King | 3/17/12 | 1 | Car seat check event - Seattle Children's | | | 54 | |
| Pregnancy Aid | King | | 9 | PASS IT program (Deb Will) | | | 48 | 38 |
| Safe Kids Kittitas County-Target Zero | Kittitas | 1/12/12 | 1 | Inspection Station | 3 | | 3 | |
| Safe Kids Kittitas County-Target Zero | Kittitas | 1/28/12 | 1 | Inspection Station | 6 | | 6 | |
| Safe Kids Kittitas County-Target Zero | Kittitas | 2/8/12 | 1 | inspection Station | 5 | | 5 | |
| Safe Kids Kittitas County-Target Zero | Kittitas | 2/17/12 | 1 | Inspection Station | 2 | | 2 | |
| Safe Kids Kittitas County-Target Zero | Kittitas | 2/25/12 | 1 | inspection Station | 3 | | 3 | |
| Safe Kids Kittitas County-Target Zero | Kittitas | 2/22/12 | 1 | Inspection Station | 1 | | 1 | |
| Safe Kids Kittitas County-Target Zero | Kittitas | 3/10/12 | 1 | Inspection Station | 3 | | 3 | |
| Safe Kids Kittitas County-Target Zero | Kittitas | 3/24/12 | 1 | Inspection Station | 2 | | 2 | |
| Target Zero Manager, Melody Nelson | Lewis County | Jan-Feb-Mar | | car seat distribution | 4 | 16 | | 4 |
| Mason County Task Force | Mason | 1/11/12 | | one-on-one car seat help | 1 | | 1 | 1 |

| | | | | | | | | |
|-------------------------------|-----------|----------|---------|--|----|----|----|----|
| Mason County Task Force | Mason | 1/18/12 | | one-on-one car seat help | 2 | | 1 | 0 |
| Mason County Task Force | Mason | 2/8/12 | | one-on-one car seat help | 3 | | 1 | 1 |
| WA State Patrol | Okanogan | 2/2/12 | 1 | Car Seat Check WSP office | | | 1 | 1 |
| WA State Patrol | Okanogan | 2/23/12 | 1 | Car Seat Check WSP office | | | 2 | 1 |
| WA State Patrol | Okanogan | 2/24/12 | 1 | Car Seat Check WSP office | | | 1 | 1 |
| WA State Patrol | Okanogan | 3/7/12 | 1 | Car Seat Check WSP office | | | 1 | 1 |
| WA State Patrol | Okanogan | 3/9/12 | 1 | Car Seat Check WSP office | | | 1 | 1 |
| WA State Patrol | Okanogan | 3/16/12 | 1 | Car Seat Check WSP office | | | 3 | 3 |
| WA State Patrol | Okanogan | 3/26/12 | 1 | Car Seat Check WSP office | | | | 2 |
| SafeKids | Pierce | 1/14/12 | 1 | East Pierce Fire | | | 7 | 1 |
| SafeKids | Pierce | 2/25/12 | 1 | CHC - Tanbara Clinic | | | 3 | 1 |
| SafeKids | Pierce | 3/10/12 | 1 | Goodwill | | | 7 | 1 |
| East Pierce Fire | Pierce | | | by appt Jan | | | 8 | |
| East Pierce Fire | Pierce | | | by appt Fed | | | 6 | |
| East Pierce Fire | Pierce | | | by appt Mar | | | 4 | |
| Gig Harbor Fire | Pierce | | | by appt Jan-mar | | | 5 | |
| San Juan County CPS Team | San Juan | | 10 | Lainey Volk | 10 | 10 | 10 | 10 |
| Safe Kids Skagit County | Skagit | 1/1-3/31 | By Appt | Car seat checkups | 27 | 27 | 18 | 9 |
| Skagit EMS | Skagit | 1/27/12 | 1 | WIC Class | 16 | 16 | 1 | 15 |
| Skagit EMS | Skagit | 2/9/12 | 1 | Checkup at Island Hospital, Anacortes | 3 | 3 | 2 | 1 |
| Skagit EMS | Skagit | 3/2/12 | 1 | WIC Class | 8 | 8 | | 8 |
| Skagit EMS | Skagit | 3/30/12 | 1 | WIC Class | 9 | 9 | | 9 |
| Event: Head Start Casino Road | Snohomish | 3/2/16 | 1 | Booster Seat Use; Car Seat check event | 20 | 20 | 31 | 5 |
| Event: Car Seat Checks @ FD1 | Snohomish | 3/6/12 | 1 | Seat Checks | 10 | 10 | 10 | 0 |
| Event: Car Seat Checks @ FD1 | Snohomish | 3/16/12 | 1 | Seat Checks | 14 | 14 | 14 | 1 |

| | | | | | | | | |
|--|-------------|----------------|----|--|-----|-----|----|-----|
| Event: Car Seat Checks @ Providence | Snohomish | 3/29/12 | 1 | Seat Checks | 31 | 31 | 29 | 2 |
| Seat Checks: County Fit Stations | Snohomish | Jan-March | 1 | Seat Checks at non-SKBU sites | 85 | 100 | 79 | 2 |
| Tumwater Fire Station | Thurston | 1/3/12 | 1 | Car Seat Inspection Station | 78 | 39 | 39 | 0 |
| Thurston County Sheriff's Department | Thurston | 1/14/12 | 1 | Car Seat Inspection Station | 104 | 52 | 52 | 0 |
| Lacey Fire Station | Thurston | 1/17/12 | 1 | Car Seat Inspection Station | 16 | 8 | 8 | 0 |
| Tumwater Fire Station | Thurston | 2/7/12 | 1 | Car Seat Inspection Station | 14 | 7 | 7 | 1 |
| Thurston County Sheriff's Department | Thurston | 2/11/12 | 1 | Car Seat Inspection Station | 26 | 13 | 13 | 0 |
| Lacey Fire Station | Thurston | 2/21/12 | 1 | Car Seat Inspection Station | 10 | 5 | 5 | 1 |
| Thurston County Sheriff's Department | Thurston | 3/10/12 | 1 | Car Seat Inspection Station | 64 | 32 | 32 | 3 |
| Lacey Fire Station | Thurston | 3/20/12 | 1 | Car Seat Inspection Station | 34 | 17 | 17 | 0 |
| Walla Walla County Traffic Safety Task Force | Walla Walla | 1/31/12 | 10 | January car seat checks | 10 | | 10 | 6 |
| Walla Walla County Traffic Safety Task Force | Walla Walla | 2/29/12 | 6 | February car set checks | 6 | | 6 | 4 |
| Walla Walla County Traffic Safety Task Force | Walla Walla | 3/31/12 | 9 | March car seat checks | 9 | | 9 | 6 |
| Palouse Care Network | Whitman | N/D | 2 | By appt at Palouse Care Network | 2 | n/d | 2 | 0 |
| Whitman Hospital and Medical Center | Whitman | 1/1-3/31 | 10 | Newborn Discharge Car Seat Inspections | 10 | 10 | 10 | 2 |
| Gritman Medical Center Team | Whitman | Mos only J,F,M | 6 | Various locations | 10 | n/d | 6 | n/d |
| CPST Team of the Palouse | Whitman | 3/10/12 | 20 | Family Fair in Pullman, WA Organized Check | 50 | 49 | 20 | 4 |
| Chris Gilbertson | Whitman | 1/6/12 | 1 | By appt at Moscow Police Dept | 2 | n/d | 1 | 0 |
| Chris Gilbertson | Whitman | 1/27/12 | 1 | By appt at Moscow Police Dept | 2 | n/d | 1 | 0 |
| Chris Gilbertson | Whitman | 2/2/12 | 1 | By appt at Moscow Police Dept | 2 | n/d | 1 | 0 |
| Chris Gilbertson | Whitman | 2/6/12 | 1 | By appt at Moscow Police Dept | 3 | n/d | 1 | 1 |

| | | | | | | | | |
|---|-----------------|---------|---|--|----|-----|----|---|
| Chris Gilbertson | Whitman | 3/5/12 | 1 | By appt at Moscow Police Dept | 1 | n/d | 1 | 0 |
| Methow Valley Child Passenger Safety TeamOkanogan | | 1/3/12 | 1 | Car Seat Install | 3 | | 1 | 1 |
| Methow Valley Child Passenger Safety TeamOkanogan | | 1/6/12 | 1 | Car Seat Install | 2 | | 1 | 1 |
| Methow Valley Child Passenger Safety TeamOkanogan | | 1/11/12 | 1 | Car Seat Install | 1 | | 1 | 1 |
| Methow Valley Child Passenger Safety TeamOkanogan | | 1/20/12 | 1 | Car Seat Install | 3 | | 1 | 0 |
| Methow Valley Child Passenger Safety TeamOkanogan | | 1/22/12 | 1 | Car Seat Install | 2 | | 1 | 0 |
| Methow Valley Child Passenger Safety TeamOkanogan | | 2/10/12 | 1 | Car Seat Checks | 3 | | 2 | 0 |
| Methow Valley Child Passenger Safety TeamOkanogan | | 2/14/12 | 1 | Car Seat Checks | 2 | | 1 | 0 |
| Methow Valley Child Passenger Safety TeamOkanogan | | 2/15/12 | 1 | Car Seat Install | 2 | | 1 | 1 |
| Methow Valley Child Passenger Safety TeamOkanogan | | 2/27/12 | 1 | Car Seat Install | 3 | | 1 | 1 |
| Methow Valley Child Passenger Safety TeamOkanogan | | 2/28/12 | 1 | Car Seat Install | 2 | | 1 | 1 |
| Apr/May/June 2012 | | | | | | | | |
| SJRCM check station | Asotin | 4/1/12 | 7 | SJRCM | 14 | | 7 | 1 |
| SJRCM check station | Asotin | 5/1/12 | 8 | SJRCM | 14 | | 8 | 1 |
| SJRCM check station | Asotin | 6/1/12 | 1 | SJRCM | 2 | | 1 | 0 |
| Jess McGregor | Benton County | 4/8/12 | 4 | By appt in Kennewick | 8 | n/d | 5 | 0 |
| Benton-Franklin SafeKids | Benton/Franklin | 4/11/12 | 1 | Monthly car seat checks in the community at WSP fit site and hold 1 additional weekend car seat check event. | | | 12 | |

| | | | | | | | | |
|--|-----------------|---------------|----|---|-----|----|----|----|
| Benton-Franklin SafeKids | Benton/Franklin | 5/9/12 | 1 | | | | 11 | |
| Benton-Franklin SafeKids | Benton/Franklin | 6/13/12 | 1 | | | | 11 | |
| TZM & SafeKids | Chelan-Douglas | 5/11/12 | 1 | Westside High | 30 | | 4 | 4 |
| TZM & SafeKids | Chelan-Douglas | 5/8-5/15 | 1 | Westside High car seat check | | | 2 | |
| TZM & SafeKids | Chelan-Douglas | | 1 | Car seat event | | | 43 | 12 |
| Car Seat Team | Clark | 4/21/12 | 1 | Inspection station | 36 | 45 | 24 | 16 |
| Car Seat Team | Clark | 5/19/12 | 1 | Inspection station | 38 | 45 | 19 | 14 |
| Car Seat Team | Clark | 6/16/12 | 1 | Inspection Station | 58 | 58 | 34 | 28 |
| Legacy Salmon Creek car seat clinic | Clark | 6/9/12 | 1 | Car Seat Clinic | 79 | 80 | 31 | 0 |
| Individual car seats | Clark | Apr -Jun | 10 | Car seat checks by appointment | 12 | 12 | 12 | |
| SafeKids Cowlitz County-Lower Columbia | Cowlitz | Apr, May, Jun | | Inspection Stations | 60 | | 27 | 8 |
| TZM & SafeKids | Grant-Adams | 4/16/12 | 1 | CPS Tech Class - Quincy GCFD#3 | 7 | | 9 | 1 |
| TZM & SafeKids | Grant-Adams | 4/27/12 | 1 | Warden's Children's Day (H/W, booth) | 110 | | 31 | 1 |
| TZM & SafeKids | Grant-Adams | 5/23/12 | 1 | ACSO CPS Training (CJTC) - Roy Montalvo | 6 | | 6 | 6 |
| GHC Target Zero Task Force | Grays Harbor | | | Car seats distributed through office | 2 | | | 2 |
| CPS Team-Bill Beezley | Jefferson | 5/21/12 | 1 | inspection at East Jefferson Fire Rescue | 2 | 1 | 1 | 1 |
| CPS Team-Bill Beezley | Jefferson | 5/25/12 | 1 | inspection at East Jefferson Fire Rescue | 1 | 1 | 1 | 1 |
| CPS Team-Bill Beezley | Jefferson | 6/15/12 | 1 | inspection at East Jefferson Fire Rescue | 2 | 1 | 1 | 1 |
| Denise Donaldson/ Car Safe Kids | King | 4/14/12 | 5 | Car seat check event - Evergreen Hospital | | | 56 | |
| Denise Donaldson/ Car Safe Kids | King | 5/5/12 | 1 | Car seat check event - Evergreen Hospital | | | 33 | |
| Denise Donaldson/ Car Safe Kids | King | 5/19/12 | 1 | Car seat check event - Overlake Hospital | | | 38 | |
| Denise Donaldson/ Car Safe Kids | King | 6/2/12 | 1 | Car seat check event - Evergreen Hospital | | | 45 | |

| | | | | | | | | |
|---------------------------------------|--------------|----------------|---|--|----|----|----|----|
| Denise Donaldson/ Car Safe Kids | King | 6/30/12 | 1 | Car seat check event - Seattle Children's | | | 42 | |
| Pregnancy Aid | King | | 9 | PASS IT program (Deb Will) | | | 72 | 54 |
| Safe Kids Kittitas County-Target Zero | Kittitas | 4/28/12 | 1 | Inspection Station | 6 | | 6 | |
| Safe Kids Kittitas County-Target Zero | Kittitas | 5/12/12 | 1 | Inspection Station | 5 | | 5 | |
| Safe Kids Kittitas County-Target Zero | Kittitas | 6/16/12 | 1 | Inspection Station | 4 | | 4 | |
| Safe Kids Kittitas County-Target Zero | Kittitas | 6/29/12 | 1 | Inspection Station | 2 | | 2 | |
| Safe Kids Kittitas County-Target Zero | Kittitas | 4/14/12 | 1 | Inspection Station | 8 | | 8 | |
| Target Zero Manager, Melody Nelson | Lewis County | April-May-June | | car seat distribution | 13 | 52 | | 13 |
| Target Zero Manager, Melody Nelson | Lewis County | May | 1 | Check up event, Safeway parking lot, KITI Live Radio remote from Safeway | 1 | 4 | 1 | 0 |
| Mason County Task Force | Mason | 4/5/12 | | One-on-one car seat | 1 | | | 1 |
| Mason County Task Force | Mason | 5/15/12 | | One-on-one car seat | 1 | | | 1 |
| Mason County Task Force | Mason | 6/25/12 | | One-on-one car seat | 1 | | | 1 |
| Mason County Task Force | Mason | 6/28/12 | | One-on-one car seat | 1 | | | 1 |
| Mason County Task Force | Mason | 6/29/12 | 1 | car seat check up at Mary Bridge Hospital | 5 | | | |
| WA State Patrol | Okanogan | 4/23/12 | 1 | Car Seat Check at WSP Office | 1 | | | 1 |
| WA State Patrol | Okanogan | 5/15/12 | 1 | Car Seat Check at WSP Office | 4 | | 1 | 2 |
| WA State Patrol | Okanogan | 5/23/12 | 1 | Car Seat Check at WSP Office | 2 | | 2 | 0 |
| WA State Patrol | Okanogan | 6/12/12 | 1 | Car Seat Check at WSP Office | 4 | | 2 | 1 |
| Colville Tribal Police Department | Okanogan | 5/15/12 | 1 | SNAP Car seat check | | | 1 | 1 |
| Colville Tribal Police Department | Okanogan | 5/22/12 | 1 | SNAP Car seat check | | | 1 | 1 |
| Safekids | Pierce | 5/10/12 | 1 | Dupont | | | 19 | |
| Safekids | Pierce | 5/19/12 | 1 | Fircrest | | | 12 | 2 |
| Safekids | Pierce | 6/9/12 | 1 | Central Pierce Fire & Rescue | | | 17 | |

| | | | | | | | | |
|--|-------------|------------|---------|---|-----|-----|-----|----|
| Gig Harbor Fire | Pierce | | | by appt | | | 2 | |
| East Pierce Fire | Pierce | | | by appt April | | | 5 | |
| East Pierce Fire | Pierce | | | by appt May | | | 9 | |
| East Pierce Fire | Pierce | | | by appt Jun | | | 9 | |
| Safekids | Pierce | | 1 | JBLM Fire Dept | 26 | | 22 | |
| San Juan County CPS Team | San Juan | | 6 | Lainey Volk | 6 | 6 | 6 | 6 |
| Safe Kids Skagit County | Skagit | 4/1-6/30 | By Appt | Car Seat Checkups | 49 | 49 | 25 | 23 |
| Skagit EMS | Skagit | 4/12/12 | 1 | Checkup at Island Hospital, Anacortes | 4 | 4 | 4 | 0 |
| Skagit EMS | Skagit | 4/19/12 | 1 | Checkup at Skagit Valley Hospital, Mount Vernon | 4 | 4 | 3 | 2 |
| Skagit EMS | Skagit | 5/18/12 | 1 | WIC Class | 11 | 11 | | 11 |
| Skagit EMS | Skagit | 5/17/12 | 1 | Checkup at Skagit Valley Hospital, Mount Vernon | 3 | 3 | 3 | 0 |
| Skagit EMS | Skagit | 5/25/12 | 1 | WIC Class | 8 | 8 | | 8 |
| Skagit EMS | Skagit | 6/15/12 | 1 | WIC Class | 4 | 4 | | 4 |
| Education: Head Start-Monroe | Snohomish | 5/23/12 | 1 | Booster Seat Use; Car Seat check event | 5 | 5 | 5 | 5 |
| Seat Checks: County Fit Stations | Snohomish | April-June | 1 | Seat Checks at non-SKBU sites | 116 | 200 | 116 | 5 |
| Tumwater Fire Station | Thurston | 4/3/12 | 1 | Car Seat Inspection Station | 18 | 9 | 9 | |
| Thurston County Sheriff's Department | Thurston | 4/14/12 | 1 | Car Seat Inspection Station | 20 | 10 | 10 | |
| Lacey Fire Station | Thurston | 4/17/12 | 1 | Car Seat Inspection Station | 6 | 3 | 3 | 3 |
| Tumwater Fire Station | Thurston | 5/1/12 | 1 | Car Seat Inspection Station | 6 | 3 | 3 | |
| Thurston County Sheriff's Department | Thurston | 5/19/12 | 1 | Car Seat Inspection Station | 44 | 22 | 22 | |
| Tumwater Fire Station | Thurston | 6/5/12 | 1 | Car Seat Inspection Station | 22 | 11 | 11 | 2 |
| Thurston County Sheriff's Department | Thurston | 6/9/12 | 1 | Car Seat Inspection Station | 6 | 3 | 3 | 4 |
| Lacey Fire Station | Thurston | 6/19/12 | 1 | Car Seat Inspection Station | 8 | 4 | 4 | 4 |
| Walla Walla County Traffic Safety Task Force | Walla Walla | 4/30/12 | 4 | April Car Seat Checks | 4 | | 4 | 0 |

| | | | | | | | | |
|---|-------------|----------------|----|--|-----|-----|-----|-----|
| Walla Walla County Traffic Safety Task Force | Walla Walla | 5/31/12 | 9 | May car seat checks | 9 | | 9 | 7 |
| Walla Walla County Traffic Safety Task Force | Walla Walla | 6/30/12 | 3 | June car seat checks | 3 | | 4 | 3 |
| SafeKids Whatcom | Whatcom | 2012 | 2 | By appt/1 event | 152 | | 152 | 152 |
| Jess McGregor | Whitman | 4/13/12 | 1 | By appt in Whitman | 4 | n/d | 3 | 0 |
| Jess McGregor | Whitman | 4/25/12 | 2 | By appt in Whitman | 4 | n/d | 2 | 0 |
| Jess McGregor | Whitman | 5/29/12 | 1 | By appt in Whitman | 1 | n/d | 1 | 0 |
| Palouse Care Network | Whitman | N/D | 1 | By appt at Palouse Care Network | 2 | | 1 | 0 |
| Whitman Hospital and Medical Center | Whitman | 4/1-6/30 | 15 | Newborn Discharge Car Seat Inspections | 15 | 15 | 15 | 2 |
| Pullman Police Department | Whitman | 6/22/12 | 1 | By appt at Pullman Police Dept. | 2 | | 1 | 0 |
| Gritman Medical Center Team | Whitman | Mos only A,M,J | 15 | Various locations | 26 | | 15 | |
| Janice O'Toole | Whitman | 5/23/12 | 1 | By appt at Toyota of Pullman | 2 | 2 | 1 | 0 |
| Chris Gilbertson | Whitman | 4/13/12 | 1 | By appt at Moscow Police Dept | 2 | | 1 | 0 |
| Chris Gilbertson | Whitman | 4/26/12 | 1 | By appt at Moscow Police Dept | 2 | | 1 | 0 |
| Chris Gilbertson | Whitman | 5/2/12 | 1 | By appt at Moscow Police Dept | 1 | | 1 | 0 |
| Chris Gilbertson | Whitman | 5/4/12 | 1 | By appt at Moscow Police Dept | 1 | | 1 | 0 |
| Chris Gilbertson | Whitman | 5/15/12 | 1 | By appt at Moscow Police Dept | 2 | | 1 | 0 |
| Chris Gilbertson | Whitman | 5/15/12 | 1 | By appt at Moscow Police Dept | 1 | | 1 | 0 |
| Chris Gilbertson | Whitman | 5/16/12 | 1 | By appt at Moscow Police Dept | 2 | | 1 | 1 |
| Chris Gilbertson | Whitman | 5/19/12 | 1 | By appt at Moscow Police Dept | 2 | | 1 | 1 |
| CPST Team of the Palouse | Whitman | 6/2/12 | 16 | Officer Newbill Kid's Safety Fair Annual Event | 32 | 45 | 16 | 4 |
| Methow Valley Child Passenger Safety TeamOkanogan | | 4/3/12 | 1 | Car Seat Check | 2 | | 1 | 0 |

| | | | | | | | | |
|--|-----------------|-------------|----|--|--------|------|----|----|
| Methow Valley Child Passenger Safety Team Okanogan | | 4/16/12 | 1 | Car Seat Check | 2 | | 1 | 1 |
| Methow Valley Child Passenger Safety Team Okanogan | | 4/18/12 | 1 | Little Star Montessori School "Right Seat Day" checks | 12 | | 4 | 0 |
| Methow Valley Child Passenger Safety Team Okanogan | | 5/9/12 | 1 | Car Seat Install | 2 | | 1 | 1 |
| Methow Valley Child Passenger Safety Team Okanogan | | 5/24/12 | 1 | Car Seat Install | 1 | | 1 | 1 |
| Methow Valley Child Passenger Safety Team Okanogan | | 5/27/12 | 1 | Car Seat Install | 1 | | 1 | 1 |
| Methow Valley Child Passenger Safety Team Okanogan | | 6/5/12 | 1 | Car Seat Check at WalMart with SafeKids Okanogan | 1 | | 4 | 0 |
| Colville Tribal Police Department | | | | | | | | |
| Jul/Aug/Sep 2012 | | | | | | | | |
| SJRM check station | Asotin | 8/1/12 | 6 | SJRM | 12 | n/d | 6 | 1 |
| SJRM check station | Asotin | 9/1/12 | 7 | SJRM | 11 | n/d | 7 | 2 |
| SJRM team | Asotin | 9/15/12 | 4 | SJRM check up at Clarkston Fire Dept. | 7 | n/d | 4 | 2 |
| Benton-Franklin SafeKids | Benton/Franklin | 7/11/12 | 1 | Monthly car seat checks in the community at WSP fit site and hold 1 additional weekend car seat check event. | | | 3 | |
| Benton-Franklin SafeKids | Benton/Franklin | 8/8/12 | 1 | | | | 6 | |
| Benton-Franklin SafeKids | Benton/Franklin | 9/12/12 | 1 | | | | 6 | |
| TZM & SafeKids | Chelan-Douglas | | 1 | Car seat checks | | | 42 | 10 |
| Car Seat Team Clinic | Clark | 7/14/12 | 1 | Inspection Station | 39 | 28 | 17 | 14 |
| Car Seat Team Clinic | Clark | 8/18/12 | 1 | Inspection Station | 42 | 40 | 29 | 15 |
| Car Seat Team Clinic | Clark | 9/15/12 | 1 | Inspection Station | 62 | 60 | 33 | 26 |
| Clark County Fair | Clark | 8/3-8/12/12 | 10 | Car Seat Information/booth and traffic safety | 10,500 | 3250 | 0 | 0 |

| | | | | | | | | |
|---|--------------|----------------|----|---|-----|-----|----|----|
| Marion Swendsen | Clark | 8/28/12 | 1 | Car Seat Safety training to EOCF/ Headstart | 85 | 100 | 1 | 0 |
| Marion Swendsen | Clark | Jul-Sep. 2012 | 17 | Individual car seat by appointment | 17 | | 8 | 0 |
| Marion Swendsen | Clark | 09/15/12 | 1 | Safety Fair | 750 | 700 | 0 | 0 |
| Marion Swendsen | Clark | 9/19/12 | 1 | Safety Presentation | 15 | 30 | 0 | 0 |
| SafeKids Cowlitz County- Lower Columbia | Cowlitz | Jul, Aug, Sept | | Inspection stations | 86 | | 33 | 13 |
| TZM & SafeKids | Grant-Adams | 7/19/12 | | Child Car Seat Meeting @ MLPD | 4 | | | |
| TZM & SafeKids | Grant-Adams | 7/19/12 | 1 | Mattawa Car Seat Check Up Event- Wahluke | 6 | | 10 | 4 |
| TZM & SafeKids | Grant-Adams | 8/1/12 | 1 | WorldBreastFeeding CkUp Event-Moses Lake-MLCH | 9 | | 16 | 2 |
| TZM & SafeKids | Grant-Adams | 8/4/12 | 1 | Othello Check Up Event-CBHA | 1 | | 1 | |
| TZM & SafeKids | Grant-Adams | 9/22/12 | 1 | Moses Lake Round-up/Ck-up @ State Farm (EarnMed GCI/ CBH/Crescent Bar/ Newscast Shop) | 32 | | 52 | 27 |
| TZM & SafeKids | Grant-Adams | 9/30/12 | 1 | ANGLS Seats | 8 | | 8 | 8 |
| GHCTarget Zero Task Force | Grays Harbor | | | Car seats distributed through office | 6 | | | 6 |
| CPS Team-Bill Beezley | Jefferson | 7/23/12 | 1 | inspection at East Jefferson Fire Rescue | 2 | 0 | 1 | 1 |
| Denise Donaldson/ Car Safe Kids | King | 7/14/12 | 1 | Car seat check event - Evergreen Hospital | | | 45 | |
| Denise Donaldson/ Car Safe Kids | King | 8/25/12 | 1 | Car seat check event - Seattle Children's | | | 65 | |
| Denise Donaldson/ Car Safe Kids | King | 9/8/12 | 1 | Car seat check event - Evergreen Hospital | | | 40 | |
| Pregnancy Aid | King | | 9 | PASS IT program (Deb Will) | | | 82 | 72 |
| Safe Kids Kittitas County- Target Zero | Kittitas | 7/19/12 | 1 | Inspection Station | 3 | | 3 | |
| Safe Kids Kittitas County- Target Zero | Kittitas | 7/27/12 | 1 | Inspection Station | 2 | | 2 | |

| | | | | | | | | |
|---|----------|-----------|---|---|-----|-----|----|---|
| Safe Kids Kittitas County- Target Zero | Kittitas | 8/8/12 | 1 | Inspection Station | 2 | | 2 | |
| Safe Kids Kittitas County- Target Zero | Kittitas | 8/11/12 | 1 | Inspection Station | 4 | | 4 | |
| Safe Kids Kittitas County- Target Zero | Kittitas | 8/18/12 | 1 | Inspection Station | 3 | | 3 | |
| Safe Kids Kittitas County- Target Zero | Kittitas | 8/29/12 | 1 | Inspection Station | 2 | | 2 | |
| Safe Kids Kittitas County- Target Zero | Kittitas | 8/31/12 | 1 | Inspection Station | 2 | | 2 | |
| Safe Kids Kittitas County- Target Zero | Kittitas | 9/8/12 | 1 | Inspection Station | 5 | | 5 | |
| Safe Kids Kittitas County- Target Zero | Kittitas | 9/25/12 | 1 | Inspection Station | 5 | | 5 | |
| Mason County Task Force | Mason | 7/9/12 | | One-on-one car seat class | 2 | | | 1 |
| Mason County Task Force | Mason | 7/19/12 | | One-on-one car seat class | 1 | | | 1 |
| Mason County Task Force | Mason | 8/6/12 | | 2 One-on-one car seat classes | 2 | | | 2 |
| Methow Valley Child Passenger Safety Team | Okanogan | 7/26/12 | 1 | Car seat check | 2 | 5 | 1 | 1 |
| Methow Valley Child Passenger Safety Team | Okanogan | 7/26/12 | 1 | Car seat check | 2 | 3 | 1 | 0 |
| Methow Valley Child Passenger Safety Team | Okanogan | 8/8/12 | 1 | car seat check | 1 | 3 | 1 | 1 |
| Methow Valley Child Passenger Safety Team | Okanogan | 8/13/12 | 1 | Car seat check | 2 | 3 | 1 | 1 |
| Methow Valley Child Passenger Safety Team | Okanogan | 8/21-8/24 | 1 | Child Passenger Safety tech training: 6 new/2 renew/3 instructors/3 techs assisting | 28 | 22 | 13 | 1 |
| Methow Valley Child Passenger Safety Team | Okanogan | 8/31/12 | 1 | Car seat check | 5 | 2 | 1 | 1 |
| Methow Valley Child Passenger Safety Team | Okanogan | 9/4/12 | 1 | Car seat check | 1 | 2 | 2 | 2 |
| Theresa, Terri, Sher | Okanogan | 9/6/12 | 1 | Okanogan County Fair Educational Display | 295 | 217 | 0 | 0 |
| Methow Valley Child Passenger Safety Team | Okanogan | 9/10/12 | 1 | Car seat check | 2 | 3 | 1 | 1 |
| Methow Valley Child Passenger Safety Team | Okanogan | 9/11/12 | 1 | Car seat check | 4 | 3 | 2 | 0 |

| | | | | | | | | |
|---|----------|----------|---------|---|-----|----|-----|----|
| Methow Valley Child Passenger Safety Team | Okanogan | 9/12/12 | 1 | Winthrop Red Apple Car Seat Check Event | 7 | 8 | 4 | 1 |
| Methow Valley Child Passenger Safety Team | Okanogan | 9/26/12 | 1 | Expired car seat round up | 16 | 28 | 10 | 3 |
| Washington State Patrol | Okanogan | 7/5/12 | 1 | Car seat distribution | 4 | 1 | | 2 |
| Washington State Patrol | Okanogan | 7/6/12 | 1 | Car seat distribution | 2 | 1 | | 1 |
| Washington State Patrol | Okanogan | 8/8/12 | 1 | Car seat distribution | 3 | 1 | | 1 |
| Washington State Patrol | Okanogan | 8/21/12 | 1 | Car seat check | 1 | 0 | 1 | 0 |
| Washington State Patrol | Okanogan | 8/22/12 | 1 | Car seat distribution | 1 | 1 | 0 | 1 |
| Washington State Patrol | Okanogan | 9/4/12 | 1 | Car seat distribution | 3 | 1 | 0 | 1 |
| Washington State Patrol | Okanogan | 9/4/12 | 1 | Car seat check | 1 | 1 | 1 | 0 |
| Washington State Patrol | Okanogan | 9/13/12 | 1 | Car seat distribution | 3 | 1 | 1 | 1 |
| SafeKids | Pierce | 7/18/12 | 1 | University Place fire | 37 | | 27 | 4 |
| SafeKids | Pierce | 7/27/12 | 1 | Lakewood Methodist Church | 26 | | 18 | 3 |
| SafeKids | Pierce | 8/4/12 | 1 | Bonney Lake Walmart | 27 | | 18 | 0 |
| SafeKids | Pierce | 9/22/12 | 1 | Babies R Us | 33 | | 24 | 3 |
| Joint Base Lewis McChord | Pierce | | 7 | by appt | 7 | | 7 | |
| West Pierce Fire & Rescue | Pierce | | 29 | by appt | 37 | | 29 | |
| Gig Harbor Fire & Medic One | Pierce | | 12 | by appt | 12 | | 12 | |
| Mary Bridge | Pierce | | 13 | weekly events | 131 | | 131 | |
| East Pierce Fire & Rescue | Pierce | | 9 | by appt | 9 | | 9 | |
| San Juan County CPS Team | San Juan | | 7 | Lainey Volk | 75 | 75 | 3 | 7 |
| San Juan County CPS Team | San Juan | | 2 | Cady Davies | 2 | 2 | 2 | 2 |
| Safe Kids Skagit County | Skagit | 7/1-9/30 | By Appt | Car Seat Checkups | 38 | 38 | 12 | 26 |
| Skagit County EMS | Skagit | 7/19/12 | 1 | Checkup at Skagit Valley Hospital, Mount Vernon | 4 | 4 | 4 | |
| Skagit County EMS | Skagit | 8/16/12 | 1 | Checkup at Skagit Valley Hospital, Mount Vernon | 4 | 4 | 4 | |
| Skagit County EMS | Skagit | 8/2/12 | 1 | Mayor Health Day Checkup | 6 | 6 | 4 | 2 |
| Skagit EMS | Skagit | 8/24/12 | 1 | WIC Class | 5 | 5 | | 5 |

| | | | | | | | | |
|--|-----------------------|------------|---|---|-----|-----|-----|---|
| Skagit EMS | Skagit | 9/11/12 | 1 | Checkup at United General Hospital | 4 | 4 | 2 | 2 |
| Event: Fred Meyer-Everett/Mill Creek | snohomish | 8/10/12 | 1 | Seat Checks | 20 | 20 | 18 | 0 |
| Event: Seat Check Saturday | Snohomish | 9/21/12 | 1 | End of 32 hr course and seat check Saturday combo event | 75 | 100 | 40 | 0 |
| Seat Checks: County Fit Stations | Snohomish | July- Sept | 1 | Seat Checks at non-SKBU sites | 129 | 200 | 129 | 0 |
| Tumwater Fire Station | Thurston | 7/3/12 | 1 | Car Seat Inspection Station | 40 | 20 | 20 | 2 |
| Thurston County Sheriff's Department | Thurston | 7/14/12 | 1 | Car Seat Inspection Station | 150 | 86 | 86 | 2 |
| Lacey Fire Station | Thurston | 7/17/12 | 1 | Car Seat Inspection Station | 51 | 27 | 27 | 0 |
| Thurston County Sheriff's Department | Thurston | 8/11/12 | 1 | Car Seat Inspection Station | 70 | 35 | 35 | 1 |
| Lacey Fire Station | Thurston | 8/21/12 | 1 | Car Seat Inspection Station | 2 | 1 | 1 | 1 |
| Tumwater Fire Station | Thurston | 9/4/12 | 1 | Car Seat Inspection Station | 30 | 15 | 15 | 6 |
| Thurston County Sheriff's Department | Thurston | 9/8/12 | 1 | Car Seat Inspection Station | 90 | 45 | 45 | 5 |
| Lacey Fire Station | Thurston | 9/18/12 | 1 | Car Seat Inspection Station | 4 | 2 | 2 | 2 |
| Walla Walla County Traffic Safety Task Force | Walla Walla | 7/13/12 | 1 | CarSeat Check Up Event | 4 | | 4 | 2 |
| Walla Walla County Traffic Safety Task Force | Walla Walla | 9/22/12 | 1 | CarSeat Check Up Event | 15 | | 19 | 3 |
| Walla Walla County Traffic Safety Task Force | Walla Walla | 7/31/12 | 8 | July car seat checks | 8 | | 8 | 6 |
| Walla Walla County Traffic Safety Task Force | Walla Walla | 8/31/12 | 9 | August car seat checks | 9 | | 9 | 3 |
| Walla Walla County Traffic Safety Task Force | Walla Walla | 9/30/12 | 7 | September car seat checks | 7 | | 6 | 1 |
| Susan Anfinson/Safe Kids Blue Mountain | Walla Walla/ Columbia | 7/13/12 | 1 | Check-up event at Children's Home Society | | | 4 | 2 |
| Susan Anfinson/Safe Kids Blue Mountain | Walla Walla/ Columbia | 9/22/12 | 1 | Check-up event at Dayl Graves, Inc. GMC | | | 19 | 3 |
| Palouse Care Network | Whitman | N/D | 3 | By appt at Palouse Care Network | 5 | n/d | 3 | 0 |

| | | | | | | | | |
|-------------------------------------|---------|------------------|-----|--|-------|------|------|------|
| Whitman Hospital and Medical Center | Whitman | 7/1-9/30 | 9 | Newborn Discharge Car Seat Inspections | 9 | 9 | 9 | 1 |
| Janice O'Toole | Whitman | Early September | 1 | By appt in Colton, WA | 2 | 0 | 1 | 0 |
| Pullman Police Department | Whitman | 8/24/12 | 1 | By appt at Pullman Police Dept. | 1 | n/d | 1 | 0 |
| Pullman Police Department | Whitman | 9/11/12 | 2 | By appt at Pullman Police Dept. | 3 | n/d | 2 | 0 |
| Gritman Medical Center Team | Whitman | Mos only J, A, S | 7 | Various locations | 11 | n/d | 7 | n/d |
| CPST Team of the Palouse | Whitman | 9/29/12 | 6 | CPS Week organized Check | 9 | 18 | 6 | 1 |
| Marie Miller | Whitman | 8/6/12 | 2 | By appt at Moscow Police Dept. | 4 | 5 | 2 | 0 |
| Chris Gilbertson | Whitman | 7/17/12 | 1 | By appt at Moscow Police Dept. | 2 | n/d | 1 | 0 |
| Chris Gilbertson | Whitman | 8/12/12 | 1 | By appt at Moscow Police Dept. | 2 | 2 | 1 | 1 |
| Whitman Hospital and Medical Center | Whitman | 8/23/12 | 1 | Safety Fair with Police and Fire | 4 | 4 | 4 | 2 |
| TOTALS | | | 816 | | 18034 | 8063 | 4549 | 1326 |

Traffic Records

Timely, accurate, integrated, and accessible data are the underpinnings of Target Zero. This data serves as the critical link in identifying problems, selecting appropriate countermeasures, and evaluating performance. Washington's information and decision support systems, collectively referred to as traffic records, provide key information to identify problems and support decisions regarding public and transportation safety. Information derived from these systems is central to enhancing management and accountability in public service by gauging progress toward key measures of performance. The Washington Traffic Records Committee (TRC) is a partnership of state, local, and federal interests from the transportation, law enforcement, criminal justice, and health fields. This statewide stakeholder forum was created to foster collaboration and to facilitate the planning, coordination and implementation of projects to improve the state's traffic records system.

Report on 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 invests in quality projects with the aim of improving the timeliness, accuracy, completeness, accessibility and integration of data. In spite of unprecedented pullbacks in funding for a variety of programs and services, traffic records projects have enjoyed ample support from state policy makers as evidenced by the State Legislature's approval of WSP's MOP funding package. 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)
- 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 projects highlight the significant progress made over the past year in moving the state closer to realizing its long-term vision for traffic records.

Electronic Traffic Information Processing (eTRIP) Initiative

September 2012 marked the completion of five years since the eTRIP system initiated a statewide deployment campaign. Electronic tickets and collision reports now make up approximately 70 percent 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 to help expand deployment throughout the state.

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 percent faster than paper tickets.
- Officers create electronic collision reports 30 percent faster than paper collision reports.
- Total time of stop when creating a collision report in SECTOR is reduced by approximately 20 percent.
- Court clerks process SECTOR infractions 80 percent faster than paper infractions.
- Court clerks process SECTOR citations between 32 percent (Pierce County) and 88 percent (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 percent 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.
- 98 percent of SECTOR tickets resulting in a court disposition post automatically to the Drivers System without any intervention by staff.

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 an automated map-based tool to provide more accurate feature and event location. Data entry personnel at WSDOT began using the tool in fall, 2011, to affix locations to collision reports. The tool will be incorporated into the SECTOR software application in early 2013. At that time, officers in the field will use the tool to add location information to both tickets and collision reports written using SECTOR.

TRC Data Integration Subcommittee

In 2009, the Washington Traffic Records Committee (TRC) hosted a US DOT-sponsored assessment of the state's traffic records system. One of the centerpiece recommendations from this report focused on integrating collision and injury data to derive more precise injury outcomes. In response to this priority recommendation the TRC unanimously approved the creation of the Data Integration Team. This group is made up of representatives from the Washington Traffic Safety Commission, Washington State Patrol, Department of Health, Department of Transportation and the Office of Financial Management.

Since this time, the Data Integration Team has successfully completed two integration proofs of concept. Both efforts revealed a significant disparity between officer assessments of personal injury as recorded on the collision report form and actual outcomes assessed by health care providers. These findings confirm the pressing need to pursue a data integration solution that will provide more accurate injury severity information for persons involved in crashes.

Washington State has helped ignite interest in this topic by sharing the results of the two proofs of concept within a variety of national forums. As a result, the national Transportation Research

Board has funded two research projects to address the injury severity issue. In addition, the body governing the national standard for crash event data collection unanimously adopted a new injury severity taxonomy to improve the ability for officers to make a judgment of severity at the scene of a crash. While after-the-fact integration efforts are key to more accurately understanding injury and cost outcomes from crashes, improved definitions, particularly with serious injuries, will also improve collision data on the front end of analysis. The following descriptions are taken from the 4th edition of the national Model Minimum Uniform Crash Criteria (MMUCC) guideline:

On Scene Injury Assessment by Officers:

Fatal Injury: A fatal injury is any injury that results in death within 30 days after the motor vehicle crash in which the injury occurred. If the person did not die at the scene but died within 30 days of the motor vehicle crash in which the injury occurred, the injury classification should be changed from the attribute previously assigned to the attribute "Fatal Injury."

Suspected Serious Injury: A suspected serious injury is any injury other than fatal which results in one or more of the following:

- Severe laceration resulting in exposure of underlying tissues/muscle/organs or resulting in significant loss of blood
- Broken or distorted extremity (arm or leg)
- Crush injuries
- Suspected skull, chest or abdominal injury other than bruises or minor lacerations
- Significant burns (second and third degree burns over 10 percent or more of the body)
- Unconsciousness when taken from the crash scene
- Paralysis

Suspected Minor Injury: A minor injury is any injury that is evident at the scene of the crash, other than fatal or serious injuries. Examples include lump on the head, abrasions, bruises, minor lacerations (cuts on the skin surface with minimal bleeding and no exposure of deeper tissue/muscle).

Possible Injury: A possible injury is any injury reported or claimed which is not a fatal, suspected serious or suspected minor injury. Examples include momentary loss of consciousness, claim of injury, limping, or complaint of pain or nausea. Possible injuries are those which are reported by the person or are indicated by his/her behavior, but no wounds or injuries are readily evident.

No Apparent Injury: No apparent injury is a situation where there is no reason to believe that the person received any bodily harm from the motor vehicle crash. There is no physical evidence of injury and the person does not report any change in normal function.

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 had shown “demonstrable progress” for FFY 2012 as illustrated in the following measures:

| Measure #1 | Progress Achieved | |
|--|-------------------|------------------|
| | Baseline | 12/2011 |
| Percent of collision records that contain <u>no</u> missing values for 10 critical data elements (WSDOT). Deficiency #2 – Statewide Collision Data | 12/2010 95.5% | 12/2011 96.2% |

| Measure #2 | Progress Achieved | |
|---|-------------------|-----------------|
| | Baseline | 7/2011 |
| Increase the percent of statewide public road miles available for use in Washington Transportation Framework (WA-Trans) database. (WSDOT) Deficiency #4 – Roadway Data Completeness The WA-Trans project completed its original “16-county dataset” on June 30, 2011. Expansion of the dataset is on hold due to severe budget shortfalls in the State Transportation Account. | 2/2010 58.5% | 7/2011 64.3% |

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

2012 Expenditures

Each year, the TRC identifies a portfolio of investment projects to facilitate improvements throughout the state’s traffic records system. In 2012, the TRC invested \$697,000 in these projects. Each one links directly to one or more of the objectives and accompanying strategies contained in Washington’s Traffic Records Strategic Plan. The table below outlines traffic records expenditures for 2012. Additional project details may be found in the *Traffic Records Projects Portfolio*.

| FFY 2012 Traffic Records Funding | Amount Expended |
|---|------------------|
| eTRIP 20. Local Law Enforcement Coordination (WASPC) | \$50,000 |
| eTRIP 23. SECTOR Training Administrators (Johansen Collision Consulting) | \$45,000 |
| eTRIP 24. Prosecutor Deployment & Training Administrator/RMS Coordinator (WTSC) | \$140,000 |
| eTRIP 22. SECTOR enhancements, i.e. eTRIP Governance Team priorities (WSP) | \$170,000 |
| 40. CLAS Rewrite, CLAS Lite implementation, (WSDOT) | \$192,000 |
| eTRIP 18. Hardware (Scanners, Printers) Grants to Local Law Enforcement (WASPC) | \$160,000 |
| FFY 2012 Total | \$917,000 |

2013 Planned Expenditures

In June 2012, the TRC unanimously approved Washington's FFY 2013 funding request for traffic records. Funding includes approximately \$1.1 Million of new or carry-forward Section 408 funds. 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 2013 Traffic Records Funding Request | Amount Requested |
|--|--------------------|
| eTRIP 20. Local Law Enforcement Coordination (WASPC) Deficiency #1 | \$50,000 |
| eTRIP 23. SECTOR Training Administrator (Johansen Collision Consulting) Deficiency #1 | \$60,000 |
| eTRIP 22. SECTOR enhancements, i.e. eTRIP Governance Team priorities (WSP) Deficiency #1 | \$180,000 |
| 43. CLAS Data Processing Improvements (WSDOT) Deficiency #4 | \$100,000 |
| 44. Geocoding of past collision reports (WSDOT) Deficiency #4 | \$138,000 |
| 39. Crash-Health Data Integration Project (Software/Personnel) Deficiency #2 | \$120,000 |
| Travel Assistance for International Traffic Records Forum Deficiency #5 | \$25,000 |
| eTRIP 18. SECTOR Hardware (Scanners, Printers) Grants to Local Law Enforcement (WASPC) Deficiency #1 | \$250,000 |
| 41. Washington Traffic Records Strategic Plan Deficiency #5 | \$100,000 |
| 42. TRC Website Revision Deficiency #5 | \$60,000 |
| FFY 2013 Total | \$1,073,000 |

Traffic Records Strategic Plan and TRC Membership

In February 2012, the Traffic Records Oversight Council amended its establishment charter to account for several organizational changes in state government. The Washington State Department of Transportation (WSDOT) representatives for roadway and crash were consolidated into a single representative position to mirror changes made within WSDOT. In addition, the state information technology representative was changed to the Office of Financial Management, Office of the Chief Information Officer to reflect wholesale changes to the structure of state government as a result of Engrossed Substitute Senate Bill 5931 from the 2011 Legislative session. Finally, the Oversight Council membership was amended to substitute the Department of Licensing's Chief Information Officer for the Driver Services Director.

While no substantive changes were made to the state strategic plan, the TRC approved a mid-year funding request during FFY 2012 to procure professional services for a complete revision of Washington's Traffic Records Strategic Plan. The anticipated start date for this revision is January 1, 2013.

Pedestrian, Bicycle & School Zone Safety

Over half of all pedestrian and bicycle deaths and serious injuries involve impairment by either the motor vehicle operator or the pedestrian or bicyclist. As a result, most of the agency's work in the area of pedestrian and bicycle safety is through efforts to eliminate impaired driving. In addition to work in the area of impaired driving, the agency operates the Cooper Jones Bicycle and Pedestrian Committee. This statewide multi-disciplinary stakeholder group aims to identify high risk areas and recommend safety projects for funding. While the Cooper Jones Committee did not meet in 2012, plans are underway to reconvene the group in early, 2013.

In addition to operating the Cooper Jones Committee, the Washington Traffic Safety Commission (WTSC) provides a handful of grants to local communities to increase awareness about bicycle helmet use. Grants under \$1,000 were provided to three local communities this year to purchase and distribute bicycle helmets at local community events. These events help individuals and families understand the importance of helmet use and establish important relationships between traffic safety advocates and members of the local community.



Pedestrian and Bicycle Safety in School Zones

In 1996, the Washington State Legislature enacted legislation doubling the fines for speeding in a school zone. Money from these fines is deposited into the School Zone Safety Account to subsidize programs that enhance the safety of bicyclists and pedestrians in these areas. Expenditures from this account may only be authorized by the Director of the WTSC to fund projects designed to enhance school zone safety, pupil transportation safety, and student safety in school bus loading and unloading areas.

Local communities, counties, school districts, and tribal nations have benefitted from the establishment of the School Zone Safety Account. In 2012, over \$1.3 million was provided to schools and law enforcement agencies throughout the state. Grants provided hardware, software, signage, and crossing guard equipment to help ensure the safety of children and adults on their way to and from school.

In addition to operating the School Zone Safety Account, WTSC works closely with the Washington State Department of Transportation (WSDOT), Office of Superintendent of Public Instruction (OSPI), and Department of Health (DOH) to maintain active Safe Routes to School plans in all elementary schools.

In 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 was released in September 2011, with grants awarded to 50 elementary and middle schools totaling over \$307,000.

As part of additional efforts to support school zone safety patrols by utilizing the resources from this account, during July 1, 2011, through June 30, 2012, grants were awarded to 190 elementary and middle schools totaling nearly \$124,000 providing crossing guard safety equipment. In addition, grants were awarded to 90 law enforcement agencies totaling nearly \$407,000 providing equipment to enforce safety in school zones.

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 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. An informational video about crossing guard safety called "Champions of the Crosswalk," is available to view at <http://vimeo.com/49922888>.

WTSC, in conjunction with AAA of Washington, also provides training to adults, including principals, school administrators, law enforcement officers 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

From the 2012 HSP Project Number K6-12-01:

Projects must meet the requirements of section 2010 federal grant funds and are primarily to be used for motorcycle training, recruiting trainers, or for driver awareness of riders. This may include salaries and wages, employee benefits, travel and subsistence, contractual services, equipment, goods, and services.

The goal of the project is to reduce motorcycle crashes through awareness campaigns focusing on improved motorist awareness and training effectiveness and availability. Of the \$130,000 used to support this project's goals and objectives, 90 percent was used to develop, implement and sustain a campaign to promote motorist awareness, encourage participation in rider education and reduce those causal factors present in Washington motorcycle fatalities. The remaining 10 percent of the funds were used for campaign support materials.

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

Section 2010 requires funds be used for training, recruiting trainers or for driver awareness of riders. In Washington there were 70 total motorcyclist deaths in calendar year 2010 and 72 in 2011. As of October 31, 2012, there are already 83 deaths for this calendar year – a record number of lives lost on motorcycles in our state. Below are the highlights from the Department of Licensing's (DOL) motorcycle data regarding this upward trend:

- 2012 had the highest number of DOL registered motorcycles and rider endorsements since 2003 in Washington.
- August 2012 saw a record high number of motorcycle fatalities in Washington.
- Is this a new trend or just a temporary deviation from the norm?
- Looking for patterns in climatic conditions, training curriculums, endorsements, and behavioral activities of those in fatal motorcycle collisions during 2012.
- August has shown the largest fatality count 6 out of the last 8 years.
- Measures of climatic conditions: rainfall, record number of dry days, and temperature
 - August 2012 had 31 dry days. This was the time this has happened since 1951.
 - Less rainfall = more motorcycle fatalities
 - More consecutive dry days = more fatalities
 - More total dry days = more fatalities
 - Higher temperatures = more fatalities
- It was the "Perfect Storm" for motorcycle fatalities.
- Currently 60 percent of new endorsed riders are trained by DOL Motorcycle Safety Program sanctioned schools.
- Of the 2012 motorcycle fatalities:
 - 25 percent are DOL Motorcycle Safety Program (MSP) Trained and Endorsed.
 - 3 percent had other MSP training and endorsement.
 - 39 percent were trained but unendorsed.
 - 33 percent were not trained and unendorsed. So while 1/3 of all fatalities were riding a motorcycle illegally, 11 percent of those didn't even have a driver license.
- Riding experience: Most fatalities were unendorsed or novice riders. 1/3 = unendorsed. 1/3 had 2 or less years of riding experience.
- Age is a factor – youth is over-represented. The data shows young drivers ages 16-29, purchase the fast sport bikes and have a larger percentage of fatalities. Anecdotally we see young, single males getting their first bikes. Fast bikes mixed with inexperience.
 - 23 percent of all 2012 motorcycle fatalities were ages 20-24.
 - 50 percent of all fatalities were ages 34 years or younger.
- Percentages go down for people as they get into their mid-30s to mid-40s. Anecdotally people settle down, get married, raise kids, have to pay for kids' college, and have less time to ride.
 - 15 percent were ages 35-44.
- As people get older, their kids are out of the house, they have more disposable income, and they have more time to ride. They bring the bike back out again or buy a new bike. Bigger, cruiser-type bikes in this age group. Harleys are highest in older male fatalities. Many in this age group have never ridden or haven't ridden much in many years. Their skills are not as sharp.
 - 36 percent were ages 45-69
- Violations: 75 percent of the crash victims

have prior violations on their driving record. Speeding is the number one violation at 40 percent. Fatal riders have an average of 4.3 citations on their driving record.

- Fewer fatalities with military riders because of extra strict requirements to be endorsed and get training. Rules and consequences are tougher for military on and off base. Military can't get on base without being properly licensed and endorsed.
- DOL is looking at causation factors.

Next Steps

- Review the data. Schedule a Motorcycle Strategy Group meeting in the coming months.
- DOL will work with the Fatality Analysis Reporting System (FARS) on driver history and endorsement information.
- Public outreach and education through the DOL MSP and the traffic safety partners of the Washington Traffic Safety Commission (WTSC), Washington State Patrol (WSP), and the Department of Transportation (DOT) would be an appropriate course of action.

Washington's Motorcycle Rider Training:

Washington's motorcycle rider training curriculum is approved by the Director of DOL under the authority in RCW 46.81A.020. The development and oversight of this training is conducted by the Washington Motorcycle Safety program (WMSP) at DOL. This curriculum was developed by the Motorcycle Safety Foundation (MSF) and used on a national level in more than 40 states.

The following describes the motorcycle rider training curriculum:

The primary goal of the Basic Rider Courses is to provide an introduction to the fundamentals of safe, responsible motorcycling. This includes the knowledge and skills that lead to licensing and motorcycle operation on the streets and highways. Certified MSF RiderCoaches provide a safe, positive learning environment. The Basic Rider Course is designed to prepare riders for entry into the complex world of traffic. It consists of classroom and on-motorcycle instruction, and includes a variety of learning activities; Classroom experiences consist of five hours of RiderCoach led discussions and utilization of

interactive multimedia. On-motorcycle instruction is conducted on a paved area away from street traffic.

This training is available in 28 different locations throughout the state including two military bases. The training locations are geographically diverse, and nearly evenly divided between Eastern and Western Washington.

Based on the number of endorsed motorcycle operators, when compared to training locations, 90 percent of endorsed operators have a training site in their geographic area.

The courses provided fall into two primary categories:

The **novice course** is designed for students with little or no riding experience, and lasts a minimum of 16 hours.

The **intermediate course** is designed for riders with about one year and 3,000 miles riding experience. This is a one day course.

Novice and intermediate training courses are provided regularly at all designated training locations on average of five times per location, monthly.

Instructors:

A WMSP Course Instructor is an individual who has been trained to WMSP standards by a WMSP Instructor Trainer or has been trained elsewhere and has demonstrated the ability to perform to WMSP standards. WMSP recognition is valid for one calendar year and must be renewed annually. Only recognized instructors may work as primary instructors. The WMSP Coordinator will maintain a list of these recognized instructors.

WMSP Instructor Trainers are persons who have successfully completed MSF RiderCoach Trainer training and/or ESC S/TEP Chief Instructor training, as well as additional WMSP training. These individuals are recognized by WMSP as having the capability to train instructors and to evaluate training programs. WMSP Instructor Trainers are under contract to WMSP to perform technical functions, training, and evaluations.

Quality control of the training is provided in several ways. The following is an excerpt from the WMSP manual regarding quality control procedures:

CRITERIA (f) Use of fees collected from motorcyclist for motorcycle programs.

The Motorcycle safety education account was created with RCW 46.68.065:

"Motorcycle safety education account"

There is hereby created a motorcycle safety education account in the highway safety fund of the state treasury, to the credit of which shall be deposited all moneys directed by law to be credited thereto. All expenses incurred by the director of the department of licensing in administering RCW 46.20.505 through 46.20.520 shall be borne by appropriations from this account, and moneys deposited into this account shall be used only for the purposes authorized in RCW 46.20.505 through 46.20.520.

In year one of this grant:

- DOL utilized the Motorcycle Safety Task Force final report to determine and prioritize the issues to be presented in a Public Safety Campaign.
- A competitive bid process was utilized to select a contractor to develop the campaign message and strategies
- A TV PSA, website and print materials were developed to support the campaign message.
- The TV spots began running during May 2007 Motorcycle Awareness Month. The website was established and has been an ongoing source of information for the public.

First year results:

- 5.6 million impressions through TV, web, printed materials and news exposure
- In 2007, 15 fewer fatal motorcycle crashes occurred than in 2006.

In year two of this grant:

- The amount of purchased TV PSAs almost doubled due to the absence of development costs.

- Separate media events were hosted around the state to provide local media with the opportunity to promote the DCL campaign and create stronger relationships with the department.
- As of April 2008, there were 25 percent fewer fatal motorcycle crashes than the same period in 2007.

In year three of this grant:

- Radio was used extensively.
- The focus was on Automobile Driver Awareness and instructor retention/recruitment.
- Collaboration with other state agencies provided a broader motorist awareness program.
- Ideas and solutions were strategized/ brainstormed for Motorcycle Awareness month (May) campaign.
- Contract with present media group was cancelled and another media group was retrained for better and more through coverage to our target audience.

In year four of this grant:

- Radio was used extensively with TV, internet and other social media following in priority of outreach activities.
- Outdoor advertising was used in the form of statewide transit bus advertising along with strategically placed billboards.

In year five of this grant:

- The focus will be on Automobile Driver Awareness, impaired driver/riders, and instructor retention/recruitment.
- Will continue statewide transit bus advertising, as well as billboards and social media such as Facebook and Google in combination with alcohol awareness.
- A proper gear and proper training poster campaign will be implemented.

Program evaluation included measureable goals, trends, and detached analysis. Evaluation included administrative review of procedures and effectiveness of the goals and objectives outlined in this project. Recommendations for the next grant request will be included in the evaluation; those recommendations will be based on the knowledge gain from this current project.

Corridor Traffic Safety

The Corridor Traffic Safety Program is a joint effort between the Washington Traffic Safety Commission, 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 percent, total injuries have been reduced 11 percent, alcohol-related collisions have been reduced 15 percent, and fatal/disabling collisions have been reduced 34 percent.

Project activity during FY2012 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 March 2013.
- **First Street/Main Street & Nob Hill Boulevard, Yakima** - Corridor task force meetings have resulted in an action plan and plans are underway for a kick-off in Spring 2013.
- **Lake City Way/SR 522, Seattle** – 3.67 miles from NE 78th to NE 145th. The first stakeholder meeting is scheduled for early December 2012.



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 2012, the PTS program awarded approximately \$550,000 to state, county, and municipal enforcement agencies for equipment and training for traffic enforcement officers.

Each year, the Washington Traffic Safety Commission (WTSC) provides a grant to the Washington Association of Sheriffs and Police Chiefs (WASPC) to facilitate the purchase of equipment to enhance traffic safety enforcement. WASPC's Traffic Safety Committee solicits proposals each year from among WASPC's member agencies. The Traffic Safety Committee is staffed by law enforcement professionals who are well-versed in the equipment needs of agencies throughout the state. In 2012, 151 agencies received funding for a variety of equipment including speed measuring devices (radar and lidar), bar code scanners and printers for use with the state's electronic ticketing and collision reporting software and other traffic enforcement equipment.

In addition to providing law enforcement with traffic safety equipment, the Police Traffic Services Program offers training opportunities to law enforcement personnel throughout Washington. Effective training ensures officers are equipped with the knowledge and skills necessary to effectively enforce the state's traffic safety laws while dealing with the emerging challenges associated with such enforcement. In 2012, a variety of training opportunities were provided including two sessions of Data-Driven Approaches to Crime and Traffic Safety (DDACTS). Law Enforcement Liaison (LEL) training was also provided to over 20 officers from around the state. In May, the first statewide impaired driving conference was held in Bellevue, Washington. The conference garnered over 300 attendees including numerous traffic enforcement officers from local agencies. In mid-August, the annual Drug Recognition Expert (DRE) Conference was held in Seattle. Over 600 participants attended this conference including numerous DREs from Washington. As a part of their stewardship over the state's DRE program, the Washington State Patrol (WSP) hosted a DRE certification course in 2012 and anticipates hosting two certification courses in 2013.



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 (TQM) model as the primary delivery mechanism.

The goal of the Law Enforcement Liaison (LEL) program is to increase the participation and effectiveness of law enforcement agencies and officers in their local jurisdictions by promoting participation in the Washington Traffic Safety Commission (WTSC) multi-jurisdictional and High Visibility Enforcement activities. LELs support the local TQM and Task Force in communications with all local law enforcement agencies.

From the 2012 HSP CP12-03:

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 23 local Target Zero Task Forces, coordinated by TZMs and 27 Law Enforcement Liaisons (LEL) reaching over 90 percent of the state's population. Program funding is a partnership between the National Highway Traffic Safety Administration (NHTSA) and WTSC. Individual TZMs supported by local LELs 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 news 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 TQM Enforcement Activity:

- Conducted four statewide Impaired Driving mobilizations and one statewide Seatbelt campaign.
- Led 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 Project 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 2012:

- \$278,539 in salaries and benefits for local TZMs.
- \$189,000 in equipment and training for the LEL program.
- \$40,000 in travel expenses for two statewide TZM meetings.
- \$45,500 to promote traffic safety initiatives at the local level.



Tribal Traffic Safety

The goal of the Tribal Traffic Safety Program is to reduce fatality and serious injury crashes through the implementation of the Target Zero best practices and proven strategies on reservation land. Additionally, the Commission continues to honor the government to government agreement outlined in the 2012 Centennial Accord.

From the 2012 HSP CP12-10:

Support the Tribal Traffic Safety Advisory Board to address Target Zero initiatives at the local level.

Many tribes continue to actively participate as members of both the Target Zero Steering Committee and the Target Zero Partners group as we work to improve and update the next version of Target Zero, slated for release in 2013. One avenue of outreach for the update occurred during a presentation of the Washington Indian Transportation Policy Advisory Committee.

The Commission provided an update of integrated traffic safety efforts by Washington and Tribal governments. The update included data on the Washington traffic fatality rate (per 100,000 population) by race/ethnicity from 2006–10. The data shows that Native Americans are dying at a rate three times higher than other ethnic groups.

To combat this high traffic fatality rate, Tribal police agencies participated in WTSC-sponsored traffic safety emphasis patrols, including Drive Hammered—Get Nailed, Nighttime Seat Belt Patrols and School Zone Speed Patrols.

A significant Tribal initiative this year was the WTSC production of the video, *Traffic Safety Successes on the Colville Reservation*. For more information on the video, see the Communications section of this Annual Report.

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 grant provides traffic safety equipment to support increased enforcement of traffic laws.

From the 2012 HSP PT 12-10:

Assist Tribal law enforcement agencies in reducing the numbers of fatality and serious injury collisions involving Tribal members or others within tribal reservations.

This past year the Chehalis Indian Reservation participated. Equipment purchases totaled \$4,790.



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, Tribal Traffic Safety, and Community Traffic Safety Task Forces.

This year Communications managed four project funds: General Communications, Annual Attitudes, Knowledge & Awareness Survey, Target Zero Awards, and Paid Media and Earned Media for Mobilizations.

General Communications

From the 2012 Highway Safety Plan (HSP) CP12-08:

Funding for WTSC Communications initiatives that are common to two or more traffic safety programs or are agency-wide. Contractual services, good and services.

A major initiative for this funding was the completion and release of the documentary, *Traffic Safety Successes on the Colville Reservation*. Other monies were used to develop and protect a Target Zero logo. Additionally, funds were used for legislative education and multi-program initiatives, including web analytics for evaluation of our efforts. Basecamp continued to be used as a multi-agency project tool. We used other web-based systems such as Vimeo and Flickr. Of the budgeted \$40,000, \$34,984.85 was spent on these initiatives.

Traffic Safety Successes on the Colville Reservation

When we started the video project, *Traffic Safety Successes on the Colville Reservation*, we knew anecdotally that traffic safety had improved on the reservation and traffic deaths were being reduced. Only after 25 interviews had been conducted did we understand the magnitude of improvements on this 1.4 million acre reservation crisscrossed by

more than 2,000 miles of roads.

We learned through the interviews that traffic deaths have dropped 10 fold: from about 24 deaths a year to two deaths in 2011. This documentary tells the story using a framework of the 4 Es of traffic safety: enforcement, education engineering and Emergency Medical Services. It shows the power of a community to weave traffic safety into an existing culture.

Both the work of the Consolidated Tribes of the Colville Reservation and the video itself have been lauded by many traffic safety professionals around the country as an inspiration for other Tribes and all communities that are experiencing a high loss of life through crashes.

Target Zero Logo



Washington's Strategic Highway Safety Plan, Target Zero, is the guiding light for traffic safety in our state. Based on partner and stakeholder requests for the Target Zero logo, we knew we needed to create one. A design team that included Communications staff from key partners such as State Patrol, Target Zero Managers (TZMs), and the Departments of Transportation, Licensing and Health collaborated on the design. The logo was developed into a myriad of file formats that were distributed to the design team. Easy-to-use JPG files were shared with numerous partners and stakeholders.

Given that another state agency had received a Cease and Desist letter on a logo and tagline, we worked with our Attorney General's Office and an intellectual property attorney to protect the logo and the phrase "target zero."

The logo has been well-received by the traffic safety community in Washington, and its use continues to spread.

Annual Attitudes, Knowledge and Awareness Survey

From the 2012 HSP TR12-02:

Conduct annual statewide attitudes, knowledge and awareness survey about traffic safety issues to help in defining high risk situations and measure progress in changing behavior. Contractual services, good and services.

A survey team of WTSC research and communications staff and contractor Gilmore Research designed, conducted and analyzed Washington's third annual statewide survey on attitudes, knowledge and awareness.

- Eligible respondents: Washington drivers age 18 years and older who were renewing their driver license
- Goal: 2,000 surveys
- Survey instrument: 12 questions covering NHTSA requirements plus demographic information and one question on cell phone usage while driving
- Languages: English and Spanish
- 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 1,989 surveys were gathered, or 89 percent of those eligible
- Response rates:

| Onsite Survey | Total | Percent |
|-----------------------------------|-------|---------|
| Total Drivers Eligible for Survey | 2226 | 100% |
| Refused | 164 | 7% |
| Not Completed | 73 | 3% |
| Completed Surveys | 1,989 | 89% |

Thanks to a new master service agreement between the State of Washington and Gilmore Research, only \$43,000 of the budgeted \$55,000 was needed. For more information on the survey, see AKA survey tables in Crash Data, Goals and Performance Measures.

Target Zero Awards

From the 2012 HSP CP12-07:

Conduct bi-annual Target Zero Awards program to recognize outstanding achievements in traffic safety. Travel and subsistence, contractual services, good and services.

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

- Award categories are aligned with Priority One and Two in Target Zero
- Call for Entries was distributed via email and posted to the WTSC website
- Judging panel consisted of seven traffic safety professionals from partner agencies including WA State Dept. of Transportation, Target Zero Task Forces, WA State Patrol and local law enforcement agencies
- 36 individual and group winners were chosen from throughout Washington State
- A formal luncheon was held at the Lacey Community Center in Lacey, WA on April 18, 2012 for winners and their guests, WTSC Commissioners, and stakeholders
- Winners were interviewed and featured in a DVD that was shown at the ceremony
- Winners received a plaque, certificate, and DVD
- A professional photographer took candid and posed digital photos throughout the luncheon ceremony
- News releases customized for each winner were sent to local media outlets in each winner's geographic area along with a posed photo
- Photos were posted to the WTSC's section of Flickr, the photo-sharing website, and the DVD clips were posted to the WTSC's Vimeo channel. This allowed winners and their friends, family, and co-workers the opportunity to obtain copies of the media materials without the need for producing and distributing hard copies through mail.

Paid Media Overview Table

From the HSP:

| Program | Amount | Fund | Month | Media Channel(s) | Remarks |
|--|-----------|------|--|------------------|--|
| Impaired Driving | \$745,000 | 410 | Nov – Jan, Mar, Jun – Jul, Aug - Sept | TV, Radio | National mobilization and sustained enforcement |
| Speeding | \$150,000 | 402 | TBD | TV, Radio | Pilot project in limited locations |
| Occupant Protection | \$230,000 | 405 | May - Jun | TV, Radio | National mobilization |
| Occupant Protection --child car seat patrols | \$50,000 | 405 | TBD | TBD | At the time of publication the CPS program is undergoing reorganization. Paid media may be less. |

For the Speeding program, as no pilot enforcement project occurred, no media buy was placed.

With Child Passenger Safety, the program reorganization did result in a lower need for paid media, and of the budgeted \$50,000, \$12,000 was used.

For the DUI and seat belt mobilizations, see below.

Paid and Earned Media on Statewide Mobilizations

From the 2012 HSP PM12- 01, K8PM12-01, K2PM12-01, K4PM12-01, K812-06, K212-04

Paid media, earned media and ancillary publicity for High Visibility Enforcement during WTSC mobilizations. Contractual services, good and services.

Mobilization Communications Overview

The statewide mobilizations 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.

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

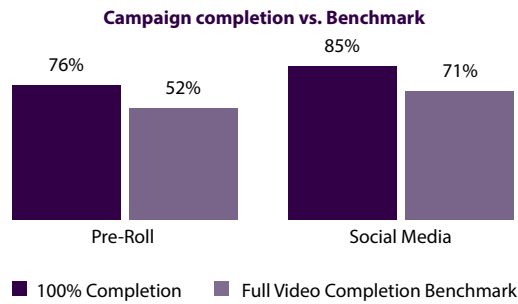
enforcement patrols, and this continued during FFY 2012. Such publicity included 1) aggressive earned media using expert media relations contractors and 2) community outreach through Washington's statewide network of TZMs. Educational materials were used such as rack cards, window clings, coasters and posters.

For the final year, the primary DUI tagline was Drive Hammered, Get Nailed; Choose Your Ride was also used. For the May occupant protection mobilization, the identity was Click It or Ticket with an emphasis on patrols happening at night.

Once again, our media buyers did an exceptional job of strategizing the best way to reach the target demographic for impaired driving and seat belt usage, men, 18-34 and then negotiating excellent value-added agreements from media outlets. Our mainstay was television and radio with roadside billboards used in the southwest corner of the state where the population numbers do not justify using the expensive Portland, OR media outlets.

This was an exciting year as we found solid footing in the digital arena. We tested the digital channel during the DUI Holiday mobilization. Video ads with companion display ads accessed through social gaming and pre-roll on sites like Hulu were successful in reaching our target demo. Video engagement and viewer actions beat state and national benchmarks. In fact, our Holiday forage was so successful that we increased our investment in digital for the Click It or Ticket campaign and increased even more for the August DUI Crackdown.

For example, from the Click It or Ticket campaign:



All television and radio advertising was evaluated upon reach and frequency obtained, the annual Attitudes, Knowledge and Awareness Survey, and the Return on Investment of value-added media obtained by the media buyers. See below for details.

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

This year the news media process continued to evolve. We merged some elements of last year's process with that used during the days of X-52 in which TZMs were responsible for news media. During the long mobilizations lasting two or more weeks, TZM had the choice of WTSC-Led, using a contractor, or Locally-Led with the TZM being responsible for all aspects of the news release, including drafting, pitching, and reporting. During short mobilizations, TZMs were responsible for news media. These processes worked well and will be followed during FFY2013.

During all five mobilizations—DUI and seat belts—traffic safety partner Washington State Department of Transportation used their highly effective jumbo Variable Message Signs and Highway Advisory Radio System to send out the message of extra patrols going on now.

WTSC, Liquor Control Board, MillerCoors, the Washington Restaurant Association and CBS Radio

partnered to provide an interactive marketing program that encourages drinkers to seek a safe cab ride home from anywhere in the Puget Sound area. The campaign was featured on CBS Radio and Fox Q13. Graphics were placed in Puget Sound area bars and restaurants allowing anyone a safe ride option with a quick snap of a QR code.

At the beginning of the year, a \$1,000 DUI grant opportunity was available for each TZM who submitted for approval a local plan for publicity during mobilizations. Three plans were approved for paid media in the form of radio advertising supporting enforcement efforts. The Lewis County TZM's plan also launched a version of Topsy Taxi, a first for this rural county in Western Washington. Ten TZMs received approval on community outreach efforts including bus ads in urban areas and vinyl banners in rural areas.

During the mobilizations, of the DUI \$745,000 paid media funds \$678,174.01 were spent, and of the seat belt paid media funds, all \$230,000 were used.

For the Click It or Ticket mobilization, paid media was supported with earned media and community outreach efforts. Through a drawing, five TZMs won the use of Variable Message Sign rentals, which was funded out of the allotted \$30,000. Other outreach included messaging through city and county websites, social media, posters, coasters, and rack cards, which were handed out during traffic stops.

Most of the remaining \$30,000 was used to partially fund a new radio spot for Click It or Ticket in 2013. This new ad will have an enforcement message about seat belt and cell phone laws. A variety of lengths will be produced in English and Spanish. Of the \$30,000 budgeted, \$29,772.65 was spent.

For about 15 years, due to partners' strong objections to the tagline of Over the Limit, Under Arrest, we have used the tagline of Drive Hammered, Get Nailed. With the national tagline changing, we polled partners, and the majority supported using the new national tagline of Drive Sober or Get Pulled Over (DSOGPO). Out of the allotted \$60,000, most of the funds not used for earned media went to developing new, or revising

existing, creative assets and collaterals materials to bring them into alignment with the DSOGPO tagline. We took this change as an opportunity to expand our selection of Spanish language creative assets and collateral materials that are used for mobilizations. We are now well-positioned for FFY 2013.

Below are details of each mobilization.

Earned Media | DUI Holiday

- Contractor | Furlong Communications
- Impending Enforcement NR | Hook = It's a Team Effort to Prevent Drunk
- Driving Patrol Results NR | Number of DUI Arrests by County
- Radio PSAs: Navigator
- TV PSAs: Double Vision
- November - January

Earned Media ROI | Return on Investment on Hard Costs

| News Release | Value | Hard Costs | ROI |
|-------------------|------------|--------------|--------|
| Impending Results | \$ 144,990 | \$ 11,070.60 | 13 : 1 |
| | \$ 59,625 | \$ 6,535.40 | 9 : 1 |

Paid and Value-Added Media | DUI Holiday

- Demographic | males 18-34
- Enforcement dates | 11/24/11 – 01/01/12
- Buy dates | 11/16/11 – 01/01/12
- Contractor | Media Plus
- Channels | radio, television, billboards, digital
- Digital comprised of pre-roll video and social games ads (players score extra points by watching ad)
- Radio included sponsorship through paid spots of ClickIt2Ride program using QR codes for taxis
- Billboards in Vancouver, three illuminated 12' H x 24' W posters for eight weeks
- Television creative | Seattle/Tacoma market Four TZT :30s & Double Vision :10
- Tri-cities-Yakima, Spokane, Portland: Double Vision :30 & :10, Spanish-language Birthday Party :30
- Radio creative |
- English: Navigator :60, :30
- Spanish: Navigator :60

- Billboard creative | Choose Your Ride

Value-Added Media | Hard Cost Return on Investment

- Value-Added = \$282,332
- Hard Costs = \$19,958
- ROI | 14 : 1

Earned Media | DUI St. Patrick's Day

- Locally-led
- Impending Enforcement NR | Hook = A Sober Driver Is Your Only Good Luck Charm
- Post-Patrol Results NR | Optional NRs by TZMs
- Radio PSAs: Navigator (English & Spanish)
- March

Earned Media Value Comparison

Note: Earned Media for 2012 St. Patrick's Day was 100% locally-led

| Year | Impending | Post |
|--------------------------------|-----------|-------------------------|
| 2011(limited contractor funds) | \$37,620 | \$0 (No Post-Patrol NR) |
| 2012 (locally-led) | \$61,695 | \$18,530 |

Paid and Value-Added Media | DUI St. Patrick's Day

- Demographic | males 18-34
- Enforcement dates | 03/09/12 – 03/18/12
- Buy dates | 03/02/12 - 03/18/12
- Contractor | Media Plus
- Channels | radio, digital
- Radio creative |
- English: Navigator :60, :30
- Spanish: Navigator :60
- Radio | reach 40% frequency 3.0
- Digital | 189K completed views, 65% full video completion rate

Value-Added Media | Hard Cost Return on Investment

- Radio value-added total = \$44,421 = 105% of paid
- Added Value Total of radio & digital = \$45,517
- Commission = \$3,537
- ROI | 13 : 1

Earned Media | Nighttime Seat Belt

- Locally-Led
- Impending Enforcement NR | Hook = Ten Years After Adopting “Click It or Ticket”
- Radio PSAs: Nighttime Seat Belt Ads featuring WSP Asst. Chief Curt Hattel (pitched with media outlets outside of media buy)
- May - June

ROI | Return on Investment on Hard Costs

| News Release | Value | Hard Costs | ROI |
|--------------|----------|------------|------|
| Impending | \$93,548 | \$4,373 | 21:1 |
| Post | \$48,765 | \$3,384 | 14:1 |

Paid and Value-Added Media | Nighttime Seat Belt

- Demographic | Males 18-34
- Buy Dates |
- 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| reach:12% frequency: 5
- Television | Reach – 65% - Frequency 5.3
- Radio | Reach – 60% - Frequency 6.8
- Digital

Value-Added Media | Hard Cost Return on Investment

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

Earned Media | DUI Summer Kick-Off

- Locally-led
- Impending Enforcement NR | Hook = What To Do if You see a Suspected Drunk Driver
- Post Patrols
- Radio PSAs: Navigator
- TV PSAs: Double Vision
- June-July

Earned Media Value Comparison

Note: Earned Media for Summer Kick-Off was 100% locally-led

| Year | Impending | Post |
|---------------------------------|-----------|-------------------------|
| 2011 (limited contractor funds) | \$37,620 | \$0 (no Post-Patrol NR) |
| 2012 (locally-led) | \$25,177 | \$6,155 |

Paid and Value-Added Media | DUI Summer Kick-Off

- Television | reach 46% frequency 5.6
- Radio | reach 48% frequency 5.0
- Billboard results| Three billboards | reach:12% frequency:5
- Digital results (Social Gaming, Pre-Roll, and Hulu) | 822K impressions, 1.3M views

Value-Added Media | Hard Cost Return on Investment

- Value-Added= \$231,993
- Hard Costs (commission) = \$16,510
- ROI | 14 : 1



Earned Media | DUI August

- Contractor | Furlong Communications
- Impending Enforcement news release | Hook = What To Do if You See a Suspected Drunk Driver
- 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 | \$101,684 | \$9,196.80 | 11:1 |
| Post | \$60,490 | \$4,587 | 13:1 |

Paid and Value-Added Media | DUI August

- Television | reach 52% frequency 4.4
- Radio | reach 50% frequency 5.0
- Billboard results| Three billboards | reach:12% frequency:5
- Digital results (Social Gaming, Pre-Roll, and Hulu) | 776K impressions, 1.4M views

Value-Added Media | Hard Cost Return on Investment

- Value-Added = \$164,920
- Hard Costs (commission) = \$13,305.57
- ROI | 12 : 1

Summary | Development of Creative

Existing Creative Assets and Collateral Materials Used in 2012

| | | |
|-------------------------|------------------------------|----------------------------|
| Impaired Driving | Radio | Live Read – English :10 |
| Impaired Driving | NHTSA's Party Rewind | TV Spanish :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 | Choose Your Ride | Billboards |
| Impaired Driving | Target Zero Teams | Logo and Tagline |
| Impaired Driving | Target Zero Teams | Coasters |
| Impaired Driving | Target Zero Teams | Posters |
| Impaired Driving | Target Zero Teams | Rack Cards |
| Impaired Driving | Target Zero Teams | Window Clings |
| Impaired Driving | Target Zero Teams | Magnetic Vehicle Signs |
| Distracted Driving | Text Talk Ticket | Rack Cards |
| Teen Driver Safety Week | Practice, Practice, Practice | Vignette for Website |
| Teen Driver Safety Week | 16 th Birthday | Vignette for Website |
| Teen Driver Safety Week | Practice What You Preach | Vignette for Website |
| Teen Driver Safety Week | The Right Focus | Vignette for Website |

| | | |
|-------------------------|--|---------------------------|
| Teen Driver Safety Week | www.washingtonteendriversafetyweek.com | Website |
| Nighttime Seat Belt | Patrols Moving to Nighttime Hours | Rack Card English/Spanish |
| Nighttime Seat Belt | Invisible | TV English :30 |
| Nighttime Seat Belt | Night Sky | Broadcast Graphics |
| Nighttime Seat Belt | Night Sky | 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 |
| Child Passenger Safety | Law and Proper Car Seat Use Reference | Pocket Card |
| Target Zero | Lowell Porter Narration | Educational Video 9:00 |
| Tribal Traffic Safety | Protecting Our Future | DVD |
| 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 |

Creative Assets and Collateral Materials Developed for 2013

| | | |
|------------------------|--|---------------------------|
| Impaired Driving | Choose Your Ride | Billboard Variations |
| Impaired Driving | Choose Your Ride | Web Ad Variations |
| Impaired Driving | Navigator | Digital |
| Impaired Driving | Choose Your Ride | Vinyl Banners |
| Impaired Driving | Choose Your Ride | Bus Ads |
| Impaired Driving | DSOGPO | Rack Card English/Spanish |
| Impaired Driving | DSOGPO | Coasters |
| Nighttime Seat Belt | Night Sky | Web Ad Variations |
| Nighttime Seat Belt | Invisible | Digital |
| Child Passenger Safety | Dr. Beth | Poster English/Spanish |
| Child Passenger Safety | Dr. Beth | Flier |
| Child Passenger Safety | Twinkie Physics | English |
| Child Passenger Safety | Twinkie Physics | Spanish |
| Child Passenger Safety | 4'9" Booster Seat | Poster English/Spanish |
| Child Passenger Safety | Growing and Going Safely | Brochure Spanish |
| Tribal Traffic Safety | Traffic Safety Successes on the Colville Reservation | DVD |
| Distracted Driving | Text Talk Ticket | Rack Card Spanish |
| Distracted Driving | Teen Text Talk Ticket | Posters – 3 Versions |

Creative Assets and Collateral Materials Revised for 2013

| | | |
|------------------|---------------|-------------------|
| Impaired Driving | Navigator | Radio English :60 |
| Impaired Driving | Navigator | Radio English :30 |
| Impaired Driving | Navigator | Radio Spanish :60 |
| Impaired Driving | Navigator | Radio Spanish :30 |
| Impaired Driving | No Car No Fun | Radio English :30 |

| | | |
|------------------------|-----------------------------|-----------------------|
| Impaired Driving | For Sale — Motorcycles | Radio English :30 |
| Impaired Driving | Arrested — Motorcycles | Radio English :30 |
| Impaired Driving | Party Rewind | Radio Spanish :30 |
| Impaired Driving | Double Vision | TV SD English :30 |
| Impaired Driving | Double Vision | TV SD English :10 |
| Impaired Driving | Invisible Cop with Couple | TV SD English :30 |
| Impaired Driving | Invisible Cop with Couple | TV SD English :15 |
| Impaired Driving | Invisible Cop — Motorcycles | TV SD English :30 |
| Impaired Driving | Invisible Cop — Motorcycles | TV SD English :15 |
| Impaired Driving | Invisible Cop with Couple | TV HD English :30 |
| Impaired Driving | Invisible Cop with Couple | TV HD English :15 |
| Impaired Driving | Invisible Cop — Motorcycles | TV HD English :30 |
| Impaired Driving | Invisible Cop — Motorcycles | TV HD English :15 |
| Impaired Driving | Party Rewind | TV SD Spanish :30 |
| Impaired Driving | Party Rewind | TV SD Spanish :15 |
| Impaired Driving | Party Rewind | TV HD Spanish :30 |
| Impaired Driving | Party Rewind | TV HD Spanish :15 |
| Impaired Driving | DSOGPO | TV Tickers |
| Impaired Driving | DSOGPO | Billboards |
| Impaired Driving | DSOGPO | Vinyl Banners English |
| Impaired Driving | DSOGPO | Vinyl Banners Spanish |
| Impaired Driving | DSOGPO | Web Display Ads |
| Nighttime Seat Belt | Out of Nowhere | Radio English :30 |
| Nighttime Seat Belt | Nothing to Say | Radio Spanish :30 |
| Nighttime Seat Belt | Bleep | Radio Spanish :30 |
| Nighttime Seat Belt | Excuses | Radio Spanish :30 |
| Distracted Driving | Text Talk Ticket | Rack Card English |
| Child Passenger Safety | Growing Up Buckled Up | Growth Chart |
| Child Passenger Safety | Growing and Going Safely | Brochure English |
| Child Passenger Safety | Booster Rooster | Bookmark |

Summary | Media Relations

There were 14 WTSC news releases distributed in FFY 2012. 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. With the Target Zero Awards, 11 customized versions of the news release were distributed.

The reach of each news release was increased

through stakeholder email distribution lists and by publishing on WTSC's website. The following news releases were distributed between October 13, 2011 and September 21, 2012:

State Launches New Teen-Focused, Anti-Distracted Driving Project

October 13, 2011

It's a Team Effort to Prevent Drunk Driving

November 14, 2011

Seattle Launches Safe-Ride Home Campaign: Click It 2 Ride

November 16, 2011

Results of the Holiday DUI Enforcement Patrols

January 4, 2012

A Sober Driver Is Your Only Good Luck Charm

March 1, 2012

Governor Appoints Traffic Safety Commission Director

March 8, 2012

Outstanding Traffic Safety Advocates Receive Target Zero Traffic Safety Awards

April 19, 2012

Ten Years after Adopting "Click It or Ticket"

May 11, 2012

Results of Recent Nighttime Seat Belt Enforcement Patrols

June 7, 2012

New Sight on I-5

July 17, 2012

What to Do if You See a Suspected Drunk Driver

August 6, 2012

Results of the Drive Hammered, Get Nailed Campaign

September 7, 2012

2011 Sees Fewest Highway Collisions in a Decade

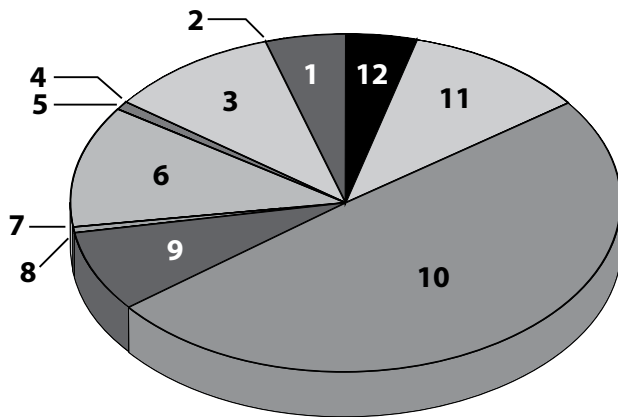
September 21, 2012

2012 WTSC's Communications Milestones

- Produced and distributed the well-received documentary short, *Traffic Safety Successes on the Colville Reservation*
- Conducted the lauded bi-annual Target Zero Awards
- Using an interagency design team, developed the Target Zero logo and worked with the Attorney General's Office and an intellectual property attorney to protect it
- Successfully entered the digital media channel, advertising in social gaming and pre-rolls on site such as Hulu
- Conducted an RFP and selected two Communications Services contractors
- Conducted an RFP and selected two News and Social Media contractors
- Refined the news media process with TZMs, designing two processes for short and long mobilizations
- Functioned as a timely resource for journalists
- Significantly expanded Spanish-language creative including TV and radio ads and printed collateral 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 third annual Attitudes, Knowledge and Awareness Survey
- Expanded our large portfolio of web and broadcast creative for use in current and future campaigns, notably preparing for changing the impaired driving tagline to DSOGPO in FFY2013

Financial Summary

| | 402 | 405 | 410 | 408 | 2010 | 157 | 1906 | 163 | 406 | 2011 | Total | % of Total |
|-------------------------|-------------|---------|-----------|---------|--------|-----|------|-----|--------|---------|--------------------|------------|
| P&A | \$374,837 | | | | | | | | 0 | | \$374,837 | 4.4% |
| Traffic Records | \$358,808 | | | 547,743 | | 0 | 0 | 0 | 4,981 | | \$911,532 | 10.7% |
| Impaired Driving | \$1,584,835 | | 2,637,446 | | | 0 | | 0 | 0 | | \$4,222,281 | 49.6% |
| Occupant Protection | \$95,970 | 399,921 | | | | 0 | | | 0 | 158,047 | \$653,938 | 7.7% |
| Pedestrians | \$48,137 | | | | | | | | 0 | | \$48,137 | 0.6% |
| Bicycles | \$0 | | | | | | | | | | \$0 | 0.0% |
| CTSP/ Safe Communities | \$989,574 | | | | | 0 | | 0 | 0 | | \$989,574 | 11.6% |
| Motorcycles | \$0 | | | | 64,294 | | | | | | \$64,294 | 0.8% |
| Speed | \$6,504 | | | | | | | | 0 | | \$6,504 | 0.1% |
| Police Traffic Services | \$843,998 | | | | | 0 | | 0 | 0 | | \$843,998 | 9.9% |
| EMS | \$0 | | | | | | | | 0 | | \$0 | 0.0% |
| Paid Media | \$148,000 | 230,000 | | | | 0 | | 0 | 22,000 | 0 | \$400,000 | 4.7% |
| TOTAL | | | | | | | | | | | \$8,515,095 | |



- 1. Paid Media - 4.7%**
- 2. EMS - 0.0%**
- 3. Police Traffic Services - 9.9%**
- 4. Speed - 0.1%**
- 5. Motorcycles - 0.8%**
- 6. CTSP/ Safe Communities - 11.6%**
- 7. Bicycles - 0.0%**
- 8. Pedestrians - 0.6%**
- 9. Occupant Protection - 7.7%**
- 10. Impaired Driving - 49.6%**
- 11. Traffic Records - 10.7%**
- 12. P&A - 4.4%**

Looking to the Future

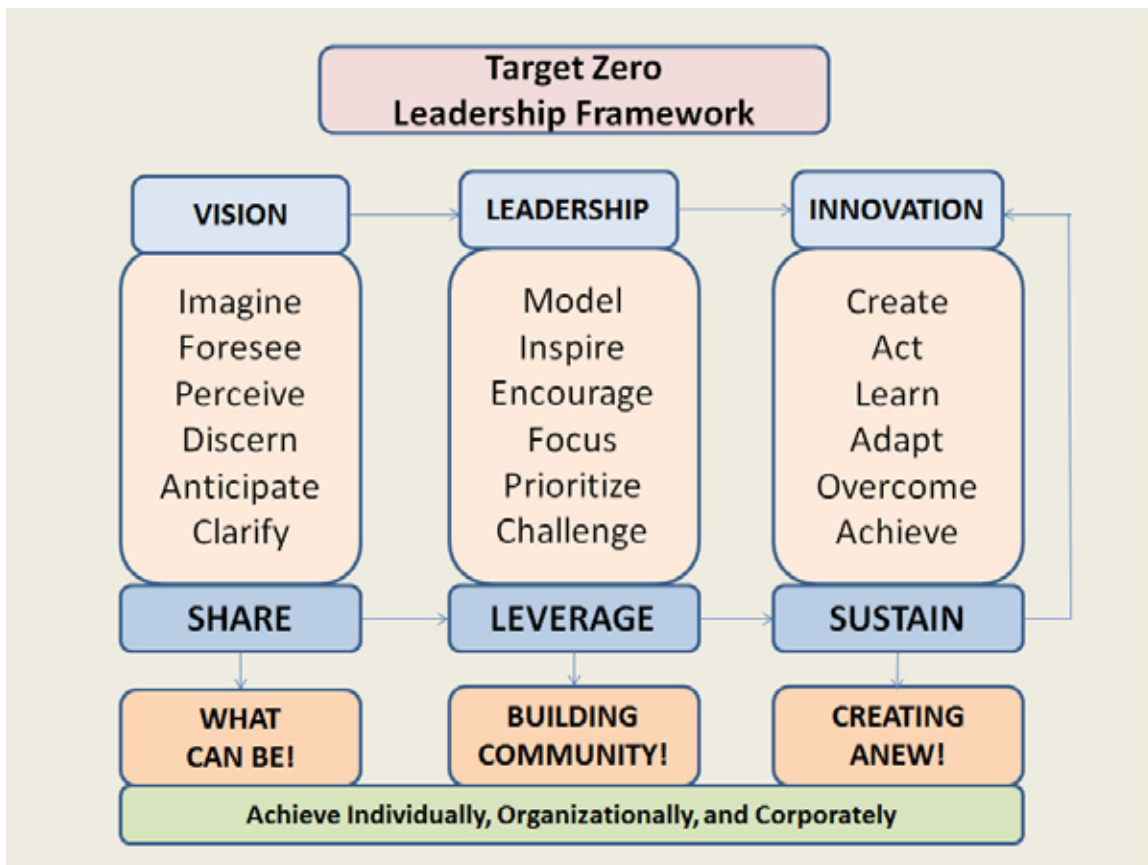
Washington State continues to be a national leader in traffic safety as evidenced by lives saved and reductions in serious injuries from traffic crashes. However, our success to date also reflects the significant work we have yet to do in achieving our collective vision of Target Zero – eliminate fatal and serious injury traffic crashes in Washington State by 2030.

In 2000, Washington was the first state to adopt a Target Zero vision as the basis for traffic safety planning. Our state has conducted two complete updates to this important “guiding light” document in 2007 and 2010. The fourth iteration of the Target Zero Plan is currently in progress with nearly 100 partners and stakeholders participating in the update process. The final document will be sent to the Governor for approval in late calendar year 2013. Each update resulted in significant improvements to data quality, depth of analysis and problem identification, the setting of safety priorities, targeted allocation of resources, and the

use of proven countermeasures to achieve desired outcomes. Washington’s Target Zero strategy is viewed as a best practice for other states to replicate.

The Washington Traffic Safety Commission (WTSC) has undergone a great deal of change in the last year. There has been a transition in executive leadership, a restructuring of the organization and a philosophical change in program management. With changes in leadership and program managers, our internal capacity is growing and the agency is changing how it focuses on program delivery. The WTSC is currently redesigning the agency strategic plan which will guide our internal planning for the next 3 to 5 years. In addition to internal agency transition, Washington State will have a new Governor in 2013, and he will support the Target Zero vision.

The Target Zero Leadership Framework is a key component in each of these changes.



As we look to the future, there is much to be done, and much to be excited about.

The congressional transportation reauthorization, "Moving Ahead for Progress in the 21st Century" (MAP-21) is a new approach to core formula program funding for the State Highway Improvement Program. MAP-21 has yet to go through the rulemaking process, but several features of MAP-21 are already in place in Washington State. These include regular strategic highway safety plan updates and reporting requirements. One significant change due to MAP-21 is the change to the grants funding process. MAP-21 will move the submission of the final State Highway Safety Plan from August 31 to June 30, 2013. This requires a change to our entire grants processing timeline.

Washington will continue to pioneer traffic safety programs. Funding has been approved for a rural Target Zero Teams demonstration project in Eastern Washington. This project will replicate the Target Zero Teams in Western Washington, is expected to start July 1, 2013, and is designed to test the data driven model where crashes are less dense.

In 2013, we will continue our focus on the top three priorities from Target Zero: Speed, DUI, and Occupant Protection. In addition, WTSC has begun work with several traffic safety partners and stakeholders to analyze the increase in motorcycle crashes (81 as of October 2012 up from 72 in all of 2011) and determine what can be done to reduce this trend. The challenge of distracted driving and its impact to traffic safety will be a focus in the coming year as well.

As we look to the future, our goal and the goal of our traffic safety partners and stakeholders will be to move Washington closer to the goal of Target Zero: To end traffic related deaths and serious injuries on Washington's roadways by the year 2030. We look forward to sharing our continued traffic safety successes and challenges with you again next year.



Contact Information

Washington Traffic Safety Commission

621 8th Avenue SE, Suite 409
PO Box 40944
Olympia, WA 98504

Phone: 360-753-6197
Fax: 360-586-6489
Web: www.wtsc.wa.gov

Darrin Grondel

Director

Steve Lind

Deputy Director

COMMISSIONERS

Christine Gregoire

Governor

Jon Snyder

Association of Washington Cities

Mary Selecky

Department of Health

Alan Haight

Department of Licensing

Robin Arnold-Williams

Department of Social & Health Services

Paula J. Hammond

Department of Transportation

Judge James P. Swanger

Judiciary

Randy Dorn

Superintendent of Public Instruction

Sharon Dillon

Washington Association of Counties

Chief John Batiste

Washington State Patrol

WTSC PROGRAM STAFF

PROGRAM DIRECTOR

Chris Madill
360-725-9884
cmadill@wtsc.wa.gov

PROGRAM SUPPORT

Kathy Droke
360-725-9883
kdroke@wtsc.wa.gov

IMPAIRED DRIVING

Shelly Baldwin, Program Manager
360-725-9889
sbaldwin@wtsc.wa.gov

Edica Esqueda, Program Manager
360-725-9886
eesqueda@wtsc.wa.gov

SPEEDING PROGRAM

Mark Medalen, Program Manager
360-725-9878
mmedalen@wtsc.wa.gov

YOUNG DRIVERS

Jonna VanDyk, Program Manager
360-725-9885
jvandyk@wtsc.wa.gov

OCCUPANT PROTECTION – SEAT BELTS & CHILD PASSENGER SAFETY

Jonna VanDyk, Program Manager
360-725-9885
jvandyk@wtsc.wa.gov

DISTRACTED DRIVING

Jonna VanDyk, Program Manager
360-725-9885
jvandyk@wtsc.wa.gov

SCHOOL ZONE & PUPIL TRANSPORTATION SAFETY

Kathy Droke, Administrative Assistant
360-725-9883
kdroke@wtsc.wa.gov

MOTORCYCLE SAFETY

Mark Medalen, Program Manager
360-725-9878
mmedalen@wtsc.wa.gov

PEDESTRIAN & BICYCLE SAFETY

Chris Madill, Program Director
360-725-9884
cmadill@wtsc.wa.gov

CORRIDOR SAFETY

Angie Ward, Program Manager
360-725-9888
award@wtsc.wa.gov

Debi Besser, Program Manager
360-725-9890
dbesser@wtsc.wa.gov

TARGET ZERO TRAFFIC SAFETY TASK FORCES

Angie Ward, Program Manager
360-725-9888
award@wtsc.wa.gov

Edica Esqueda, Program Manager
360-725-9886
eesqueda@wtsc.wa.gov

TRIBAL TRAFFIC SAFETY

MJ Haught, Program Manager
360-725-9879
mjhaught@wtsc.wa.gov

POLICE TRAFFIC SERVICES

Chris Madill, Program Director
360-725-9884
cmadill@wtsc.wa.gov

COMMUNICATIONS

MJ Haught, Program Manager
360-725-9879
mjhaught@wtsc.wa.gov

Erica Holmes, Communications Consultant
360-725-9893
eholmes@wtsc.wa.gov

TRAFFIC RECORDS COMMITTEE

Chris Madill, State Coordinator
360-725-9884
cmadill@wtsc.wa.gov

TRAFFIC RESEARCH & DATA

Staci Hoff, Research Manager
360-725-9874
shoff@wtsc.wa.gov

Dick Doane, Research Investigator
360-725-9894
ddoane@wtsc.wa.gov

FATALITY ANALYSIS REPORTING SYSTEM (FARS)

Mimi Nickerson, FARS Analyst
360-725-9892
mnickerson@wtsc.wa.gov

Terry Ponton, FARS Analyst
360-725-9891
tponton@wtsc.wa.gov

TRAFFIC SAFETY LEGISLATION

Steve Lind, Deputy Director
360-725-9897
slind@wtsc.wa.gov

ADMINISTRATIVE STAFF

Cherie Willhide
360-725-9898
cwillhide@wtsc.wa.gov

Dawn Hernandez, Office Assistant
360-753-6197
dhernandez@wtsc.wa.gov

Debbie Johnson, Accounting Manager
360-725-9887
djohnson@wtsc.wa.gov

Leslie Maltby, Fiscal Analyst
360-725-9898
lmaltby@wtsc.wa.gov



621 8th Avenue SE, Suite 409
Olympia, Washington 98504-0944
www.wtsc.wa.gov