Washington State

Traffic Safety Annual Report

2019

WASHINGTON Traffic Safety COMMISSION

WASHINGTON
2019 TRAFFIC SAFETY
ANNUAL REPORT

WASHINGTON TRAFFIC SAFETY COMMISSION
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EXECUTIVE SUMMARY

Darrin T. Grondel, Director

Washington is a leader in traffic safety thanks to the collaboration of many traffic safety partners and stakeholders. Our goal is the elimination of traffic fatalities and serious injuries on the state's roadways by 2030. The Washington Strategic Highway Safety Plan (SHSP), also known as the Target Zero plan, is our guide. It was updated in 2019 using the expertise of large teams of subject matter experts, stakeholders, and the public. It utilizes data-driven analysis to identify traffic safety priorities to align proven strategies and countermeasures to change driver behavior and save lives.

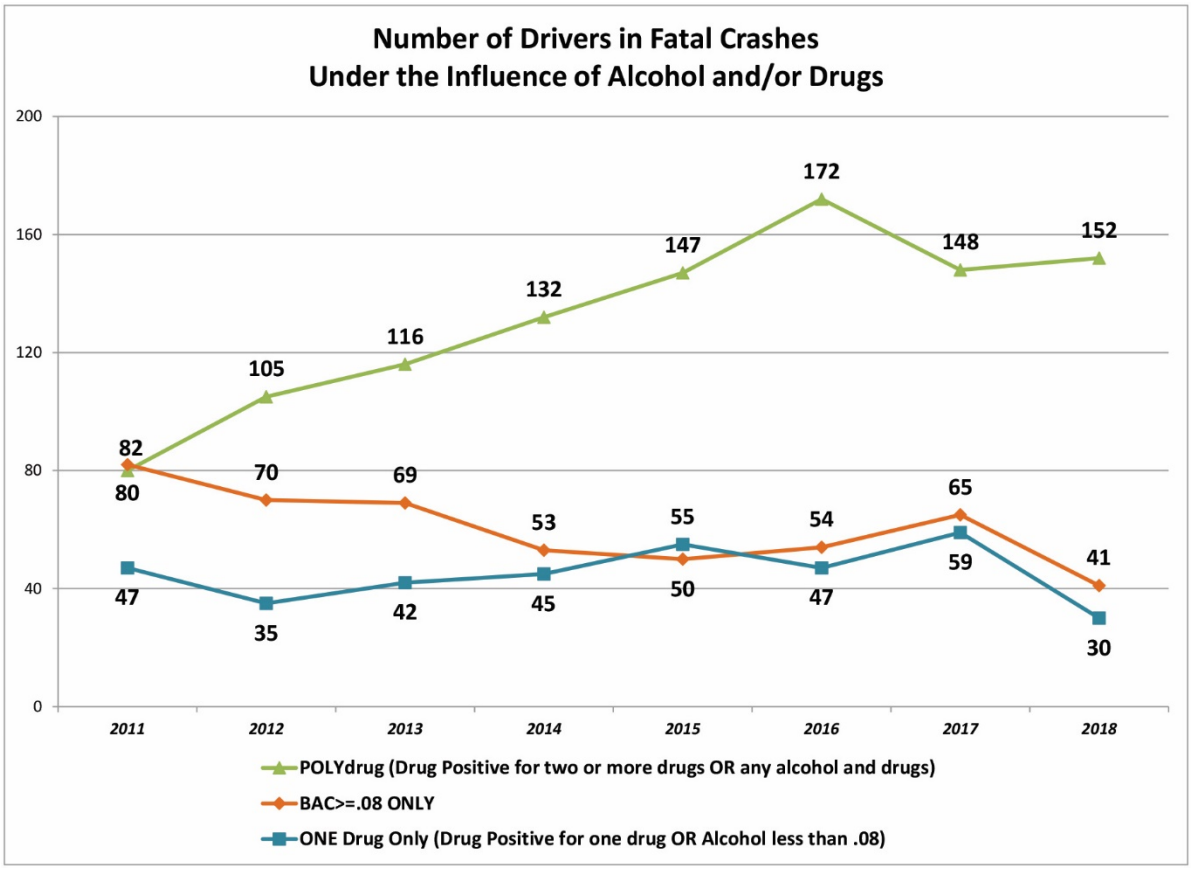
In 2018, Washington traffic fatalities decreased 3.9 percent (from 563 to 541). The number of traffic deaths nationally also declined 2.4 percent from 2017. The most notable decrease in Washington fatalities in 2018 were those involving a distracted driver. Distracted driver-involved fatalities decreased 26.5 percent in 2018 (from 155 to 114).

Washington 2019 Accomplishments and Challenges

Impaired Driving

Impairment remains the most frequent factor contributing to fatal crashes. Among the 1,640 traffic fatalities that occurred from 2016-2018, 57.8 percent involved drivers, walkers, or bicyclists impaired by alcohol or drugs. Impaired driving contributed to 46.3 percent of fatalities (759). Impaired walking or biking was involved in 9.6 percent of fatalities (158). An additional 31 fatalities (1.9 percent) involved both an impaired driver and walker or bicyclist. Impaired walking and biking involvement in fatal crashes has increased 87 percent over the previous three-year period.

The impairing substances involved in fatal crashes are also changing, most notably the increase in multiple substances. The combination of using multiple drugs or drugs and alcohol is known as the "poly-drug effect." In 2012, poly-drug drivers became the most prevalent type of impaired driver involved in fatal crashes. Through 2016, the number of poly-drug drivers in fatal crashes increased approximately 15 percent per year. While this trend has plateaued, in 2018, 68.2 percent of impaired drivers in fatal crashes tested positive for multiple substances. Alcohol combined with tetrahydrocannabinol (THC) is the most frequent poly-drug combination, comprising about a quarter of poly-drug drivers.



While alcohol and THC is the most frequent poly-drug combination, there have been hundreds of unique drug combinations encountered among fatal crash-involved drivers in recent years, including prescription drugs. Many prescription drugs have an impairing effect on driving even when taken as prescribed. A driver may not understand the impact their medication has on their driving abilities and may assume all drugs they take are safe simply because they were given these drugs by a doctor. This has prompted WTSC to reach out to the Washington State Pharmacy Association to work with its members to increase the warnings that providers give to their patients about the potential impairing effects of prescribed medications.

One of the best tools we have right now for combating drug-impaired and poly-drug driving is the Drug Recognition Expert (DRE) program. In 2019, WTSC asked the International Association of Chiefs of Police to conduct an assessment of Washington's DRE program. This assessment resulted in a number of recommendations that the WTSC and its partners are starting to address including:

- A DRE call out system so DREs receive real-time requests for their expertise.
- The formation of a multidisciplinary DRE advisory board to provide guidance and leadership to the program.

The end goal of pursuing these and other recommendations is bolstering DRE engagement to address poly-drug driving in Washington.

Distracted Driving

From 2016-2018, 424 people died in crashes involving distraction in Washington. In 2018, Washington had the lowest number of distracted driving-involved fatalities in the last 15 years with 114. The distracted driving law that took effect on July 23, 2017, may have had a profound effect on this trend. Although it is too early now to determine if this data trend will continue, it brings hope that the culture of attentive driving is growing.

Changing the Culture - National Distracted Driving Month

Over 150 law enforcement agencies participated in the National Distracted Driving Month High Visibility Enforcement (HVE) campaign in April 2019.

WTSC conducted a phone survey in April 2017 of mothers of school-aged children that showed the following results:

- Sixty-five percent of mothers think "everyone uses their phone while they drive"
- Only 44 percent reported looking at text messages while they drive
- Thirty-one percent reported sending text messages while driving

As a result, the educational campaign was designed to influence mothers to become good role models to shift the safety culture within their families.

For the social media campaign, WTSC transcreated messages in six different languages. Transcreation is a process that goes beyond translating. It involves thinking about other cultures and languages from the beginning of the project. This approach was taken based on the results of earlier research that showed residents that identified themselves with different ethnic cultures were not clear about the distracted driving law. These multicultural messages helped people with limited English proficiency understand the different elements of the law. The response has been positive. Campaign ads were viewed over 17.5 million times. The campaign videos were viewed over 3.4 million times and resulted in 34,000 clicks back to the informational landing page. English-speaking audiences accounted for the majority of views and impressions but Spanish-speaking audiences were very engaged, sharing the posts 529 times - more than twice as many times as any other audience. The campaign materials can be viewed here: http://wadrivetozero.com/distracted-driving/.

Distracted Driving Training for Law Enforcement Officers and Commercial Vehicles Drivers

The University of California at San Diego developed the distracted driving training curriculum through its Training, Research and Education for Driving Safety (TREDS) program. The TREDS program has developed curriculum for law enforcement officers, first responders, commercial vehicle drivers, and the public. TREDS training is based on five tenets:

- Wear your seat belt
- Wear your vest
- Watch your speed
- What is important now?
- Complacency kills – denial or unawareness that something "bad" can happen because you are unprepared

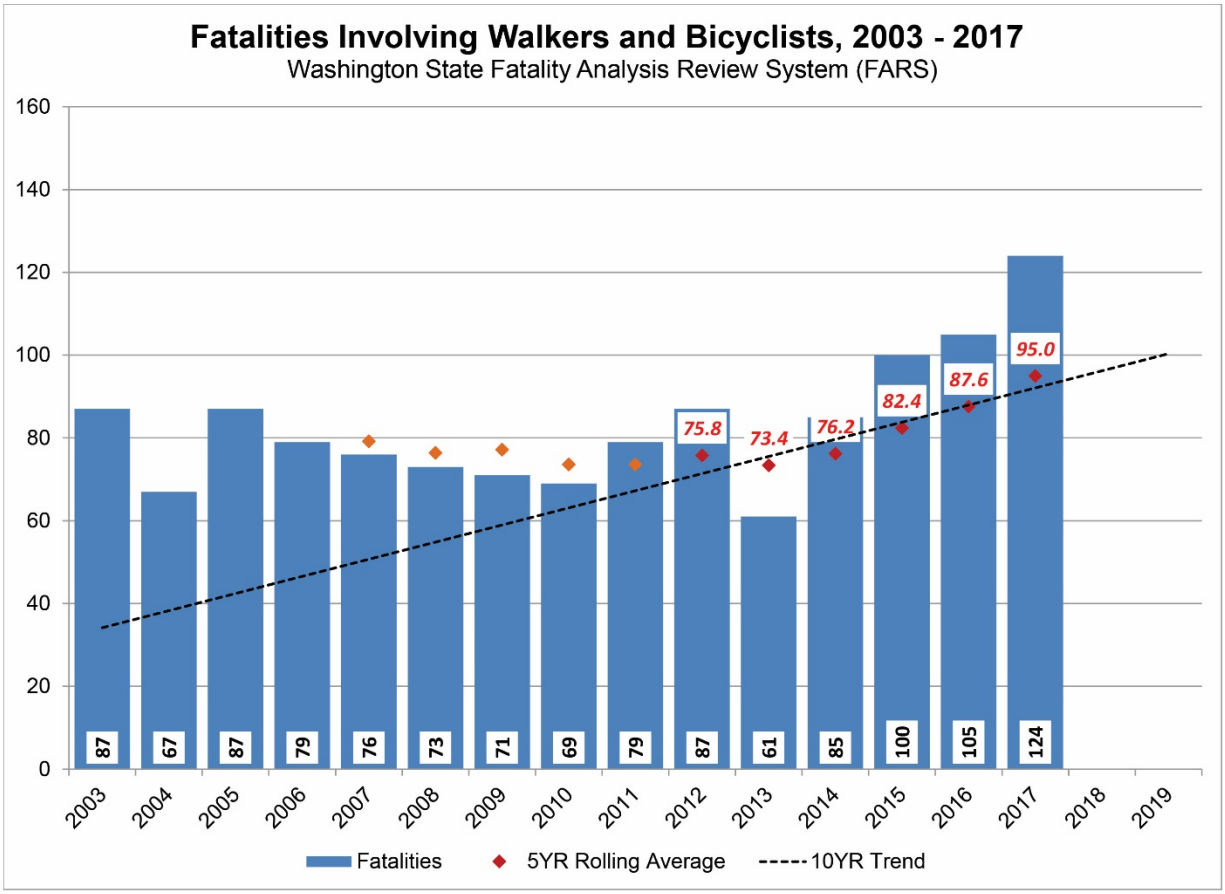
WTSC hosted a pilot of this training in 2018 for 44 law enforcement officers representing 21 agencies. In 2019, the TREDS training was presented six more times in the state as a train-the-trainer course called "Distraction Overload – Risk Reduction for First Responders." The course is designed to enhance awareness of tenet number five – "Remember: Complacency Kills!" The training assisted officers in identifying distracted driving risks as well as strategies that can positively affect the safety of all roadway users. WTSC plans to offer the training in 2020 in several locations.

WTSC presented information on the TREDS distracted driving curriculum to commercial vehicle drivers during the 2019 Washington Trucking Association Annual Conference to gauge interest from this community for the training. The presentation was well received and WTSC plans to bring the full training to the state in 2020.

Walkers, Bicyclists, and all Things Active Transportation

From 2015–2017, 20 percent of all traffic fatalities and 20 percent of all traffic serious injuries in our state involved people who were walking or biking. At 109 fatalities in 2017, pedestrian deaths reached the highest number in more than 30 years.

Compared to 2012–2014, the 2015–2017 figures show a 41 percent increase in fatalities for people who walk and bike and an 11 percent increase in serious injuries. Unfortunately, Washington lacks complete data on the total number of people regularly walking and bicycling, as well as the distance they travel in those modes. Therefore, it is difficult to say whether crashes have increased due to exposure—more people walking and biking for longer distances—or whether exposure has remained the same, but crash potential has grown due to other factors. Two potential contributing factors could be the increase in overall vehicle miles traveled in Washington, and the increase in larger passenger vehicles such as trucks and sport utility vehicles.



Pedestrian Safety Zones

There were 748 hours of enforcement focused on pedestrian safety in Spokane, Clark, and Snohomish Counties during FFY 2019 with a total of 753 violations -- 203 citations issued to pedestrians for violations like failure to obey pedestrian signals, and 550 citations issued to drivers for various violations, the most common being speeding. Media contractors worked with local pedestrian safety zone coordinators and there were more than 2 million media impressions generated over the year through social media, billboards, and radio. In two of the three locations, pedestrian fatalities decreased from 2016-2018.

Look Up!

This project in Spokane, implemented a pilot program designed to reach walkers who were looking at their screens while walking. City of Spokane crews painted the words “Look Up!” onto sidewalks at five intersections where observers have seen people walk into traffic while looking at their screens. The effects of the pilot project will be measured by reviewing videotape from city of Spokane cameras to see how many people look up before entering the intersections.

Pedestrian Curriculum Developed for High-Risk Elementary Schools in Tacoma

This project involved work with a consultant and elementary physical education teachers from across the Tacoma school district to develop a curriculum that teachers could use to teach walking and bicycling safety at their schools. As part of the pilot implementation of the curriculum, 10 teachers received training to implement the curriculum. The curriculum developers incorporated feedback into the program for implementation in classrooms beginning with the start of the 2019-20 school year. Trainers delivered a second teacher training in October 2019.

NHTSA Pedestrian and Bicycle Safety Program Assessment

WTSC and multiple state and local partners participated in a Washington Pedestrian and Bicycle Safety Program Assessment. The assessment took place over an 18-week period beginning with an initial web-based meeting on April 22, 2019. The National Highway Traffic Safety Administration (NHTSA) team conducted interviews at the WTSC office in Olympia from June 26-28, 2019. The team presented their final report to WTSC on September 11, 2019, with observations about the many strengths in current Washington systems and recommendations to address problems identified during the assessment.

Washington’s Strategic Highway Safety Plan

WTSC and the Washington State Department of Transportation (WSDOT), partners, and stakeholders completed the 2019 Strategic Highway Safety Plan (SHSP). The plan, approved by the Washington Traffic Safety Commission on October 17, 2019, sets forth the vision, leadership, and strategies for Washington to reduce fatal and serious injury collisions on roadways by 2030. The SHSP provides the critical framework for tribal, state, and local governments, non-profit organizations, and private industry partners to work collaboratively in achieving our goals. Target Zero utilizes data-driven analysis to identify traffic safety priorities to align proven strategies and countermeasures to change driver behavior and save lives.

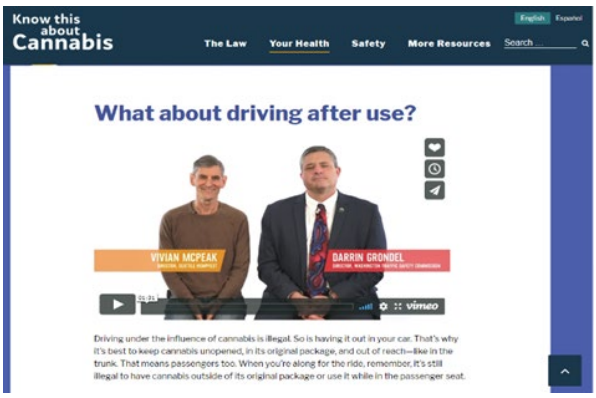
Changes in the 2019 SHSP:

- **Priority Levels:** Primary factors of fatal and serious traffic crashes are grouped into priority levels based on the percentage of traffic fatalities and serious injuries associated with each factor. In the 2019 SHSP, we went from three priority levels to two with priority one status given to factors occurring in 25 percent or more of crashes. In prior versions, first priority was given to factors occurring in 30 percent or more of crashes.

- **New Chapters:**
    - *Traffic Safety Culture*: This chapter describes how we can change behavior by focusing on values and beliefs, as well as reinforcing healthy and positive behaviors.
    - *Cooperative Automated Transportation*: Due to the increasing role technology plays in reducing crash potential and the significant potential of automated technology to reduce fatalities and serious injuries this chapter focuses on autonomous vehicles.

- *Safe Systems Approach*: This chapter explores the influence of roadway design on traffic safety, attempting to prevent crashes through design and roadway modifications for all users.
- *Licensing and Regulation*: Licensure issues are now covered in this new chapter to address best practices in licensing and potential improvements for Washington.
- *Health Equity and Multicultural Communications*: Both have new chapters in the plan, reflecting an increasing commitment to promoting equity in traffic safety outcomes. This influence can be seen in the Licensing and Regulation, Young Driver, and Pedestrian and Bicyclists chapters, among others.

Culture and Positive Community Norms



WTSC is applying proactive traffic safety culture techniques to grow a positive traffic safety culture in Washington. In this effort, we are seeking to encourage the majority of safe road users to move from compliance with traffic safety laws to a commitment to take action to support the state's goal of zero traffic deaths and serious injuries.

In 2018, WTSC completed a statewide survey of adults ages 18-70 to examine our state's current traffic safety culture and learn more about poly-drug driving. In 2019, we used those results to create new messaging. We joined with a non-conventional partner: Vivian McPeak, the director of Hempfest (an annual cannabis festival in Seattle). Mr. McPeak is well-known and trusted within the cannabis community. He and WTSC Director, Darrin Grondel created a video to correct the misinformation discovered in the survey. (Full video: https://vimeo.com/304493099)

Also in 2019, the WTSC:

- Commissioned research on the attitudes and beliefs of parents of teens about teaching their children to drive.
- Explored what components are necessary to build strategies to increase DUI bystander intervention.
- Trained 35 WTSC executive staff, program managers, and commission agency partners in the Positive Culture Framework for the Traffic Safety Professional.

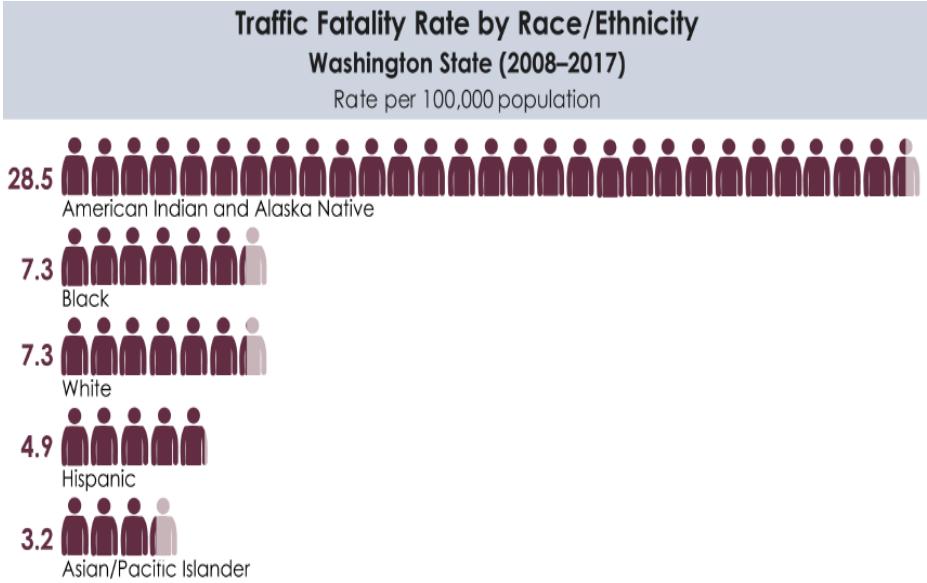
The "Most Steer Clear" campaign is an example of WTSC employing positive community norms. WTSC grant sub-recipient, Neighborhood House, examined data from both the statewide surveys of students and young adults that indicated a significant problem with young people driving after using cannabis. They designed a positive community norms campaign to focus on reducing that behavior. The campaign featured posters on buses, pre-roll videos in theatres of popular movies, social media posting, and focused radio advertising. After two years of the campaign, Seattle-area young people reported 5 percent less cannabis product use than the state as a whole.

In 2019, the Colville Tribal Traffic Safety Coordinator launched a positive community norms campaign to address seat belt use. Seat belt usage on the Confederated Tribes of the Colville Reservation is nearly 40 percent lower than in surrounding counties. Focus group research showed that reservation residents feel “safe” and “at home” as soon as they drive onto the reservation. The campaign tied seat belt use by reservation residents to their traditional cultural practices.

Tribal Traffic Safety

American Indian and Alaskan Natives (AIAN) have higher death rates involving high-risk behaviors than other racial/ethnic groups in Washington. For example, the rate of AIAN unrestrained vehicle occupant deaths is nearly nine times higher than other races combined.

Beyond that, Washington AIAN residents are:



- 4.4 times more likely to be involved in a fatal crash than the state’s general population.
- 6.4 times more likely to be involved in a pedestrian-involved fatal crash.
- 5.8 times more likely to be involved in an impairment-involved fatal crash.
- 4.2 times more likely to be involved in a speeding-involved fatal crash.

The overrepresentation of AIAN in the state’s traffic fatality and serious injury crashes creates an urgent need to develop effective strategies to identify and reduce fatalities occurring among the AIAN population, especially on reservation lands belonging to the state’s 29 federally recognized tribes.

Over the past 10 years, the WTSC has increased its commitment to tribal traffic safety each year. Currently, there are several initiatives focused on AIAN and reservation populations.

Tribal Traffic Safety Advisory Board

WTSC provides staffing and support to the Tribal Traffic Safety Advisory Board (TTSAB). This group met five times during FFY 2019. They continued work on involving tribal law enforcement in the Statewide Electronic Collision & Ticket Online Records system in order to increase the quality, consistency, and quantity of tribal enforcement and collision data. They also supported AIAN-focused messaging during the “Click It or Ticket” campaign and supported increasing capacity for tribes to pursue positive community norms messaging.

Tribal Traffic Safety Coordinators

WTSC provided funding and technical assistance to the Confederated Tribes of the Colville Reservation and the Confederated Tribes and Bands of the Yakama Nation for Tribal Traffic Safety Coordinators. The Coordinators work with their tribal traffic safety committees and programs to address tribe-identified priorities. The Confederated Tribes of the Colville Reservation have begun using positive community norms messaging to increase use of seat belts. The Colville Reservation saw a reduction in fatalities in FFY 2019 - the first reduction in many years. The Confederated Tribes and Bands of the Yakama Nation are focused on developing pedestrian trails so their membership has a safe place to walk other than on the shoulders of high-speed state highways.

Northwest Association of Tribal Enforcement Officers

This initiative provides needed materials, supplies, and training for tribal law enforcement agencies. Tribes do not have a tax base so they can only allocate funds to tribal departments from the revenues produced by tribally owned businesses and enterprises. As a result, most tribes in Washington provide minimal funding to their tribal police departments so law enforcement often does not have current technology or training to enforce tribal traffic ordinances. In FFY 2019, 10 tribes received funding support for purchasing necessary supplies for law enforcement in the different reservation communities. Four other tribes received support for officers to acquire needed training.

Child Passenger Safety

Each year, the statewide Child Passenger Safety program offers at least one child passenger safety technician training in partnership with a tribe. During the past two years, the statewide program trained 25 new tribal child passenger safety technicians and provided direct training or technical assistance to five tribes to set up effective child safety seat education and promotion programs.

Replacing SECTOR

The Statewide Electronic Collision & Ticket Online Records (SECTOR) is a foundational traffic records system in Washington utilized by over 95 percent of law enforcement agencies. It allows officers to quickly and accurately capture data during traffic stops that is routed through a digital system to courts and other state databases. The system is aging. It was written in a computer code that is now no longer in wide use and users are looking for new functionality. This prompted WTSC, Washington State Patrol (WSP), and a number of other external stakeholders and partners to explore new technologies to take advantage of the functionality they offer.

In January 2018, the SECTOR Sustainability Funding Model Workgroup was established to discuss alternate solutions to consider replacing SECTOR. The group began grappling with some key issues including limited funding and resources (as well as a history of poor legislative budget support), resulting in a shortage of options to expand and modernize the system. After researching the merits and constraints of modernizing the current system, the Workgroup determined the most viable option would be to procure a new system with the caveat that legislative support in the form of sustainable funding levels must be obtained. In April of 2019, the Workgroup approved proceeding with researching procurement and implementation of a new electronic traffic records collection solution to replace SECTOR. The Workgroup has been meeting throughout 2019 to advance this goal. This multi-year project will continue into 2020 and beyond, guided by the workgroup.

Autonomous Vehicles

Vehicle technology has great potential to save lives and prevent serious injuries on Washington roads. Many of today's vehicles have advanced driver assistance systems that warn the driver of impending danger, or automatically brake or steer the vehicle if the driver does not act to avoid a collision. According to studies by the Insurance Institute for Highway Safety, these technologies are already reducing crashes. Front crash prevention systems have been shown to reduce front-to-rear injury crashes by 56 percent, and systems such as blind spot warning and lane departure warning reduce crashes as well. With the WTSC's mission to save lives and prevent injuries, it is imperative that we begin to incorporate strategies that leverage these vehicle technologies in our behavioral traffic safety programs. Much like seat belts in the 1970s and 80s, drivers need education about proper use and safety benefits.

The technologies in cars today are the building blocks for autonomous vehicles: driverless vehicles that remove the potential of impaired, distracted, or drowsy driving altogether. Given that human error causes 94 percent of fatal crashes, these hold even more potential to save lives and prevent serious injuries. WTSC feels that the work we do now in partnership with the private sector and other stakeholders to implement policies to inform constituents, will directly influence the eventual deployment of autonomous vehicles in a safe and effective manner.

To facilitate this work with stakeholders, WTSC and WSP organized the AV Safety Subcommittee to facilitate collaborative discussion around the topic of automated vehicle safety. The group develops recommendations for the AV Workgroup which are submitted in a report to the Washington State Legislature.

The Subcommittee's work has focused on two areas:

1. Identifying key audiences and messages to educate drivers on the operation and limitations of the systems that are currently in their cars, as well as providing information on the risks and benefits of autonomous vehicles.
2. The review of existing RCWs and other documents that have potential to impact the development of vehicle safety technology, from driver assistance systems to fully automated vehicles.

The AV Safety Subcommittee has also identified the need for additional data to determine the safety impact of technology. The group has begun discussions on how to address this gap.

Summary

The WTSC 2019 Annual Report documents and validates our successes and our commitment to making Washington roadways the safest in the nation. This report outlines 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 and provides a 2019 legislative update.

LEGISLATIVE UPDATE

Every odd year starts a new two-year legislative cycle, and 2019 marked a "long" session in which the Legislature met for 105 days and passed new biannual budgets. New traffic safety legislation that passed this session provided updates to our child passenger safety law, funded the Active Transportation Safety Advisory Council, improved motorcycle rider training, and addressed improving safety for vulnerable road users. Bills that would have eliminated Washington's mandatory motorcycle helmet law and allowed motorcycle operators to split traffic lanes did not pass. Bills that would have allowed exceptions to our state's new distracted driving law failed to move through the process.

Below is a summary of new traffic safety laws and some bills that failed.

New Laws

Child Passenger Safety

SHB 1012, Child Passenger Restraint Systems, Chapter 59, Laws 2019, Effective January 1, 2020

This update to our child passenger safety law requires children to be in rear-facing child restraint systems up to a minimum of age two. It recommends children stay rear-facing up to the usage limits set by the manufacturer, because rear-facing seats offer children the greatest protection in the event of a crash. Children under age four, who have out grown the rear-facing system, must be restrained in a forward-facing restraint system until they reach recommended weight usage limits set by the manufacturer. Children who have outgrown the forward-facing harness system, but are still under 4 feet 9 inches tall must be in a child booster seat until they are tall enough for seat belts in the rear seats to fit them properly. The average child reaches to 4 feet 9 inches between ages 10 to 12. WTSC will produce and distribute educational materials about the law changes.

Safety for People Who Walk and Bike

SSB 5710, Cooper Jones Active Transportation Safety Council, Chapter 54, Laws 2019, Effective July 28, 2019

This agency request legislation combined the Pedestrian Safety Advisory Council and the Bicyclist Safety Advisory Council into a single council known as the Cooper Jones Active Transportation Safety Council. The new council will review and analyze data and programs related to fatalities and serious injuries involving pedestrians and bicyclists. They will identify and recommend transportation system safety improvements.

Note: Although legislators passed the bill and the Governor signed it, a technical problem with the code will prevent this bill from becoming law. WTSC will still receive the funding and will carry out the program. It is expected that a technical fix bill will run next year to address the flaw.

SB 5723, Increasing Safety on Roadways for Pedestrians, Bicyclists, and Other Roadway Users, Chapter 403, 2019 Laws. Effective January 1, 2020.

This bill makes changes to the overtaking, passing, following distance, and yielding laws. Violations of these laws are more likely to result in serious injury or death to people who walk or bicycle. The Legislature designed this bill to reduce the frequency with which drivers commit these types of traffic violations. The bill increases fines for breaking these laws and dedicates those fines to a new account, the Vulnerable Roadway User Education Account. WTSC may use these funds to provide education about these types of infractions and their impact on vulnerable roadway users to law enforcement officers, prosecutors, and judges.

Motorcycle Safety

SHB 1116, Motorcycles—Safety, Chapter 65, Laws 2019, Effective January 1, 2020

Motorcyclist fatalities have remained at an average of 73 deaths each year for the past 12 years. This legislation, sponsored by Washington State Department of Licensing (DOL) and WTSC will enhance

Washington's Motorcycle Safety Program by removing the 16-hour cap on the maximum number of hours schools can utilize for motorcycle training. The penalty for riding without proper motorcycle endorsement will increase from a total fine of $136 total to a total fine of $386. DOL will use the increased fine to establish a motorcycle operator subsidy program. This program can be used to address testing costs and offer financial need-based subsidies for motorcycle training.

HB 1014, Motorcycle Operators—Financial Responsibility, Chapter 60, Laws 2019, Effective July 28, 2019
Motorcyclists will now be required to meet the same insurance liability requirements that are mandatory for all motor vehicle drivers.

Bills That Did Not Pass

Impaired Driving
HB 1504, Concerning Impaired Driving
This bill would have revised the lookback period for prior offenses that can be considered to determine if a DUI offense is a felony. Currently, a DUI offense is a felony if the person has had three prior DUI convictions in the past 10 years. This bill would have increased the lookback period to 15 years. It would have allowed the court to waive the mandatory minimum sentence for a first DUI conviction and revised the alternative penalties for second and third offenses. It would have also added physical control to the list of offenses that allow for emergency response cost recovery. It would have also added driving without an ignition interlock to the list of offenses that give officers the discretion to impound the driver's vehicle.

Motorcycle Helmet Requirements
HB 1125, Concerning Motorcycle Helmet Use
This bill would have authorized a three-year pilot program to permit people age 21 and older to operate or ride on a motorcycle without wearing a helmet as long as they carry motor vehicle liability insurance. It would also have required WTSC to report changes in motorcyclist fatalities by December 1, 2022.

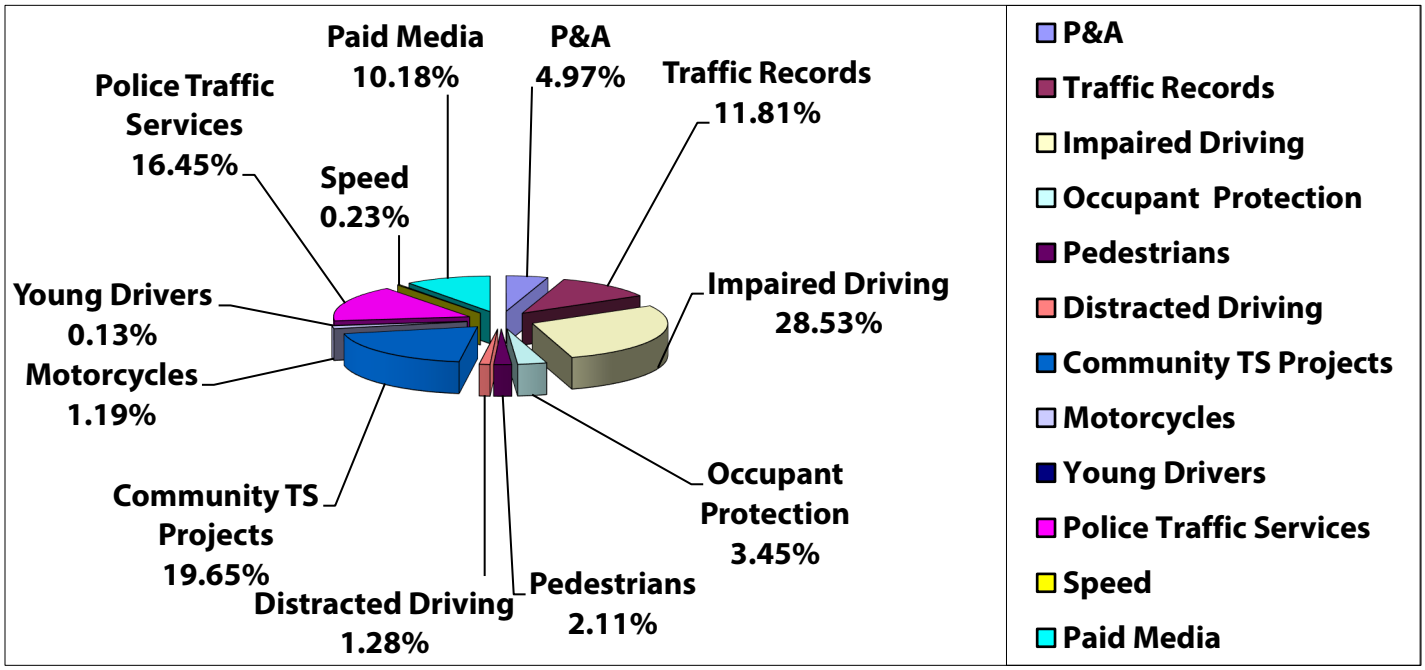
Motorcycle Lane Splitting
SB 5254, Operating Motorcycles on Roadways Laned for Traffic
This bill would have authorized a three-year pilot program allowing motorcycles to pass a vehicle in the same lane as the vehicle being overtaken. It would have allowed motorcycles to operate on any shoulder open to public transportation.

Driver Cell Phone Use
HB 1615, Establishing Driving in Significant Traffic Delays in Certain Circumstances as an Exemption from the Prohibition on Using a Personal Electronic Device while Driving a Motor Vehicle
This bill would have allowed drivers to use a personal electronic device during an emergency or an extraordinary circumstance when such circumstance caused a significant traffic delay.

HB 1616, Authorizing Drivers to use Personal Electronic Devices While a Motor Vehicle is Temporarily Stationary
This bill would have allowed drivers to use personal electronic devices when their vehicle is temporarily stationary because of traffic, a traffic control device, or other momentary delays.

FISCAL OVERVIEW OF OBLIGATIONS AND EXPENDITURES

	402	405b	405c	405d	405e	405f	405h	164	Total	% of Total
P&A	$603,156								$603,156	4.97%
Traffic Records	$528,974		$834,749	$68,774					$1,432,497	11.81%
Impaired Driving	$180,564			$1,821,835				$1,458,546	$3,460,945	28.53%
Occupant Protection	$57,112	$361,884							$418,996	3.45%
Pedestrians	$51,249						$204,882		$256,131	2.11%
Distracted Driving	$90,995				$64,408				$155,403	1.28%
Community TS Projects	$1,799,563	$40,274		$544,009					$2,383,846	19.65%
Motorcycles	$28,982					$115,480			$144,462	1.19%
Young Drivers	$15,558								$15,558	0.13%
Police Traffic Services	$1,768,809	$136,797		$90,045					$1,995,651	16.45%
Speed	$28,465								$28,465	0.23%
Paid Media	$993,616			$241,652		$0			$1,235,268	10.18%
TOTAL									$12,130,378	100.00%


Paid Media
10.18%
P&A
4.97%
Traffic Records
11.81%
Police Traffic
Services
16.45%
Speed
0.23%
Young Drivers
0.13%
Impaired Driving
28.53%
Motorcycles
1.19%
Occupant
Protection
3.45%
Community TS
Projects
19.65%
Pedestrians
2.11%
Distracted Driving
1.28%
P&A
Traffic Records
Impaired Driving
Occupant Protection
Pedestrians
Distracted Driving
Community TS Projects
Motorcycles
Young Drivers
Police Traffic Services
Speed
Paid Media

ASSESSMENT OF STATE PROGRESS

The WTSC, along with partners from WSDOT, DOL, WSP, and others have been setting traffic fatality and serious injury performance targets for several years. During this time, several methods for target setting have been deployed through both the SHSP and the HSP. The two main methods used in most recent years are:

Method 1: Setting the target equal to an updated Target Zero line (a straight line to zero in 2030), a method used in the SHSP.

Method 2: Setting the target equal to the value of the linear trend line of the five-year rolling averages or the most recent five-year rolling average, whichever is less.

The WTSC and all of our partners agree that setting an increasing target in any scenario is inappropriate when the target is fatalities. Regardless of challenges and current trends, targets are something we strive to meet, and we should never be striving to have more people die in the current year than the previous year. Therefore, targets are never set higher than the most recent data available. In reality, the target is always zero. Any life lost is too many.

In the SHSP, for all performance measures the space between the linear trend described in Method 2 and the Target Zero line described in Method 1 is our performance gap. In some years, the WTSC and our partners determined that setting annual targets according to Method 2 was most appropriate, as those targets seemed more realistic. However, in the FFY 2020 HSP targets set in partnership with WSDOT were once again set equal to the Target Zero line.

The table below provides some history of the methods used for setting these targets.

FFY 2017 Targets	Method 2
FFY 2018 Targets	C-1 C-2 C-3 Method 1; All other measures Method 2
FFY 2019 Targets	Method 2
FFY 2020 Targets	C-1 C-2 C-3 Method 1; All other measures Method 2

Washington was bold when we adopted our Target Zero goal, because we decided we would try to reach zero by 2030. As 2030 gets closer and we face new challenges on our roadways every day, setting goals equal to the Target Zero line seems unattainable, and history as told by decades of fatality data will show that these types of significant fatality and injury reductions have never been achieved. However, Method 2 is also not resulting in attainable targets. Linear trends are good for showing the past, but not great for predicting the future, especially for an event as complex as a traffic fatality. Even though Method 2 seems more conservative, in some cases this method generated targets more aggressive than Target Zero targets, or even impossible targets requiring negative fatalities to attain. WTSC will continue to work with our partners to develop better methods for generating meaningful performance targets while still supporting our aggressive Target Zero goal.

For this Annual Report, the performance measure charts now show the current calendar year target value that would be required in order to meet the five-year rolling average target value. For all 2014-2019 five-year rolling average targets, the 2019 calendar year target has already been exceeded except for APM-1: Distracted/Inattentive Driver Involved Fatalities. Therefore, the 2019 performance targets were NOT MET, except for APM-1 that remains IN PROGRESS.

SOURCE: WA FARS, WSDOT

PERFORMANCE MEASURES AND TARGETS

The Washington Fatality Analysis Reporting System (WA-FARS) unit is managed by the WTSC. The WA-FARS unit provides information on fatal crashes and traffic fatalities for the state in addition to providing the same information for the NHTSA FARS national database. Ultimately, WA-FARS final data (exactly one year following a calendar year) matches the final NHTSA FARS, released approximately 18-20 months following a calendar year. The ability of the WA-FARS unit to track information in more real-time results in differences between the preliminary WA-FARS fatality counts and the NHTSA FARS-Annual Report File (ARF) fatality counts. The WA-FARS preliminary counts are sometimes much more complete and closer to the final number than the FARS-ARF counts. Therefore, for performance reporting (comparing targets to baselines), the 2018 WA-FARS is compared to the 2018 target to derive a percentage difference. Both preliminary counts for 2018 (FARS-ARF and WA-FARS) are shown in the table below.

Outcome Measure	2013 (FARS)	2014 (FARS)	2015 (FARS)	2016 (FARS)	2017 (FARS)	2018 (FARS-ARF)	2018 (WA-FARS)	*2018 Target**	*2019 Target**
C-1) Number of traffic fatalities (FARS)	436	462	551	536	563	546	541	^	^
5YR Rolling Average	***456.0***	***450.0***	***468.2***	***484.6***	***509.6***	***531.6***	***530.6***	***415.5***	***489.2***

Outcome Measure	2013 (FARS)	2014 (FARS)	2015 (FARS)	2016 (FARS)	2017 (FARS)	2018 (FARS-ARF)	2018 (WA-FARS)	*2018 Target**	*2019 Target**
C-2) Number of serious injuries in traffic crashes (State crash data files)	1,916	2,004	2,100	2,217	2,221	n/a	2,231	^	^
5YR Rolling Average	***2,274.8***	***2,146.8***	***2,070.8***	***2,087.2***	***2091.6***	***n/a***	***2154.6***	***1,788.0***	***1,855.2***
C-3) Fatalities/VMT (FARS, FHWA)	0.762	0.796	0.924	0.881	0.917	0.875	0.867	^	^
5YR Rolling Average	***0.802***	***0.787***	***0.811***	***0.827***	***0.856***	***0.879***	***0.877***	***0.709***	***0.813***
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	89	107	112	110	104	109	108	^	^
5YR Rolling Average	***106.4***	***99.2***	***101.2***	***103.4***	***104.4***	***108.4***	***108.2***	***79.9***	***90.1***
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS-**IMPUTED**)	151	132	145	156	176	166	n/a	^	^
5YR Rolling Average	***165.4***	***150.4***	***145.6***	***145.4***	***152.0***	***155.0***	***n/a***	***114.2***	***116.8***
C-6) Number of speeding-related fatalities (FARS)	184	162	157	154	174	179	179	^	^
5YR Rolling Average	***180.2***	***170.6***	***166.8***	***163.8***	***166.2***	***165.2***	***165.2***	***140.5***	***147.6***
C-7) Number of motorcyclist fatalities (FARS)	73	69	75	81	80	80	80	^	^
5YR Rolling Average	***73.6***	***73.4***	***74.4***	***76.2***	***75.6***	***77.0***	***77.0***	***76.2***	***75.8***
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	4	0	4	2	0	5	5	***0***	***0***
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	70	58	71	66	68	67	67	^	^
5YR Rolling Average	***65.2***	***59.0***	***60.0***	***61.0***	***66.6***	***66.0***	***66.0***	***44.7***	***55.6***
C-10) Number of pedestrian# fatalities (FARS)	49	76	84	83	104	102	99	^	^

Outcome Measure	2013 (FARS)	2014 (FARS)	2015 (FARS)	2016 (FARS)	2017 (FARS)	2018 (FARS-ARF)	2018 (WA-FARS)	*2018 Target**	*2019 Target**
5YR Rolling Average	***60.8***	***64.2***	***68.8***	***72.6***	***79.2***	***93.3***	***89.2***	***72.8***	***81.0***
C-11) Number of bicyclist fatalities (FARS)	11	6*	14	17	15	16	16	^	^
5YR Rolling Average	***9.8***	***9.2***	***10.8***	***12.0***	***12.6***	***13.6***	***13.6***	***11.9***	***12.4***
APM-1) Number of fatalities involving a distracted/inattentive driver	120	130	171	155	155	n/a	114	^	^
5YR Rolling Average	***133.4***	***127.2***	***134.6***	***139.4***	***146.2***	***n/a***	***145.0***	***125.7***	***140.3***
APM-2) Fatalities involving a drug positive and/or alcohol impaired (not imputed) driver (WA-FARS)	229	230	258	277	271	n/a	242	^	^
5YR Rolling Average	***234.2***	***226.8***	***229.6***	***242.0***	***253.0***	***n/a***	***255.6***	***214.9***	***236.2***
APM-3) Number of ED visit records reported (estimated percent of total ED records)	^	^	^	0.2%	13.5%	n/a	41.9%	^	***100%***
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	94.5%+	94.5%	94.6%	94.7%	94.8%	n/a	93.2%+	***≥95%***	***≥95%***

^ No target set.
+ New seat belt observation methodology, new trend line.
# Does not include pedestrians on personal conveyances (wheelchairs, skateboards, etc.) per NHTSA definitions.
* The WTSC and WSDOT set the shared 2018 targets C-1, C-2, and C-3 on the Target Zero line. All other targets in 2018, and all targets in 2019, were set equal to the linear trend value of the five-year rolling averages or set equal to the most recent five year rolling average, whichever value was lowest.

PERFORMANCE REPORT FROM PREVIOUS YEAR HSP

The following table displays an assessment of performance targets set in the 2019 HSP. The 2019 calendar year number required to meet the 2015-2019 rolling average target is shown. If the status is "NOT MET" then the 2019 calendar year requirement to meet the target has already been exceeded. If the status is "IN PROGRESS" then the 2019 calendar year requirement has not been exceeded, or data is still being collected or is unavailable at the time of this report.

Performance Target	2019 Calendar Year Number to meet Target	Status as of November 2019
C-1) Decrease the 2015-2019 rolling average number of traffic fatalities (target start year=2015 and target end year=2019) to 489.2 (five-year performance target value).	255	NOT MET
C-2) Decrease the 2015-2019 rolling average number of serious injuries in traffic crashes (target start year=2015 and target end year=2019) to 1,855.2 (five-year performance target value).	507	NOT MET
C-3) Decrease the 2015-2019 rolling average rate of fatalities/VMT (target start year=2015 and target end year=2019) to 0.813 (five-year performance target value).	0.476	NOT MET
C-4) Decrease the 2015-2019 rolling average number of unrestrained passenger vehicle occupant fatalities (target start year=2015 and target end year=2019) to 90.1 (five-year performance target value).	17	NOT MET
C-5) Decrease the 2015-2019 rolling average number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (IMPUTED) (target start year=2015 and target end year=2019) to 116.8 (five-year performance target value).	-59	NOT MET
C-6) Decrease the 2015-2019 rolling average number of speeding-related fatalities (target start year=2015 and target end year=2019) to 147.6 (five-year performance target value).	74	NOT MET
C-7) Decrease the 2015-2019 rolling average number of motorcyclist fatalities (target start year=2015 and target end year=2019) to 75.8 (five-year performance target value).	63	NOT MET
C-8) Decrease the 2015-2019 rolling average number of unhelmeted motorcyclist fatalities (target start year=2015 and target end year=2019) to 0 (five-year performance target value).	0	NOT MET
C-9) Decrease the 2015-2019 rolling average number of drivers age 20 or younger involved in fatal crashes	6	NOT MET

Performance Target	2019 Calendar Year Number to meet Target	Status as of November 2019
(target start year=2015 and target end year=2019) to 55.6 (five-year performance target value).		
C-10) Decrease the 2015-2019 rolling average number of pedestrian fatalities (target start year=2015 and target end year=2019) to 81.0 (five-year performance target value).	35	NOT MET
C-11) Decrease the 2015-2019 rolling average number of bicyclist fatalities (target start year=2015 and target end year=2019) to 12.4 (five-year performance target value).	0	NOT MET
B-1) Increase the observed seat belt use for passenger vehicles, front seat outboard occupants to 95% (target value) for the 2019 target period (annual).	95%	IN PROGRESS (Data being analyzed)
APM-1) Decrease the 2015-2019 rolling average number of fatalities (target start year=2015 and target end year=2019) to 489.2 (five-year performance target value).	107	IN PROGRESS (97 fatalities year-to-date)
APM-2) Decrease the 2015-2019 rolling average number of fatalities (target start year=2015 and target end year=2019) to 489.2 (five-year performance target value).	133	NOT MET

EVIDENCE-BASED ENFORCEMENT PLAN

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

Following analysis and resource allocation, WTSC staff work closely with grant recipients to ensure projects are implemented successfully, making mid-year adjustments as new data trends and changing traffic safety priorities emerge. The result is an evidence-based enforcement plan designed to address the areas and locations at highest risk and with the greatest potential for improvement. In FFY 2019, WTSC used the following to implement our evidence-based enforcement plan:

- National Holiday DUI HVE campaign
- National "Click it or Ticket" HVE campaign
- Statewide "On the Road, Off the Phone" TSEP campaign
- National Summer DUI HVE campaign
- Washington's "It's a Fine Line" motorcycle safety TSEP campaign
- Community-based TSEP events led by the regional TZMs and LELs chosen based on local data and need

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

FFY 2019 PERFORMANCE ACTIVITY MEASURES

Activity Measure	Grant-Funded Mobilizations & Local Flex	Target Zero Teams	Total
Number of seat belt citations issued during grant-funded enforcement activities	1,958	7	1,965
Number of impaired driving arrests made during grant-funded enforcement activities	550	151	701
Number of speeding citations issued during grant-funded enforcement activities	8,850	404	9,254

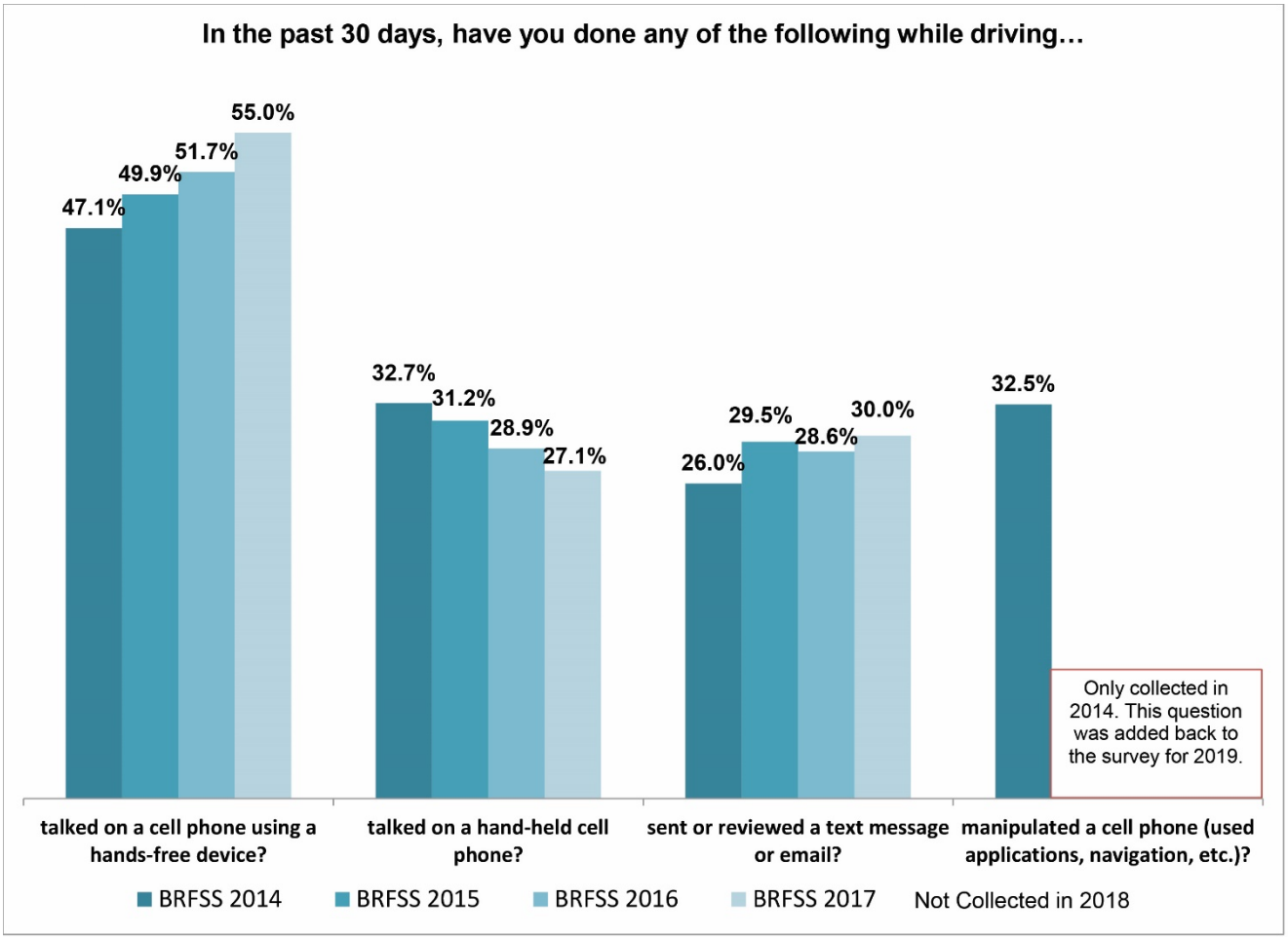
FFY 2019 PAID MEDIA CAMPAIGNS

Campaign	Fund	Budget	Results
Locally Led (Flex) Oct. 1, 2018 to Sept. 30, 2019 Sustained Enforcement	405b	$235,109	Radio, TV, Digital, Outdoor 2,120 spots 12.5 million impressions
Holiday DUI Dec. 10-31, 2018 National Mobilization	405d & 164 Alcohol	$275,444	TV, Radio, Digital 6,923 spots More than 14 million impressions
Distracted Driving Mar. 25 to Apr. 14, 2019 National Mobilization	405b	$329,600	Radio, TV, Digital 6,622 spots 17.5 million impressions
Click it or Ticket May 15 to June 4, 2019 National Mobilization	405b	$209,534	Digital, Out-of-Home 6,622 spots 17.6 million impressions
Motorcycles July 6-22, 2019 Education and Enforcement	405b	$100,000	Radio, Billboards 936 spots 163,999 impressions
August DUI Aug. 13 to Sept. 8, 2019 National Mobilization	405d & 164 Alcohol	$417,197	Radio, Digital, Outdoor, Cannabis Retail Stores 3,591 44.2 million impressions
Clark County Pedestrian Campaign Feb. 26 to Sept. 30, 2019 Countywide	402	$25,000	Digital, Billboards 4.8 million impressions
Spokane Pedestrian Campaign Nov. 20, 2018 to Sept. 30, 2019 Countywide	405d	$30,000	Radio, Digital, Billboard 1,162 spots More than 3 million impressions

SURVEY OF ATTITUDES, AWARENESS, AND BEHAVIOR

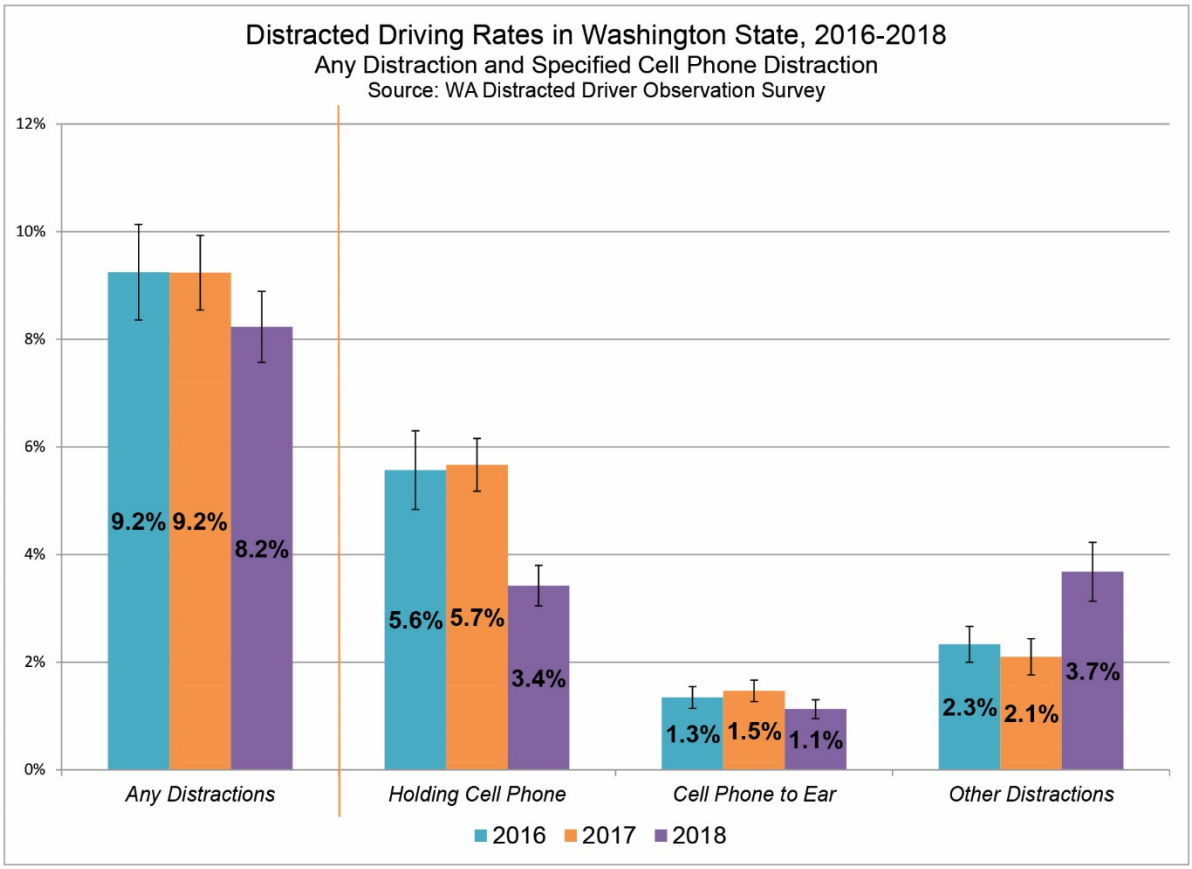
The WTSC began sponsoring state-added questions on Washington's Behavioral Risk Factor Surveillance Survey (BRFSS)[1] since 2014. From 2014-2018 the BRFSS captured driving within three hours of marijuana use, and from 2014-2017 cell phone use while driving. Both questions are currently being collected on the 2019 survey. Unfortunately, neither of these questions will be fielded on the 2020 survey. While we continue to collaborate with the Department of Health (DOH) on the BRFSS, the WTSC continues to explore other ways to collect attitudes, awareness, and behavior information, including the annual distracted driver observation survey and surveys to guide communication and outreach efforts managed by the WTSC Legislative and Media Relations division.

According to self-reported cell phone use while driving data from the BRFSS, as the percentage of drivers reported the use of a hands-free device increased, the percentage of drivers talking on hand-held cell phones decreased. However, one in five drivers still report talking on a hand-held cell phone while driving at least once in the past 12 months. This information was last collected in 2017, prior to the enforcement of Washington's new distracted driving law.

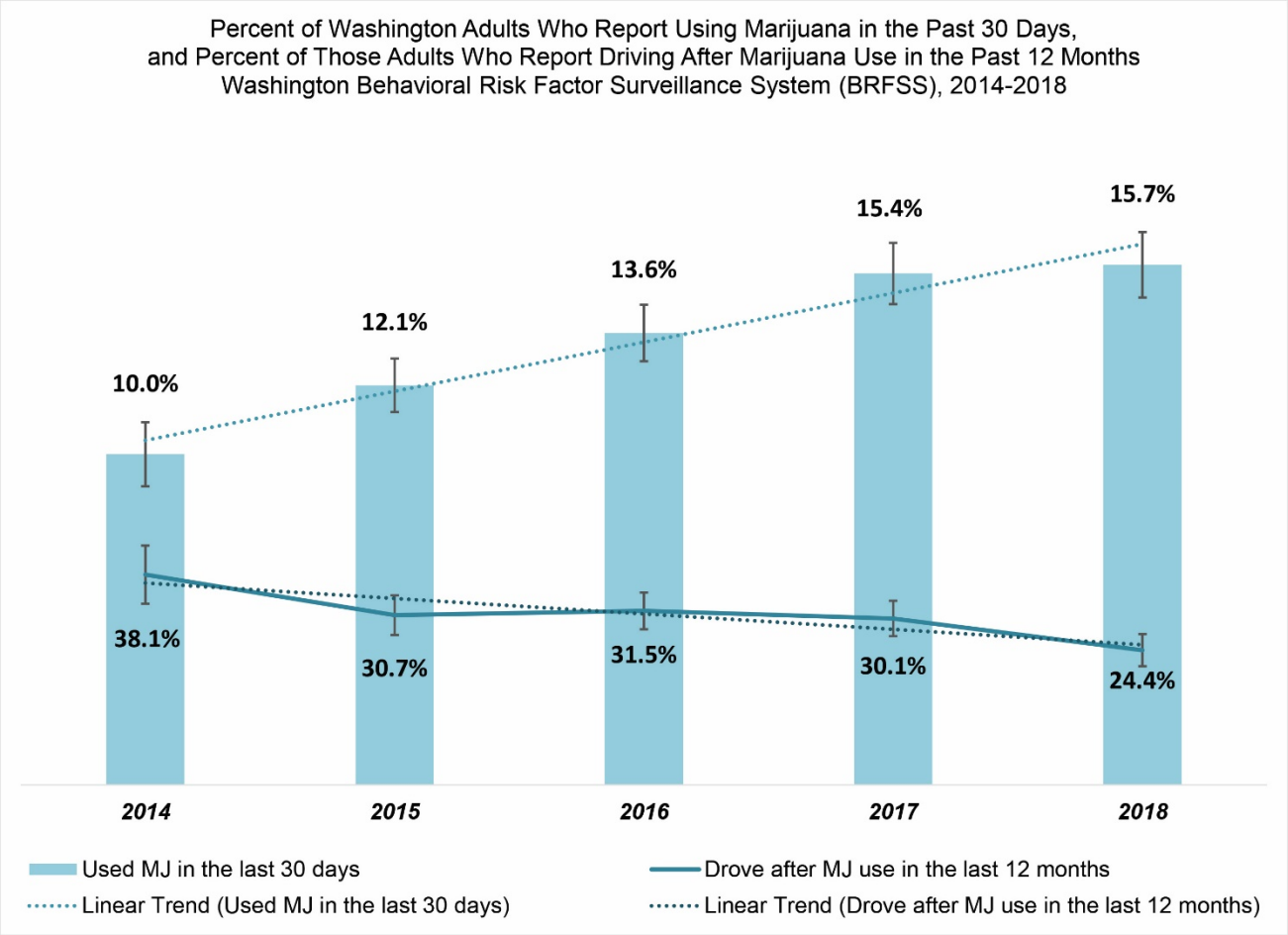


[1] Washington State Department of Health, Center for Health Statistics, Behavioral Risk Factor Surveillance System, supported in part by the Centers for Disease Control and Prevention, Cooperative Agreement NU58/DP006066-04 (2018).

The WTSC has conducted a distracted driver observation survey at intersections since 2016. In 2019, data was collected at all survey locations and occurred in tandem with the seat belt use observation survey. According to the 2018 survey, driver distraction by cell phones decreased significantly, however other non-cell phone related distractions inexplicitly increased. The WTSC continues to monitor distracted driving trends and the impact of the new law.



Since 2014, driving within three hours of using marijuana has been asked of BRFSS respondents reporting past 30-day marijuana use. While the percentage of adults reporting past 30-day marijuana use has steadily increased since 2014, the percentage of those persons reporting driving within three hours of use has steadily decreased. However, one in four marijuana users report driving within three hours of use at least once in the past 12 months.



IMPAIRED DRIVING

Problem Statement

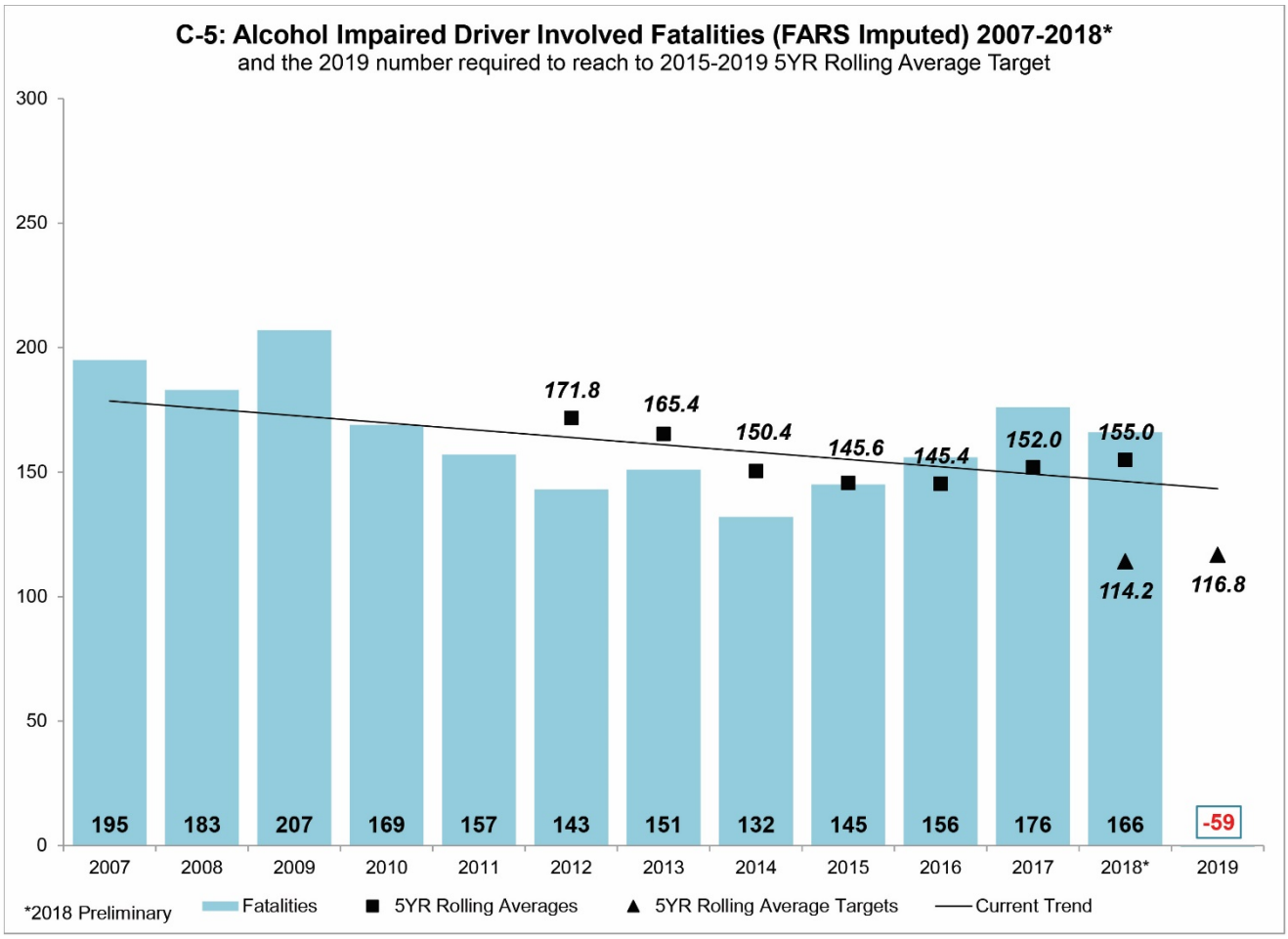
From 2015-2017 alcohol impaired and/or drug positive drivers were a factor in 47.5 percent of traffic fatalities. Alcohol impaired/drug positive driver-involved fatalities increased 16.3 percent in 2015-2017 (785) compared with 2012-2014 (675). From 2015-2017, 36.9 percent of fatalities involved a drug positive driver and 22.3 percent involved an alcohol impaired driver. Drug positive driver-involved fatalities first became more frequent than alcohol impaired driver-involved fatalities in 2010. In 2017, that gap continues to grow. Compared to 2012-2014, alcohol impaired driver-involved fatalities increased by 0.5 percent, while drug positive driver-involved fatalities increased 26.9 percent. Many drivers were impaired by both drugs and alcohol or multiple drugs (poly-drug drivers). For the first time in 2012, poly-drug drivers became the most common type of impaired driver involved in fatal crashes, and that number has increased 15 percent every year since. The number of drivers positive for Delta-9-THC remained steady in 2015 (82) and 2016 (79), after increasing 100 percent in 2014 from 38 drivers to 74 drivers.

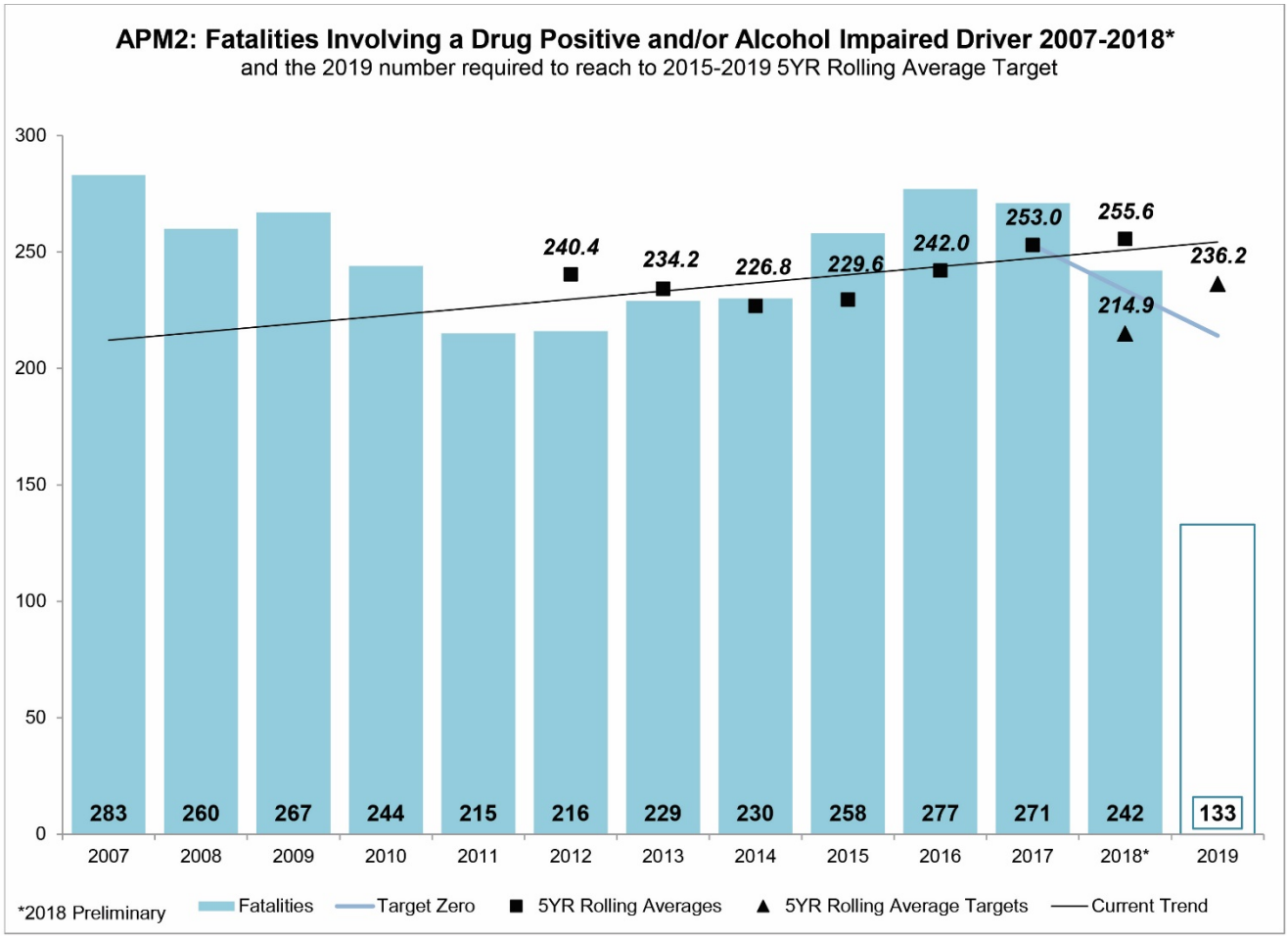
Washington's Strategic Highway Safety Plan, Target Zero, is updated every three years and includes in-depth problem analysis of our traffic safety priorities. The plan also identifies a full suite of countermeasures responsive to the problem analysis of the Target Zero priority areas. Every suggested activity in Target Zero has been fully reviewed and vetted, receiving an effectiveness rating of Proven, Recommended, or Unknown. The investment plan presented in the annual Highway Safety Plan reflect these priorities and activities. For more information on this program area and in-depth problem analysis, visit http://www.targetzero.com/plan.htm (see High Risk Behavior: Impairment Involved).

Associated Performance Measures: C-5, APM-2

Assessment of State's Progress in Achieving Performance Targets

The 2019 calendar year targets required to meet the 2015-2019 five-year rolling average targets have been exceeded, therefore the 2019 performance targets are also not met. The 2015-2019 target set for C-5 was unrealistic, requiring negative fatalities to meet to the target. Nonsense target setting like this will be avoided in future HSPs.





Adjustments to Highway Safety Plan for not Meeting Target

In response to failing to achieve the performance target in FFY 2018, the WTSC changed the way we prioritize and invest in countermeasures. We changed our funding project approach from a general call for proposals that we fit into programs to using problem identification to identify countermeasures and then selecting evidence-based and innovative projects that have the best potential for saving lives. Additionally we began investing in multi-year projects that will result in more complete and sustained outcomes.

FFY 2019 Countermeasures and Planned Activities

The following planned activities and projects took place in FFY 2019. These projects were chosen as a result of their anticipated impact on the performance targets listed above. Each project aligns with one or more strategies listed in Washington's SHSP.

Planned Activity: Support 24/7
Unique Identifier: ID-01

Fed Project #	Project Title	Program Manager	Sub-Recipient
164AL19-11	Washington State 24/7 Sobriety Program Expansion	Edica Esqueda	Washington Association of Sheriffs and Police Chiefs

Description: This grant supported the Washington Association of Sheriffs and Police Chiefs (WASPC) in establishing local 24/7 programming for interested jurisdictions. WASPC administered the Washington State 24/7 Sobriety Program as outlined in RCW 36.28A.300-390.

Results: While many jurisdictions support the concept, they perceive barriers that preclude them from adopting the program. As a result, no law enforcement agencies accessed grant funds this year, though several expressed interest in FFY 2020. WASPC made presentations to the Algona Police Department and Pacific City Council, and conducted stakeholder discussions with Grant County, Chelan County/Wenatchee, Yakima County, City of Seattle, and Pierce County. In partnership with the National 24/7 Advisory Council, WASPC held the Washington State 24/7 Program Summit. Over 70 individuals representing law enforcement, judges, prosecutors, probationers, and other stakeholders attended the summit. Funding information is available on the WASPC website and distributed to members via the Get the Word Out email system.

Countermeasure	Fund Source	Amount Approved	Amount Expended
24/7 Sobriety Program	164 Alcohol	$20,000	$0

Fed Project #	Project Title	Program Manager	Sub-Recipient
164AL19-08	Clallam 24/7 Sobriety Program	Jerry Noviello	Clallam County Sheriff's Office

Description: Clallam County Sheriff's Office operates a 24/7 Sobriety Program in partnership with the WASPC. The Clallam County 24/7 Sobriety Program started as a pilot agency and has now been operating the Sobriety Program in non-pilot status since February 2016. Clallam County used this funding to refine its 24/7 Sobriety Program operations by increasing efficiency, providing training, supporting staff, and purchasing testing equipment.

Results: One hundred forty-three people participated in the 24/7 program in FFY 2019. Nearly 70 percent of participants were prosecuted for DUI, physical control, or similar criminal traffic cases. Ninety-nine percent of breath tests conducted were negative for alcohol. The grantee promoted the program to new judges, prosecutors, and defense attorneys resulting in an increase in program participation and support. Program participation has doubled since 2018 and continues to grow, demonstrating solid local support from the law and justice community.

WASPC held a training in FFY 2019 that brought both state and national 24/7 Sobriety Program pioneers together to learn more about program success factors. Clallam County sent many representatives, including the sheriff and the judge involved in the program. Project leaders are now working to incorporate core components of the 24/7 Sobriety Program national model into Clallam County's program, such as the formation of an advisory committee.

Countermeasure	Fund Source	Amount Approved	Amount Expended
24/7 Sobriety Program	164 Alcohol	$50,000	$50,000

Planned Activity: Support DUI Courts
Unique Identifier: ID-02

Fed Project #	Project Title	Program Manager	Sub-Recipient
164AL19-02	DUI Candidate Court Project	Edica Esqueda	WTSC

Description: The DUI candidate court program guided new or interested courts through the application and training processes, setting the foundation for success. DUI courts are modeled after the highly successful drug court model. DUI courts recognize the importance of combining treatment with the structure and accountability of a judge and supporting team in a court setting.

Results: The DUI candidate court program did not extend grant funds to send a team to foundational training this year. One team slated to attend elected to suspend the training opportunity for one year. The DUI candidate court program did have the opportunity to send three teams to Operational Tune-up Training offered by the National Center for DUI Courts in Beaverton, Oregon. Several courts expressed interest in entering into the candidate court status in FFY 2020.

Countermeasure	Fund Source	Amount Approved	Amount Expended
DWI Courts	164 Alcohol	$100,000	$28,511

Fed Project #	Project Title	Program Manager	Sub-Recipient
164AL19-06	Des Moines DUI Accountability Court	Edica Esqueda	Des Moines Municipal Court

Description: The Des Moines DUI court used evidence-based practices including Moral Reconation Therapy and motivational interviewing to bring rehabilitation and retribution to high-risk offenders. The Des Moines DUI Accountability Court is in line with National Center for DUI/ DWI Court model. The court takes a collaborative approach to reduce impaired driving through increased supervision, treatment, and motivation.

Results: The Des Moines DUI Accountability Court kicked off their first year of programming and enrolled its first participant. There are additional participants in line to enroll that have screened as high-risk/high-need. The Des Moines DUI Accountability Court elected to switch from a voluntary program to an order-in program in hopes to bolster numbers. The court integrated the King County Peer Navigator program and sent the DUI Court team to the National Center for Drug/DUI Courts conference. The team revised the DUI Court handbook and translated it into Spanish. The Des Moines DUI Court is actively engaged in expanding services to neighboring jurisdictions.

Countermeasure	Fund Source	Amount Approved	Amount Expended
DWI Courts	164 Alcohol	$70,000	$27,089

Fed Project #	Project Title	Program Manager	Sub-Recipient
164AL19-07	Kent DUI Court	Edica Esqueda	City of Kent

Description: The Kent Municipal Therapeutic DUI court utilized the 10 guiding principles established by the National Center for DUI Courts. The court targeted high-risk/high-need offenders and provided intensive supervision and monitoring. The program worked collaboratively with the offender, treatment, and all members of the criminal justice system to reduce recidivism, traffic fatalities and injuries, and the cost of lengthy incarcerations.

Results: The Kent Municipal Therapeutic DUI Court graduated seven participants during FFY 2019. The Court sentenced 19 new participants into the program, with 43 enrolled. They conducted 39 assessments for high-risk/high-need, which demonstrates the need for the program. The team attended National Center for DUI Courts Operational Tune-up Training and used the time at training to team build and assess current program practices. The team developed a DUI Court member manual outlining their roles and responsibilities. The team collaborated with King County and adopted the use of the Peer Navigator to assist participants with mentoring services and support. The DUI Court team solicited donations for program incentives and created a partnership with a local business for employment opportunities. They also created a budget proposal for the Kent City Council that includes and absorbs the increased costs for the 2021-2023 biennial budget. The Kent DUI Court hosted a number of surrounding jurisdictions interested in exploring the possibility of a DUI court in their area.

Countermeasure	Fund Source	Amount Approved	Amount Expended
DWI Courts	164 Alcohol	$91,500	$76,301

Fed Project #	Project Title	Program Manager	Sub-Recipient
164AL19-13	Spokane Municipal DUI Court	Edica Esqueda	Spokane Municipal Court

Description: The Spokane Municipal DUI Court utilized the 10 guiding principles established by the National Center for DUI Courts. The court is in its second year with the primary goal to help repeat DUI offenders bring about change in behavior and end DUI recidivism. The program helped stop the abuse of alcohol and drugs to protect the public while also holding participants accountable. The city of Spokane is using a collaborative team approach to complete the task.

Results: The Spokane Municipal DUI Court graduated three participants this year with over 100 identified as repeat DUI offenders in pre-trial status. No participants have failed or been terminated by the program. Probation utilized the Computerized Assessment and Referral system with 21 screenings conducted during FFY 2019. Law enforcement and treatment expertise provided a critical component to the team. Most participants are required to follow through with treatment to include outpatient, intensive outpatient, moral reconation, and behavioral health. Court participants utilize other programs such as “Commitment to Change” and gambling treatment. The Spokane DUI Court had the unique opportunity to work with a researcher from Washington State University to create a performance indicator model. The model assisted with tracking progress, addressing areas for adjustment, and recidivism.

Countermeasure	Fund Source	Amount Approved	Amount Expended
DWI Courts	164 Alcohol	$51,000	$33,245

Planned Activity: Support Felony DUI Prosecution
Unique Identifier: ID-03

Fed Project #	Project Title	Program Manager	Sub-Recipient
M6X19-15 164AL19-15	Snohomish PA-Felony Accountability	Debi Besser	WTSC

Description: This grant funded the traffic safety activities of a dedicated Deputy Prosecuting Attorney (DPA) to ensure the expeditious handling of felony traffic offenders in Snohomish County. The dedicated resource enabled collaboration with law enforcement to enable quicker completion of investigations and receipt of toxicology lab results, quicker charging decisions, and the speedy imposition of detention and release conditions on felony traffic offenders pending trial.

Results: Snohomish County is now holding felony traffic offenders accountable in a timely manner with this dedicated DPA. The DPA processed approximately 70 felony traffic referrals, resulting in 25 filed charges. Blood results from the toxicology lab were received within two weeks in most cases, much faster than the previous six to eight month wait. The DPA obtained a total of 25 convictions, including four in fatality cases. There were four trials held, three by jury and a stipulated bench trial involving the preparation and testimony of 31 witnesses. The DPA also supplied logistical support to police during their investigation phases, primarily in the form of review and approval of search warrants, and acted as an advisor for projects like 4/20 day.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Courts	405d 164 Alcohol	$95,320 $95,320	$95,320 $95,320

Planned Activity: Conduct Education - DUI

Unique Identifier: ID-04

Fed Project #	Project Title	Program Manager	Sub-Recipient
FDL*PM19-01 164AL19-01	Paid Media – Impaired Driving	Erica Stineman	WTSC

Description: This grant funded paid media support of DUI mobilizations. Our number one communications goal for DUI mobilizations is to reach our primary target demographic. Our secondary goal is educating and informing the vast majority of safe road users on ways they can help reduce traffic fatalities and serious injuries. Paid media included TV, radio, online ads, and outdoor billboards.

Results: Holiday DUI and Summer DUI results are described below:

Holiday DUI: WTSC implemented a holiday DUI awareness campaign to coincide with the HVE period. The campaign encouraged the highest risk group of Washington drivers (males age 25 to 34), to make a plan before they party to get home safely. The campaign ran from December 10 to December 31, 2018. There were 3,439 purchased spots on TV, radio, and digital outlets with 3,484 bonus spots. The entire campaign garnered over 13.9 million ad impressions. The holiday campaign coincided with the GHSA/Lyft campaign from a grant the WTSC received. The campaign encouraged Washingtonians in the Seattle and Spokane areas to make a plan before using cannabis or drinking alcohol. WTSC staff distributed coupons for $20 off a Lyft ride at events held outside of cannabis retailers in the two areas.

Summer DUI: The Summer/Labor Day DUI campaign also focused on the message of “Plan Before You Party.” We targeted this message at men and women drivers who were between ages 24 and 35. The campaign ran from August 12 to September 8, 2019. The strategy employed radio, digital outlets, TV, outdoor, as well as “standee” poster boards in 75 cannabis stores around the state. The total campaign had 2,080 purchased spots with 1,511 bonus and garnered more than 44.2 million impressions.

Countermeasure	Fund Source	Amount Approved	Amount Expended
HVE - DUI	405d 164 Alcohol	$376,000 $664,000	$241,652 $555,233

Planned Activity: Conduct Enforcement - DUI
Unique Identifier: ID-05

Fed Project #	Project Title	Program Manager	Sub-Recipient
M6X19-04	DUI HVE – WSP	Jerry Noviello	WSP

Description: The WSP DUI HVE project funded overtime for WSP to participate in the national impaired driving HVE "Drive Sober or Get Pulled Over" mobilizations in December 2018 and August through September 2019. This project also funded locally-driven overtime enforcement activities throughout the year in the areas of impaired driving. Overtime activities were often in collaboration with local law enforcement agencies throughout the state.
Results: The following table contains a selection of enforcement accomplishments resulting from this project.

Hours	4,088	DUI Arrests	228
Total Contacts	7,677	Speeding Citations	1,541
Total Citations	3,429	Seat Belt Citations	113
Total Warnings	8,147	Cell Phone Use Citations	44

Countermeasure	Fund Source	Amount Approved	Amount Expended
HVE	405d	$350,000	$339,173

Fed Project #	Project Title	Program Manager	Sub-Recipient
M6X19-02	DUI HVE – Local Law Enforcement	Jerry Noviello	WTSC

Description: The Local Law Enforcement DUI HVE project funded overtime for local law enforcement agencies to participate in the national impaired driving mobilizations. This project also funded locally-driven overtime enforcement activities in the area of impaired driving. Other grant funds supported public education efforts.
Results: The following table contains a selection of enforcement activity resulting from this project.

Hours	2,889	DUI Arrests	190
Total Contacts	6,802	Speeding Citations	715
Total Citations	2,398	Seat Belt Citations	76
Total Warnings	4,654	Cell Phone Use Citations	43

Countermeasure	Fund Source	Amount Approved	Amount Expended
HVE	405d	$300,000	$210,659

Planned Activity: Conduct Culture Change - DUI
Unique Identifier: ID-06

Fed Project #	Project Title	Program Manager	Sub-Recipient
FDL*CP19-05	Most Steer Clear	Scott Waller	Neighborhood House

Description: This grant funded continuing support for the Most Steer Clear Positive Community Norms (PCN) campaign that was launched in 2017 to decrease the rates of young adults driving under the influence of marijuana and alcohol in King County. The project expanded on previous communication efforts focused on posters and outreach and education at community events. West Seattle is the most racially and ethnically diverse part of Seattle and the project involved racial/ethnic/language-minority students in development of messages.

Results: The project employed seven young adult peer educators who provided community outreach and education to 5,420 individuals at 22 separate public events. Purchased print and digital advertising using the Most Steer Clear themes reached more than 38,000 individuals between January and September 2019. Social media (Facebook and Instagram) reached 267,841 individuals and there were 12,373 shares and re-posts of Most Steer Clear messages. Bus ads reached more than 272,000 individuals and light rail ads reached more than 275,000 individuals during the year. Two short videos were produced using Most Steer Clear themes to run in movie theatre pre-roll advertising before the blockbuster Marvel Comics “Avengers: Endgame” movie. More than 483,000 customers viewed the Most Steer Clear PCN videos.

The multi-year Most Steer Clear campaign appears to be yielding results. King County high school seniors participating in the Washington Healthy Youth Survey reported 5 percent less current marijuana usage than the state as a whole. In that same survey, King County 12th graders reported a 5 percent lower rate of driving after consuming marijuana than the state as a whole. These are the first decreases in these percentages since the passage of Initiative 502 in 2012 that legalized recreational marijuana use for persons 21 years and older.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Leadership-ID	405d	$80,000	$79,999

Planned Activity: Conduct Culture Change - DUIAC
Unique Identifier: ID-07

Fed Project #	Project Title	Program Manager	Sub-Recipient
FDL*CP19-02	Traffic Safety Culture Change	Shelly Baldwin	WTSC

Description: This grant supported WTSC's ongoing efforts to grow a positive traffic safety culture in Washington. Specifically, we trained staff, Target Zero Managers, and partners on the Positive Culture Framework. We conducted formative research with parents of teens. We researched how to design, implement, and evaluate a tool to increase bystander engagement to reduce impaired driving.

Results: We subcontracted with the Center for Positive Health and Safety Culture to provide three specific items to support WTSC’s ongoing efforts to grow Washington’s positive safety culture. The Center for Positive Health and Safety Culture built a training specifically for traffic safety professionals and then provided this 2.5-day Positive Culture Framework training to 35 attendees including WTSC executive staff, WTSC program managers, Target Zero Managers, and partners from DOL, WSDOT, the Health Care Authority, and the Department of Health.

They conducted a survey of Washington parents of teens to learn about their beliefs and attitudes around teaching their children to drive. They conducted research to learn how to design, implement, and evaluate a tool designed to increase bystander engagement to reduce impaired driving.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Leadership-ID	405d	$120,000	$101,079

Planned Activity: Improve Blood Testing
Unique Identifier: ID-08

Fed Project #	Project Title	Program Manager	Sub-Recipient
M6X19-06	Forensic Blood Draw Pilot Program	Debi Besser	Seattle Police Department

Description: The Seattle Police Department (PD) planned to use this grant money to collaborate with American Medical Response ambulance service to provide quicker, more efficient forensic blood draws in impaired driving cases. The grant would have enabled Seattle PD to develop a pilot project with American Medical Response to conduct forensic blood draws. Seattle PD was seeking supplemental funding for the unbudgeted cost to assist in developing this pilot project.

Results: This project was withdrawn because of lack of partner organizational support for the pilot.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Toxicology Testing	405d	$45,000	$0

Fed Project #	Project Title	Program Manager	Sub-Recipient
M6X19-11	WSP Toxicology-Personnel FS3	Mark Medalen	WSP

Description: Due to an 85 percent increase in suspected impaired driving cases received over the last seven years, the Toxicology Laboratory has far exceeded the capacity of its current staffing to provide comprehensive drug testing services in a timely manner. This grant assisted with additional forensic scientists to expedite and improve turnaround time in forensic blood testing for DUI cases.

Results: The Toxicology Laboratory was successful in achieving its goal of performing court-related overtime and external drug testing on DUI cases without tapping into or burdening the laboratory's operational budget. The laboratory did not initially screen all incoming DUI cases for all drugs such as synthetic cannabinoids (as this is deemed not cost effective). However, this grant covered the expense of sending out DUI cases to external drug laboratories when the customer requested additional testing or it was believed some other drug may be causing the observed impairment.

Funding was provided for two full-time Forensic Scientist 2 positions. The two scientists completed their training in more comprehensive drug testing. They are now working their own caseloads. The additional scientists greatly reduce the caseload for the senior scientists.

The toxicologists continued to provide testimony on fewer cases than in previous years, mainly due to the implementation of the newer Draeger evidential instruments. This has resulted in a lower than expected overtime expense.

During this same period, toxicologists worked approximately 200 hours of overtime while providing testimony on DUI-related cases.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Toxicology Testing	405d	$500,000	$326,376

Planned Activity: Conduct Training - DUI
Unique Identifier: ID-10

Fed Project #	Project Title	Program Manager	Sub-Recipient
M6X19-10 164AL19-10	WSP Impaired Driving Section	Mark Medalen	WSP

Description: This grant provided assistance to the WSP Impaired Driving Section to manage the statewide Drug Recognition Expert (DRE), Ignition Interlock, Standardized Field Sobriety Test (SFST) programs, and operate the Mobile Impaired Driving Unit (MIDU) at events statewide.

Results:

DRE: For the DRE program, this grant paid for instructor overtime, training materials, contract services for DRE in-service presenters, and travel expenses for DRE in-service, DRE national conference, SFST instructor school, and DRE instructor school.

DRE/DUI Enforcement Training Program:

FFY 2019	Classes	Students
DRE School	0	0
ARIDE	24	365
Community Trainings	39	1,637
TOTAL	63	2,002

FFY 2019	Classes	Students
SFST	98	983
Wet Lab	9	281
TOTAL	107	1,264

The focus of the statewide DRE program has been to re-engage DREs in conducting evaluations. A DRE Advisory Board is being established to improve effectiveness of the statewide DRE program.

MIDU: From October 1, 2018, through September 30, 2019, the MIDU was deployed 48 times and a processing station was set up an additional 27 times. During these events, of 802 DUI arrests, 548 were processed in the MIDU or at the event's processing station. The MIDU assisted police in multiple cities and counties across Washington with DUI processing and, we believe, acted as a visual deterrent to DUI. The MIDU program expenses included officer overtime, contract services for phlebotomists, portable toilets, educational materials, and wrap (graphics) replacement.

Ignition Interlock Program: The goals of the ignition interlock grant project are to affirmatively and proactively address interlock failures and/or criminal circumvention/tampering cases that are reported to the WSP. WSP visits the residences of drivers that have had a failure report to

remind them that their interlock activity is being watched and taken seriously by the criminal justice community. The Interlock program expenses included officer overtime, contract services for a training video, and iPads for program evaluation and monitoring.

Total: 304 residential contacts, 100 criminal investigations which resulted in 6 criminal charges.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Law Enforcement Training	405d 164 Alcohol	$234,000 $322,100	$174,732 $213,071

Fed Project #	Project Title	Program Manager	Sub-Recipient
CP19-11	Training Resources Grant	Debi Besser	Snohomish County

Description: This grant provided funding for overtime to send Snohomish County law enforcement officers through DUI-related trainings to achieve or maintain certifications such as Blood Alcohol Concentration (BAC) and Advanced Roadside Impaired Driving Enforcement (ARIDE). Funds were available to all city/county police department members of the Snohomish County Task Force. It also funded two task force leaders to attend a national traffic safety conference to learn new DUI enforcement strategies.

Results: A total of 112 officers attended various online and in-person trainings. Fifty-four officers took an online training on cannabis impairment detection, 11 officers attended BAC refresher, one officer attended BAC basic training, seven officers attended the in-person Marijuana DUI class, 12 officers attended ARIDE classes, and 25 officers attended Traffic Safety Resource Prosecutor (TSRP) training. Two officers attend the national Drugged and Impaired Driving conference and returned with helpful information for the Task Force.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Law Enforcement Training	402	$60,000	$35,122

Fed Project #	Project Title	Program Manager	Sub-Recipient
PT19-03	Impaired Driving Training Grant	Debi Besser	Seattle Police Department

Description: This grant provided funding for impaired driving training for law enforcement and other agency personnel in the Seattle area and around the state to enhance DUI enforcement. The training allowed officers to become comfortable with proper procedures for handling DUIs, resulting in more impaired driving arrests.

Results: Grant-sponsored instructors presented to over 1,000 officers, deputies, troopers and civilians from over 50 agencies and organizations:

- 70 officers attended four ARIDE classes
- 172 officers attended 32 BAC Refresher classes
- 96 officers attended 16 SFST Refresher classes
- 51 officers attended five BAC Operator classes

Seattle PD also conducted one DUI/SFST Class, eight post-Basic Law Enforcement trainings, and 17 separate trainings around the state with TSRP Miriam Norman. Approximately 325 people attended.

As the ultimate measure of training effectiveness, Seattle PD arrested 1,267 impaired drivers in FFY 2019. This is a one percent decrease from the previous year, with nine less arrests. This is the first grant year that the total arrests have not increased. The first three quarters saw decreases, but in the final quarter Seattle PD arrested 309 impaired drivers for a 17 percent increase over the same period last year.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Law Enforcement Training	402	$60,000	$58,454

Planned Activity: Conduct Compliance Checks
Unique Identifier: ID-11

Fed Project #	Project Title	Program Manager	Sub-Recipient
164AL19-09	Impaired Driving Collaborative Initiative	Debi Besser	LCB

Description: This project, conducted by the Washington State Liquor and Cannabis Board Enforcement Division, enhanced communication with licensees to address the dangers of DUI. They increased visits to licensed establishments to speak with licensees, employees, and patrons regarding the dangers associated with impaired driving. Enforcement officers conducted undercover and high visibility operations with an emphasis on reducing over-service.

Results: The Liquor and Cannabis Board identified 90 locations of strategic interest based on the place of last drink data and other data sources. They focused on these establishments with compliance checks and education to reduce over-service and youth access. A total of 121 compliance checks with 18 educational visits were conducted statewide. Four violations were observed, eight enforcement actions taken (includes non-public safety), and two citations were issued. The compliance rate remained high throughout the project.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-ID	164 Alcohol	$45,000	$29,453

Fed Project #	Project Title	Program Manager	Sub-Recipient
164AL19-14	LCB Enforcement Support in Target Zero Areas	Debi Besser	LCB

Description: With this grant, the Liquor and Cannabis Board conducted undercover and high visibility liquor enforcement operations with an emphasis on reducing over-service. Efforts targeted high-risk DUI areas with undercover operations including compliance checks, premises visits, and bar sweeps. The Liquor and Cannabis Board provided education to alcohol licensees, employees of licensed establishments, and patrons regarding the dangers of impaired driving. They focused on licensed locations identified as the place of last drink from recent DUI arrests.

Results: The Liquor and Cannabis Board completed 464 checks/visits, with the following results per area:

- King County North - Officers conducted 93 checks/visits, resulting in one verbal warning, one written warning, and one administrative violation notice (AVN) issuance.
- Pierce County - Officers conducted 107 checks/visits, resulting in 3 violations observed and 3 verbal warnings.
- Clark County - Officers conducted 51 checks/visits, resulting in 2 violations observed and 3 AVNs.
- Spokane County - Officers conducted 167 checks/visits, resulting in 4 verbal warnings and 4 AVNs.
- Yakima County - Officers conducted 46 checks/visits, resulting in 1 violation observed, 2 verbal warnings, 1 written warning, 2 AVNs, and 1 citation issuance.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-ID	164 Alcohol	$46,500	$37,409

Planned Activity: Conduct Enforcement - DUI
Unique Identifier: ID-12

Fed Project #	Project Title	Program Manager	Sub-Recipient
164AL19-16 M6X19-16	Spokane DUI Enforcement	Edica Esqueda	Spokane Police Department

Description: The Spokane Police Department (PD) deployed the dedicated DUI officer enforcement project. The WTSC provided funds to pay for the dedicated DUI enforcement officer activity and the Spokane PD provided an additional dedicated DUI enforcement deputy as match. The Spokane PD provided a fully equipped patrol vehicle and all other equipment/supplies for both officers. The Spokane PD plans to sustain both positions at the end of the grant via local funds as part of ongoing operations.

Results: The Spokane PD dedicated DUI officer project exceeded expectations. They created a culture shift within their agency that now prioritizes DUI enforcement. The officers working this project averaged 1.33 DUIs per shift. In addition to the impressive enforcement outputs, the dedicated DUI officers conducted over 400 trainings at the Basic Law Enforcement Academy. Education outreach included roll call training to 16 patrol teams and the officers conducted regular home checks for the Spokane Municipal DUI Court participants. Spokane PD adopted a new policy that requires SFST refresher training when officers are attending mandatory BAC training in efforts to elevate officer engagement with DUI arrests on regular patrol.

Additional enforcement accomplishments from this project:

Hours	2,751	DUI Arrests	364
Total Contacts	1,578	Speeding Citations	82
Total Citations	1065	Seat Belt Citations	9
Total Warnings	N/A	Cell Phone Use Citations	15
Total E-Warrants	225	DRE Evaluations	27
Felony DUI Arrests	1	Vehicular Assault	N/A

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP - ID	164 Alcohol 405d	$70,012 $70,012	$70,012 $70,012

Fed Project #	Project Title	Program Manager	Sub-Recipient
PT19-08	Spokane DUI Officer Project	Edica Esqueda	Spokane County Sheriff's Office

Description: This grant supported DUI enforcement conducted by the Spokane County Sheriff's Office (CSO). The WTSC provided funds to pay for a Dedicated DUI Enforcement Deputy's activity and the Spokane CSO provided an additional deputy as match. The Spokane CSO provided a fully equipped patrol vehicle and all other equipment/supplies. The Spokane CSO plans to sustain both positions at grant's end via local funds as part of Spokane CSO's ongoing operations.

Results: First-year programming provided promising results from the Spokane CSO Dedicated DUI Enforcement Project. The grantee used funds appropriately and met all deliverables. One deputy received a BAC instructor certification, and a corporal mentored 15 officers on the DUI arrest process. The Spokane CSO used social media to educate the public about the new program. The Spokane CSO Dedicated DUI Enforcement Deputies each attended monthly

Target Zero Task Force meetings, DUI Victim's Impact Panels, and the Intensive Supervision Treatment Court meetings, upon request.

Additional enforcement accomplishments from this project:

Hours	2,844	DUI Arrests	323
Total Contacts	2,570	Speeding Citations	329
Total Citations	1,613	Seat Belt Citations	8
Total Warnings	1,000	Cell Phone Use Citations	17
Total E-Warrants	149	DRE Evaluations	3
Felony DUI Arrests	2	Vehicular Assault	1

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-ID	402	$122,747	$111,197

Planned Activity: Conduct Enforcement and Education - DUI
Unique Identifier: ID-13

Fed Project #	Project Title	Program Manager	Sub-Recipient
164AL19-12	Target Zero DUI Patrols Bellingham WA	Wade Alonzo	WTSC

Description: Bellingham Police Department (PD) used grant funds to provide refresher training and mentoring to seven officers to increase their proficiency in enforcing impaired driving laws. A Bellingham PD DRE mentored the seven officers through training and ride-alongs. Bellingham PD utilized the mentored officers to conduct DUI emphasis patrols throughout the year.

Results: The mentored officers made 17 DUI arrests during 115 hours of grant-funded DUI emphasis patrols. This equated to approximately $400 per arrest. However, the mentored officers made a total of 284 DUI arrests during the grant year, mostly on non-grant-funded straight time. Bellingham PD averaged a DUI every 6.7 hours during grant-funded emphasis patrols. Also of note, one officer arrested 68 DUIs in 2019, tying Bellingham PD's record for the highest number of DUIs in a year by an officer since 1999. Another officer was close behind with 66. Bellingham PD also made six DUI arrests in a single day, breaking an agency record. The longest period without arresting a DUI was six days.

The mentoring accomplished the following:

- Seven officers were mentored by a Bellingham PD Officer and DRE during the project.
- Each participating officer received four hours of classroom training.
- The Bellingham PD Officer and DRE conducted 23 hours of ride-alongs with the mentored officers.

Additional enforcement accomplishments from this project:

OT Hours	146	Reckless Driving	0
Total Contacts	183	Negligent Driving	0
Total Citations	31	Intermediate Driver License	0
DUI	17	DWLS/Revoked License	6
Speeding	0	No Valid Operator's License	0
Cell Phone Use	0	Ignition Interlock	0
Seat Belt	0	Stolen Vehicles Recovered	0
Child Car Seat	0	No Insurance	1

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-ID	164 Alcohol	$20,000	$8,630

Fed Project #	Project Title	Program Manager	Sub-Recipient
AL19-02	Vancouver/Clark Impaired Driving Grant	Debi Besser	Vancouver Police Department

Description: This was the final year for federal funding of a collaborative Clark County Task Force initiative to utilize HVE to increase DUI arrests.

Results: The Task Force completed 12 DUI enforcement events with the participation of multiple jurisdictions and Liquor and Cannabis Board enforcement agents. Media efforts were coordinated to coincide with the events. Officers also provided instruction for the DUI portions

of many local driver education courses and attended a community safety fair. In total, this project accomplished the following:

Hours	395	DUI Arrests	37
Total Contacts	879	Speeding Citations	90
Total Citations	301	Seat Belt Citations	3
Total Warnings	n/a	Cell Phone Use Citations	n/a

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-ID	402	$75,000	$63,018

Planned Activity: Conduct Enforcement – DUI YD
Unique Identifier: ID-14

Fed Project #	Project Title	Program Manager	Sub-Recipient
164AL19-05 M6X19-05	Skagit County Underage Drinking Prevention Plan	Jerry Noviello	Skagit County Public Hospital District 304

Description: This grant supported an innovative project in Skagit County to address underage drinking/cannabis-impaired driving. This project developed a social norms campaign focused on underage drinking and utilized a newly formed Education Citation system that allowed law enforcement to cite minors with three hours of evidenced-based education taught by local prevention-intervention specialists in lieu of receiving a minor in possession citation. The project also included overtime enforcement specifically aimed at finding underage drinking parties.

Results: The project accomplished many of its goals including:

- The grantee developed the Education Citation process, which was an entirely new process for law enforcement, prosecutors, and clerks.
- All law enforcement agencies in Skagit County committed to following the Education Citation process.
- Five high schools in the county participated in a Positive Community Norms project. This project included collecting data from students to measure their perceptions and behaviors involving alcohol use and impaired driving. The messaging campaign included a series of posters at the schools, as well as advertising at local movie theaters.
- Law enforcement conducted eight overtime enforcement patrols seeking underage drinking parties in the county, however none were found. It is suspected that the rural nature of the county provides abundant locations for youth parties in areas, where law enforcement access is limited.
- The grantee developed a training curriculum for the Education Citation program. This ensured uniformity in the program across the county and easy access to the training. Twenty Education Citations were issued during FFY 2019 and these youth followed the developed process.
- The county will continue using the Education Citation program in the future, despite this being the final year of grant funding for this project.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-ID	164 Alcohol 405d	$60,250 $20,000	$58,346 $19,445

Planned Activity: Conduct Enforcement - TZT
Unique Identifier: ID-15

Fed Project #	Project Title	Program Manager	Sub-Recipient
M6X19-01	Target Zero Teams East (Spokane and Yakima)	Debi Besser	WTSC

Description: Target Zero Teams is a long-standing initiative that partners local law enforcement with WSP and the Liquor and Cannabis Board to use targeted patrols to find and arrest impaired drivers and educate liquor establishments on the impact of over-service. This funding allowed local law enforcement agencies to continue sustained DUI enforcement in Yakima and Spokane counties.

Results: Local law enforcement patrols resulted in:

Hours	358	DUI Arrests	38
Total Contacts	545	Speeding Citations	147
Total Citations	412	Seat Belt Citations	4
Total Warnings	n/a	Cell Phone Use Citations	n/a

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-ID	405d	$90,000	$36,427

Fed Project #	Project Title	Program Manager	Sub-Recipient
M6X19-03	Target Zero Teams West (Pierce, South King, North King, Snohomish)	Debi Besser	WTSC

Description: Target Zero Teams is a long-standing initiative that partners local law enforcement with WSP and the Liquor and Cannabis Board to use targeted patrols to find and arrest impaired drivers and educate liquor establishments on the impact of over service. This funding allowed local law enforcement agencies to continue sustained impaired driving enforcement in Pierce, Snohomish, and King counties.

Results: Local law enforcement patrols resulted in:

Hours	1,212	DUI Arrests	113
Total Contacts	2,387	Speeding Citations	257
Total Citations	972	Seat Belt Citations	3
Total Warnings	n/a	Cell Phone Use Citations	n/a

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-ID	405d	$200,000	$140,723

Planned Activity: Support TSRP
Unique Identifier: ID-16

Fed Project #	Project Title	Program Manager	Sub-Recipient
M6X19-07	State Traffic Safety Resource Prosecutor	Edica Esqueda	Municipal Research Services Center

Description: This grant funded a Traffic Safety Resource Prosecutor (TSRP) that acted as a statewide resource. The TSRP continued existing projects aimed at reducing impaired driving in Washington including training prosecutors, law enforcement professionals, judges, probation staff, legislators, and hearing examiners on topics crucial to impaired driving enforcement. The TSRP provided experienced litigation assistance in the courtroom, legal memoranda, research assistance, and online assistance via the state TSRP website and newsletter.

Results: The TSRP achieved project goals within budget and on time. Trainings were well attended and evaluations complimentary. TSRPs offered DUI Boot camp, Lethal Weapon, and added a four-day Drugged Driving program. TSRPs assisted the State Toxicology lab in a national blood vial recall. Because of their work, no courts suppressed blood results in Washington. Notable presentations were given at the annual Washington judicial training, National Governors Association Impaired Driving meeting, and National Ignition Interlock conference. The TSRP provided legal summaries for several high profile cases, including State vs. Brown, blood vial recall, preliminary breath test refusal case, and an appeal for the Hailey's Law judgement. For additional information on the statewide TSRP Program, see the National Association of Prosecutor Coordinators report.

Total hours of Training	129.5	Total Technical Requests	969
Total Prosecutors Trained	484	Community Outreach	9
Total LE & Other Trained	670	Appellate Briefs	27
Publications	8	Legislative Assistance	23

Countermeasure	Fund Source	Amount Approved	Amount Expended
Prosecutor Training	405d	$177,616	$169,369

Fed Project #	Project Title	Program Manager	Sub-Recipient
M6X19-08	Seattle Traffic Safety Resource Prosecutor	Edica Esqueda	Seattle City Attorney's Office

Description: The TSRP continued projects aimed at reducing impaired driving in Washington. The TSRP trained prosecutors, law enforcement professionals, judges, probation staff, legislators, and hearing examiners on topics crucial to impaired driving enforcement. The TSRP provided experienced litigation assistance in the courtroom, legal memoranda, research assistance, and online assistance via the state TSRP website and newsletter.

Results: The TSRP achieved project goals within budget and on time. Trainings were well-attended and evaluations complimentary. The TSRP conducted 52 trainings and assisted with changes to the SFST Basic Course and DRE Pre-school curriculum. The TSRP also made a presentation at the National Alcohol and Impaired Driving conference and, as a result, created new curriculum for the International Association of Chiefs of Police Drug Evaluation and Classification program titled the Mellamby Effect. The TSRP drafted articles for the Seattle PD Guardian, TZM newsletter, and WSP newsletter.

Total hours of Training	366	Total Technical Requests	570
Total Prosecutors Trained	396	Community Outreach	16
Total LE & Other Trained	1,568	Appellate Briefs	8
Publications	14	Legislative Assistance	8

Countermeasure	Fund Source	Amount Approved	Amount Expended
Prosecutor Training	405d	$152,337	$136,804

Fed Project #	Project Title	Program Manager	Sub-Recipient
M6X19-13	TSRP Spokane County	Edica Esqueda	Spokane County Prosecuting Attorneys Office

Description: The TSRP continued projects aimed at reducing impaired driving in Washington. The TSRP trained prosecutors, law enforcement professionals, judges, probation staff, legislators, and hearing examiners on topics crucial to impaired driving enforcement. The TSRP provided experienced litigation assistance in the courtroom, legal memoranda, research assistance, and online assistance via the state TSRP website and newsletter.

Results: The TSRP achieved project goals within budget and on time. The TSRP continued engagement with the Spokane County Intensive Supervision Treatment Court, and the Greater Spokane Substance Abuse Coalition 24-hour jail alternative program. The TRRP focused education efforts with the commercial vehicle and CDL enforcement programs by drafting new affidavit/report language. Lastly, the TSRP assisted with 3,360 civil and criminal traffic safety related cases.

Total hours of Training	57	Total Technical Requests	254
Total Prosecutors Trained	60	Community Outreach	15
Total LE & Other Trained	59	Appellate Briefs	5
Publications	3	Legislative Assistance	1

Countermeasure	Fund Source	Amount Approved	Amount Expended
Prosecutor Training	405d Low	$149,951	$102,795

SPEEDING

Problem Statement

From 2015-2017 speeding was a factor in 29.2 percent of traffic fatalities, dropping just below the Target Zero Priority One threshold of 30 percent. Speeding-involved fatalities decreased 4.9 percent in 2015-2017 (483) compared to 2012-2014 (508). For the first time in both 2015 and 2017, speeding became a less prevalent factor in fatal crashes than distracted/inattentive driving.

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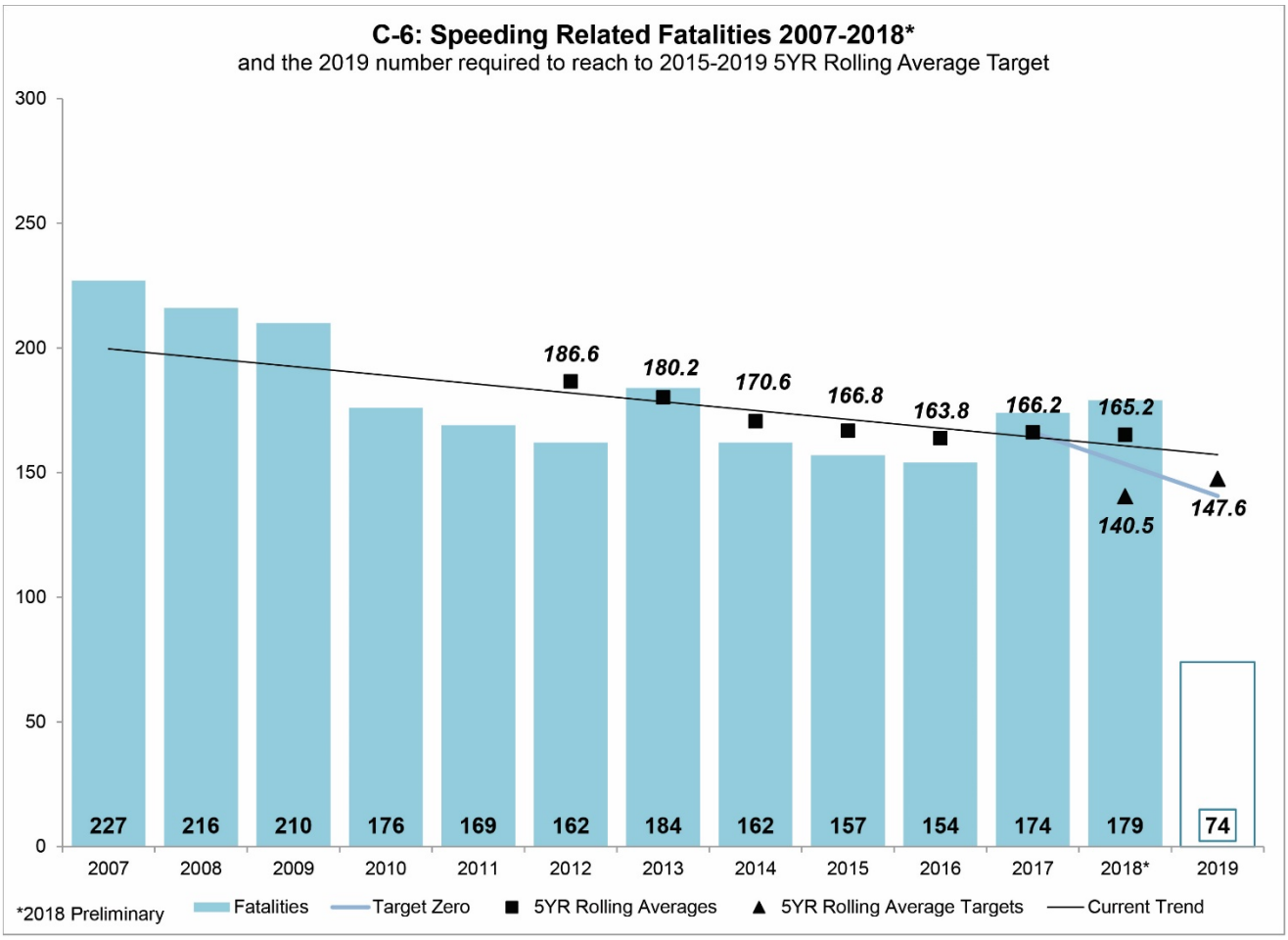
Associated Performance Measures: C-6

Assessment of State's Progress in Achieving Performance Targets

The 2018 performance target was not met. The 2019 calendar year target required to meet the 2015-2019 five-year rolling average target has been exceeded, therefore the 2019 performance target is also not met.



Adjustments to Highway Safety Plan for not Meeting Target

In response to failing to achieve the performance target in FFY 2018, the WTSC is changing the way we prioritize and invest in countermeasures. We are changing our funding project approach from a general call for proposals that we fit into programs to using problem identification to identify countermeasures and then selecting evidence-based and innovative projects that have the best potential for saving lives. Additionally, we will begin investing in multi-year projects that will result in more complete and sustained outcomes.

FFY 2019 Countermeasures and Planned Activities

Planned Activity: Conduct Enforcement and Education - Speed
Unique Identifier: SR-01

Fed Project #	Project Title	Program Manager	Sub-Recipient
SE19-02	Speed Project	Nadine Selene-Hait	WTSC

Description: This grant was intended to provide supplemental funding to allow Target Zero Managers throughout the state to focus on work zone safety during county road improvement projects.

Results: County interest in this project was low and so the project was not completed due to lack of interest. The project will not be pursued in 2020.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-Speed	402	$40,000	$0

Planned Activity: Conduct Education - Speed
Unique Identifier: SR-02

Fed Project #	Project Title	Program Manager	Sub-Recipient
PM19-01	Paid Media - Speeding	Erica Stineman	WTSC

Description: This grant would have provided funding for advertising and messaging to alert the public to speeding traffic safety enforcement.

Results: Due to lack of participation from law enforcement agencies, this project did not move forward and WTSC communications reallocated this funding to provide more funding for the summer DUI and Flex campaigns.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-Speed	402	$100,000	$0

Planned Activity: Conduct Enforcement - Speed
Unique Identifier: SR-03

Fed Project #	Project Title	Program Manager	Sub-Recipient
PT19-04	Speed Enforcement – WSP	Jerry Noviello	WSP

Description: The WSP Speed Traffic Safety Enforcement project provided funding for overtime enforcement activities in the area of speeding. WSP identified target locations throughout the state, often focusing on large community events like Hoopfest in Spokane. WSP planned speed enforcement along select corridors to maximize exposure to the public.

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

Hours	1,138	DUI Arrests	4
Total Contacts	2,935	Speeding Citations	1,594
Total Citations	2,058	Seat Belt Citations	0
Total Warnings	1,866	Cell Phone Use Citations	7

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-Speed	402	$100,000	$97,718

YOUNG DRIVERS

Problem Statement

From 2015-2017, 12.5 percent of traffic fatalities involved a driver ages 16-20. Drivers ages 20 or younger-involved fatalities increased 22.6 percent compared to 2012-2014 (168 to 206). In 2017, the number of drivers ages 16-17 involved in fatal crashes declined almost 50 percent (nine drivers in 2017 down from 17 drivers in both 2015 and 2016). Drivers ages 18-20 involved in fatal crashes increased in 2017 to 58, up from 48 drivers in 2015.

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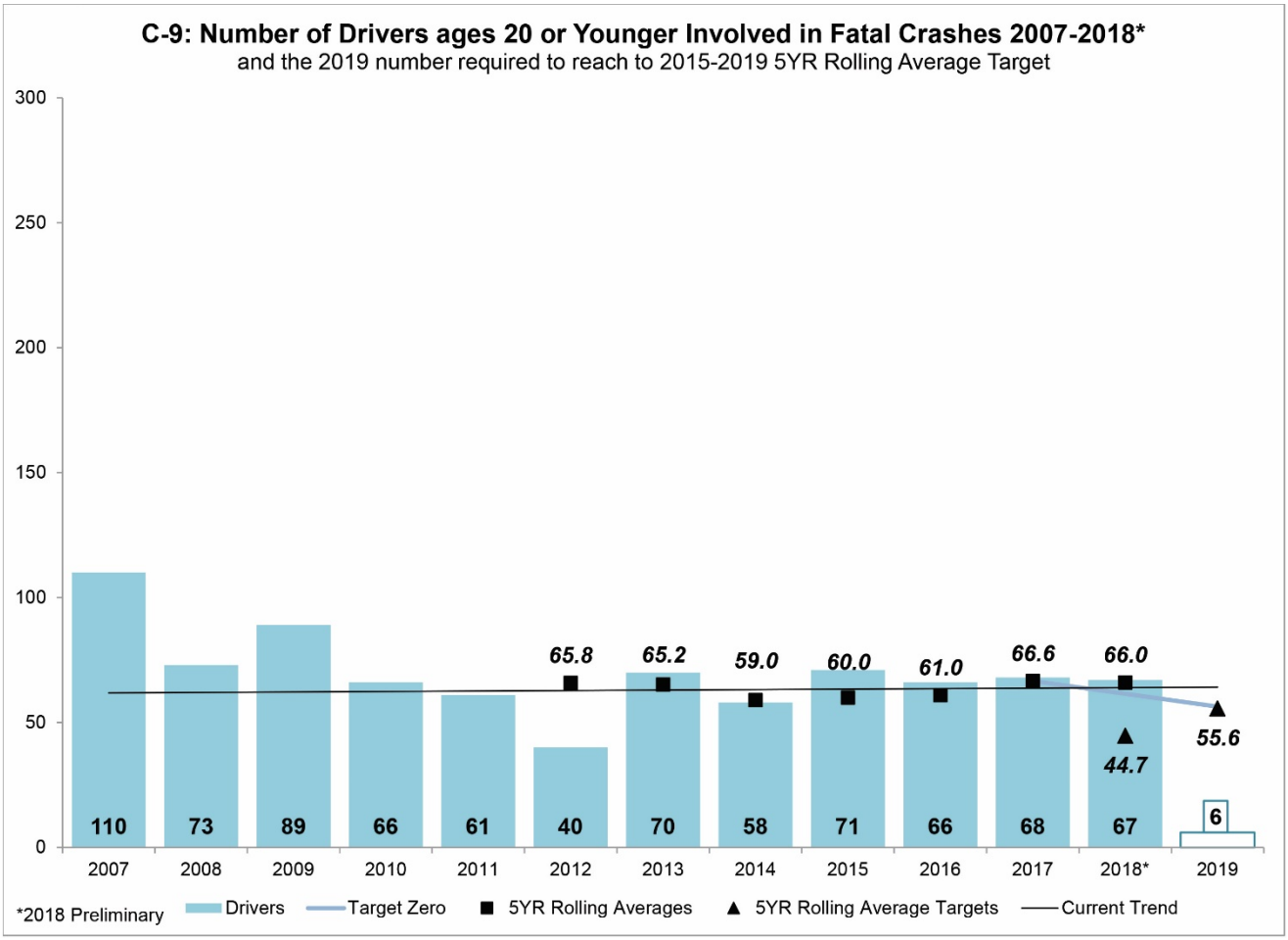
Assessment of State's Progress in Achieving Performance Targets

The 2018 performance target was not met. The 2019 calendar year target required to meet the 2015-2019 five-year rolling average target has been exceeded, therefore the 2019 performance target is also not met.



Adjustments to Highway Safety Plan for not Meeting Target

In response to failing to achieve the performance target in FFY 2018, the WTSC is changing the way we prioritize and invest in countermeasures. We are changing our funding project approach from a general call for proposals that we fit into programs to using problem identification to identify countermeasures and then selecting evidence-based and innovative projects that have the best potential for saving lives. Additionally we will begin investing in multi-year projects that will result in more complete and sustained outcomes.

FFY 2019 Countermeasures and Planned Activities

Planned Activity: Provide Technical Assistance - Young
Unique Identifier: YD-01

Fed Project #	Project Title	Program Manager	Sub-Recipient
CP19-04	Young Drivers	Manuel Gonzalez	WTSC

Description: Young drivers ages 16-25 continue to be over-represented in fatal and serious crashes and are a Priority One in the Target Zero plan. This grant supported several projects educating and providing resources to teens and their parents on driver licensing and training.

Results: This grant was intended to support; (1) the development of parent-focused media and resources prior to the National Teen Driver Safety Week, (2) the establishment of the Action Council on Young Drivers, (3) program support to the DOL, and (4) educational programs targeting teens such as Impact Teen Driver. During FFY 2019, the Action Council on Young Drivers was not established. DOL did not plan for or utilize any funding, and very few education events targeting teens required support through this funding. Updates to the WTSC Young Drivers webpage and National Teen Driver Safety Week media campaign were successfully executed with outstanding results.

This grant funded a media campaign in support of National Teen Driver Safety Week, October 22-26, 2018. Educational information including graduated driver's license information, fact sheets, and videos were broadcast via Instagram and Facebook during National Teen Driver Safety Week primarily targeting parents. The media campaign reached over 100,000 people with over 700,000 impressions and 100,000 video views.

The Young Driver website was also updated in preparation for National Teen Driver Safety Week. Updates included resources to help increase parent involvement as their young drivers prepare to drive on Washington's roadways. Prior to the website updates, there was very little Washington-specific information or resources available to parents. This project provided a comprehensive library of resources to help parents prepare their teens for driving.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Leadership- Young Drivers	402	$50,000	$15,558

Planned Activity: Conduct Education - YD
Unique Identifier: YD-02

Fed Project #	Project Title	Program Manager	Sub-Recipient
CP19-13	Palouse Driver Education Campaign	Wade Alonzo	Palouse Regional Transportation Planning Organization

Description: The Palouse Driver Education Campaign kicked off in October 2018. The campaign's purpose was to improve the behavior of student drivers from Washington State University and the general driving community in the region through a mix of earned and owned media and event-based marketing.

Results: The Palouse Regional Traffic Planning Organization estimates that there has been a 21 percent reduction in crashes related to distracted, drowsy, and inexperienced drivers in the last three years compared with the three years prior to the campaign.

The event-based marketing efforts resulted in the following results:

- Campaign staff attended/tabled at 26 events.
- 850+ traffic safety pledges were signed.
- Over 6,000 driver safety brochures were distributed.
- Campaign staff generated 13,000 face-to-face interactions during events.
- Campaign staff estimated generating 7,500 indirect interactions during events.

The media outreach resulted in the following results:

- 4,108 radio ads aired during the fiscal year totaling 34 hours of advertising.
- Approximately 3,000 social media followers have been accumulated since the campaign's inception.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Leadership – Young Drivers	402	$59,000	$54,929

DISTRACTED DRIVING

Problem Statement

From 2015-2017 distracted driving was a factor in 29.2 percent of traffic fatalities. Distracted driver-involved fatalities increased 29.9 percent in 2015-2017 (482) compared with 2012-2014 (371). In 2016, Washington implemented an annual distracted driving observation survey. For both 2016 and 2017, the survey measures a 9.2 percent distraction rate among drivers on Washington roadways. Driver distraction includes all activities that divert attention and full engagement from the task of driving including general inattention (lost in thought), smoking, eating, grooming, reading, interactions with passengers or vehicle controls, and electronic device use. Overall 78 percent of driver distraction was related to cell phone use.

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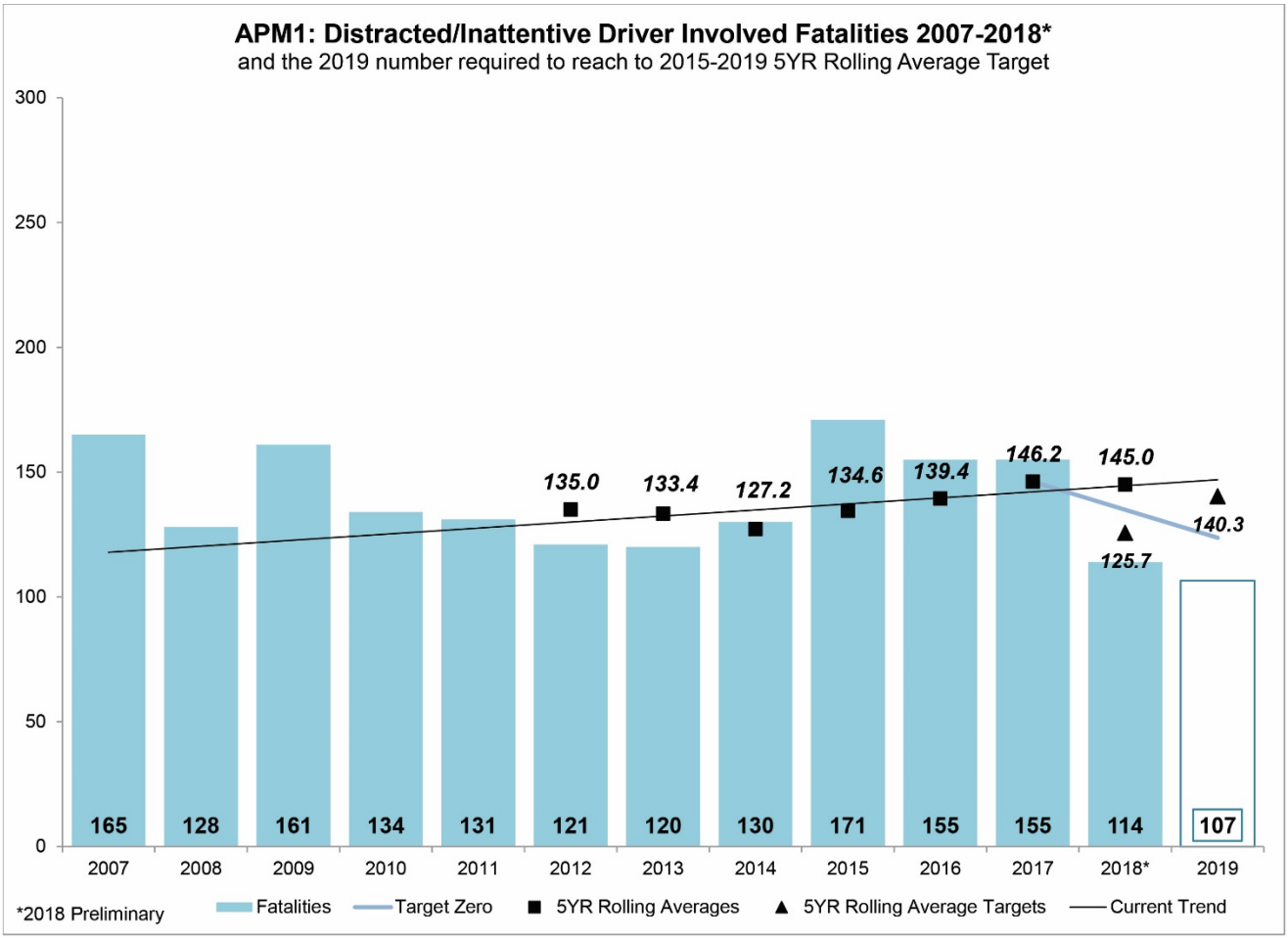
Associated Performance Measures: APM-1

Assessment of State's Progress in Achieving Performance Targets

The 2018 performance target was not met. The 2019 calendar year target required to meet the 2015-2019 five-year rolling average target has not been exceeded, therefore the 2019 performance target is still in progress. The decreases in the calendar year 2018 and 2019 distracted driver-involved fatalities are partially attributable to Washington's new distracted driving law.


APM1: Distracted/Inattentive Driver Involved Fatalities 2007-2018*
and the 2019 number required to reach to 2015-2019 5YR Rolling Average Target
300
250
200
150
100
50
0
165
128
161
134
131
121
120
130
171
155
155
114
107
135.0
133.4
127.2
134.6
139.4
146.2
145.0
140.3
125.7
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
2018*
2019
*2018 Preliminary
Fatalities
Target Zero
5YR Rolling Averages
5YR Rolling Average Targets
Current Trend

Planned Activity: Conduct Culture Change - Distracted
Unique Identifier: DD-01

Fed Project #	Project Title	Program Manager	Sub-Recipient
FDL*CP19-04	Culture Change in Distracted Driving	Erika Mascorro	Western Transportation Institute of Montana State University

Description: The Center for Health and Safety Culture began the implementation of a culture-based intervention to address distracted driving in the workplace to include strong policy, training, and communication. This intervention creates a Target Zero workplace community and changes the culture to enable people to choose to be safer and influence coworkers to be safer (safety citizenship). During FFY 2020, pre- and post-intervention employee surveys will inform evaluation of effectiveness. The intervention result is a toolkit for future dissemination to businesses across the state.

Results: During this first phase of the project, three workplaces were recruited to participate in the project. Recruiting took longer than anticipated and because of the nature of the businesses, workplaces asked to delay survey participation until the fall when they were not in the midst of their summer busy season.

The successes of the first phase of the project included recruiting three workplaces, revisions to the workplace survey, and initiating revisions to the workplace toolkit which included the completion of the following project elements:

- Literature Review
- Finalize evaluation plan
- Revise workplace survey
- Implement workplace survey

During FFY 2020 the project will complete the following:

- Train workplaces on the toolkit
- Analyze survey results
- Support implementation
- Conduct follow-up surveys
- Conduct interviews
- Analyze follow-up surveys
- Complete final report

Countermeasure	Fund Source	Amount Approved	Amount Expended
Leadership-DistD	405d	$ 121,873	$66,892

Planned Activity: Conduct Training - TREDS
Unique Identifier: DD-02

Fed Project #	Project Title	Program Manager	Sub-Recipient
F24*CP19-02	TREDS Training	Erika Mascorro	WTSC

Description: Grant funds provided law enforcement agencies resources to conduct a Training, Research, and Education for Driving Safety (TREDS) distracted driving training course. Forty-three law enforcement officers received instruction on delivering the TREDS training program. The training focused on law enforcement distracted driving. The training is designed to address the unique challenges of this workforce that use a variety of equipment while driving. This funding supported the trained officers to deliver the program to other law enforcement officers.

Results: Participants delivered six trainings to other law enforcement officers. The grant funds were not utilized for these trainings. The six agencies that conducted their own trainings shared the following:

- They plan to conduct additional trainings in the future.
- They felt that WTSC provided them with everything needed to conduct the training.
- They felt strongly that this training would help change the culture around driving distracted on the job.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Training - TREDS	405d 24/7	$25,000	$0

Planned Activity: Conduct Education - Distracted
Unique Identifier: DD-04

Fed Project #	Project Title	Program Manager	Sub-Recipient
PM19-01	Paid Media – Distracted Driving	Erica Stineman	WTSC

Description: This grant provided funding for support of the Distracted Driving traffic safety enforcement program and a campaign to support Washington's distracted driving law.

Results: WTSC conducted the Distracted Driving campaign to improve road safety in April 2019, which included additional patrols and an awareness campaign targeting Washington drivers who are mothers of children K-12.

Communications contractor C+C supported WTSC in developing and implementing this bilingual distracted driving awareness campaign to reduce the number of serious injuries or deaths caused by distracted drivers. The campaign ran from March 25 – April 14, 2019. We purchased 3,529 TV, radio, and digital spots with 3,093 bonus spots, and had over 17.5 million impressions.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-DistD	405d	$400,000	$354,372

Planned Activity: Conduct Enforcement and Education - Distracted
Unique Identifier: DD-05

Fed Project #	Project Title	Program Manager	Sub-Recipient
DD18-02	Bellingham Distracted Driving	Erika Mascorro	Bellingham Police Department

Description: Bellingham Police Department (PD) conducted a year-long campaign to reduce distracted driving collisions in Bellingham by five percent in 2019. The project utilized traditional and social media channels to educate the community on the dangers of distracted driving and to advertise high visibility enforcement and emphasis patrols. The campaign dedicated patrols to local victims killed by distracted drivers. The drivers contacted during the emphasis patrols received educational materials about the danger of driving distracted.

Results:
Law enforcement accomplishments

Hours	396	DUI Arrests	0
Total Contacts	1,262	Speeding Citations	63
Total Citations	634	Seat Belt Citations	23
Total Warnings	716	Cell Phone Use Citations	402

Social Norming "Travel with Care" Safety Message: This educational campaign was delivered to the Bellingham community using Cascade Radio Group who broadcast 440 PSAs on traditional media. On social media the Bellingham PD Public Information Officer connected on Facebook with approximately 21,500 people generating 20,878 engagements. On Twitter, 21 tweets produced 97,200 impressions and 837 engagements.

Crash Reduction: The number of distracted driving crashes in Bellingham went from 796 to 697, a 12 percent reduction in year-to-year distracted driving crashes. (Source: Washington State Patrol collision analysis tool 2018-2019 grant cycle).

Sustained Enforcement: Even though the grant expired, Bellingham PD has continued to use HVE to reduce crashes in high crash areas.

- October 10, 2019 - Meridian Street corridor - 42 traffic stops, 36 citations, 24 were for cell phone violations.
- October 24, 2019 - Bakerview Road corridor - 47 traffic stops, 45 citations, 38 were for cell phone violations.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Conduct Enforcement and Education - Distracted	402	$55,488	$45,500

Fed Project #	Project Title	Program Manager	Sub-Recipient
FESX19-01	King County Distracted Driving Prevention Campaign	Erika Mascorro	Kent Police Department

Description: The King County Distracted Driving Prevention Project aimed to change behavior among drivers through high visibility enforcement, education outreach campaigns, and a driver survey to assess behavior, perceptions, and knowledge related to Washington's E-DUI law. The project resulted in a survey of 984 King County drivers, revealing current driver behavior concerning cell phone use, perceptions of risk of distracted driving and other traffic safety issues, potential methods to change driving behavior regarding cell phones, and knowledge of the state's E-DUI law.

Results:

Enforcement:

Hours	299	DUI Arrests	3
Total Contacts	970	Speeding Citations	104
Total Citations	817	Seat Belt Citations	17
Total Warnings	290	Cell Phone Use Citations	451

Education Campaign and Survey: The project's education outreach campaign included earned media through radio and television interviews, paid radio and online PSAs and traffic reports, news stories, and social media outreach through King County Target Zero Task Force agencies.

The Target Zero Manager worked closely with C+C Communications, Survey USA, and local law enforcement agencies to conduct public outreach, survey King County drivers, and coordinate local enforcement patrols. Planning for the project took place in early 2019. The driver survey was conducted in June 2019. The public education campaign and high visibility enforcement launched in July 2019.

High visibility enforcement resulted in contacts by sixteen law enforcement agencies with more than 970 drivers over two weeks. Auburn, Bellevue, Black Diamond, Burien, Covington, Des Moines, Issaquah, Federal Way, Kent, Kirkland, Maple Valley, Sammamish, SeaTac, Seattle, Shoreline, and Tukwila Police Departments participated.

The survey generated 984 responses, which provided a representation of the respondents. A notable success was the significant data collection improvements made to reach Hispanic/Latinx respondents for the King County driver survey. The modified survey offered a Spanish language version that was intentionally oversampled. Latinx respondents demonstrated significant improvements in knowledge of the E-DUI law, perception of risk related to distracted driving, and distracted driving behavior. No other data point or response group results varied from 2018 results. Several factors could explain the positive changes seen among Latino respondents. One explanation is WTSC and the task force conducted transcultural and multilingual outreach over the last year. King County used multiple media outlets to spread education on the state's distracted driving law to focus populations. We know that offering materials and surveys in multiple languages improves message reach. We plan to offer the survey in English and Spanish again in 2020 and other languages if budget allows.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-DistD	405e	$95,000	$64,408

Planned Activity: Conduct Enforcement - Distracted
Unique Identifier: DD-06

Fed Project #	Project Title	Program Manager	Sub-Recipient
PT19-02	Distracted Driving Enforcement – Local Law Enforcement	Jerry Noviello	WTSC

Description: The Local Law Enforcement Distracted Driving HVE project funded overtime for local law enforcement agencies to participate in the "U Drive. U Text. U Pay." national mobilization. This project also funded locally-driven overtime enforcement activities in the area of distracted driving.

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

Hours	2,581	DUI Arrests	27
Total Contacts	7,969	Speeding Citations	818
Total Citations	5,322	Seat Belt Citations	245
Total Warnings	3,402	Cell Phone Use Citations	2,508

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-DistD	402	$300,000	$204,615

Fed Project #	Project Title	Program Manager	Sub-Recipient
PT19-04	Distracted Driving Enforcement – WSP	Jerry Noviello	WSP

Description: The WSP Distracted Driving Enforcement project funded overtime for WSP to participate in the national distracted driving mobilization, "U Drive. U Text. U Pay." This project also funded locally-driven overtime enforcement activities in the areas of distracted driving. Overtime activities were often in collaboration with local law enforcement agencies throughout the state.

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

Hours	2,081	DUI Arrests	10
Total Contacts	2,753	Speeding Citations	618
Total Citations	1,604	Seat Belt Citations	164
Total Warnings	2,256	Cell Phone Use Citations	358

Total Citations includes arrests.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-DistD	402	$100,000	$97,821

TRAFFIC DATA SYSTEMS

Problem Statement

WTSC conducts a NHTSA-sponsored traffic records assessment to identify priority data system improvements. The assessment identifies the most pressing issues in the system categories of crash, vehicle, driver, roadway, citation/adjudication, and EMS/injury surveillance. It rates the state's data systems on a scale of "very important" to "less important" and assesses how close the states systems are to the ideal system on a scale from "meets" to "does not meet."

These assessments form the problem identification that guided traffic records activities and projects listed in this report. The assessment results also informed the development of the recommendations in the Traffic Data Systems and Decision Making chapter in Target Zero.

Target Zero is a data-driven approach to reducing traffic fatalities and injuries. Timely, accurate, complete, uniform, integrated, and accessible data is the foundation for targeting resources and monitoring progress toward zero traffic fatalities and serious injuries by 2030. Quality data is essential in ever-evolving problem identification and assessment of implemented countermeasures. The data assists in identification of the focus areas and innovative strategies that will have the greatest impact on achieving our goal.

Washington's traffic information and support data systems are comprised of hardware, software, and accompanying processes that capture, store, transmit, and analyze the following types of data:

- Traffic fatalities (WTSC)
- All collisions (WSDOT, WSP)
- Citation/adjudication information (WSP, Administrative Office of the Courts)
- Licensed drivers and registered vehicles (DOL)
- Commercial motor vehicles (DOL, WSP, WSDOT)
- Injury surveillance systems (DOH)
- Roadway information (WSDOT)

These systems make up Washington's traffic records system. Each component provides key information for problem identification and decision support related to public and transportation safety. This information enhances management and accountability in public service by gauging progress toward key measures of performance.

This year the Traffic Records Committee chose to report on the performance of the number of emergency room visits reported to the Department of Health. We chose this measure to highlight the progress made since last year's project as well as the new legislation requiring emergency departments to report this data. This is why we have chosen 100 percent for the target.

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Associated Performance Measures: APM-3

Assessment of State's Progress in Achieving Performance Targets

Injury Surveillance - Completeness	Baseline	Actual
	April 1, 2017 – March 31, 2018	April 1, 2018 – March 31, 2019
Number of Emergency Department visit records reported (estimated percent of total ED records)	1,155,487 (42%)	1,899,118 (69%)
Narrative – There were an estimated 2,754,396 emergency department visits during the baseline period. The total number of Emergency Department visit records submitted to the National Syndromic Surveillance Program ESSENCE system increased by 743,631. This represents a 64 percent increase over the previous year. This increase has been driven through continuing outreach and onboarding efforts with emergency departments, supported in part through TRC grants in the last few years.		
Calculation Method – A total of emergency department visit records submitted by all emergency departments, by visit date.		

FFY 2019 Countermeasures and Planned Activities

Planned Activity: Improve Data Systems
Unique Identifier: TDS-01

Fed Project #	Project Title	Program Manager	Sub-Recipient
M3DA19-02	Rapid Health Information Network (RHINO)	Nadine Selene-Hait	Washington Department of Health

Description: In support of Target Zero Traffic Data Systems Strategy 2.2, this project continued to improve the analytical utility of the data in the Department of Health (DOH) emergency department data program, and supported integration for traffic-related injury surveillance across the state. DOH continued partner engagement efforts to expand data sharing and to support rule-making. This included providing technical assistance and training to users across the state, including Target Zero partners.

Results: This project resulted in substantial improvements for the Department of Health RHINO program. It resulted in the inclusion of 19 additional hospitals and 14 additional outpatient clinics, additional executed data sharing agreements with partner agencies, and an additional 137 individuals trained in the use of the data and surveillance platform.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Data System Improvement	405c	$146,697	$123,392

Fed Project #	Project Title	Program Manager	Sub-Recipient
M3DA19-03	CRAB - GIS Mo	Nadine Selene-Hait	County Road Administrative Board

Description: Geographic Information System for Mobility (GIS-Mo) improved the timeliness, accuracy, completeness, uniformity, integration, and accessibility of data pertaining to approximately 40,000 miles of Washington county roads, and road-related assets. The project replaced the Washington State County Road Administration Board Mobility application, and the Linear Referencing System. It combined a modern, innovative, commercial off-the-shelf enterprise asset management system with a geospatial emphasis, improving the county engineer's data-driven decision making capabilities.

Results: GIS-Mo implemented Esri Roads and Highways software and DTS, LLC VUEWorks asset management software that incorporates geospatial data, supports mobile platforms, and can be used in either a connected or disconnected state. These improvements provided the 39 Washington counties an affordable, state of the art asset management system, which facilitates the preservation and enhancement of county road transportation infrastructure.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Data System Improvement	405c	$400,000	$344,189

Fed Project #	Project Title	Program Manager	Sub-Recipient
M3DA19-04	DOL-S2S Data Cleanup	Nadine Selene-Hait	Department of Licensing

Description: This project is part of a nationwide effort, called State 2 State (S2S), to ensure that drivers only hold one license. S2S includes electronically checking with all other participating states to determine if the applicant currently holds a driver license or identification card in another state. It also ensures that Washington has the driver's complete driver history. In Washington, the project focused on activities including performing data clean up, fraud detection, and licensing verification through DOL's S2S Verification Service.

Results: The project began with a backlog of 260,000 records. At the end of the 2019 grant year, DOL reconciled 224,000 records including a 79 percent reduction in duplicate records. Project funding allowed DOL to process an additional 33,000 records in 2019.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Data System Improvement	405c	$84,900	$0

Fed Project #	Project Title	Program Manager	Sub-Recipient
M3DA19-05	E-Collision & E-Ticketing Program Feasibility Study	Nadine Selene-Hait	WTSC

Description: This grant provided funding to hire a consultant to perform a feasibility study on modernizing the Statewide Electronic Collision & Ticket Online Records (SECTOR)/Justice Information Data Exchange (JINDEX) applications or implementing an alternate e-ticketing and e-collision system. This work was done in conjunction with and managed by the SECTOR/JINDEX sustainable funding workgroup. The feasibility study was required by the Office of the Chief Information Officer (OCIO) before major upgrades can be done to any state information system.

Results: The contractor provided the agreed upon documents on time and within budget. Documents provided include: (1) Future state visioning document requirements, (2) OCIO Feasibility Study, (3) Peer review analysis, (4) Decision paper for SECTOR/JINDEX system scope, (5) Electronic Citation analysis, (6) SECTOR/JINDEX Electronic Citation vendor summary, and (7) SECTOR/JINDEX current state assessment. The recommendation from the study was that Washington research the National Model as a replacement for the SECTOR/JINDEX electronic records exchange system.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Data System Improvement	405c	$210,000	$179,977

Fed Project #	Project Title	Program Manager	Sub-Recipient
M3DA19-06	Data Management	Nadine Selene-Hait	Department of Health

Description: The project continued to improve the Washington Emergency Medical Services Information System (WEMSIS). Grant-funded activities included working with DOH epidemiologists and the WEMSIS program manager to: (1) evaluate the quality of data; (2) establish feedback loops between DOH and reporting EMS services to improve data quality; and (3) continue progress on aligning WEMSIS with Trauma Registry efforts to link to other data.

Results: This is an ongoing project with the following objectives realized during the 2019 grant cycle: (1) preparation of quarterly analytical datasets resulting in timely processing of data and data reports, (2) provided reports to EMS services regarding data completion and verification of data matches with other available data sources, and (3) improved data completeness and quality by linking WEMSIS data with Washington Trauma Registry data allowing identification of gaps or missing data in WEMSIS.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Data System Improvement	405c	$149,477	$87,078

Fed Project #	Project Title	Program Manager	Sub-Recipient
M3DA19-07	SECTOR Change Request Project	Nadine Selene-Hait	Washington State Patrol

Description: The Statewide Electronic Collision & Ticket Online Records (SECTOR) project performed application development and maintenance tasks, investigated and resolved application problems and bugs, responded to change requests, and developed application solutions.

Results: The following changes were made to the XY Map Module and Quick Capture:

- Quick Capture XY Integration
- Cleaned up code where needed
- Addressed copy/paste code issues
- Fixed Map Utilities Syntax
- Fixed Open XY Map button
- Search crash corrected

Enhancements:

- Enhanced Quick Capture and the XY Map Module
- Added name and badge text boxes for law enforcement aircraft pilots, as well as added violation and warning boxes
- Completed fix-it tickets, unit testing, and modernized code development from VB to C#
- Added the ability to create a ticket, tow/impound, and DUI from quick capture
- Worked on the drag and drop feature

The vendor also assisted the SECTOR team with some Team Foundation Server training to assist with better management of backlog work tracking.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Data System Improvement	405c	$96,000	$0

Fed Project #	Project Title	Program Manager	Sub-Recipient
M3DA19-08	Traffic Records Training and Coordination	Nadine Selene-Hait	WTSC

Description: This grant provided funds for eTRIP Operations Manager attendance at the Association of Transportation Safety Information Professionals Traffic Safety Conference and maintenance of the Box collaboration tool.

Results: Seven individuals representing five eTRIP partners attended the Traffic Records Forum. Attendance included a demonstration from the Texas State Police of the National Model, an electronic records exchange system Washington is researching as a possible replacement for the current SECTOR system.

The Box collaboration tool provided a central repository for eTRIP project documents and its use was extended to include new eTRIP projects and workgroup members.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Data System Improvement	405c	$20,000	$16,671

Fed Project #	Project Title	Program Manager	Sub-Recipient
M3DA19-09	Replace SECTOR Collision Diagram Tool	Nadine Selene-Hait	Washington State Patrol

Description: This project was intended to procure a replacement collision diagram tool for SECTOR. SECTOR is currently using a collision diagram tool that has an increasing number of issues including dropping roads from collision diagrams before they are sent WSDOT. We've worked with the vendor for several years and they have failed to correct the problems.

Results: This grant request became part of the SECTOR Change Request Project (M3DA19-07). Please see MCDA-07 for project results.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Data System Improvement	405c	$48,000	$0

Fed Project #	Project Title	Program Manager	Sub-Recipient
M3DA19-10	SECTOR eLearning	Nadine Selene-Hait	Washington Association of Sheriffs and Police Chiefs

Description: This project continued development of an eLearning SECTOR course that users can access at their convenience consistent with their agency requirements.

Results: The Washington Association of Sheriffs and Police Chiefs completed eight new course modules and conducted 12 in-person SECTOR classes for over 100 law enforcement officers and prosecutors.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Data System Improvement	405c	$75,000	$39,391

Planned Activity: Provide Research and Data
Unique Identifier: TDS-02

Fed Project #	Project Title	Program Manager	Sub-Recipient
TR19-02	RADD	Staci Hoff	WTSC

Description: The Research and Data Division (RADD) provided data and support for all traffic safety partners. These grant funds were used to purchase SAS software and scholarly resources on an as needed basis throughout the year. The RADD oversees survey research efforts for the statewide seat belt observation survey as required by NHTSA, the distracted driver observation survey, and the traffic safety module on the Behavioral Risk Factor Surveillance Survey.

Results: RADD completed the HSP and Annual Report analyses, including collaboration with WSDOT partners for target setting and data entry in GMSS. RADD released the 2016-2018 distracted driving observation survey report and the 2018 seat belt observation report was

submitted to NHTSA. Both of these reports are available on the WTSC website. The 2019 seat belt and distracted driver observation survey data was collected in June 2019 and is currently being analyzed. The 2018 BRFSS data was obtained in October 2018 and has been analyzed for this 2019 Annual Report. The Colville follow-up seat belt survey was completed and the final report is available on the WTSC website. A presentation will be provided at the 2020 Transportation Research Board Annual Meeting.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Research and Data	402	$215,000	$180,206

Planned Activity: Data - Twitter
Unique Identifier: TDS-03

Fed Project #	Project Title	Program Manager	Sub-Recipient
CP19-08	West Virginia Traffic Safety Culture	Staci Hoff	West Virginia University

Description: The objective of this project was to apply Twitter analysis as an alternative source of data to measure the current traffic safety culture in the state of Washington. The expected outcomes included the Washington public's attitudes toward importance of traffic safety, zero fatalities, police enforcement of traffic laws, and the six types of high-risk behaviors identified in the Target Zero plan. In addition, the key culture determinants that drive these high-risk behaviors were explored.

Results: The successes of this project include a cost-effective method to generate measures that reflect the current traffic safety culture in Washington via Twitter mining. In addition, this project delivered the public's general attitudes toward the importance of traffic safety, the public's general beliefs on possibility of zero fatalities, the public's specific attitudes toward to a diversity of determined unsafe driving behaviors, and the driving factors that cultivate the high-risk behaviors. The final research report with the complete results is available on the WTSC website.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Research and Data	402	$75,063	$75,061

Planned Activity: Provide Research and Data - THC
Unique Identifier: TDS-04

Fed Project #	Project Title	Program Manager	Sub-Recipient
FDL*TR19-01	WSU Analysis Marijuana Involved Fatalities	Staci Hoff	Washington State University

Description: The primary goal was to code and analyze the crash diagrams and narratives for all fatal accidents. In particular, this coding process would focus both on identifying key indicators of the cause of a crash and a qualitative determination of culpability. Related to this, we will merge these data with existing FARS data to compare culpability between drivers who have and those who do not have cannabis in their systems. Washington State University would document this process in way that can be replicated by WTSC staff in the future.

Results: This project was ended early on August 16, 2019. The research methodology noted in the description above did not occur and therefore all culpability assignments made were faulty and many likely to be incorrect. Accurate culpability assignments cannot be made with the crash narrative and diagram alone, as most contributing factors are coded elsewhere on the crash form. Due to the significant limitations of the methodology used, the WTSC ended the project and rejected all analyses performed against the faulty culpability assignments.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Research and Data	405d	$86,289	$68,774

OCCUPANT PROTECTION

Problem Statement

Unrestrained passenger vehicle occupant fatalities increased 5.7 percent in 2015-2017 (313) compared with 2012-2014 (296); however, as a factor in fatal crashes, unrestrained occupants decreased slightly to 18.9 percent of traffic fatalities in 2015-2017 compared to 22.2 percent 2012-2014. The seat belt use rate has remained unchanged in the four years since Washington implemented the new seat belt observation survey design. The seat belt use rate in 2017 was 94.7 percent.

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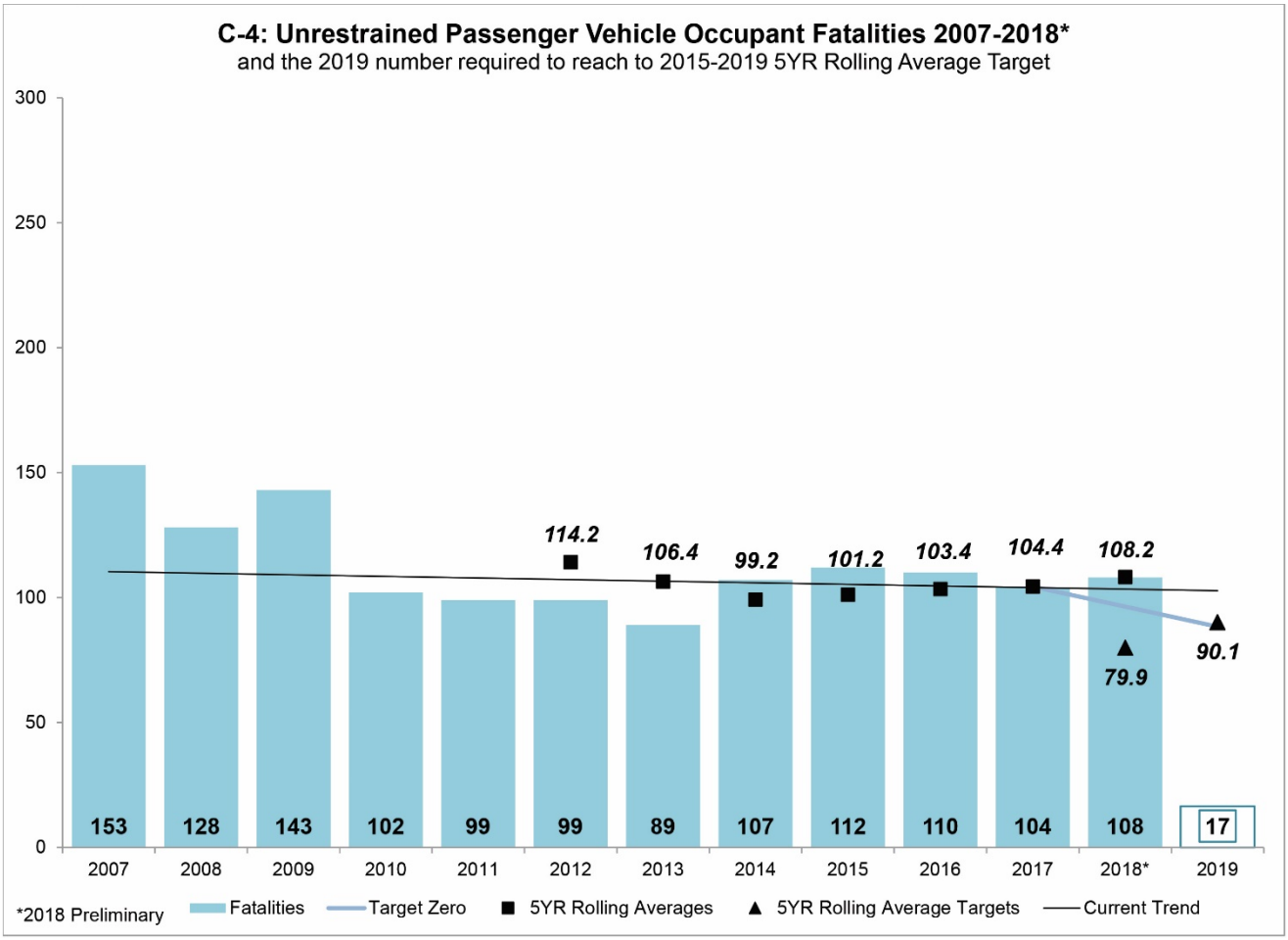
Associated Performance Measures: C-4, B-1

Assessment of State's Progress in Achieving Performance Targets

The 2018 performance targets were not met. The 2019 calendar year target required to meet the 2015-2019 five-year rolling average target for C-4 has been exceeded, therefore the 2019 C-4 performance target is also not met. The 2019 annual target for seat belt use is still being analyzed, but based on historical data, is unlikely to exceed the 95 percent target.


C-4: Unrestrained Passenger Vehicle Occupant Fatalities 2007-2018*
and the 2019 number required to reach to 2015-2019 5YR Rolling Average Target
300
250
200
150
100
50
0
114.2
106.4
99.2
101.2
103.4
104.4
108.2
79.9
90.1
153
128
143
102
99
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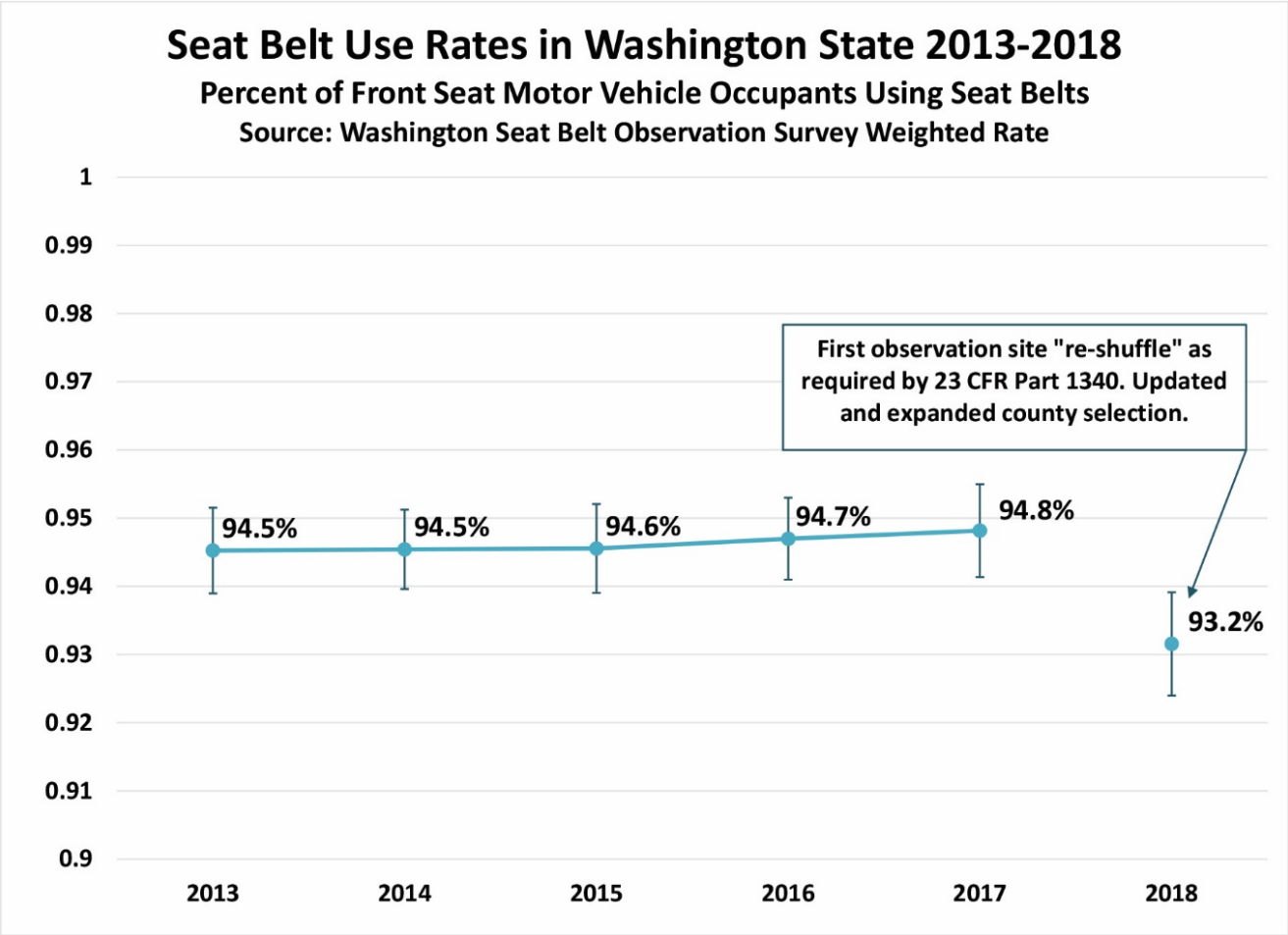
5YR Rolling Averages
5YR Rolling Average Targets
Current Trend



Adjustments to Highway Safety Plan for not Meeting Target

In response to failing to achieve the performance target in FFY 2018, the WTSC is changing the way we prioritize and invest in countermeasures. We are changing our funding project approach from a general call for proposals that we fit into programs to using problem identification to identify countermeasures and then selecting evidence-based and innovative projects that have the best potential for saving lives. Additionally we will begin investing in multi-year projects that will result in more complete and sustained outcomes.

Planned Activity: Run Child Passenger Safety Program
Unique Identifier: OP-01

Fed Project #	Project Title	Program Manager	Sub-Recipient
M1CPS19-01	Child Passenger Safety	Scott Waller	Bonney Lake Police Department

Description: This project provided support for the statewide child passenger safety promotion network that includes more than 510 child passenger safety technicians (CPST), an increase of 17.4 percent over the previous year. This project also paid for staffing that administered a mini-grant program used to support local events and activities. There were two components to the program. The first was managing and training the statewide network of CPSTs and providing training for high priority populations like American Indians and Alaska Natives. Included in this component were expenses for the program manager, promoting statewide media and education, managing a grant process for CPSTs, and providing support for courses to acquire national certification. The second component of the project was the mini-grants awarded to 14 local and regional organizations to support their child passenger safety efforts including CPST training, car seat inspections, and car seat distribution to lower income families.

Results: Twelve CPST training classes were held during the year, increasing the number of CPSTs statewide to 510. There was a 60.8 percent renewal rate among current technicians. There were 97 new child passenger safety inspection stations established, 4,814 car seats inspected, and 2,501 car seats distributed. Additionally, the program manager helped promote statewide media coverage of inspection events and a new Washington law that clarifies child restraint device use.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Child Passenger Safety Program	405b	$292,200	$261,279

Planned Activity: Conduct Education - HVE OP
Unique Identifier: OP-02

Fed Project #	Project Title	Program Manager	Sub-Recipient
PM19-01	Paid Media – Seat Belts	Erica Stineman	WTSC

Description: This project supported the "Click it or Ticket" HVE campaign designed to reduce unrestrained traffic deaths and serious injuries. The goal of the paid media campaign is to reach our primary focus audiences with key messaging about the extra enforcement and the importance of buckling up.

Results: For the "Click it or Ticket" HVE campaign, we targeted tribal audiences, young men ages 18-24, and Spanish speaking audiences ages 16-24. We purchased digital ads on Pandora and Over-the-Top media (online streaming services). We also placed messages on gas pumps, ice coolers, and parking lot banners near tribal lands. The campaign garnered more than 27 million impressions.

Countermeasure	Fund Source	Amount Approved	Amount Expended
HVE - OP	402	$260,000	$209,543

Planned Activity: Conduct Enforcement - OP
Unique Identifier: OP-03

Fed Project #	Project Title	Program Manager	Sub-Recipient
M1HVE19-01	Seat Belt HVE – Local Law Enforcement	Jerry Noviello	WTSC

Description: The Local Law Enforcement Seat Belt HVE project funded overtime for local law enforcement agencies to participate in the "Click It or Ticket" national mobilization. This project also funded locally driven overtime enforcement activities in the area of occupant protection. Other grant funds supported public education efforts.

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

Hours	1,320	DUI Arrests	8
Total Contacts	3,942	Speeding Citations	397
Total Citations	2,579	Seat Belt Citations	489
Total Warnings	2,021	Cell Phone Use Citations	707

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-OP	405b	$130,000	$100,605

Fed Project #	Project Title	Program Manager	Sub-Recipient
M1*PT19-01	Seat Belt HVE – WSP	Jerry Noviello	WSP

Description: The WSP Seat Belt HVE grant project funded overtime for WSP to participate in the national occupant protection HVE mobilization, “Click It or Ticket.” This project also funded locally-driven overtime enforcement activities throughout the year in the areas of occupant protection. Overtime activities were often in collaboration with local law enforcement agencies throughout the state.

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

Hours	1,293	DUI Arrests	10
Total Contacts	3,358	Speeding Citations	626
Total Citations	2,236	Seat Belt Citations	825
Total Warnings	2,694	Cell Phone Use Citations	103

Countermeasure	Fund Source	Amount Approved	Amount Expended
HVE-OP	405b	$130,000	$110,632

MOTORCYCLES

Problem Statement

From 2015-2017 motorcyclist fatalities comprised 14.3 percent of traffic fatalities, down from 16.8 percent 2012-2014. However, motorcyclist fatalities rose 5.7 percent during this same time period (237) from 2012-2014 (224). From 2015-2017, 20.3 percent of motorcycle riders involved in fatal crashes were alcohol impaired, compared to only 14.8 percent of passenger vehicle drivers; 43.9 percent tested positive for drugs, compared to 24.4 percent of passenger vehicle drivers. In 2017, there were zero unhelmeted motorcyclist fatalities; however, six motorcyclist fatalities involved improper or non-compliant helmet use.

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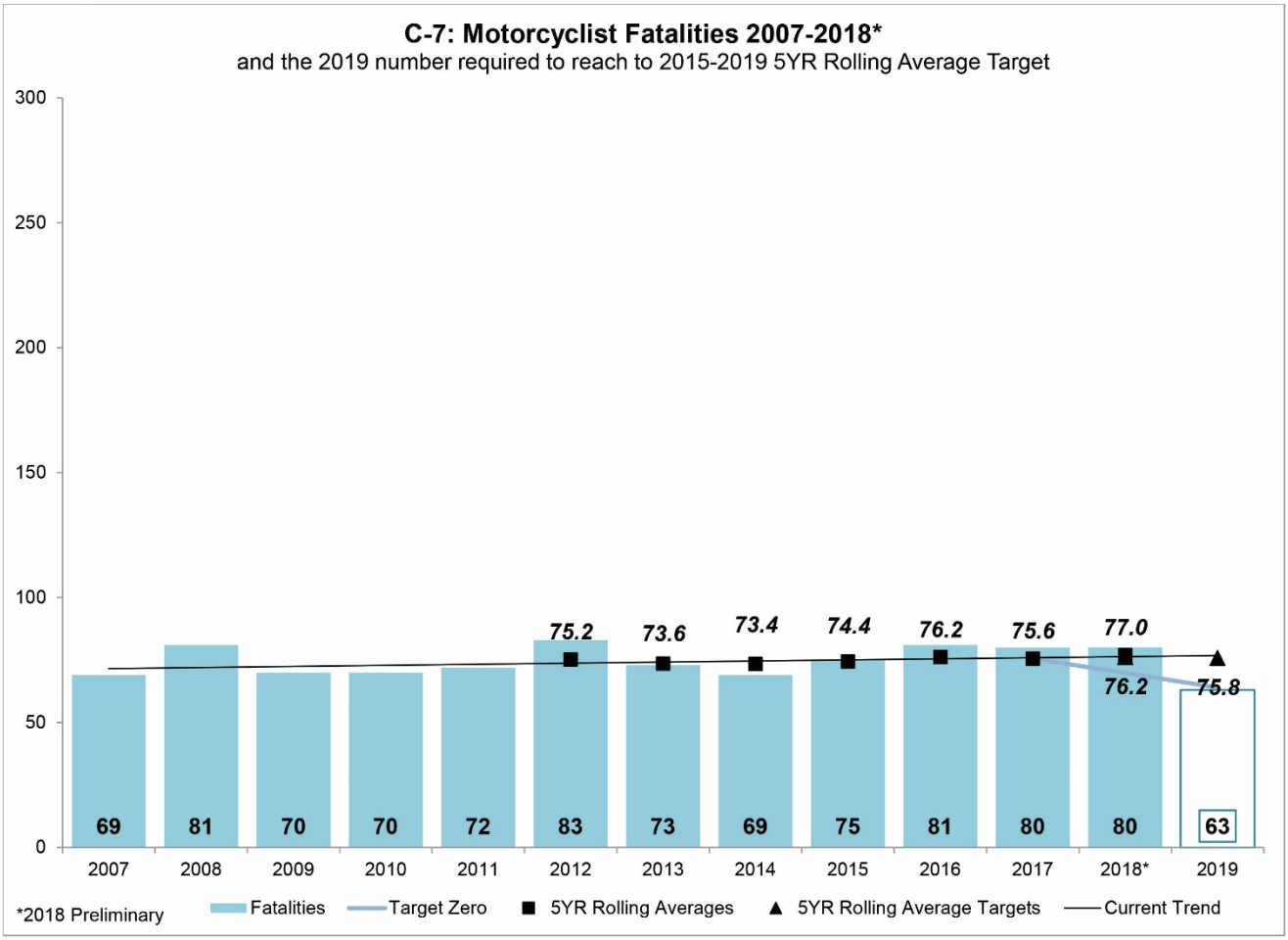
Associated Performance Measures: C-7

Assessment of State's Progress in Achieving Performance Targets

The 2018 performance targets were not met. The 2019 calendar year targets required to meet the 2015-2019 five-year rolling average targets have been exceeded, therefore the 2019 performance targets are also not met.



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Planned Activity: Conduct Education - MC Training
Unique Identifier: MC-01

Fed Project #	Project Title	Program Manager	Sub-Recipient
MC19-02	Motorcycle Training and Awareness	Mark Medalen	WTSC

Description: This grant supported motorcycle training and awareness programs funded by NHTSA 402 funds to reduce the number of single- and multi-vehicle crashes involving motorcyclists.

Results: This project promoted motorist awareness of motorcycles and encouraged rider training and education for all rider levels to reduce crash causation factors present in motorcycle fatalities.

The “It’s A Fine Line” campaign continued to gain social media followers online. Our contractor, Creative Media Alliance, provided monthly performance reports to show the expansion. Our Facebook page has nearly 26,000 followers. Our YouTube channel has nearly 500 subscribers with our latest video, “A Message To Drivers from Riders” getting over 1,200 views and hundreds of shares on various social media sites. Several new short training videos and monthly blogs were posted educating riders on the important topics addressed in beginner and advanced training like sober riding, negotiating curves and corners, track training, and following and braking distance.

Other project materials included original videos, website blogs and social media including Facebook, Twitter, and YouTube marketing, road signs (Watch Out For Motorcycles), outreach to motorcycle clubs and dealers including in-store digital signage and print materials, and content distribution for club newsletters.

From 2014 to 2018, there were an average of 76 motorcycle fatalities per year in Washington. Unfortunately, we may meet or exceed that number in 2019. A majority of these fatal crashes involved a single vehicle and caused by rider error (75 percent). We will continue working to educate riders about the safety benefits of training and the importance of riding safe, sober, endorsed, and within their skill level.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Motorcycle Rider Training	402	$50,000	$0

Fed Project #	Project Title	Program Manager	Sub-Recipient
M9X19-01	Motorcycle Training and Awareness	Mark Medalen	WTSC

Description: This grant supported motorcycle training and awareness programs funded by NHTSA 405f funds to reduce the number of single- and multi-vehicle crashes involving motorcyclists.

Results: The “It’s A Fine Line” campaign continued to gain social media followers online. Our contractor, Creative Media Alliance, provided monthly performance reports to show the expansion. Our Facebook page has nearly 26,000 followers. Our YouTube channel has nearly 500 subscribers with our latest video, A Message To Drivers from Riders getting over 1,200 views and hundreds of shares on various social media sites. Several new short training videos and monthly blogs were posted educating riders on the important topics addressed in beginner and advanced training like sober riding, negotiating curves and corners, track training, and following and braking distance.

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Countermeasure	Fund Source	Amount Approved	Amount Expended
Motorcycle Rider Training	405f	$50,000	$35,659

Fed Project #	Project Title	Program Manager	Sub-Recipient
M9X19-02	DOL Motorcycle Safety	Mark Medalen	DOL

Description: Several individual projects were part of the FFY 2019 DOL Motorcycle Safety grant. These projects addressed multiple aspects of motorcycle safety including motorcycling risk awareness, training promotion, instructor and employee development, cultural outreach to promote motorcycle safety, and protective gear for motorcycle technical specialists.

Results: The motorcycling risk awareness project was a creative collaboration with a local media group. The project created 21 new and remixed videos aimed at riders to increase awareness of riding risks, promote training, and taking responsibility.

The training promotion project focused on hands-on interaction with riders at several outreach events around the state. At these events, the program provided riders information on risk mitigation, the benefits of training, and crash statistics. Riders were also asked to take a survey regarding riding behavior.

The instructor and employee development project allowed program staff to learn best practices and process improvements by attending conferences and trainings. This information was shared internally and with instructors around the state.

The cultural outreach to promote motorcycle safety project focused on sharing information with the public, especially young people. Multiple outreach posters were created that will be posted in rider training schools, licensing offices, and dealerships around the state.

The protective gear for motorcycle technical specialists project allowed the program to purchase motorcycle-specific riding gear including helmets, boots, gloves, armored pants, and jackets. This gear allows the program's technical specialists to ride well-protected and to set a good example to the public and students.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Motorcycle Rider Training	405f	$100,000	$79,821

Planned Activity: Conduct Enforcement - MC-DUI
Unique Identifier: MC-02

Fed Project #	Project Title	Program Manager	Sub-Recipient
164AL19-03	Motorcycle HVE	Mark Medalen	WTSC

Description: The WTSC provided funding for local law enforcement agencies in King, Pierce, and Snohomish Counties to participate in a motorcycle-focused traffic safety enforcement project in summer 2019. This grant provided overtime funding for officers to work these patrols. Counties used a data-driven approach to determine times and locations, and the patrols were advertised in advance using a combination of paid and earned media. These grants were coordinated through the Target Zero Managers in the three counties.

Results: Overtime patrols occurred July 5-21, 2019. Patrol locations focused on high-priority geographic areas with a history of fatal and serious injury motorcycle crashes in the three counties from 2014-2018. Twenty-nine law enforcement agencies including WSP participated in the motorcycle safety enforcement. Both motorcycles and other motor vehicles were stopped during the enforcement for infractions/citations.

Serious injury and fatality data for motorcycle riders in the three counties are being reviewed each year to see if this campaign reduces crashes.

Hours	624	DUI Arrests	1
Total Contacts	1819	Speeding Citations	646
Total Citations	1480	Seat Belt Citations	39
Total Warnings	754	Cell Phone Use Citations	176
		No Insurance	172
		No Valid Motorcycle Endorsement	7
		Motorcycle Impound	5

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-MC	164 Alcohol	$100,000	$76,961

Fed Project #	Project Title	Program Manager	Sub-Recipient
164AL19-04	Motorcycle HVE - WSP	Mark Medalen	WSP

Description: The WSP coordinated with local law enforcement agencies in King, Pierce, and Snohomish Counties to participate in a motorcycle-focused traffic safety enforcement project in the summer of 2019. This grant paid overtime for WSP troopers to work these patrols. Counties used a data-driven approach to determine times and locations, and the patrols were advertised in advance using a combination of paid and earned media. These grants were coordinated through the Target Zero Managers in the three counties.

Patrols occurred July 5-21, 2019. Patrol locations focused on high priority geographic areas with a history of fatal and serious injury motorcycle crashes in the three counties from 2014-2018.

Results:

Hours	941.48	DUI Arrests	3
Total Contacts	2,681	Speeding Citations	1,183
Total Citations	1,880	Seat Belt Citations	87
Total Warnings	1,860	Cell Phone Use Citations	53

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-MC	164 Alcohol	$100,000	$98,965

Fed Project #	Project Title	Program Manager	Sub-Recipient
PM19-01	Paid Media – Motorcycles	Mark Medalen	WTSC

Description: This grant provided funding for support of the Motorcycle traffic safety enforcement program which took place during the summer of 2019.

Results: Purchased media including billboards, live radio reads, and social media advertised and supported the enforcement activity.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-MC	402	$100,000	$68,336

PEDESTRIANS AND BICYCLISTS

Problem Statement

Pedestrians
From 2015-2017, pedestrians comprised 17.1 percent of traffic fatalities, compared to 15.3 percent of fatalities 2012-2014. Pedestrian fatalities increased 38.7 percent in 2015-2017 (283) from 2012-2014 (204). In 2017, 109 pedestrians were killed in traffic crashes, marking the highest pedestrian fatality year in Washington in over two decades.

Bicycles
From 2015-2017, bicyclists comprised 2.7 percent of traffic fatalities, up from 2.2 percent 2012-2014. Bicyclist fatalities increased 51.7 percent in 2015-2017 (44) from 2012-2014 (29). In 2016, 17 bicyclists were killed, the highest number of bicyclist deaths in over two decades. In 2017, the number of bicyclist deaths dropped to 13.

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Associated Performance Measures: C-10, C-11

Assessment of State's Progress in Achieving Performance Targets

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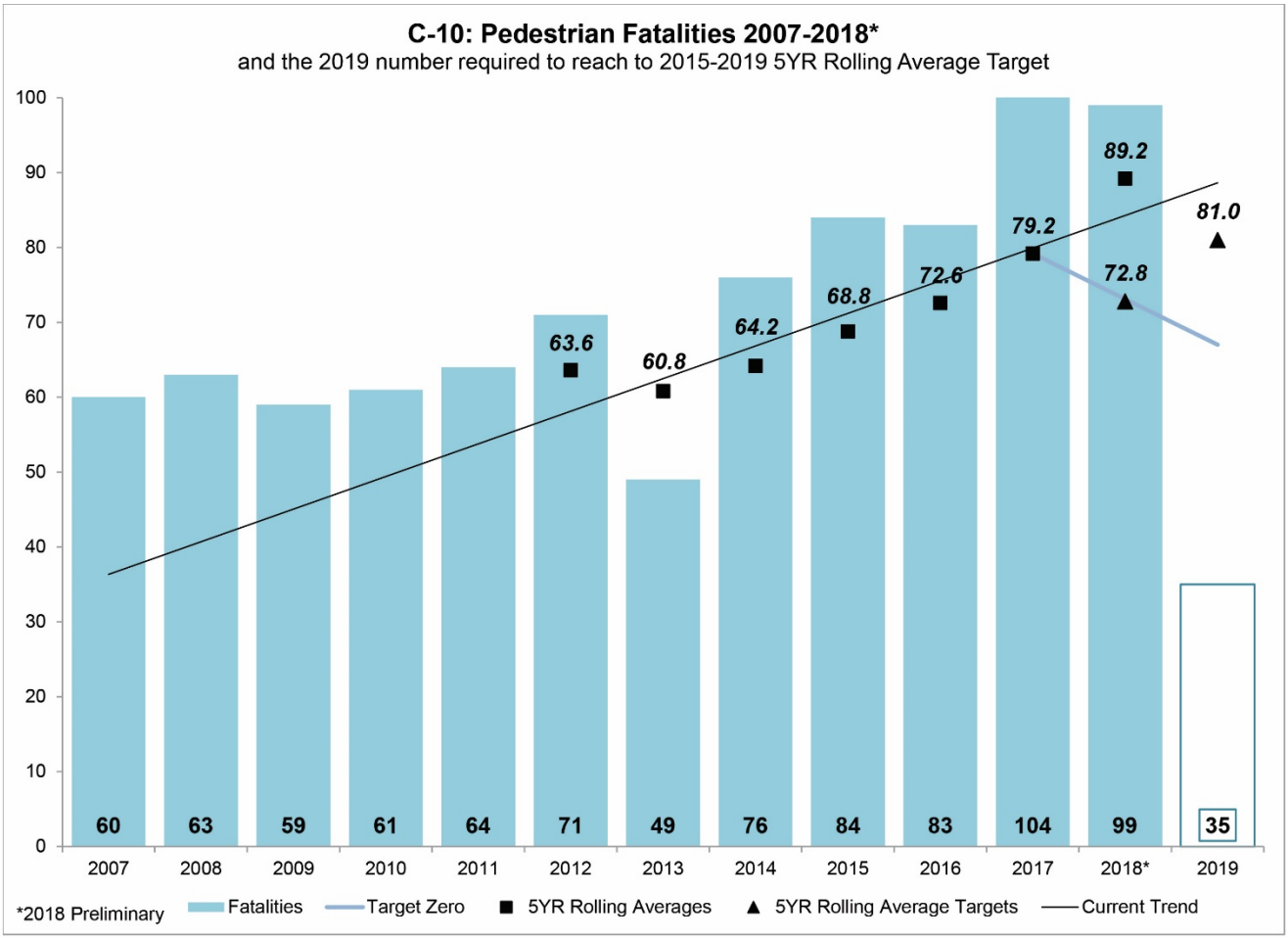
C-10: Pedestrian Fatalities 2007-2018*
and the 2019 number required to reach to 2015-2019 5YR Rolling Average Target
100
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35
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60.8
64.2
68.8
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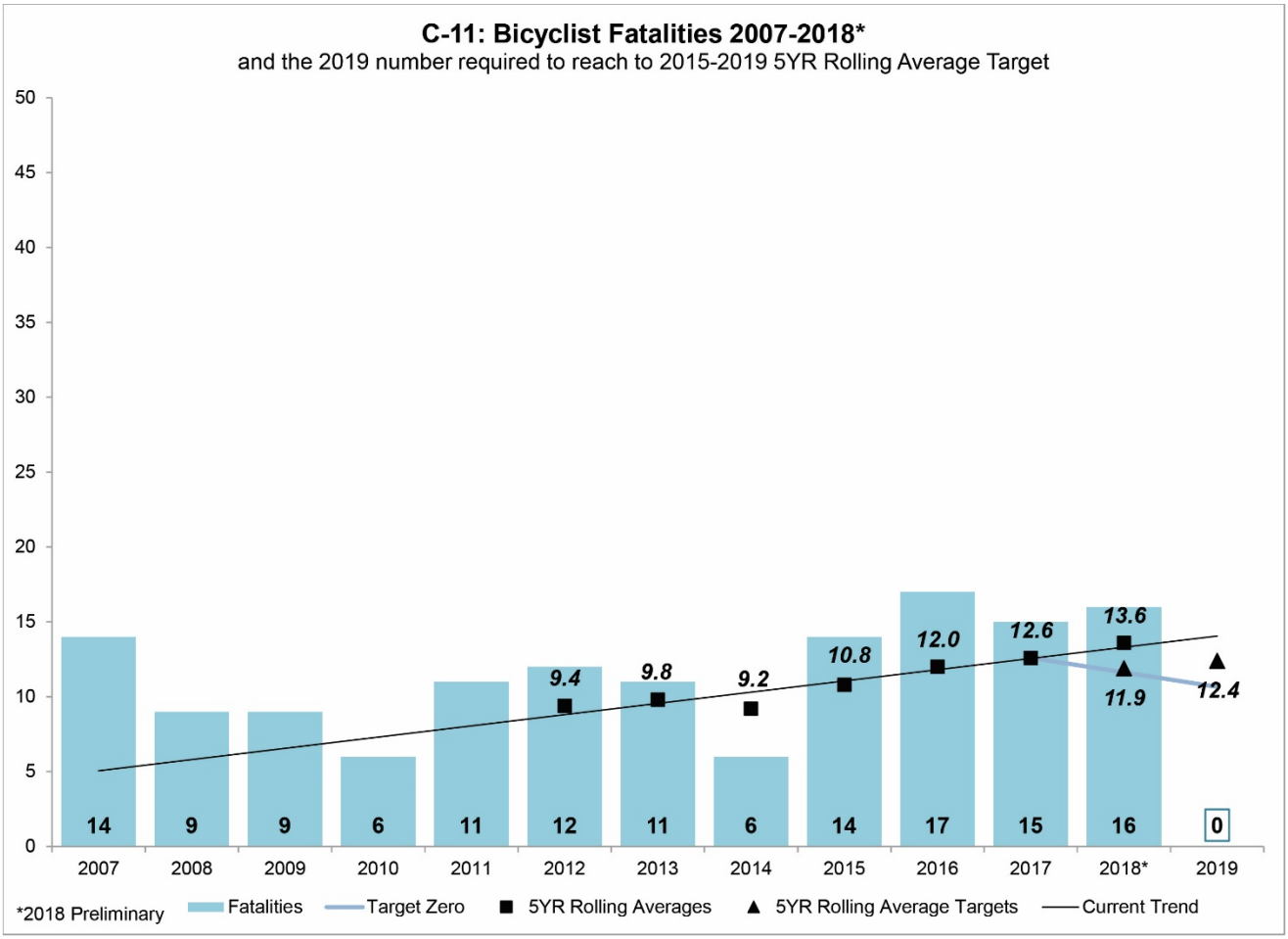
*2018 Preliminary
Fatalities
Target Zero
5YR Rolling Averages
5YR Rolling Average Targets
Current Trend



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Planned Activity: Conduct Enforcement and Education – Ped
Unique Identifier: NM-01

Fed Project #	Project Title	Program Manager	Sub-Recipient
FHX19-01	Pedestrian Safety Zone Project	Scott Waller	Region 6 Target Zero Manager

Description: This grant funding provided continued support for enforcement and awareness efforts in high-risk areas for pedestrian injuries and fatalities. The Region 6 enforcement task force examined pedestrian crash data to determine where enforcement efforts needed to be implemented. The majority of education and enforcement efforts focused on Vancouver because it has the highest frequency for pedestrian fatalities and injuries in Clark County.

Results: There were 301 hours of enforcement focused on pedestrian safety during the year with a total of 265 violations. Eighty-six citations were issued to pedestrians for violations like failure to obey pedestrian signals and 179 citations were issued to drivers for various violations, the most common being speeding. A media contractor was hired to organize and implement a community outreach and awareness plan. During the six month period between April and September 2019, there were more than 833,000 impressions from bus ads and other display advertising, more than 312,000 impressions from movie pre-roll advertising, and more than 123,000 people were reached by Facebook advertising (with a response click rate of almost 30 percent for those receiving Facebook advertising). Pedestrian fatalities decreased from eight in 2016 to five in 2018, while the number of serious injuries for pedestrians stayed the same during that time period -- 17 per year.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-NM	405h	$60,000	$57,935

Fed Project #	Project Title	Program Manager	Sub-Recipient
FHX19-02	Spokane County Pedestrian Safety Zones	Scott Waller	Spokane County Division of Engineering & Roads

Description: This grant provided funding to continue data-driven pedestrian education (media, publicity, outreach), and high visibility enforcement in high incident pedestrian/driver crash locations in the city of Spokane.

Results: There were 306 hours of enforcement focused on pedestrian safety during the year with a total of 122 violations, one issued to a pedestrian for failure to obey pedestrian signals and 121 citations issued to drivers for various violations, the most common being speeding. The project also implemented a pilot program designed to reach walkers who were looking at their screens while walking. On a major pedestrian route in Spokane, the words “Look Up” were painted onto the sidewalk at five intersections. The effect of the pilot project will be measured by reviewing videotape from city of Spokane cameras to see how many people look up before entering the intersections. More than 142,000 people viewed pedestrian safety media messages during the six-month period from April to September 2019. In that same

period, there were 1.3 million media impressions. The media contractor used billboards, radio, and Facebook.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-NM	405h	$60,000	$60,190

Fed Project #	Project Title	Program Manager	Sub-Recipient
FHX19-04	Snohomish County Pedestrian Safety Campaign	Scott Waller	Region 10 Target Zero Manager

Description: This project provided continued support for focused enforcement and public education and outreach efforts in Snohomish County surrounding pedestrian safety. There were four separate enforcement/education campaigns in four different communities. Each campaign began with law enforcement making "informational stops" at the intersections on which they would focus. The participating agencies then began actually enforcing laws while digital and radio advertising saturated the area.

Results: There were more than 216,000 media impressions from digital and radio advertising during the enforcement campaigns. There were more than 141 hours of enforcement time committed to the project with 366 citations issued to drivers, mostly for failure to yield to pedestrians. In one location, distracted drivers nearly struck the "decoy" officer twice while he was crossing a street in a crosswalk.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-NM	405h	$44,760	$30,519

Planned Activity: Conduct Enforcement and Education – Bike
Unique Identifier: NM-02

Fed Project #	Project Title	Program Manager	Sub-Recipient
FHX19-03	Bikes on the Road	Scott Waller	Walla Walla Community Health

Description: This grant funded bicycle education and riding skills training to grade school students in Walla Walla County.

Results: There were four bicycle education events held during the grant period and 186 participants completed the education series. Those who completed all of the education stations received a bicycle helmet.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-NM	405h	$10,631	$5,263

Planned Activity: Conduct Enforcement and Education - Ped and Bike
Unique Identifier: NM-03

Fed Project #	Project Title	Program Manager	Sub-Recipient
FHX19-05	Improving Bike & Pedestrian Safety Around Schools	Scott Waller	City of Tacoma

Description: This grant supported enforcement of speeding and other laws around two Tacoma School District schools, provided instruction regarding safe walking and bicycling to students and their families, and developed a curriculum for use in elementary school physical education classes to teach safe walking behaviors. The two schools – Blix and Stanley Elementary Schools – have each had students struck and killed in vehicle crashes within the past three years.

Results: The goals of the project were successfully met:
Goal One: Increase public perception of risks associated with travel through school zones and risks associated with pick up and drop off at school. The Tacoma Police Department assigned officers to enforce traffic safety in school zones at two schools before and after school in December 2018 and June 2019. In June, the officers reported significantly fewer speeding or failure to yield to pedestrian violations. The officers also provided safety mini-lessons in multiple classrooms during school hours while assigned to work at the two schools.

Goal Two: Increase walking and bicycling to school at the two schools. The number of students walking and biking to school in June, when school was ending, as compared to October when the project first started increased. At each school, there was an observed increase in students and school staff walking and bicycling. The project worked with area parent groups to teach about "Walking School Buses" where a group of students walk to school together with a group of adults. Additionally, bicycle rodeos held at each school for more than 100 elementary school students taught bicycle skills and proper use of a bicycle helmet.

Goal Three: Teach students to walk and bike safely on their own. The project worked with a consultant and elementary physical education teachers from across the school district to develop a curriculum that teachers could use to teach walking and bicycling safety at their own schools. As part of the pilot implementation of the curriculum, 10 teachers received training to implement the curriculum. The curriculum consultants incorporated their feedback into the curriculum for implementation in classrooms beginning with the start of the 2019-20 school year. A second teacher training is also scheduled for fall 2019.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-NM	405h	$60,000	$50,975

Fed Project #	Project Title	Program Manager	Sub-Recipient
M1*PT19-02	Intersection and Crosswalk Traffic Safety Enforcement	Jerry Noviello	Region 14 Target Zero Manager

Description: This project utilized enforcement and public education to target intersection related traffic safety concerns. Law enforcement agencies in Benton and Franklin counties participated in this project.

Results: Each agency hosted an enforcement event at an intersection and/or crosswalk two to three times. The events focused on enforcing critical traffic safety laws such as yielding to

pedestrians and bicyclists, obeying lights and/or stop signs, speed limits and distracted driving. Locations were strategically chosen based on high need identified through crash or near-miss mapping conducted by the eight agencies involved.

Law enforcement partners conducted over 200 hours of overtime enforcement. The grantee published approximately 50 media releases and social media messages to ensure public awareness and devoted considerable effort to developing and refining the best processes for identifying target intersections, conducting enforcement, and educating the public. Each enforcement event was followed by a debrief where all partners discussed the experience to learn from successes and identify improvements for future events.

The WTSC selected this project for a second year of funding in FFY2020.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-NM	405b	$30,000	$26,165

COMMUNITY TRAFFIC SAFETY SUPPORT

Problem Statement

We need to collectively make safe driving not just normal, but admirable. Our culture should motivate us to aspire to become safe road users, in the same way that we now value smoke-free environments. We need our culture to embrace, celebrate, and promote the responsibility each of us has to be a safe road user. When we reach this place, being a safe driver will not only be important for our own self-esteem and sense of belonging, but it will also be the foundation to ensure the safety of our family, friends, neighbors, and colleagues.

Target Zero is a call to action. It shakes the roots of our belief that “accidents happen” and that the loss of life and health are acceptable outcomes of driving. As partners in the pursuit of Target Zero, we strive for a culture of safe driving in Washington. We reject prevailing cultural norms around driving behaviors such as speeding, distraction, and impaired driving in favor of absolute intolerance for these behaviors. Such sweeping changes in normative driving behavior are critical to reaching the vision of zero traffic deaths and serious injuries by 2030.

Traffic Safety Program Support is used to create and foster the vision of Target Zero.

Target Zero Managers

Several WTSC partners throughout the state host a resident Target Zero Manager (TZM); there are currently 17 TZMs. These individuals work to deploy statewide initiatives at the local level by coordinating local law enforcement participation in emphasis patrols, working with local media and alternative sources to publicize enforcement efforts, and conduct traffic safety education in the community. By localizing these efforts, statewide programs are able to respond to local politics, attitudes, and conditions quickly and effectively.

TZMs and their local traffic safety task forces support and coordinate educational and enforcement campaigns. They also build partnerships designed to reduce the incidence of impaired driving with other public safety agencies.

Washington is the only state in the nation that employs the task force concept, and the results we have seen to date are reflective of the important role of these coordinators in our traffic safety efforts.

TRIBAL TRAFFIC SAFETY

Native American traffic fatality rates are increasingly higher than the general population. To complicate this situation, researchers and traffic safety experts agree that tribal roadway crash data is under-reported, making the death rates outlined even worse.

This concern prompted Washington to take action. In alignment with RCW 43.376, which outlines Washington’s Centennial Accord, we expanded our partnerships with the 29 federally-recognized Indian tribes in the state.

TRAFFIC SAFETY PROGRAM SUPPORT

The WTSC also funds projects that all programs rely upon in order to achieve their goals. These include funding for:

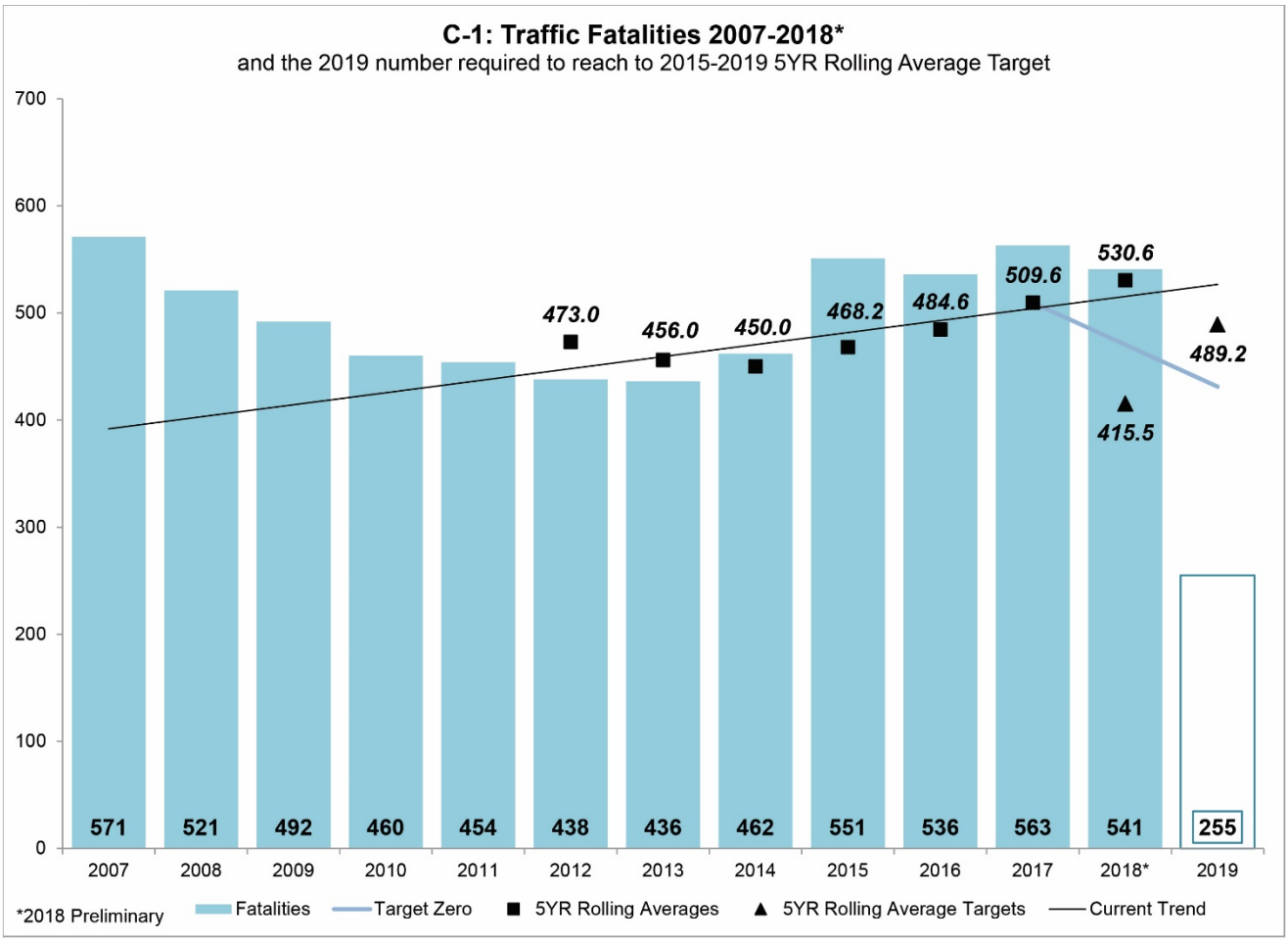
- WTSC’s Enterprise Management System to support grant management
- WTSC ‘s Traffic Safety Conference to support program managers and traffic safety partners
- 2019 Target Zero Plan

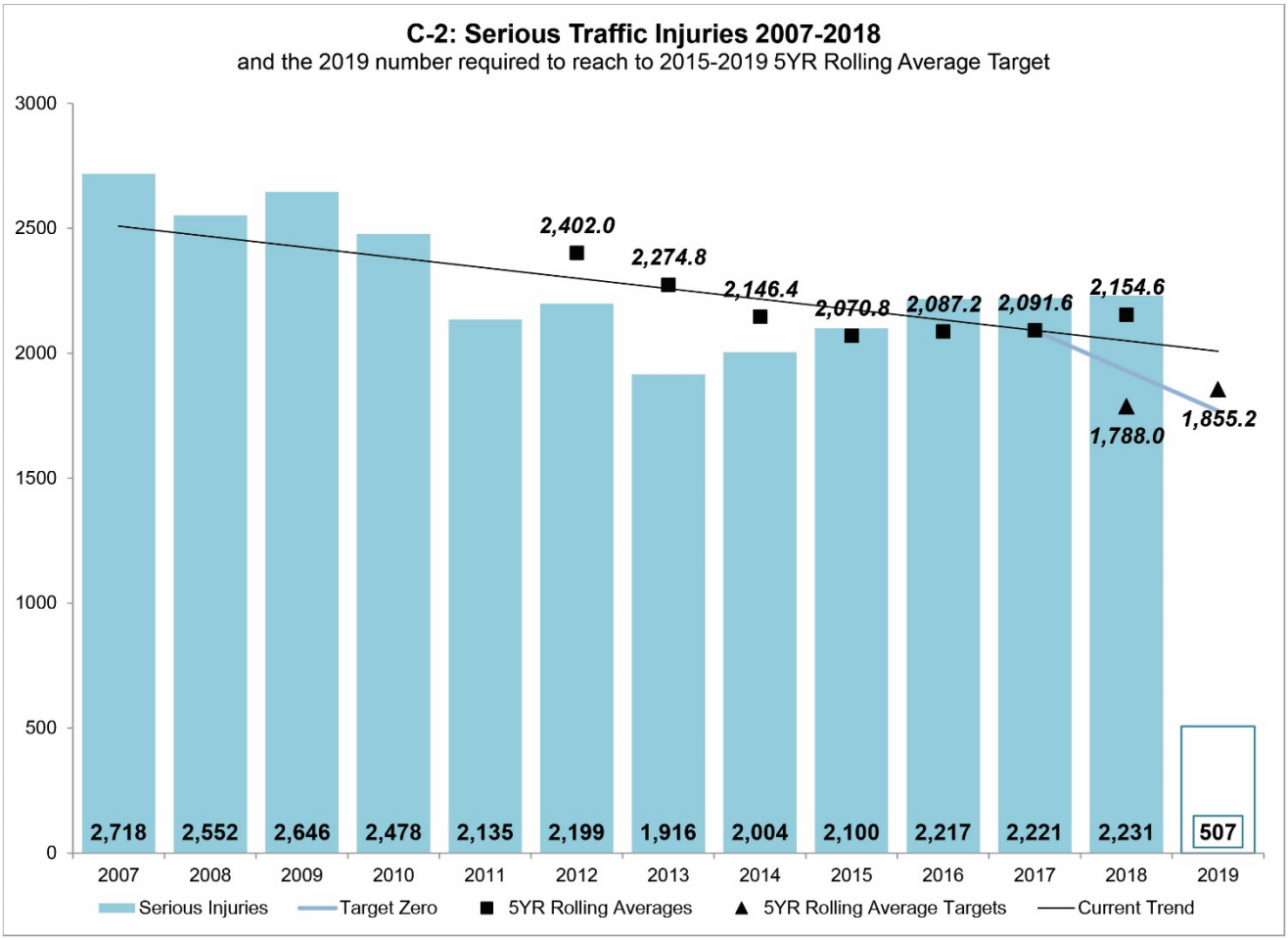
- www.wtsc.wa.gov, www.wtscpartners.com, www.wadrivetozero.com updates
- Communication program work
- Planning and Administration

Associated Performance Measures: C-1, C-2, C-3

Assessment of State's Progress in Achieving Performance Targets

The 2018 performance targets were not met. The 2019 calendar year targets required to meet the 2015-2019 five-year rolling average targets have been exceeded, therefore the 2019 performance targets are also not met.




C-2: Serious Traffic Injuries 2007-2018
and the 2019 number required to reach to 2015-2019 5YR Rolling Average Target
3000
2500
2000
1500
1000
500
0
2,402.0
2,274.8
2,146.4
2,070.8
2,087.2
2,091.6
2,154.6
1,788.0
1,855.2
2,718
2,552
2,646
2,478
2,135
2,199
1,916
2,004
2,100
2,217
2,221
2,231
507
2007
2008
2009
2010
2011
2012
2013
2014
2015
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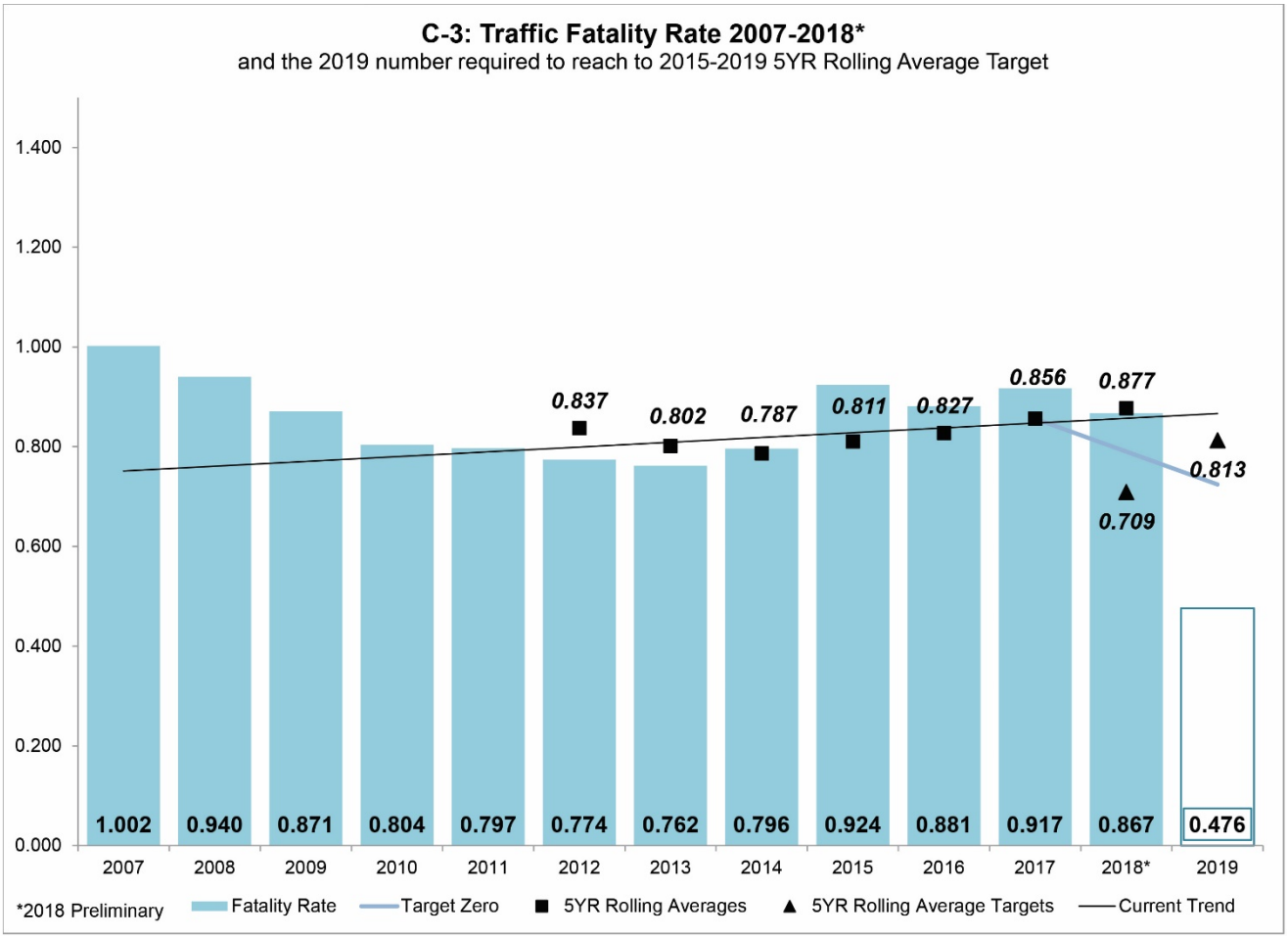
2017
2018
2019
Serious Injuries
Target Zero
5YR Rolling Averages
5YR Rolling Average Targets
Current Trend



Adjustments to Highway Safety Plan for not Meeting Target

In response to failing to achieve the performance target in FFY 2018, the WTSC is changing the way we prioritize and invest in countermeasures. We are changing our funding project approach from a general call for proposals that we fit into programs to using problem identification to identify countermeasures and then selecting evidence-based and innovative projects that have the best potential for saving lives. Additionally we will begin investing in multi-year projects that will result in more complete and sustained outcomes.

Planned Activity: Provide Technical Coordination
Unique Identifier: PA-01

Fed Project #	Project Title	Program Manager	Sub-Recipient
PA19-01, AL19-01, CP19-01, DD19-01, MC19-01, OP19-01, PS19-01, PT19-01, SE19-01, TR19-01	Planning & Administration,Technical Coordination	Pam Pannkuk	WTSC

Description: This project funded costs to support WTSC program employees' salaries and benefits, goods and services, and travel costs.

Results: This project funded the federal share of costs to support WTSC employees as planned. Technical coordination of Washington's various traffic safety programs, included Impaired Driving, Distracted Driving, Motorcycle Safety, Occupant Protection, Speeding, Traffic Records, Pedestrian Safety, Police Traffic Services, and Community and Safety. The technical coordination funding ensured all authorized traffic safety projects for the year were appropriately planned, executed, monitored, and closed. No delays, issues, or problems were identified in the management of this project.

Countermeasure	Fund Source	Amount Approved	Amount Expended
N/A	402	$ 2,152,915	$2,079,596

Planned Activity: Provide Technical Assistance - CTSP
Unique Identifier: CTS-02

Fed Project #	Project Title	Program Manager	Sub-Recipient
CP19-10	SDOT Rainier Valley Safe Streets	Debi Besser	SDOT

Description: This project focused on reducing collisions by providing traffic safety information to residents in English as well as Spanish, Vietnamese, Somali, and Amharic, and holding local traffic safety events with community members. The Rainier Valley is the most racially diverse neighborhood in the Seattle area, is home to six schools, and is Seattle's highest collision corridor.

Results: The Seattle Department of Transportation (SDOT) participated in nine community events and hosted an additional two of their own for a total of 11 events. These events featured performances and activities to engage community members about traffic safety with safety tips for driving, walking, and biking. An event outside of Rainier Beach High School engaged students in an interactive art display that highlighted the importance of being visible to drivers while crossing busy streets. SDOT translated "stay visible" graphic messages into Spanish, Vietnamese, Somali and Amharic in addition to English, and featured them throughout the area on yard signs, billboards, and in Facebook ads.

Countermeasure	Fund Source	Amount Approved	Amount Expended
CTSP Leadership	402	$50,000	$33,367

Planned Activity: Strategic Planning - Emerge
Unique Identifier: CTS-03

Fed Project #	Project Title	Program Manager	Sub-Recipient
M1*CP19-01	Emerging Projects	Pam Pannkuk	WTSC

Description: The WTSC received requests for project funding outside of the annual grant process. These projects responded to changing dynamics in our state's traffic safety environment and emerging issues or funding needs not previously known or anticipated. This grant funded worthy emerging projects that aligned with the Strategic Highway Safety Plan (Target Zero) to accomplish their stated traffic safety outcomes.

Results: This grant helped fund the Lewis County Sheriffs' Office (CSO) Motors Unit. The dedicated efforts of the Lewis CSO Motors Unit included: (1) proactive high visibility enforcement in identified high-traffic violation complaint areas, (2) working school zones throughout Lewis County, (3) joint participation in and ongoing traffic safety project with the WSP to educate and safeguard young drivers, and (4) involvement in numerous community outreach events throughout the county. Specific results included 405 violator contacts in 2019, dedicated patrol participation in 15 community events, worked school zone patrols in eight schools, and numerous rural area patrols in a county that spans 2,403 square miles.

Countermeasure	Fund Source	Amount Approved	Amount Expended
N/A	405b	$50,000	$9,813

Planned Activity: Provide Technical Assistance - Tribal
Unique Identifier: CTS-04

Fed Project #	Project Title	Program Manager	Sub-Recipient
CP19-02	Tribal Traffic Safety Coordinator	Scott Waller	WTSC

Description: This project advanced the use of data and proven traffic safety strategies in two high-risk tribal environments, the Confederated Tribes of the Colville Reservation (Colville) and the Muckleshoot Indian Tribe (Muckleshoot).

Results: The primary goals of this project were reached: (1) identify, collect, help analyze and present traffic safety-related data; (2) incorporate that data into tribal strategic planning and policy changes; and (3) organize groups, events, and activities to increase community awareness about traffic safety-related issues. The Colville project convened a traffic safety committee that examined data collected from across the reservation, and worked with a NHTSA GO Team. NHTSA's GO Teams provide customizable technical assistance to states on all aspects of traffic records improvement. Through this work, they organized data share agreements with non-tribal agencies, organized a road safety audit, worked with tribal law enforcement to increase traffic enforcement activity, researched the GIS location for all fatal and serious injury crashes in the past 10 years, and implemented 13 community awareness events across the reservation. Additionally, the project developed and implemented a positive community norms messaging campaign that featured four difference messages about seat belt use. The Muckleshoot also convened a tribal traffic safety committee. In addition, they developed an outreach and education program to increase use of approved child passenger safety devices, developed educational traffic safety education materials for students at their tribal school and Head Start center, helped organize a new tribal police department, and organized a road safety audit.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Tribal	402	$128,628	$125,209

Fed Project #	Project Title	Program Manager	Sub-Recipient
CP19-05	Tribal Traffic Safety Advisory Board	Scott Waller	WTSC

Description: The Tribal Traffic Safety Advisory Board builds partnerships with tribes and state and federal agencies that support tribes in accordance with Washington's Centennial Accord (an annual gathering of all tribes in Washington). Funds supported efforts to improve the disproportionate traffic fatality rates of American Indian Alaska Natives (AIAN) and support the incorporation of traffic safety into individual tribe's cultures.

Results: In FFY 2019, the Tribal Traffic Safety Advisory Board met five times and reorganized its meeting schedule to maximize participation and decrease travel (based on input from members), and selected a new chairperson. In addition, the group helped support a public outreach focus on tribal communities as part of the "Click It or Ticket" campaign, sponsored three people to participate in the Montana Summer Institute (a positive community norms training), and presented AIAN-specific traffic safety data to the Centennial Accord . At the Centennial Accord, Governor Jay Inslee called on state agencies to provide additional support to tribes to reduce the involvement of American Indians and Alaska Natives in traffic crashes in the state.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Tribal	402	$28,000	$10,331

Fed Project #	Project Title	Program Manager	Sub-Recipient
CP19-06	Tribal Traffic Safety	Scott Waller	Eastern Washington University

Description: This grant continues past work from Eastern Washington University to support creation of, and support for, tribal traffic safety committees. The committees help their tribe analyze traffic safety problems and identify data-driven approaches to address the identified problems.

Results: This project provided information outreach and technical assistance support to tribal traffic safety coordinators. Additionally, the project produced five products for use in developing additional tribal traffic safety programs. The products included a report on current law and order codes for tribes in Washington, an update of the report on the Colville tribal focus groups, a guide to tribal traffic safety planning, a PowerPoint presentation about the tribal traffic safety planning document, and a guide for using data in tribal traffic safety planning.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Tribal	402	$81,123	$63,590

Fed Project #	Project Title	Program Manager	Sub-Recipient
CP19-07	Tribal Traffic Safety	Scott Waller	Yakama Nation

Description: This project focused on reducing the over-representation of American Indian and Alaska Natives in traffic crashes, especially on the Yakama Nation Reservation. The Yakama Nation Tribal Traffic Safety Committee committed to Target Zero and identified some immediate actions to address injuries and fatalities.

Results: The Yakama Nation project convened a traffic safety committee that examined data collected from across the reservation, worked with a NHTSA GO Team to organize data share agreements with non-tribal agencies, worked collaboratively with tribal and non-tribal entities to begin the process of developing a trail system to get walkers and bicyclists off dangerous high-speed state highways and county roads, obtained grant funding for Phase I of the trail project, researched the GIS location for all fatal and serious injury crashes in the past 10 years, and implemented 10 community awareness events across the reservation. Additionally, the project developed and implemented four separate traffic safety messages using a positive community norms messaging approach.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Tribal	402	$100,000	$54,148

Planned Activity: Provide TS Resources - Tribal
Unique Identifier: CTS-05

Fed Project #	Project Title	Program Manager	Sub-Recipient
CP19-12	NATEO	Scott Waller	WTSC

Description: This grant supported purchases of supplies and training for tribal law enforcement. The project is administered by the Northwest Association of Tribal Enforcement Officers (NATEO), an organization that represents the law enforcement agencies associated with the 29 federally recognized tribes in Washington. NATEO sent out invitations to apply, then arranged for a review panel to score each application received. Applications accepted for funding received an award letter and tribes had 90 days to complete the purchase of their supplies or training.

Results: Ten tribes received funding support for the purchase of supplies necessary to provide law enforcement in the different reservation communities and four other tribes received support for officers to acquire needed training.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Tribal	402	$60,000	$51,516

Planned Activity: Provide Education - Tribal
Unique Identifier: CTS-06

Fed Project #	Project Title	Program Manager	Sub-Recipient
PT19-07	Colville Focus Group & Outreach Project	Scott Waller	Colville Tribal Police

Description: This grant supported development of Positive Community Norms messages based on themes developed through a series of focus groups held on the Colville Reservation in spring 2018.

Results: Project funds supported graphic design and printing costs for four posters carrying Positive Community Norms messages and for advertising costs associated with placing the messages in area media.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Tribal	402	$12,000	$5,602

Planned Activity: Conduct Education - Flex
Unique Identifier: CTS-07

Fed Project #	Project Title	Program Manager	Sub-Recipient
PM19-01	Paid Media - Flex	Erica Stineman	WTSC

Description: This grant funded paid media support of law enforcement emphasis mobilizations. Our number one communications goal for mobilizations is to reach our primary target demographic as identified by state and local data analyses. Our secondary goal was to educate and inform the vast majority of safe road users on ways they can help reduce traffic fatalities and serious injuries.

Results: This year, WTSC selected five local emphasis patrols to support with paid media throughout the summer. These included:

- Speeding patrols in Spokane in June
- DUI emphasis patrols for:
  - The 4th of July in Everett
  - The Lavender Festival in Sequim in July
  - Seafair in Seattle in August
  - The Washington State Fair in Puyallup in September

Tactics included radio ads, Facebook/Instagram, Pandora, billboards, and advertising and messaging displayed at the events. There were 1,117 spots purchased and 1,003 bonus spots with 12.5 million impressions across all media placed.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-CTS	402	$245,000	$361,366

Planned Activity: Conduct Enforcement - Flex
Unique Identifier: CTS-08

Fed Project #	Project Title	Program Manager	Sub-Recipient
PT19-02	Flex Enforcement – Local Law Enforcement	Jerry Noviello	WTSC

Description: The Local Law Enforcement Traffic Safety Enforcement project funded overtime enforcement activities targeting impaired driving, distracted driving, speeding, and occupant protection. Separate grant funds supported advertising to notify the public of these emphasis patrols.

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

Hours	1,300	DUI Arrests	31
Total Contacts	3,624	Speeding Citations	1,003
Total Citations	1,964	Seat Belt Citations	48
Total Warnings	2,000	Cell Phone Use Citations	283

Note – this data is incomplete, due to a late vacancy in local coordination staff in one county.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-CTSP	402	$150,000	$124,325

Fed Project #	Project Title	Program Manager	Sub-Recipient
PT19-04	Flex Enforcement – WSP	Jerry Noviello	WSP

Description: The WSP Flex Enforcement project funded overtime for WSP to conduct overtime enforcement activities focused on impaired driving, distracted driving, speeding, and occupant protection. These enforcement mobilizations were often coordinated with local law enforcement throughout the state. Other grant funds paid for advertising to warn the public of these patrols.

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

Hours	1,001	DUI Arrests	41
Total Contacts	2,193	Speeding Citations	892
Total Citations	1,494	Seat Belt Citations	59
Total Warnings	1,758	Cell Phone Use Citations	33

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP-CTSP	402	$85,000	$82,592

Planned Activity: Provide Technical Assistance - TZM
Unique Identifier: CTS-10

Fed Project #	Project Title	Program Manager	Sub-Recipient
CP19-03	Target Zero Manager Support	Jerry Noviello	WTSC

Description: This grant provided supplemental funding for the Target Zero Manager (TZM) program. TZMs carried out WTSC-directed programs and individual projects in furthering Target Zero statewide. State sources matched these federal funds in support of this program. Activities consisted of coordinating HVE campaigns, monitoring local data to identify emerging trends, leading planning and outreach efforts for the local traffic safety coalition, and managing other traffic safety projects.

Results: The key indicators of performance for the local task forces are the overall outcome measures listed in the other program sections of the Annual Report.

Each TZM coordinates a county or region-based traffic safety task force. These task forces met at least on a quarterly basis throughout the year. They reviewed traffic safety issues in their region and made decisions about programming. TZMs also developed connections with other partners, such as Safe Kids coalitions and bicycle safety advocacy groups.

All TZMs supported traffic safety enforcement and outreach efforts for national HVE impaired driving mobilizations in December 2018 and August-September 2019, the national “U Drive. U Text. U Pay.” distracted driving campaign in April 2019, and the national “Click It or Ticket” campaign in May 2019. Many also supported HVE mobilization efforts in the area of motorcycle safety. In addition, they all planned locally-driven traffic safety enforcement and outreach activities throughout the year. This support includes scheduling enforcement dates, doing interviews with local media, and interaction with residents at community events and on social media.

This funding supported the skill development of TZMs. This included attending trainings and program-wide meetings. At these events, TZMs learned best practice methods of community education, and coalition development, and they received updates about WTSC programming and policy updates.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Target Zero Managers	402	$540,000	$492,050

Planned Activity: Conduct Culture Change -TZM
Unique Identifier: CTS-11

Fed Project #	Project Title	Program Manager	Sub-Recipient
CP19-09	Positive Community Norms	Scott Waller	WTSC

Description: This grant supported development of necessary skills and knowledge for traffic safety practitioners and partners to design and implement Positive Community Norms (PCN) messaging campaigns. PCN campaigns use the gap between personally described behavior and perceived behavior in others as the motivation for change. Because of this, PCN messaging can be effective at changing behaviors at the population level.

Results: Through this project, a Positive Community Norms Institute (PCNI) delivered PCN knowledge and skills practice to 48 traffic safety practitioners and partners. Additionally, two webinars provided additional information to an average participation of 26 individuals, eight individuals received email and telephone technical assistance, and 98 individuals received information and discussion opportunities through an online platform called "The Science of the Positive."

Countermeasure	Fund Source	Amount Approved	Amount Expended
Target Zero Managers	402	$91,940	$91,940

Planned Activity: Improve Grant Processes – WEMS - BPM
Unique Identifier: TSPS-01

Fed Project #	Project Title	Program Manager	Sub-Recipient
FDL*CP19-01	WTSC BPM System Development (WEMS, etc.)	Pam Pannkuk	WTSC

Description: WTSC's WEMS system is configured on the SmartSimple platform, hosted by SmartSimple, and provides management and complete record keeping for all of WTSC's federal sub-grants. This project funded usage fees to maintain the system and support minor enhancements during the period of October 2018 through September 2019, as well as the development of officer enforcement activity log functionality and integration with invoicing within WEMS.

Results: During FFY 2019, WTSC staff managed over 400 separate sub-grants in WEMS. Internal staff resources monitored the system on a daily basis, made basic process flow improvements and enhancements, and provided user support. Smaller enhancements supported by SmartSimple included adding in reporting of federal project codes, CFDA numbers, and FAIN numbers on every sub-grant. Contracting with eTRANSERVICES Corp., we created entirely new functionality to record officer enforcement activity, such as tickets, arrests, and detailed DUI information. Capturing this information electronically will provide almost real-time reporting of results and advanced analysis, while minimizing administrative work for the TZMs. Approximately 80 percent of this project was completed, with the remaining work to be done in FFY 2020.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSPS - Leadership	405d	$100,000	$35,567

Planned Activity: Conduct Education
Unique Identifier: TSPS-02

Fed Project #	Project Title	Program Manager	Sub-Recipient
M1*CP19-02	Website Maintenance and Support	Erica Stineman	WTSC

Description: This grant provided funding for maintenance and support of the three WTSC websites.

Results: During FFY 2019, website maintenance and support work included all updates or content creation completed by our contractor, PathForward Communications. This work provided more storage for downloadable files, and helped to streamline maintenance work done on a regular basis. WTSC transferred all its website domains to a single hosting service. WTSC also installed Google Analytics for detailed information on how users interact with our websites.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSPS Leadership	405b	$50,000	$30,461

Fed Project #	Project Title	Program Manager	Sub-Recipient
FDL*CP19-03	News Media, Creative	Erica Stineman	WTSC

Description: This grant was used to pay for various subscription-based tools to support communications initiatives and other WTSC program areas, print jobs, and purchasing stock images to use for numerous communications items such as web pages, in-house graphic design work, and informational documents. This project also funded the development of new creative assets (TV, radio, web, etc.) for use during paid media and educational campaigns.

Results: In addition to subscription services and materials, this grant funded news media outreach and publicity during statewide DUI, distracted, seat belt, and motorcycle HVE campaigns. A portion of this grant paid for the development of new creative assets including a video with our director, Darrin Grondel and Vivian McPeak, Director of Seattle's Hempfest discussing misconceptions about impaired driving involving cannabis and alcohol. We also developed a "Good Talk" PSA for future DUI campaigns, and began work to develop our "umbrella" traffic safety branding and campaign.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSPS Leadership	405d	$300,000	$207,972

Planned Activity: Strategic Planning
Unique Identifier: TSPS-03

Fed Project #	Project Title	Program Manager	Sub-Recipient
M7*CP19-01 F24*P19-09	Target Zero Update	Wade Alonzo	WTSC

Description: WTSC led the Strategic Highway Safety Plan (SHSP) Revision Project in conjunction with WSDOT. WTSC submitted the final revised SHSP to the WTSC Commissioners for approval in October 2019 and then submitted the revised and approved SHSP to the Governor for final approval and signature. WTSC completed all contract requirements and closed out the project.

Results: WTSC completed the project successfully achieving all federal requirements of a SHSP. The WTSC Commissioners approved the plan and recommended it to Governor Inslee on October 17, 2019. WTSC wrote the 2019 Target Zero plan using a robust interdisciplinary process. The 2019 plan included new content including chapters on automated vehicles, culture change, and equity in traffic safety. Once signed by the Governor, the plan will be printed and posted to the Target Zero website.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSPS Leadership	405d II 405d 24/7	$26,541 25,959	$26,541 $25,959

FFY 2019 Police Traffic Services Countermeasures and Planned Activities

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Planned Activity: Support Law Enforcement Liaison Program
Unique Identifier: PTS-01

Fed Project #	Project Title	Program Manager	Sub-Recipient
FDL*PT19-01	Statewide and Local Law Enforcement Liaison Program	Edica Esqueda	WTSC

Description: The local law enforcement liaison (LEL) and statewide LEL projects aim to encourage officers and leaders to support the WTSC Strategic Highway Safety Plan, Target Zero. LELs assisted TZMs with region activities and served as links with the WTSC and the local law enforcement community. The statewide LEL program coordinated information, training, and other assigned WTSC projects with local LELs. The statewide LEL lent expertise to the WTSC and partners on enforcement trends, technical assistance to statewide law enforcement database enhancements, and a wealth of other projects.

Results: In 2019, this grant supported 21 LELs assisting 17 TZMs across Washington. While working in partnership with the TZMs, the LELs coordinated HVE briefings for seat belt, DUI, distracted driving, flex, and other traffic safety activities. LELs served as a communication link to local law enforcement for emerging training, and assisted in activities like local Ford Driving Skills for Life events, and National Night Out parties. LELs assisted TZMs in identifying 'Top Performers' during Statewide HVE mobilizations, and actively engaged in the traffic enforcement assessment report conducted by the statewide LEL.

The statewide LEL assisted with several projects this year to include the DRE change project, WTSC motorcycle campaign, phlebotomy pilot projects, and the Grant County Traffic Safety Project. He also provided expertise on the SECTOR DUI arrest forms and provided a checklist to local LELs to aid in officer's investigation of distracted driving crashes. His work also included coordinating the first 4/20 HVE campaign and refined the law enforcement "Top Performer" recognition program. He presented and conducted webinars about emerging WTSC programming and enforcement trends.

Countermeasure	Fund Source	Amount Approved	Amount Expended
Law Enforcement Liaison	405d	$162,000	$90,045

Planned Activity: Provide Traffic Safety Resources
Unique Identifier: PTS-02

Fed Project #	Project Title	Program Manager	Sub-Recipient
PT19-06	WASPC	Edica Esqueda	Washington Association of Sheriffs and Police Chiefs

Description: This grant provided local law enforcement the opportunity to apply for specialized enforcement tools related to traffic safety. The Washington Association of Sheriffs and Police Chiefs (WASPC) staff worked closely with the WASPC traffic safety committee and WTSC staff to coordinate and manage the announcement, review, and dissemination of available funds to local law enforcement for traffic police support.

Results: The WASPC Traffic Safety Committee met in February 2019 and distributed funding to law enforcement agencies across Washington. Seventy law enforcement agencies received funding for traffic safety supplies. Each agency was required to provide data that demonstrated that they were using the funds to address a specific traffic safety problem in their jurisdiction.

LIDARs	19
Radars	86
Rear Antennas	53
Hand Held Radars	20
FSTs	101
SECTOR Scanners	92
SECTOR Printers	102
Speed Feedback Signs	14
TOTAL	487

Countermeasure	Fund Source	Amount Approved	Amount Expended
Traffic Safety Resources	402	$394,000	$376,060

Planned Activity: Conduct Sustained Enforcement - TS
Unique Identifier: PTS-03

Fed Project #	Project Title	Program Manager	Sub-Recipient
PT19-05	Grant County Traffic Safety Team	Erika Mascorro	Grant County Sheriff's Office

Description: The Traffic Safety Team Pilot project provided funds for three deputies solely devoted to traffic enforcement. The grant funded approximately 2,040 hours of traffic safety enforcement per deputy plus vehicles and equipment. This project includes a sustainability plan to continue the pilot into FFY 2020 and FFY 2021. The pilot is a community policing effort to enforce traffic safety laws, as well as educate Grant County road users about the risky traffic behavior.

Results:
Enforcement

Hours (estimated)	6,120	DUI Arrests	75
Total Contacts	3,057	Speeding Citations	1,988
Total Citations	2,763	Seat Belt Citations	47
Total Warnings	1,192	Cell Phone Use Citations	32

- The traffic safety team focused their efforts on impaired driving, speeding, distracted driving, and seat belt usage.
- DUI arrests were up for the Grant County Sheriff's Office and currently on pace to meet the goal of 100 by the end of calendar year 2019. The traffic safety team has made 75 DUI arrest and the rest of the agency has made six arrests for a total of 82.
- The Traffic Safety Team successfully collaborated with the Liquor Cannabis Board to implement the bar safe program as part of the overall emphasis.

Education

- The public awareness campaign (including PSAs) were not completed by the milestone date.
- There were various social media posts on the Central Basin Traffic Safety Task Force and Grant County Sheriff's Office Facebook pages throughout the year.
- The iFiber One media outlet ran a story on the Traffic Safety Team once the announcement was made official in December 2018.
- The Traffic Safety Team presented the Impact Teen Driver program 25 times reaching over 5,000 youth.
- Educational materials like a rack cards, posters, and community impact surveys were developed in English and Spanish.
- There was no attempt to reach the Hispanic/Latinx community despite that almost half of the population in the county is Hispanic/Latinx. A communication consultant provided a Spanish Language Outreach Recommendations plan that WTSC expects the grantee to implement in 2020.

Countermeasure	Fund Source	Amount Approved	Amount Expended
TSEP - PTS	402	$605,111	$478,903

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