TARGET ZERO

DISTRACTED DRIVING UPDATE TO THE WTSC COMMISSIONERS

JULY 16,2020

WASHINGTON Traffic Safety COMMISSION

THE PROBLEM

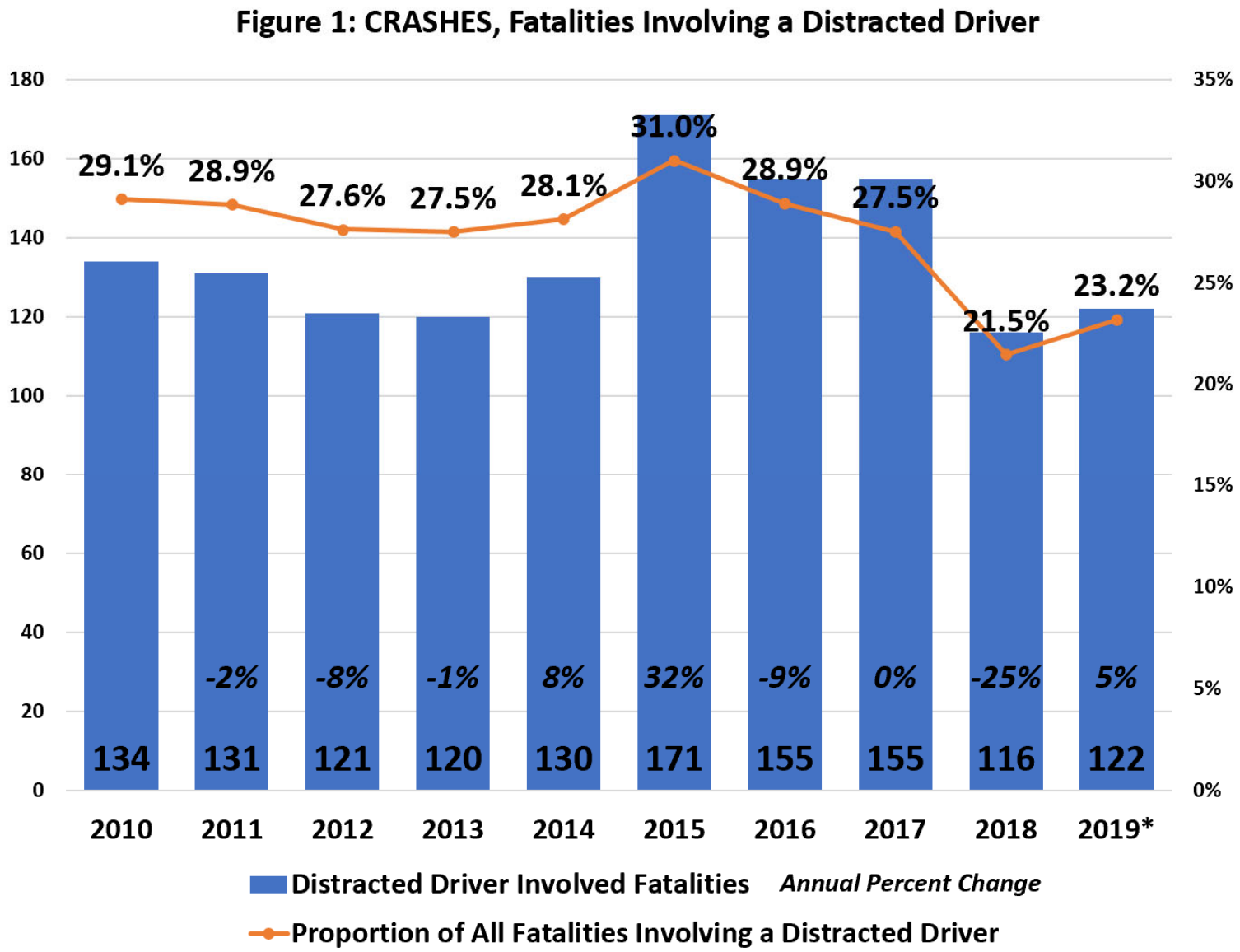
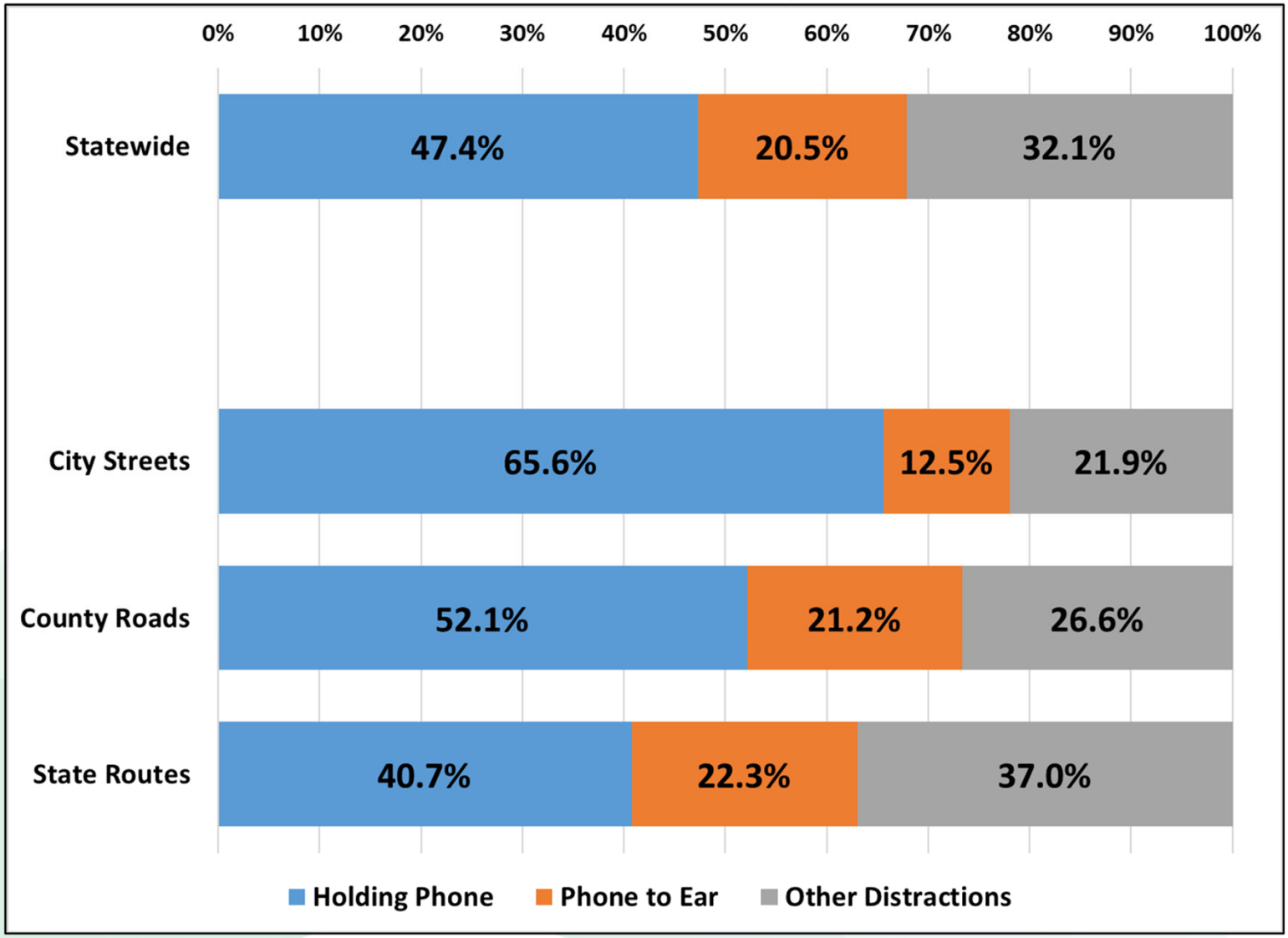


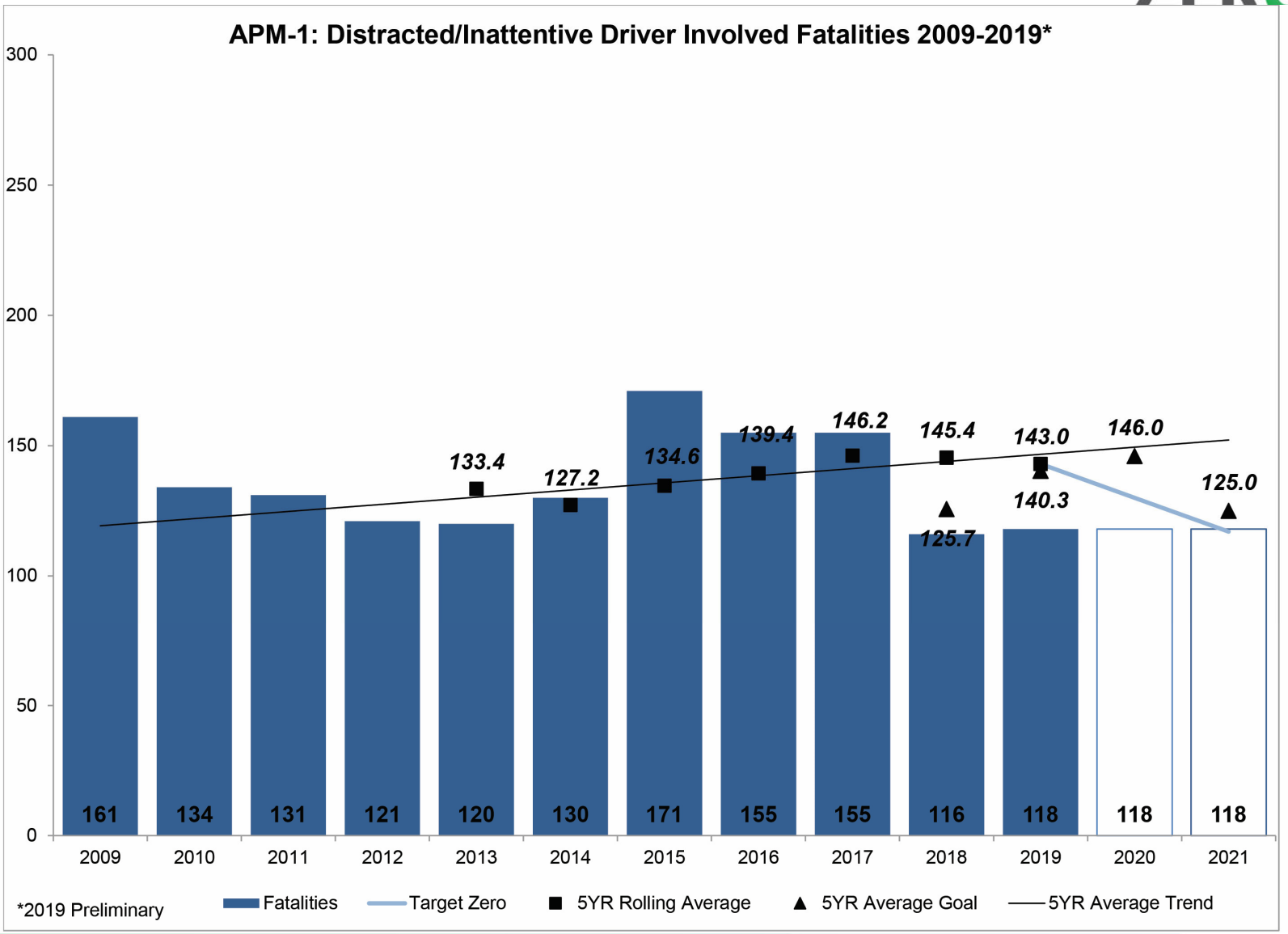
Figure 1: CRASHES, Fatalities Involving a Distracted Driver
180
160
140
120
100
80
60
40
20
0
35%
30%
25%
20%
15%
10%
5%
0%
29.1%
28.9%
27.6%
27.5%
28.1%
31.0%
28.9%
27.5%
21.5%
23.2%
-2%
-8%
-1%
8%
32%
-9%
0%
-25%
5%
134
131
121
120
130
171
155
155
116
122
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019*
Distracted Driver Involved Fatalities
Annual Percent Change
Proportion of All Fatalities Involving a Distracted Driver

DIFFERENCES BY ROAD TYPE

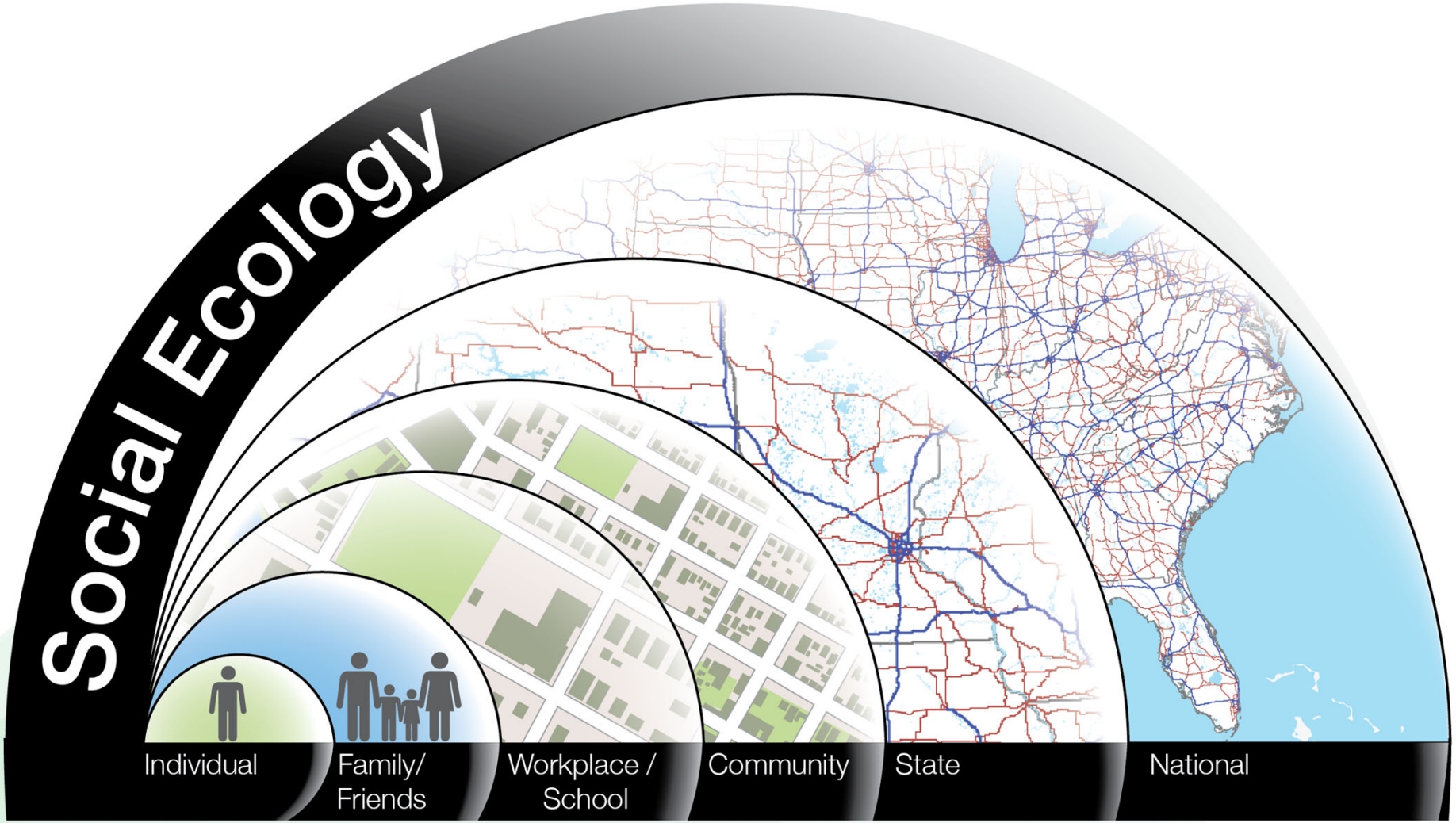
Figure 9. SOURCE OF DRIVER DISTRACTION, Proportion of All Distractions



THE TARGET


APM-1: Distracted/Inattentive Driver Involved Fatalities 2009-2019*
300
250
200
150
100
50
0
161
134
131
121
120
130
171
155
155
116
118
118
118
2009
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
133.4
127.2
134.6
139.4
146.2
145.4
143.0
146.0
125.7
140.3
125.0
*2019 Preliminary
Fatalities
Target Zero
5YR Rolling Average
5YR Average Goal
5YR Average Trend

TARGET ZERO



MONTANA STATE UNIVERSITY | Western Transportation Institute | Center for Health & Safety Culture

LIMITED ENGLISH PROFICIENCY (LEP)

TARGET ZERO

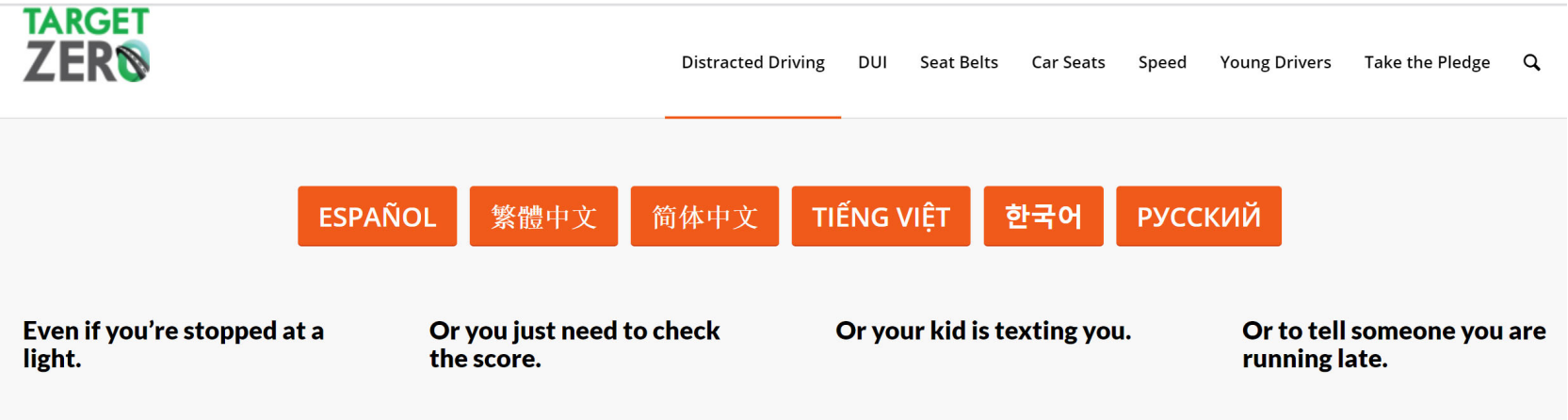
Hispanic Subpopulation: Data Improvements

2018-2019

21 data points where King County Hispanics are either:

- More regularly obeying the law
- More fearful of disobeying the law
- Have a newfound appreciation for how using a cell phone while driving may be perceived by other drivers

LIMITED ENGLISH PROFICIENCY (LEP)



Reach groups across cultures and languages

- English
- Spanish
- Chinese – simplified and traditional
- Vietnamese
- Korean
- Russian

SUMMARY OF PROPOSED ACTIVITIES

Summary of Countermeasure, Activity and Project			
Countermeasure	**Activity**	**Project**	**Amount**
Traffic Safety Enforcement The High Visibility Enforcement strategy creates deterrence through the increased expectation of a citation/fine. It is intended to stop offending drivers at the point of offense and influence long term behavior by growing engaged driving. Law enforcement provides an opportunity to focus solely on distracted driving enforcement, strengthens partnerships within regions, and fosters creativity in enforcing DD laws.	Conduct enforcement	King County DD Project	$95,000
		Local Law Enforcement HVE – Distracted Driving (also known as the Traffic Safety Enforcement Program or TSEP)	$300,000
		WSP – TSEP – Distracted Driving	$100,000
	Conduct education	Paid Media – Distracted Driving Campaign	$400,000
		Subtotal	**$895,000**
Training – Distracted Driving for Law Enforcement (LE) and Commercial Vehicle Drivers This countermeasure will focus on making LE and commercial vehicle drivers aware about distracted driving challenges within their line of work and training them on solutions to address them.	Provide Training, Research, and Education for Driving Safety (TREDS) training to local LE agencies and commercial vehicle drivers.	WTSC - TREDS Training	$25,000
		Subtotal	**$25,000**
Education – This countermeasure will be providing funding to educate Washington road users about distracted driving resources for the community as well develop campaign messaging.	Distribute distracted driving tool kits and develop educational campaign messaging materials.	Develop distracted driving creative campaign messaging materials.	$100,000
		Hire a business outreach manager to outreach businesses to distribute tool kit and assist with training.	$125,000
Subtotal			**$225,000**
		Grand Total	**$1,145,000**

Questions?

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Thank you!

TARGET ZERO

WASHINGTON STATE DRE CHANGE PROJECT

EDICA ESQUEDA, PROGRAM MANAGER
BOB THOMPSON, STATEWIDE LAW ENFORCEMENT LIAISON
SGT. BROCK HANER, WASHINGTON STATE DRE COORDINATOR

WASHINGTON TRAFFIC SAFETY COMMISSION MEETING JULY 16, 2020

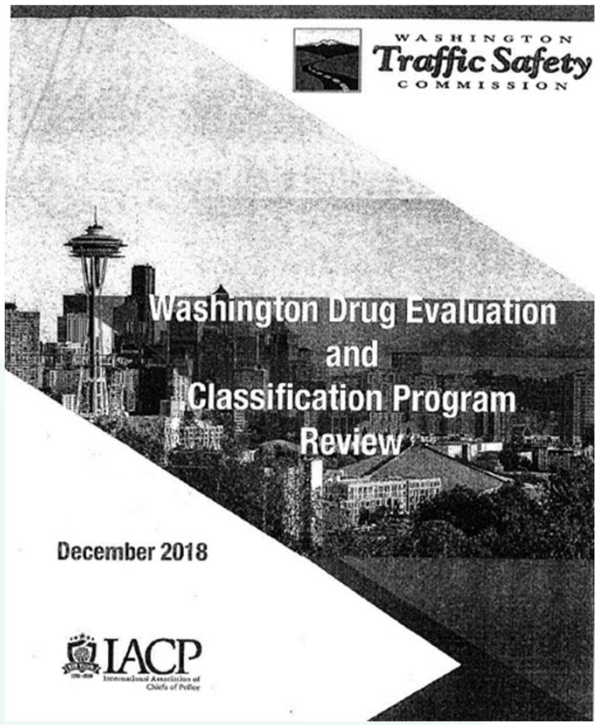
WASHINGTON Traffic Safety COMMISSION

FOUR PHASE APPROACH

1. Program Review and Maintenance of Current Programming
   - Prioritize IACP recommendations
   - Data review of the DRE program
   - Communicating change: internally & externally
   - Program maintenance
2. DRE Program Recommendations
   - Increased transparency to field DREs via email and meetings communication
   - Finalize field call out system with training – Deployed Spring 2020
   - Create new roll call video
   - *Create Washington State DRE Advisory Board*
3. Outreach
   - Proactive outreach to LE and PA leadership
4. Program Maintenance
   - Funding
   - Research
   - Exploring DRE 2.0 (other uses for DRE officers)

2018 WASHINGTON STATE DRE ASSESSMENT

In 2018, the WTSC requested that the the International Association of Chiefs of Police (IACP) conduct an assessment of the Washington State DRE Program. Association of Chief's of Police (IACP) Drug Evaluation and Classification Program (DECP) Project Manager Kyle Clark travelled to Washington to conduct the assessment which included face to face and telephone interviews with several DREs, coordinators, and program participants.



IACP ASSESSMENT PRIORITY RECOMMENDATIONS & ENHANCEMENTS

Recommendations:

- Create the Washington State DRE Advisory Board
- Conduct outcomes study
- Establish culture change
- Implement call out system
- Create and monitor compliance and performance standards

Enhancements:

- Explore expansion of law enforcement phlebotomy programs
- Develop uniform electronic warrants procedures

IACP ASSESSMENT
PROGRAM RECOMMENDATIONS

IACP Recommended:

- Model policy for prosecutors
- Improve communications to the field force
- Revise and distribute roll call training
- Support efforts to reduce toxicology testing
- Continue in service training
- Implement recognition program
- Enhance DRE/Prosecutor training opportunities
- Encourage the use of DREs at all serious bodily injury and fatal crashes
- Use DRE database that creates more transparency with the field

WORKING TOGETHER

In 2019, the WTSC assigned Edica Esqueda, Impaired Driving Program Manager and Bob Thompson, Washington State Law Enforcement Liaison to coordinate the DRE Change Project with the objective of addressing the IACP WA DRE Assessment.

Sgt. Brock Haner was assigned the new Washington DRE State Coordinator and met with the WTSC along with Lt. Bruce Maier and Rebecca Cortez to create a plan to prioritize new and existing programming.

Meetings (WTSC/WSP)

DRE Advisory Board development – National call

Charter/By Laws

Committees/Subcommittees – modeled after IACP Recommendations

Program maintenance and excellence

ADVISORY BOARD
COMMITTEES AND SUBCOMMITTEES

TARGET ZERO

Recruitment/Training

Performance/Data

- Subcommittee: develop metrics and accountability
- Subcommittee: Validation studies process

Communications/Culture Change

Recognition

- Recognition process

Model Policy/Program Enhancements

- Subcommittee: In State Field Re-Certification

DRE PROGRAM OPERATIONS

- Assessment of DREs in the field
- DRE Call Out System and training deployment
- Creating new opportunities for DREs – Roll Call training, resource for PA offices, provide expertise/mentorship to other officers on traffic and non-traffic related calls.
- New roll call training video
- Increased transparency and contact with the field
- SFST Instructor school

CURRENT DRE PROGRAM

- 148 of DRES ↓ 25%
- 402 Evaluations (January 1 – June 30,2020) ↑ 10% from 2019
- DRE Reporting into new database
- 54 of Call Outs – 83% response rate
  - Training
- New school
- IACP Grant

CONTACT:

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State DRE Coordinator

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Edica Esqueda, Washington Traffic Safety Commission

Impaired Driving Program Manager

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Washington State Law Enforcement Liaison

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TARGET ZERO

Seat Belt Programming 2021

Jerry Noviello
Washington Traffic Safety Commission

SEAT BELT PROGRAMMING IN PAST

- Washington rate = 94%
- Pockets of low use
- HVE to influence use
- $130K for local/state
- 160 agencies
- Small amount per agency

That belt looks great on you.

SEAT BELT IN 2020/2021

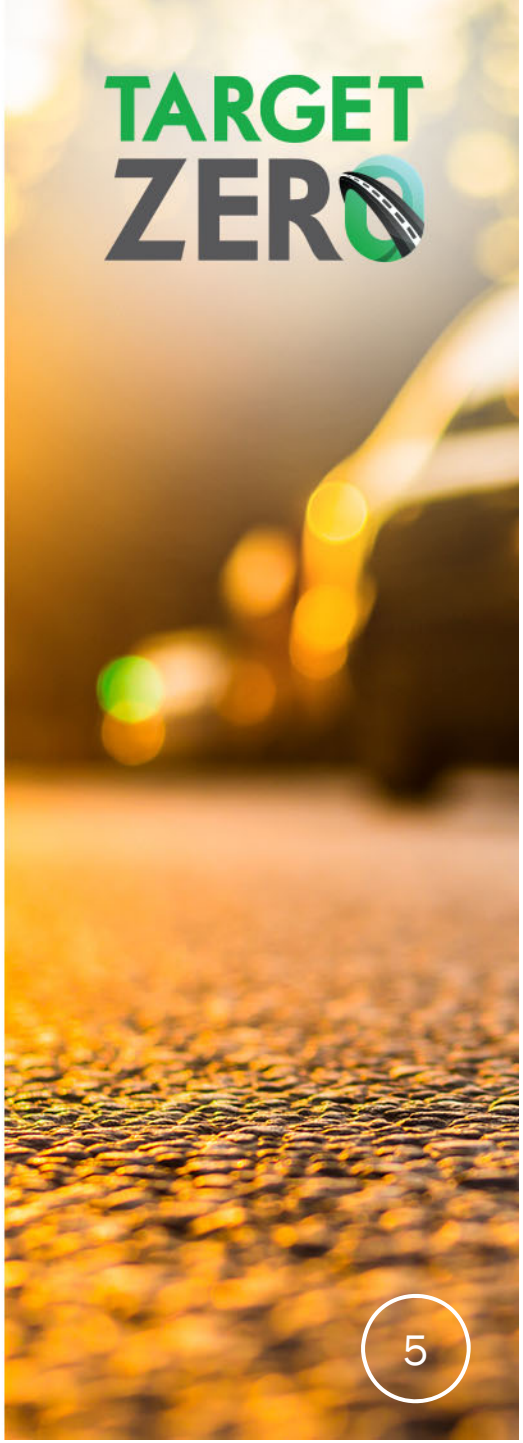
- Investments driven by data and local interest/capacity
- WSP - statewide coverage for CIOT
- Focus local funds in up to 10 counties with:
  - Low observed use
  - High unbelted crashes %
  - New approach, invite creativity

HVE IN THE FUTURE

- CIOT HVE is a pilot
- Data driven future:
  - Impaired
  - Distracted
- Collaborative decision making

That belt looks great on you.

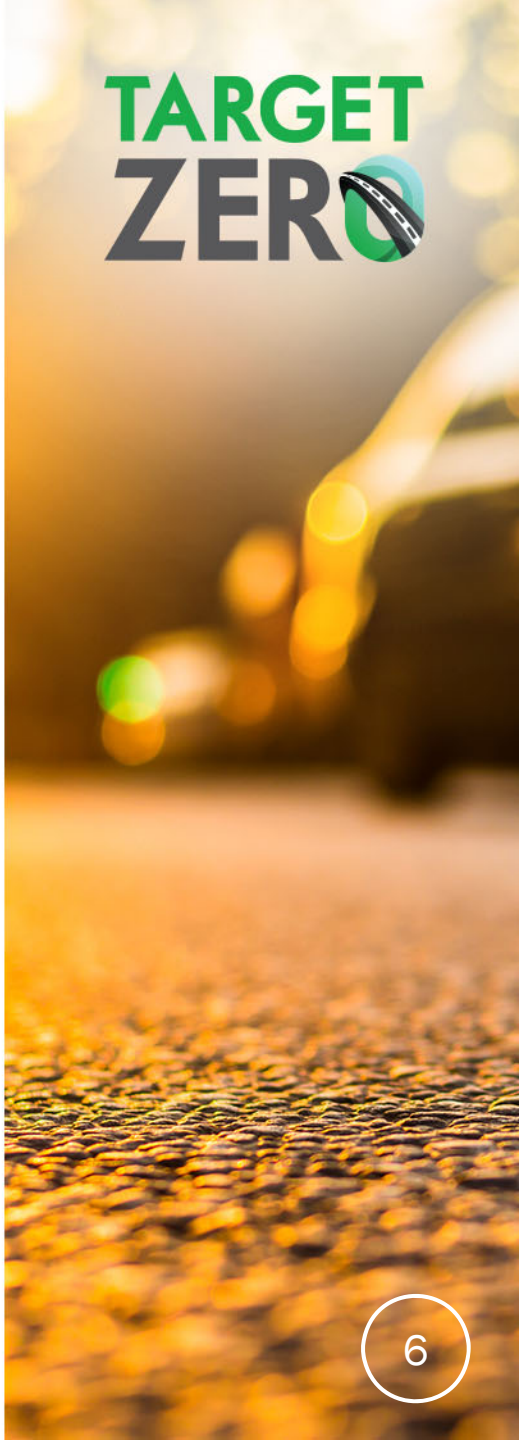
QUESTIONS?



THANK YOU!

JERRY NOVIELLO

JNOVIELLO@WTSC.WA.GOV



Washington Traffic Safety Commission

Positive Traffic Safety Brand | Qualitative Research Report | Executive Summary

Shelly Baldwin, Legislative and Media Director

Quarterly Commission Meeting

July 16, 2020

Schools

All road users

Families

Bystanders

Workplaces

Believe most of us

Feel good

Positive Culture Framework

Engage

Support

Shared belief

Empowered

Optimistic

All in this together

New Positive Umbrella Brand

Objectives

1. Choose umbrella brand name preference for English and Spanish customers
2. Success factors:
    - Is it relevant?
    - Is it believable?
    - Is it important?
    - Is it engaging?
    - Is it memorable?
    - Is it different from other ads in marketplace?
3. Positive culture framework messaging

Brand Umbrella Names

POTENTIAL ENGLISH TAGLINES:

1. A Road Well Shared

2. Our Roads Connect Us

3. Together We Get There

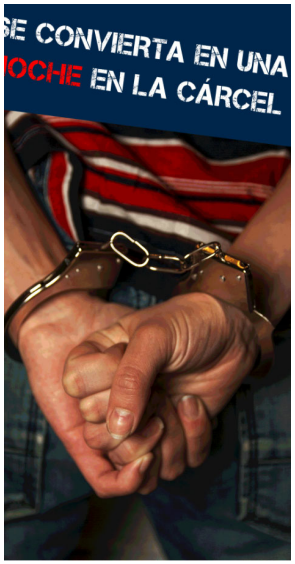
POTENTIAL SPANISH TAGLINES:

1. Compartiendo un camino major
   (Sharing a better way)

2. Gracias a ti, llegamos bien
   (Thanks to you, we get there safe)

3. Juntos por un camino más seguro
   (Together for a safer road)

Historic PSA Examples



Positive Culture Storyboards

Focus: Behavior

First you see traffic on a busy highway.

You hear the narrator say:
This morning's drive to work. You made it there safely thanks to a lot of people.

Now you see inside a car, with a hand putting a phone in a glove box.

You hear the narrator say:
There was Emilia Johnson who placed her phone way out of distraction range.

Show hands on a steering wheel, another set of hands using a turn signal and another using a hand signal.

You hear the narrator say:
And Philip Washington, Deidre Myers and Sian Wu all gave driving their undivided attention.

Now you see a phone screen up close.

You hear the narrator say:
There was a grand total of 238 emails ignored.

Show a hand buckling a seat belt.

You hear the narrator say:
1,483 buckled seatbelts.

Show an arm waving thank you.

You hear the narrator say:
And 17 wonderfully executed zipper merges.

Now you see a man pulling earbuds out of his ears.

You hear the narrator say:
Plus you can't forget William DeBoer who crossed the street...minus his earbuds.

Finally, you see a group shot of everyone who was on the road with your this morning.

You hear the narrator say:
Remember your safe trip is dependent on everyone doing their part.

Including you.

Positive Culture Storyboards

Focus: People

First you see an atmospheric shot of a car on a road.

You hear the narrator say:
Your drive home last night. There's a long list of people to acknowledge.

Now you see a man, Roger, standing against a traffic light smiling.

You hear the narrator say:
Roger Flores who did stop at that red light.

Show a woman, Margaret, sitting on the hood of a car.

You hear the narrator say:
And Margaret Stevens let you in when you needed to get over.

Now you see Robb leaning against a speed limit sign.

You hear the narrator say:
Bravo Robb Dahl for slowing down so you could swerve around a cable truck.

Here's Phyllis riding a bike, looking ahead.

You hear the narrator say:
And Phyllis Holmes was equally appreciative for the ample room when you passed.

Show a man, Paul, on his porch looking a little ragged.

You hear the narrator say:
And Paul Pole made the right call when he got a lift home after a few drinks.

Finally, you see a group shot of everyone who was on the road with you last night.

You hear the narrator say:
Remember your safe trip is dependent on everyone doing their part. Including you.

Key Finding #1

Positive framing works

The key concepts of reinforcing positive behaviors and collective responsibility were well understood and embraced for both English & Spanish respondents.

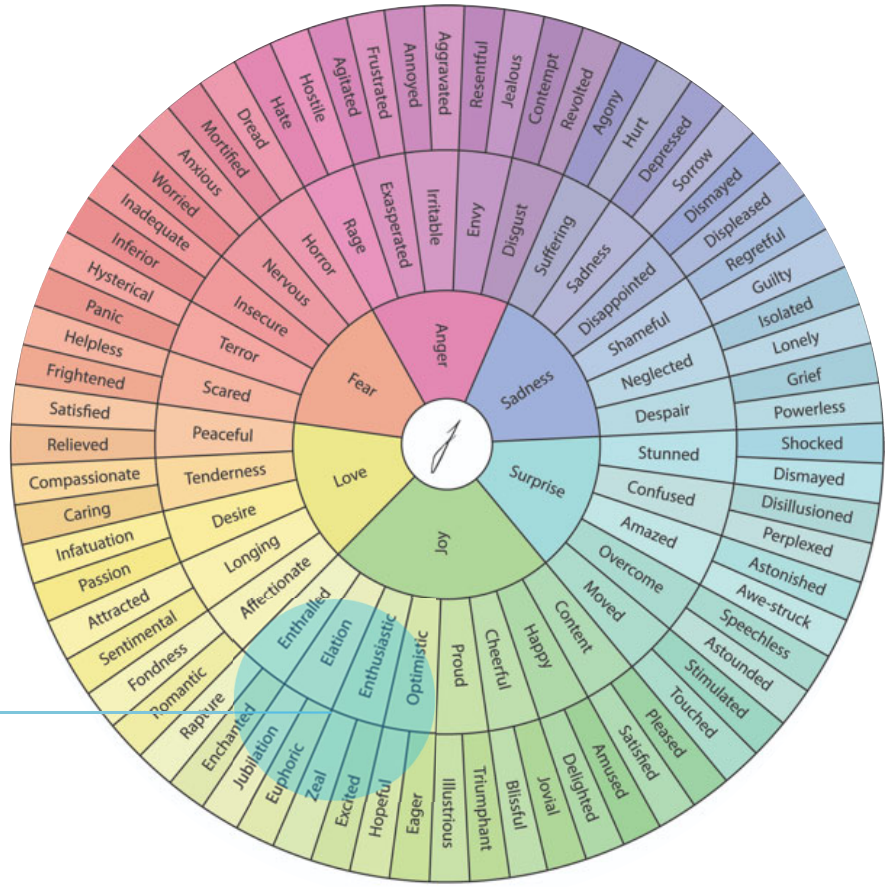
Positive Framing Works

Reinforcing **positive behaviors** and collective responsibility resonates across languages.

Collective responsibility resonates particularly well among Spanish speaking respondents.

Emotional reactions to positive norm ads

Excited
Hopeful
Enthusiastic
Optimistic
Proud

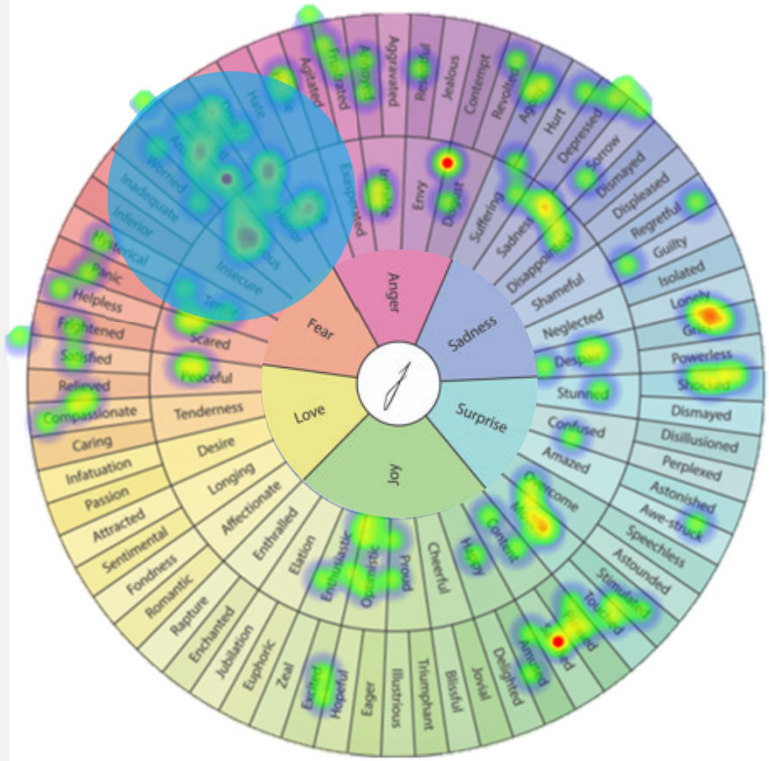


Emotional Response Comparison

Compared to historical traffic safety ads, WTSC's positive norms ads elicited far more positive emotional reactions.

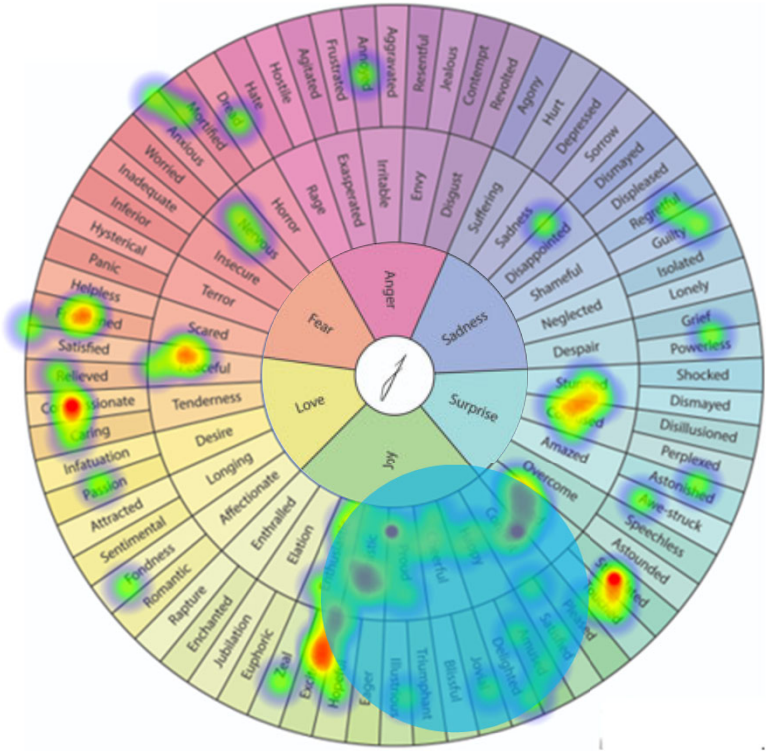
Historical PSA Reactions

Insecure, Anxious, Nervous, Dread, Horror



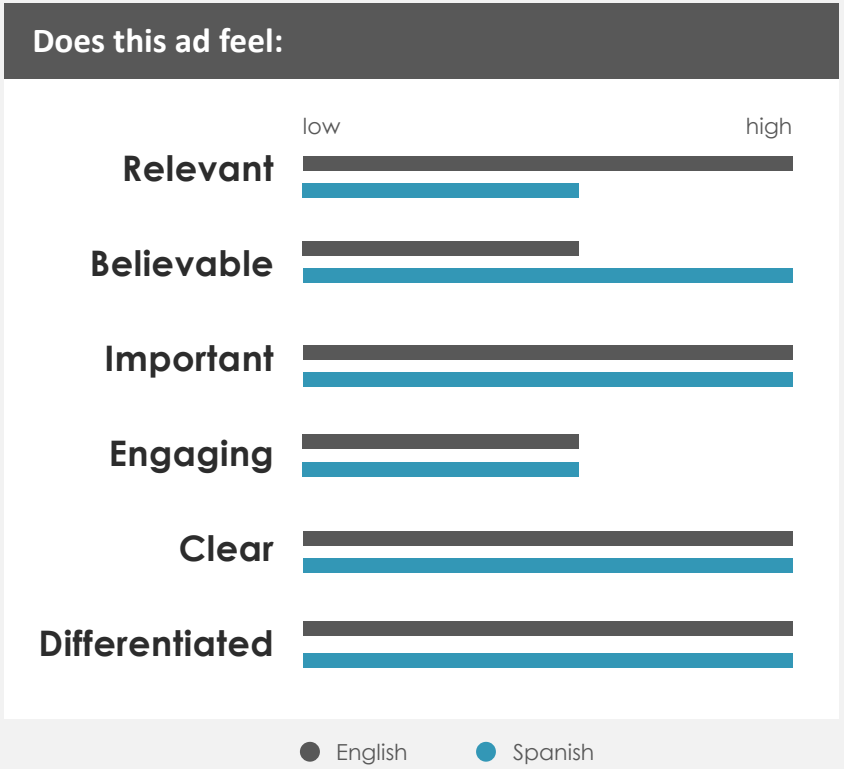
Positive Norms Reactions

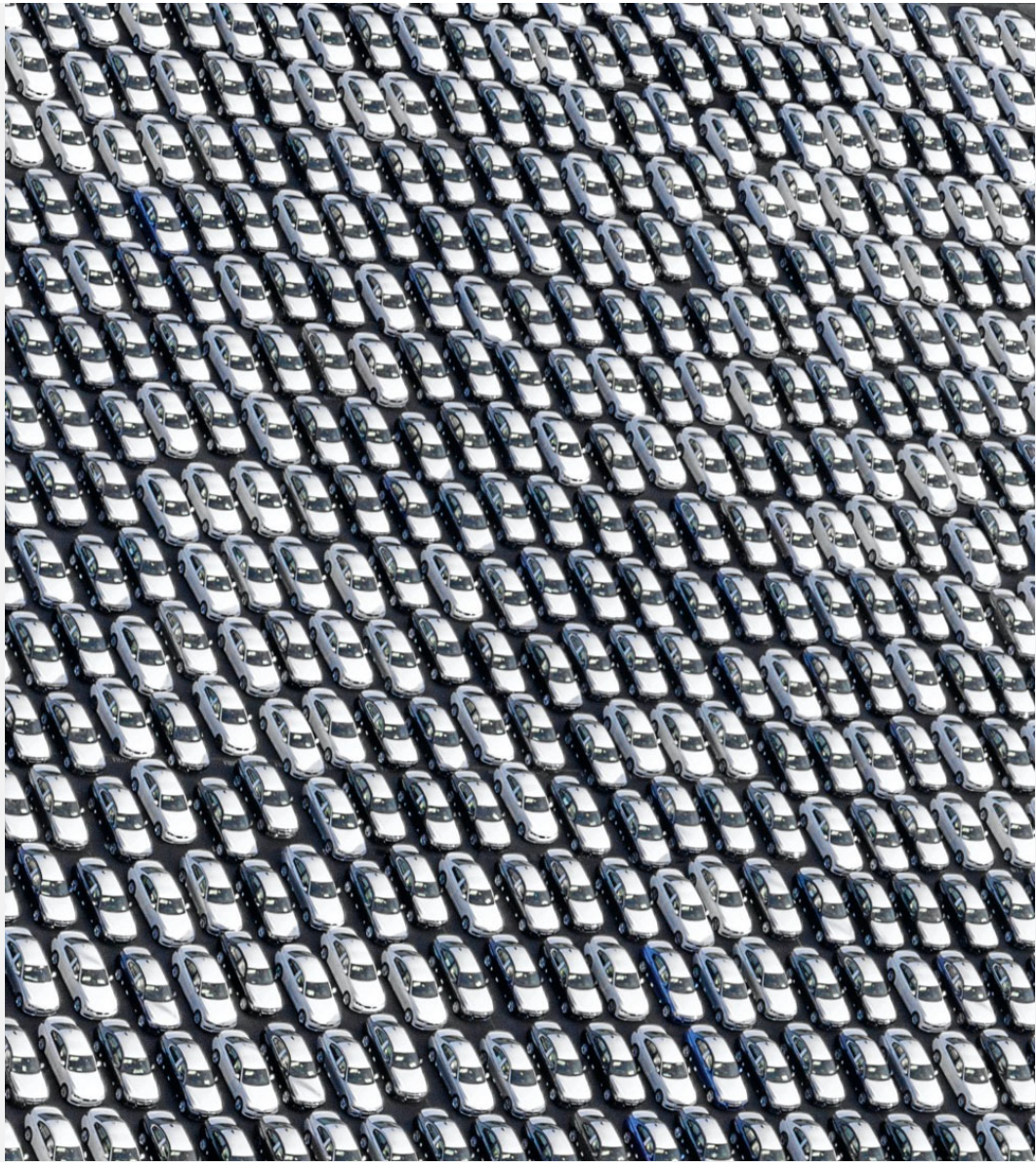
Excited, Hopeful, Enthusiastic, Optimistic, Proud, Content, Moved



Both PSAs *Scared, Mortified, Worried, Annoy*

Success Factors





Key Finding #2

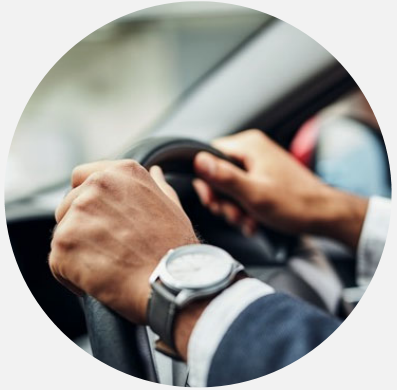
Context Counts

Representation Matters

Focusing on **people** works
because it feels personalized.

“The visuals are much more intimate and really makes me think about the lives of other people and forces me to think of them as more than just "drivers.”

Right Action Matters



Focusing on **behavior** works
because it feels impactful – and was preferred.

“El primer anuncio porque las cosas que incluyen son más comunes como poner el cinturón, ignorar el celular y cruzar la carretera con precaución.”

Key Finding #3

Perceptions about safe and attentive driving behaviors are similar across languages

Behavior Ranking

*"**Cell phones** while driving: by far the most important in my opinion because that is one behavior I witness all the time."*

*"Do not drive after **consuming drugs and/or alcohol** is as relevant as ever with more and more people using marijuana and a lot of people thinking it is okay to drive either shortly after using or even during their drive. I think this message really needs to be part of every campaign for the foreseeable future..."*

Perceived high priority

Perceived biggest negative impact on traffic safety:

- **Not driving under the influence of alcohol or marijuana**
- **Do not use cell phone while driving**

What people think needs improvement

- **Keep safe distances**
- **Coming to a complete stop at stop signs**
- **Properly merging**
- **Staying within the speed limit**

What people think is successful

- **Stopping at red lights**
- **Wearing seatbelts**

What people value but is not a concern

- **Removing earbuds while walking**

Unfamiliar or not understood behavior

- **Zipper merge**

Perceived low priority

Recommendations

Recommendation: Brand Name

English:

TOGETHER WE GET THERE

"This tag line really puts emphasis on the idea ***that it takes all of us*** *and we rely on each other which is really what I think the ad was about."*

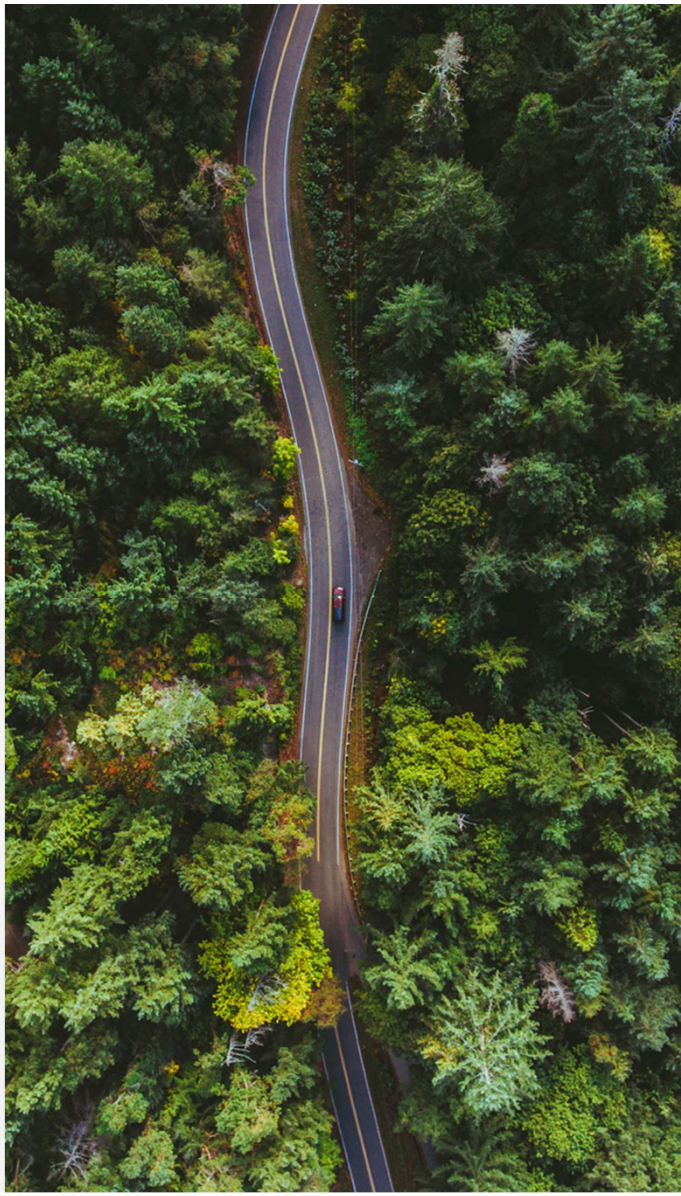
Spanish:

JUNTOS POR UN CAMINO MÁS SEGURO

(TOGETHER FOR A SAFER ROAD)

"Porque nos incluye a todos. No nomás a ciertas personas. ***Dice que todos vamos juntos a un camino más seguro****. Suena como que no estás solo."*

"Because it includes us all. You don't just name certain people. Instead it says that ***we all go together on a safer path*** *("vamos juntos a un camino mas seguro"). It sounds like you're not alone."*



Recommendation: Brand Launch Optimization

Strike the right balance of focusing on people and focusing on behaviors.

Questions?

Washington Traffic Safety Commission
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