Federal Fiscal Year (FFY) 2021 Washington Highway Safety Plan

Updated: 09/01/2020

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Washington is applying for the following:

Section	Yes/No	File Name
Section 402/HSP	Yes	WA_FY21_HSP
405(b) Occupant Protection—High Use Rate State	Yes	WA_FY21_405b
405(c) State Data Systems Improvement	Yes	WA_FY21_405c WA_FY21_405c TR Strategic Plan
405(d) Impaired Driving—Low Range Rate State	Yes	WA_FY21_405d
405(d) Ignition Interlock	No	
405(d) 24-7 Sobriety Program	Yes	WA_FY21_405d_24-7
405(e) Distracted Driving	No	
405(f) Motorcyclist Safety	Yes	WA_FY21_405f
405(g) Graduated Driver Licensing	No	
405(h) Nonmotorized	Yes	WA_FY21_405h
1906 Racial Profiling Data Collection	No	

Chapter 1: 2021 Washington Highway Safety Plan

The Highway Safety Plan (HSP) is an annual plan prepared by the Washington Traffic Safety Commission (WTSC). It is our application for federal funds from the National Highway Traffic Safety Administration (NHTSA). The plan includes a description of our HSP planning processes, the performance report, the performance plan, 11 program plans, the Traffic Safety Enforcement Program, the High Visibility Enforcement strategies, and our 405 grant applications.

The WTSC is Washington's designated highway safety office and is codified in RCW 43.59. We share a vision with numerous other state and local public agencies. That vision is to reduce traffic fatalities and serious injuries to zero by 2030. The WTSC Director is the Governor's Highway Safety Representative, which is a designated position each state is required to have in order to qualify for federal traffic safety funding. Our Commission is made up of 26 employees and 10 Commissioners chaired by Washington's Governor Jay Inslee.

Highway Safety Planning Process

The WTSC planning process involves two phases. The first phase is the development of the Strategic Highway Safety Plan (SHSP), known as Target Zero, which is updated every three years. The second phase is the annual development of the WTSC's HSP. These two planning cycles work together to ensure coordination and collaboration between WTSC, the Washington State Department of Transportation (WSDOT), and all agencies represented on the Commission and other stakeholders.

The Strategic Highway Safety Plan: Target Zero

Each update cycle of Target Zero begins with establishing three stakeholder teams: the steering committee, the project team, and the data team. These three teams ensure broad partner representation from state agencies, advocates, tribes, cities, and counties. They conduct an evaluation of the prior plan. Surveys are sent to an exhaustive list of traffic safety practitioners to ask questions about the usefulness of the plan, the best parts of the plan, and what could make the plan better. Then the Data Analyst Team analyzes the new cycle of data. All three teams use the new data to shape the Target Zero priorities for the three-year cycle. Research is conducted to find what new strategies have been developed that might be added to the plan, as well as the current research on existing strategies to make sure the plan is recommending the best strategies. The project team directs the work to teams of subject matter experts to craft each chapter of the plan. The steering committee presents the final draft to the Commissioners who approve it for the Governor's signature.

The Highway Safety Plan

Relying on the extensive data analysis, research, and coordination accomplished through the State SHSP process, WTSC staff use the SHSP as a basis for building their annual portfolio of programs, countermeasures, activities, and projects. This process drives the decisions on our investments. The process is described under the "Methods for Project Selection," subsection later in this chapter.

Data Sources and Processes

Our primary sources for evidence-based strategies are NHTSA's *Countermeasures That Work*, the National Cooperative Highway Research Program (NCHRP) series, and scientifically sound evidence-based research regarding strategies not already identified by the Governors Highway Safety Association (GHSA) or the NCHRP.

The WTSC uses final information from Fatality Analysis Reporting System (FARS) (including 2018 from our internal FARS unit and preliminary 2019) for performance measure target-setting and performance reports. The serious injury numbers come from WSDOT and targets C-1 to C-3 are coordinated and set with WSDOT, Metropolitan Planning Organizations (MPOs), and other traffic safety partners. Representatives from the Federal Highway Administration (FHWA) and NHTSA are included in these discussions. The remaining targets are set by WTSC program managers and the partners they consult with. Problem identification and target audience analysis is

pulled from the WTSC Program Plans. These analyses come from a variety of sources including crash data, public health data, survey data, published data, and other sources.

Process Participants

The Commissioners

The Commissioners are the heads of various state agencies or represent other organizations with an interest and responsibility in making our roads safer for everyone. They represent the four E's: Education, Enforcement, Engineering, and Emergency Medical Services. Agencies represented on the Commission include the Washington State Patrol, Department of Transportation, Department of Health, Department of Licensing, Health Care Authority, and the Office of Superintendent of Public Instruction. In addition, the Washington State Association of Counties, Association of Washington Cities, and the Judiciary are represented. The Commission is chaired by Governor Jay Inslee. The Commissioners review the HSP and either ask for changes or vote to approve the final plan.

Data Analyst Team

The Data Analyst Team is responsible for developing recommendations for performance measures, performance targets, long term and intermediate goals, and identifying and prioritizing traffic safety problems. The primary indicators used by the Data Analyst Team to assess risk are the number of fatalities and serious injuries that result from traffic crashes. This team ranks problem areas into Priority Levels One or Two based on the proportion of traffic fatalities and serious injuries associated with a particular emphasis or problem area.

Experts representing the following Washington State agencies comprise the Data Analyst Team:

- Department of Licensing
- Department of Health
- Department of Transportation
- Washington State Patrol
- Washington Traffic Safety Commission
- Office of Financial Management

The Project Team and Steering Committee

The Project Team and Steering Committee develops and approves the content and evidence-based strategies, and consist of manager- and executive-level representatives from the agencies listed above, plus the following organizations:

- Administrative Office of the Courts
- County Law Enforcement
- Department of Social and Health Services
- Target Zero Manager Network
- Governor's Office of Statewide Policy
- Harborview Injury Prevention and Research Center
- Northwest Association of Tribal Enforcement Officers
- Office of Superintendent of Public Instruction
- Tribal Transportation Planning Organization
- Association of Washington Cities
- Washington Association of County Engineers
- Tribal Police Departments
- Federal Highway Administration
- Washington Association of County Engineers

- Regional Transportation Planning Organization
- Metropolitan Planning Organization

In addition to the Target Zero process described above, there are numerous key groups representing the traffic safety community that are critical participants in each step of the SHSP and HSP processes, including:

- WTSC Technical Advisory Committee
- Washington Traffic Safety Commissioners
- Washington Impaired Driving Advisory Council
- Washington Traffic Records Committee

Washington Traffic Safety Commission Technical Advisory Committee

The WTSC Technical Advisory Committee (TAC) reviews and makes recommendations to the Commissioners regarding the WTSC staff proposed HSP and consists of representatives of key traffic safety stakeholder groups, including the tribes, NHTSA, the Federal Motor Carrier Safety Administration, and the FHWA. Additionally, the group includes a representative from each Commission organization:

- The Governor's Office
- Department of Licensing
- Department of Transportation
- Department of Health
- Health Care Authority
- Washington State Patrol
- Office of Superintendent of Public Instruction
- Judiciary
- Association of Washington Cities
- Washington State Association of Counties

Washington Impaired Driving Advisory Council

The Washington Impaired Driving Advisory Council (WIDAC) was formed in June 2009 and is composed of 14 signing agency representatives, an expanded group of advisory members, and agency staff. WIDAC membership includes all appropriate stakeholders and meets the membership requirements of the Fixing America's Surface Transportation (FAST) Act. Stakeholders include representatives from the highway safety office, law enforcement, prosecution, adjudication and probation, driver licensing, treatment/rehabilitation, ignition interlock programs, data and traffic records, public health, and communication. The statewide Impaired Driving Plan, developed by WIDAC, uses the most current version of the Impaired Driving section in the SHSP. It provides in-depth information specific to impaired driving and organizes the information in accordance with the general areas stated in NHTSA's Uniform Guidelines for State Highway Safety Programs No. 8—Impaired Driving.

Washington Traffic Records Governance Council

The Washington Traffic Records Governance Council (TRGC) is a statewide stakeholder group with representatives from the transportation, law enforcement, criminal justice, and health professions. This cross-disciplinary team leads efforts to improve the quality and usefulness of the data in traffic safety related data systems across the state. TRGC's work includes implementing the recommendations of the traffic records assessment and identifying solutions and improvements to core and ancillary traffic records systems. Each year TRGC evaluates data systems improvement proposals to develop a package of projects consistent with the TRGC Strategic Plan while satisfying federal requirements. This project list and funding recommendations become the following fiscal year's spending plan for Washington's Section 405c – State Traffic Safety Information System Improvement Grants.

Cooper Jones Active Transportation Safety Council

The Cooper Jones Active Transportation Safety Council works to decrease fatalities and serious injuries involving walkers, bicyclists and other non-vehicle methods of transportation. Increasingly in Washington, people are turning to these forms of transportation. Some are motivated by health concerns, some by the increasing use of public transportation or a desire to reduce their carbon footprint. The Council reviews and analyzes crash data in order to identify patterns in crashes and to find points at which the transportation system can be improved. The Council reports to the legislature annually to recommend changes in statutes, ordinances, rules, and policies to improve the transportation system for all modes of travel. The Council's name honors Cooper Jones, a 13-year-old boy who died after being struck from behind by a driver as he participated in a road race in Spokane County. Each year this group submits an annual report to the Legislature containing recommendations for improving safety for people who walk, ride a bike, or use other forms of active transportation.

Description of Highway Safety Problems

The 2019 SHSP informs the priorities set in the HSP. Target Zero helps to focus HSP efforts on the primary factors in fatal and serious injury traffic crashes by grouping topics into priority levels. The levels are based on the percentage of traffic fatalities and serious injuries associated with each factor. Priority Level One includes the factors associated with the largest number of fatalities and serious injuries in the state. Each of these factors was involved in at least 25 percent of the traffic fatalities or serious injuries over the three-year analysis used for that update. Traffic Data Systems, EMS and Trauma Care Systems, Evaluation and Diagnosis, and Cooperative Automated Transportation (while not causes of fatalities) are considered Level One priorities because of the potential for these systems to significantly improve our deployment of resources to address traffic fatal and serious injury crashes.

Priority Level Two factors, while frequent, are not seen as often as Priority Level One items. Level Two factors were seen in less than 25 percent of traffic fatalities or serious injuries.

The priority levels established for the SHSP consider both fatality and serious injury numbers. The SHSP maintains the importance of addressing fatalities, while encouraging consideration for–and strengthening of–serious injury data. The HSP adopts priorities directly from the SHSP, although the annual data review could indicate an emerging trend that could require small priority adjustments.

Priorities based on 2015-2017 data (Percent Fatalities/Percent Serious Injuries) from the most recent SHSP are:

Priority Level One

- Impairment Involved (Driver or Non-Motorist) (58.1 percent/18.6 percent)
- Lane Departure (48.2 percent/37.6 percent)
- Speeding Involved (29.4 percent/24.2 percent)
- Young Drivers Ages 16-25 Involved (31.0 percent/34.3 percent)
- Distraction Involved (Driver or Non-Motorist) (30.4 percent/29.6 percent)
- Intersection Related (22.8 percent/34.5 percent)
- Traffic Data Systems (N/A)
- EMS and Trauma Response (N/A)
- Evaluation, Analysis, and Diagnosis (N/A)
- Cooperative Automated Transportation (N/A)

Priority Level Two

- Unrestrained Vehicle Occupants (18.9 percent/10.7 percent)
- Motorcyclists (14.3 percent/18.5 percent)
- Pedestrians and Bicyclists (19.9 percent/20.4 percent)

- Older Drivers Ages 70+ Involved (13.5 percent/9.2 percent)
- Heavy Truck Involved (10.8 percent/6.8 percent)

Other Monitored Emphasis Areas

- Drowsy Driving
- Work Zones
- Wildlife
- School Bus Involved
- Vehicle-Train

In the HSP planning process, the most current fatal and serious injury data is reviewed and compared to the Target Zero priorities. If an emerging trend is identified, that data will be considered when choosing annual HSP projects. Each HSP chapter area includes a more in-depth problem and target audience data review.

Methods for Project Selection

The HSP planning process uses the SHSP as its guiding document that governs our traffic safety investments and provides the basis for annual HSP project selection. The HSP process begins with a review of evidence-based strategies, performance measures, and performance targets. Through this process, we:

- Identify and prioritize our traffic safety problems
- Describe our highway safety performance measures included in the Performance Plan
- Define performance targets included in the Performance Plan
- Develop and select evidence-based countermeasures and strategies to address identified problems and achieve performance targets

This analysis forms the WTSC program plans which are written for each of our traffic safety focus areas. Our process starts with updating these focus area program plans. Program managers provide a summary of the most up-to-date data, research on the traffic safety topic area, and an overview of the strategies the program manager is recommending for funding in the 2021 HSP.

Program Plans provide a summary of the most up-to-date data and research on the 11 traffic safety topic areas, an overview of the countermeasures to address them, and a spending plan. The 11 program areas are:

- Impaired Driving
- Communications
- Distracted Driving
- Occupant Protection
- Young Drivers
- Motorcycles
- Non-Motorized Traffic Safety
- Traffic Records
- Community Traffic Services
- Program Coordination
- Tribal Traffic Safety

The program plans provide not only provide a robust problem identification that describes the problem, but they also identify focus populations and their behaviors that lead to traffic safety problems.

Throughout the year our program managers work with subject matter experts, attend conferences, and work with grantees and partners to identify opportunities to use grant funds to move the needle. The ideal opportunity is created when we have alignment between an evidence-based strategy (meaning there is research indicating the strategy is effective), policy (what legally allowed to use the strategy), funding availability (meaning allowable expenses under NHTSA guidelines), and willing and skilled grantees or contractors to execute the work.

These opportunities translate into formal identification of countermeasure strategies. Sometimes these strategies are designed to influence the behavior of the audience but sometimes, the strategies are designed to fill a gap or enable a strategy to occur. Program managers then define the types of activities that are needed to implement the strategy and the projects or actual grants that are needed to get the work done.

In 2020 additional efforts were made to take the next step in a more data-focused approach. We paused our practice of opening a call for proposals in favor of creating program plans that document problem identification, countermeasure strategies, activities, and projects we propose to address what the data is indicating. In 2021 we are continuing that transition. In the coming months all our staff that have a hand in managing grants will receive training followed by several months of technical support from Montana State University's Center for Health and Safety Culture. Training focuses on helping us improve our ability to use tools like logic models and strategy maps in order to make more informed grant investment decisions that are focused on the effective projects.

Agency Review

Once program plans are updated, we hold a day-long meeting with an internal group that includes the Programs and Services Division, Legislative and Media Division, our Research Director, Deputy Director, and Finance Director. We collectively review all program plans and discuss the recommendations to create a rough draft of consolidated program plans and selected projects. The executive team reviews the draft and evaluates it, holding it up against agency priorities to make sure it is aligned. The internal group meets again to finalize our recommendation. This is then shared with the TAC in writing and verbally. We take the feedback offered by the TAC and amend the plan as appropriate.

Technical Advisory Committee (TAC) Review

Each member of the WTSC Commissioners assigns a technical advisory reviewer to review the program plans, provide feedback, and discuss the contents of the plan with their respective Commissioner. Once the WTSC's review is complete, the Program Director sends the program plans to the TAC members and asks them to review the plans and provide preliminary feedback. To simplify the feedback process, the WTSC creates a separate survey for each program. TAC members are encouraged to contact individual program plan authors with questions prior to the TAC review meeting. The name, email address and phone number of each program manager is listed at the top of the program plans.

The WTSC held the TAC review meeting on March 30, 2020. Usually this meeting is held in person at the WTSC. However, due to COVID-19 and consistent with guidance from the Governor, the TAC review this year was conducted via a web-based video conference. During the workshop, program managers gave a presentation on each of the program areas followed by a discussion. During the discussion period, TAC members were given the opportunity to ask questions, provide comments, and share concerns. Program managers documented the feedback and asked clarifying questions. Program managers then sought resolutions to any issues by reaching out after the TAC meeting, as necessary.

TAC members are responsible for briefing their agency Director/Secretary and leadership team in advance of the April 16, 2020, Washington Traffic Safety Commission meeting.

WTSC Commissioners Review and Approval

At the April 16, 2020 quarterly commission meeting, the Program Director provided an overview of the amended funding recommendations and took questions from the Commissioners. The Commissioners then voted on whether to approve the plan, giving the WTSC permission to produce the HSP and seek NHTSA approval.

List of Information and Data Sources

Washington's core traffic records systems for addressing behavioral traffic safety include:

Fatalities

Washington State Fatality Analysis Reporting System (FARS)
WTSC Fatal and Fatality Dashboards
NHTSA FARS State Traffic Safety Information (STSI) and FIRST Query

Serious Injuries

WSDOT Collision Location Analysis System (CLAS)
WSDOT Crash Data Portal (CDP)

All Crashes

WSDOT Collision Location Analysis System (CLAS)
WSDOT Crash Data Portal (CDP)
WSP Collision Analysis Tool (CAT)

Exposure

WSDOT Vehicle Miles Traveled VMT estimates
Washington Office of Financial Management and US Census Bureau Population estimates
DOL Licensed Drivers and Registered Vehicles

Injury

DOH Washington Emergency Medical Services Information System (WEMSIS)
DOH Rapid Health Information Network (RHINO)
DOH Comprehensive Hospital Abstract Reporting System (CHARS)
DOH Trauma Registry
Surveys
Other Partner Data sources and information relevant to specific programs

Description of Outcomes Regarding Washington Strategic Highway Safety Plan Target Zero (SHSP-TZ) and Washington Highway Safety Improvement Performance Report (HSIP) Coordination

As already described, priorities and performance are coordinated between Washington's SHSP, Target Zero, the annual HSP and WSDOT's the annual HSIP report. WTSC actively coordinates with our Target Zero partners as we build our annual HSP. The SHSP provides a comprehensive framework for reducing fatalities and serious injuries on Washington's roadways. This allows the HSP planning process to focus efforts on implementing the right projects to support the data-driven priorities established in Target Zero.

An important outcome of this coordination is the development of matching performance targets between WTSC and WSDOT for C-1, total fatalities, C-2, fatality rate and C-3, total serious injuries as defined in 23 U.S.C. 148(a). The fatality and serious injury targets (C-1, C-2, C-3) are coordinated with WSDOT, including discussions and feedback from Metropolitan Planning Organizations (MPOs). As stated in the 23 Code of Federal Regulations (CFR) Part 1300, the shared goals "ensures that the highway safety community is provided uniform measures of progress." The goal in Washington's SHSP is zero fatalities and serious injuries by the year 2030, and all partners agree that targets should reflect the realization of our goal. These targets are set on the most recent Target Zero line; a line straight to zero in the year 2030 from the most recent five-year rolling average. While the targets are based on a line to zero by 2030, they are data-driven in the sense that they are informed by a systematic review and analysis of quality data sources and used to make decisions related to planning, resource allocation and implementation.

The WTSC and WSDOT have set up a collaborative approach with many partner agencies to discuss the bold new steps that would need to be taken to achieve the zero fatalities and serious injuries goal. Together the agencies will coordinate an approach to the Legislature that will align the policy and actions necessary to achieve the Target Zero goals. This concerted effort has been named the *Next 10 Years Plan*. While it is recognized that the Target Zero goal is aspirational in nature, all stakeholders and leadership believe in keeping with the SHSP's vision in all performance goal efforts. The constant push to zero and incremental annual targets ensure data is driving how programs are being developed and implemented statewide.

Target Zero coordination and previously mentioned Target Zero Program Plans are the vehicle for how planning and funding can be used to improve safety performance outcomes.

Chapter 2: Traffic Safety Performance Measures C-1, C-2, and C-3

WTSC and WSDOT coordinate the development of Target C-1, total fatalities; C2, total serious injuries; and C-3, fatality rate. A description and outcomes of this coordination can be found in Chapter 1, Highway Safety Program Plan.

Certification

In accordance with the 23 CFR Part 1300, WTSC's HSP performance targets are identical to WSDOT's targets for common performance measures (C-1 Fatalities, C-2 Fatality Rate, and C-3 Serious Injuries) reported in the HSIP Annual Report, as coordinated through the WTSC's SHSP.

Performance Measures and Targets

Four program areas are linked directly to the overall traffic safety performance measures. Those program areas and corresponding chapters are as follows:

- Chapter 3, Program Coordination
- Chapter 4, Community Traffic Services Program
- Chapter 5, Communications Program
- Chapter 6, Tribal Traffic Safety Program

These four program areas are all linked to the following Performance Measures and Targets.

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-1: Number of traffic fatalities (FARS)	2021	2017-2021	444.1
2021	C-2: Number of serious injuries in traffic crashes (State crash data files)	2021	2017-2021	1,807.0
2021	C-3: Fatalities/VMT (FARS, FHWA)	2021	2017-2021	0.724

Performance Target Justification

The C-1, C-2, and C-3 (fatalities, serious injuries, and fatality rate) targets are coordinated with WSDOT and fully align with the goal set in the SHSP. The goal in Washington's SHSP is zero fatalities and serious injuries by the year 2030. Overlapping HSP and HSIP targets are set based on a systematic review and analysis of quality data source from the most recent five-year rolling average to come up with incremental annual targets to achieve zero fatalities by 2030. With the time-bound zero goal, there is no denying that the state's data-driven approach to performance management is aggressive. However, this Target Zero approach to statewide performance management of traffic injury-related goals is supported by WSDOT, WTSC, WSP, DOL, and many other agency leadership, legislators, and Governor Jay Inslee. Therefore, it is important for both WTSC and WSDOT to set targets reflective of our primary goal, zero traffic fatalities and serious injuries by 2030.

While being off target is a WTSC concern, this is the type of information we need to present to our legislature, other funders, and decision/policy makers to show that we need their help and support to do more. Using a purely statistical approach to target-setting may lead to ever-increasing targets, even if this is the most reliable means to achieve targets given current performance trends. However, it is difficult to compromise our values by changing targets because they are hard or perceptionally unrealistic.

Program Plans

As the preamble of the FAST Act states that targets should be data-driven, realistic, and attainable, it should not be overlooked that targets are a place to point. The individual Target Zero program plans are setting data-driven targets based on trend-lines with consideration of environmental changes that can be predicted. (Of course, COVID-19 has made prediction more difficult.) WTSC uses these plans to inform investments in traffic safety programs. These new program plans, described in Chapter 2, represent an improved data driven approach to determining our grant portfolio spending. Instead of using a general call for proposals to determine our projects, these program plans rely on data, partner activities, and an increased understanding of focus populations to plot investments. WTSC has expanded the number of advisory councils which provide program managers an increased understanding of partner traffic safety activities and how we can best support or compliment those efforts. Take the Target Zero Plan for example. WTSC brought together commission agency communication directors for the first time. This group advised WTSC on what they needed in order to reach out their employees and stakeholder groups about how these individuals can support the plan's implementation. These efforts and others are leading WTSC towards developing better data-driven, realistic and attainable targets, and implementing efforts to achieve those targets.

Other program planning improvements should also be noted here. WTSC is embracing a public health approach to our outreach efforts. WTSC is building programs based on the Positive Culture Framework. We have trained staff and our Target Zero Managers (TZM) to use this approach in their localized outreach. In fact, WTSC has added a TZM communication coach to ensure each TZM has the support they need to implement culture changing techniques in their local outreach efforts. WTSC has also built a new public information campaign, called "Together We Get There," to grow the number of road users who practice safe behaviors and inspire them to speak up to encourage good driver behaviors in others. In 2021, we will roll this out with campaigns in February and October.

Each program chapter describes justifications for their targets, including efforts that are supported through state funding or being implemented by our partners.

While, the linear trend line of the five-year rolling averages is shown on every HSP chart in each program chapter, we chose to provide this trend line for progress comparison. This is just one simple way to monitor progress toward Target Zero. It is difficult to attribute individual behavior change projects funded under the HSP (or even the entire HSP portfolio) to direct reductions in fatalities. The HSP project portfolio is more process-based. According to *Countermeasures that Work* (9th Edition, page 2), we know that if we implement a variety of behavioral safety countermeasures–and implement them well–we are supporting a strong traffic safety culture. But that is only one small piece of eliminating or reducing traffic fatalities and serious injuries. In an effort to be more proactive this coming year, the WTSC will be building program and project level logic models to better link our efforts to these distal outcomes, but we know some of these linkages will be theoretical and difficult to measure.

WSDOT Impacts

The WSDOT implements the HSIP and it's the efforts of the WSDOT, through all their programs, that will have the most measurable impact on traffic fatalities and serious injuries. In addition, the WSDOT assumes the "penalties" for not meeting HSP/HSIP performance targets, which they did not meet this year. However, WSDOT already implements the "penalties" because they are good practices. WSDOT's actions would be carried out regardless of whether these performance targets are met or not. Further, WSDOT leadership believes that the SHSP sets the right philosophy as no lost life is acceptable. In our collective efforts to achieve safety culture, setting increasing targets–or any target that does not lead to Target Zero–sends the wrong message. It goes against WTSC and WSDOT's values and commitment to traffic safety to tell the public and legislature that we set a target to achieve more fatal and serious injuries, and then ask for additional funding or policy changes to do so. This is counterproductive since the targets must support our Target Zero goal.

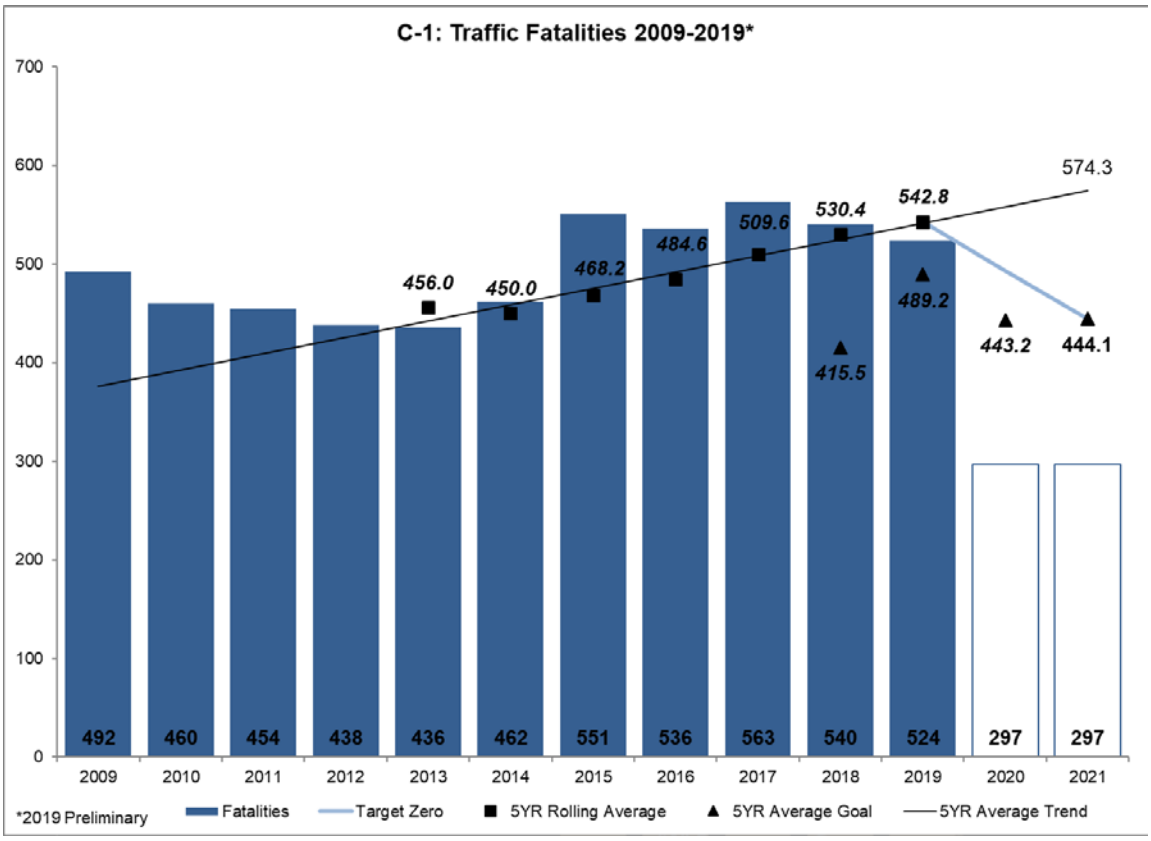
This is a partnership approach. Our two biggest partner agencies that lead our engineering and enforcement efforts (WSDOT and WSP) support WTSC in believing that we need to try and reach Target Zero. This has been our goal since 2000 when we still had 30 years to achieve that goal, and we are not ready to give up on our goal when we still have time to aim toward that target. The WTSC alone cannot measure the impact of non-HSP investments and efforts on fatalities and serious injuries, but we believe our partners (who are the experts in these areas) when they say our targets should be set on the Target Zero line. There is coordinated work being done to see that we reach our 2030 targets. The WTSC and WSDOT have set up a collaborative approach with many partner agencies to discuss the bold new steps that would need to be taken to achieve the zero fatalities and serious injuries goal. Together, the agencies will coordinate an approach to the Legislature that will align the policy and actions necessary to achieve the Target Zero goals. This effort has been named the *Next 10 Years Plan* and these agencies are currently meeting regularly to develop this plan.

WSDOT has presented in its *State of Transportation Address* to the Legislature and public the need to increase funding for safety if we wish to achieve Target Zero. The address included the societal cost of crashes and current funding levels. The intent of the presentation was to emphasize that additional funding is needed to achieve Target Zero. Custom crash data reports are being shared with MPOs to show their local progress towards achieving zero. The WTSC participates with WSDOT in technical meetings with the MPOs to outline behavioral programs that would help to achieve targets. With all these efforts, coordination, and focus within the myriad of federal and state safety programs, we believe in Target Zero. It focuses our efforts to do everything we can to achieve our goals.

A New York best-selling author, Grant Cardone, once said, “never lower your targets; increase your actions”. Our goal is to save lives and prevent injury and WTSC is increasing our actions through efforts mentioned in these first two chapter and projects mentioned in the subsequent chapters of this HSP.

Performance Measure: C-1: Number of Traffic Fatalities (FARS)

Progress: **Not Met**



Program-Area-Level Report

The 2020 target included in the FFY 2020 HSP for fatalities was 443.2 (2016-2020 Rolling Average Value). The FFY 2020 C-1 target was coordinated with WSDOT. The FFY 2020 target was set equal to the value of the Target Zero line, a straight line to zero in 2030 from the most recent available data at that time the target was set (2014-preliminary 2018). According to the revised trend line used to develop the 2021 target for FFY 2021, it appears that the FFY 2020 HSP target will not be met. In order to reach the 2016-2020 Rolling Average Target of 443.2, the total number of fatalities in 2020 would have to be less than 53. There has been more than triple that number of fatalities already in 2020 therefore the FFY 2020 target was **NOT MET**.

Performance Plan Targets

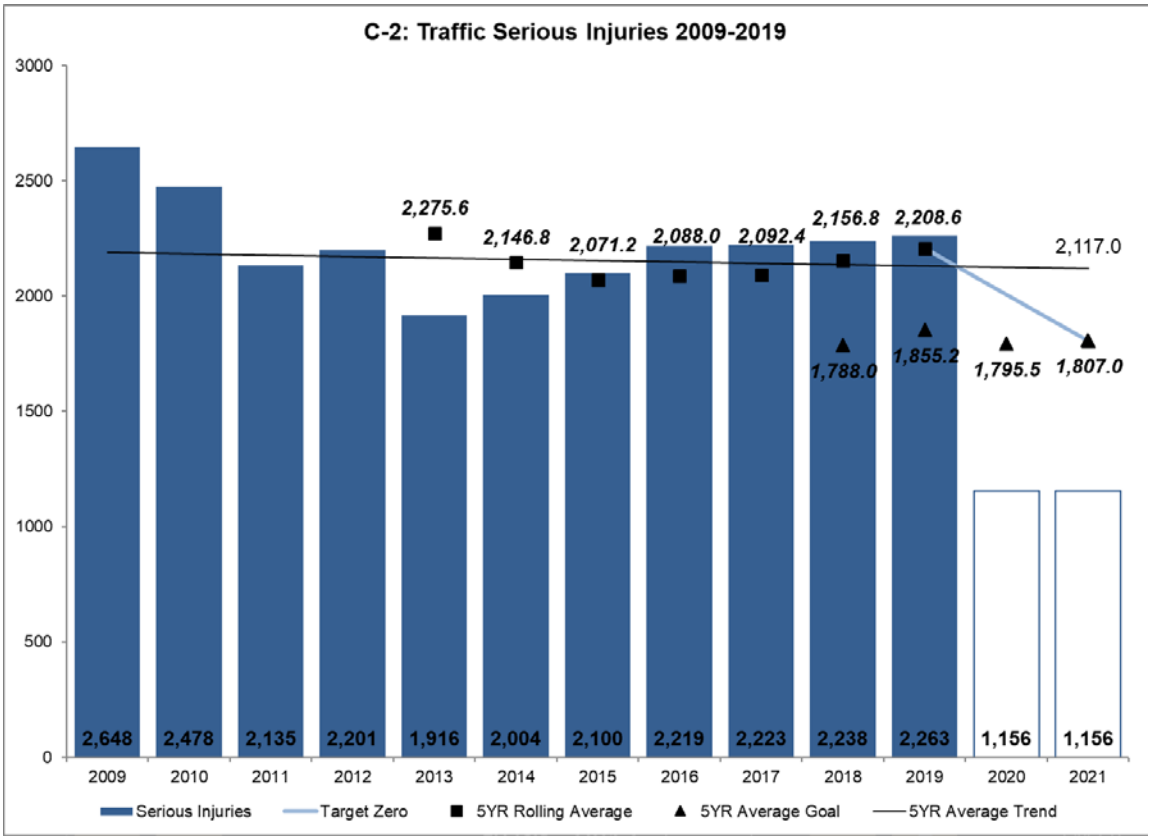
Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value	Forecast Target *
2020	C-1: Number of traffic fatalities (FARS)	2020	2016-2020	443.2	
2021	C-1: Number of traffic fatalities (FARS)	2021	2017-2021	444.1	574.3

*The forecast target is based on the FFY2021 five-year rolling average using the linear trend line.

Updated: 09/01/2020

Performance Measure: C-2: Number of serious injuries in traffic crashes (State crash data files)

Progress: **Not Met**



Program-Area-Level Report

The 2020 target included in the Federal Fiscal Year (FFY) 2020 HSP for serious injuries was 1,795.5 (2016-2020 Rolling Average Value). The FFY 2020 target was coordinated with WSDOT. The FFY 2020 target was set equal to the value of the Target Zero line, a straight line to zero in 2030 from the most recent available data at the time the target was set (2014- preliminary 2018). According to the revised trend line used to develop the 2021 target for FFY 2021, it appears that the FFY 2020 HSP target will not be met. In order to reach the 2015-2020 Rolling Average Target of 1,795.5, the total number of serious injuries in 2020 would have to be less than 47. There have been nearly 800 serious injuries already in 2020 therefore the FFY 2020 target was **NOT MET**.

Performance Plan Targets

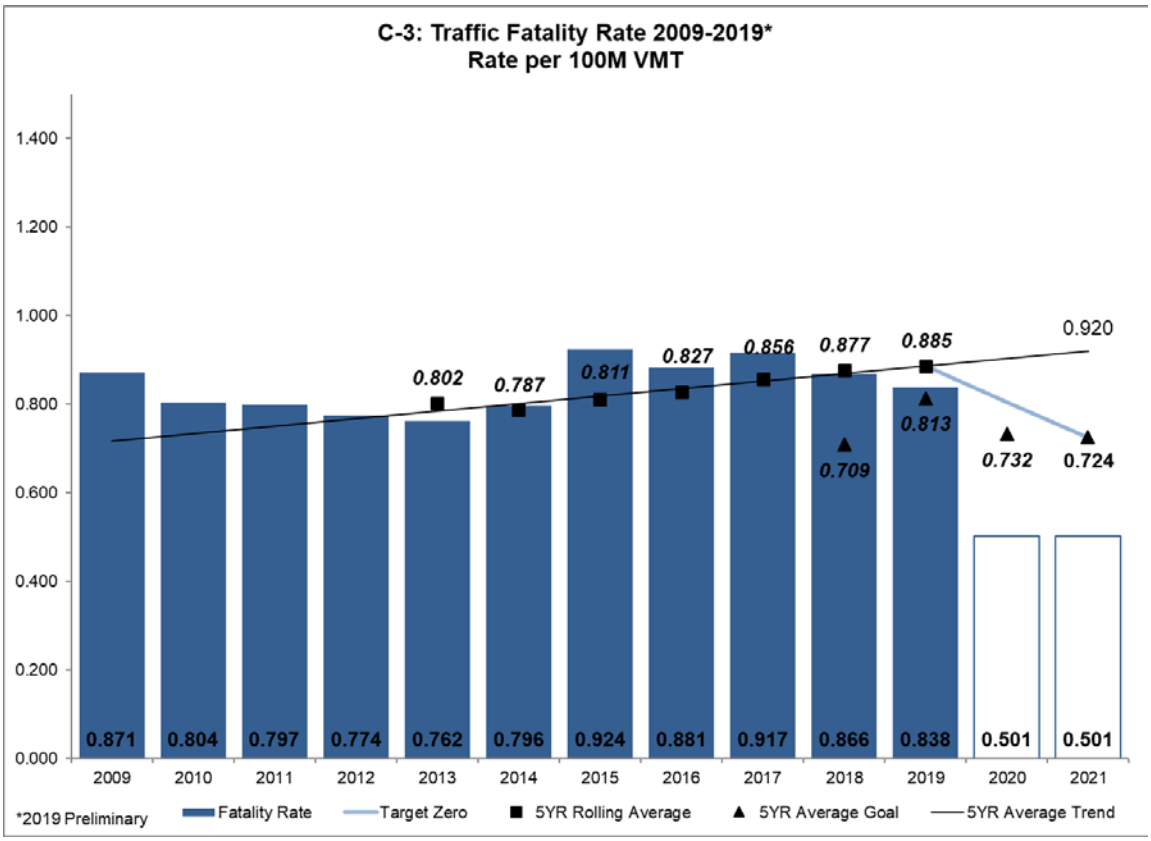
Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value	Forecast Target*
2020	C-2: Number of serious injuries in traffic crashes (State crash data files)	2020	2016-2020	1,795.5	
2021	C-2: Number of serious injuries in traffic crashes (State crash data files)	2021	2017-2021	1,807.0	2,117.0

*The forecast target is based on the FFY2021 five-year rolling average using the linear trend line.

Updated: 09/01/2020

Performance Measure: C-3: Fatalities/VMT (FARS, FHWA)

Progress: **Not Met**



Program-Area-Level Report

The 2020 target included in the FFY 2020 HSP for the fatality rate was 0.732 (2016-2020 Rolling Average Value). The FFY 2020 target was coordinated with WSDOT. The FFY 2020 target was set equal to the value of the Target Zero line, a straight line to zero in 2030 from the most recent available data at the time the target was set (2014-preliminary 2018). According to the revised trend line used to develop the 2021 target for FFY 2021, it appears that the FFY 2020 HSP target will not be met. Due to sustained fatality numbers so far in 2020, and a dramatic decrease in VMT due to the pandemic, we have determined that the FFY 2020 target was **NOT MET**.

Performance Plan Targets

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value	Forecast Target*
2020	C-3: Fatalities/VMT (FARS, FHWA)	2020	2016-2020	0.732	
2021	C-3: Fatalities/VMT (FARS, FHWA)	2021	2017-2021	0.724	.092

*The forecast target is based on the FFY2021 five-year rolling average using the linear trend line.

Updated: 09/01/2020

Chapter 3: Program Coordination

WTSC's Program Coordination and Development encompasses a myriad of activities required to successfully operate and improve Washington's highway safety program.

Performance Measures and Targets (Link C-1, C-2, C-3)

The Program Coordination Program is linked to the following Performance Measures and Targets.

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-1: Number of traffic fatalities (FARS)	2021	2017-2021	444.1
2021	C-2: Number of serious injuries in traffic crashes (State crash data files)	2021	2017-2021	1,807.0
2021	C-3: Fatalities/VMT (FARS, FHWA)	2021	2017-2021	0.724

For a full understanding of these shared performance targets, please see Chapter 2, Traffic Safety Performance Measures C-1, C-2, and C-3.

Linkage Between Program Areas

Summary of Program Coordination Countermeasures, Activities and Projects		
Countermeasure	**Activity**	**Project**
WTSC Grant Management System (WEMS) – Maintenance and Upgrades	Maintenance and Upgrades to WEMS	WEMS Maintenance, Upgrades, and Support
Traffic Safety Program Support – Leadership	Traffic Safety Conference	2021 Traffic Safety Conference
Research and Data	Conduct Traffic Safety Surveys	Statewide Seatbelt and Distracted Driving Survey
		Statewide Traffic Safety Survey
	Conduct Research	Research and Data Division (RADD) Support
Planning, Administration, and Program Coordination	Planning and Administration	Planning and Administration
		Program Coordination

Problem Identification

Program Coordination and Development encompasses a myriad of activities required to successfully operate and improve Washington's highway safety program. The WTSC is required to provide staff and services related to the performance of the professional and technical functions outlined in Washington's HSP and in accordance with Target Zero. This funding is essential to ensure that (1) traffic safety projects authorized for the year are appropriately planned, executed, monitored, and closed; and (2) investments are made in projects to enhance the future of traffic safety in Washington State.

Focus Populations

These funds are the federal share of costs to support WTSC employees' salaries and benefits for executive, administrative, research, programs, and services staff. Program coordination encompasses all activities associated with implementing Target Zero strategies applicable to specific WTSC traffic safety programs. Many WTSC programs include activities that do not incur costs but are critical to the success of the agency's efforts to reduce fatal traffic crashes to zero by the year 2030.

Countermeasure: WTSC Grant Management System (WEMS) – Maintenance and Upgrades

Consistent and systematic grant management is important and valuable for WTSC. This countermeasure provides funding for the continued operation, upgrades to, and maintenance of a web-based grant management system called WEMS. This system is used by the WTSC to manage all aspects of the traffic safety grants including soliciting and receiving grant proposals, tracking reviews and approvals, awards, contract development, risk analysis, monitoring, invoicing, and grant close out. It is used by all WTSC grantees. NHTSA gave WTSC a commendation for this program during its 2018 Management Review.

Projected Safety Impacts

WEMS assists WTSC in managing federal grants in a systematic way so that program managers can consistently follow state and federal regulations. As such, it is a powerful tool to reduce the risks associated in managing a complex grant portfolio across a range of different grantees.

Rationale for Countermeasure Selection

This countermeasure was selected as it was recognized that an automated, web-based solution would not only mitigate the risks associated with managing a large and complex portfolio of federal grants, but also help the WTSC streamline its business processes and increase its capacity to manage federal grants.

References

We are not aware of any formal recommendation for adoption of a systematic, web-based grant management solution; however, Region 10 NHTSA gave WTSC a commendation following its 2018 management review for WTSC's use of the WEMS system.

Activity: Maintenance and Upgrades to WEMS

WEMS went into use in 2016. Since then, WTSC has continued to make investments in the system to improve functionality, remove bugs, streamline business processes, and improve functionality as the work evolves. As an example, in 2020 WTSC invested in a new digital activity log module in WEMS that increased fraud protection, reduced staff time needed to create and process activity logs and invoices for emphasis patrols and greatly improved our ability to generate reports on officer activities. The planned activity for 2021 for WEMS will provide continued funding to maintain and improve the system so that it remains a valuable tool for the WTSC and all its grantees.

Project: WEMS Maintenance, Upgrades, and Support

The project for 2021 would provide funding to the WTSC to fund maintenance and upgrades to the WEMS system. Specifically, WTSC will explore enhancements to the system so it better reflects WTSC current processes and allows a more program-by-program customization of calls for project proposals and accommodate multi-year contracts.

Intended Subrecipients

Washington Traffic Safety Commission

Updated: 09/01/2020

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$150,000	$37,500	

Countermeasure: Traffic Safety Program Support – Leadership

Projected Safety Impacts

WTSC feels strongly that creating and enhancing partnerships as well as elevating the capacity of our staff and partners is critical to our future success. This countermeasure is focused on promoting and growing the engagement and capacity of Washington's leading traffic safety leaders by providing a venue for collaboration and learning. WTSC envisions holding a statewide traffic safety conference in 2021 to create a venue for traffic safety professionals to gather, participate in professional growth opportunities, and build stronger collaborative relationships across the traffic safety landscape. This conference was originally planned for 2020 but was cancelled due to the impacts of the COVID-19 pandemic.

Rationale for Countermeasure Selection

The National Cooperative Highway Research Program Transportation Research Board report "Creating a Traffic Safety Culture – A Case Study of Four Successful States Case Study Three: Washington" found that the WTSC has provided a beacon of leadership and accountability which crosses state and local boundaries and creates a culture of traffic safety. By pointing to the results which have been achieved in Washington, a solid case for creating a similar commission can be made by other states. Additional key elements which have enhanced the Commission's ability to achieve significant reductions in fatality rates include broad-based representation at the state and local level, close working relationships with the legislative committees which have safety policy and funding responsibilities, and commitment to a clearly communicated and aggressive safety goal. A unique factor in Washington–which may be more difficult to replicate and sustain–is the overall support voiced by the public for strong traffic safety policies and programs.

The value of this endorsement is significant, not only to provide constituency backing for strong legislation, but also as a source of motivation for Washington to seek and implement innovative strategies to address their safety challenges. State agencies routinely work across organizational boundaries. Their history of building local programs and partnerships provides a strong basis to effectively deliver strategies in support of Target Zero. This uniting theme has guided the state to examine and improve their crash data system. Data is the backbone of SHSP planning, programming and evaluation to ensure optimal results and maximum return on investment. Leadership at all levels has agreed to align resources to support the key traffic safety priorities, and the state brings the message home to every individual through its comprehensive system of Government Management Accountability, and regular reports on program performance to the general public. Washington has greatly benefited from outstanding champions at all levels who have recognized the lifesaving value of a data-driven approach to traffic safety. Bolstered by strong traffic safety policies and programs and carried out through the collaboration of state and local agencies, the system which has been created here moves forward with a united front and firm commitment to the ultimate achievement of their Target Zero goal.

References

"Creating a Traffic Safety Culture – A Case Study of Four Successful States Case Study Three: Washington" created by the National Cooperative Highway Research Program Transportation Research Board. Available at: Creating a Traffic Safety Culture: Washington Case Study

Updated: 09/01/2020

Activity: Traffic Safety Conference

Hosted by WTSC, this event is intended to promote dialogue around the most important issues in traffic safety and build partnerships among public, private, and non-profit organizations. New information and innovative strategies are presented through breakout sessions and networking opportunities over a three-day period. Over 500 people attended this conference in both 2015 and 2018. The 2021 Traffic Safety Conference will be held in late June in Spokane Washington.

Partners from many organizations attend this conference, including:

- Law enforcement (state, tribal, and local)
- Government (state, tribal, federal, and local)
- Non-profit and private sector partners
- Target Zero Managers
- WTSC staff and Commissioners

Breakout sessions are developed to appeal to a wide audience with a variety of topics including (but not limited to) impaired driving, distracted driving, young drivers, older drivers, motorcycles, pedestrians and bicyclists, driver education, traffic laws and prosecution, speeding, traffic safety culture, automated vehicles and emerging technologies, enforcement, engineering, tribal traffic safety, and data trends.

Project: 2021 Traffic Safety Conference

Hosted by WTSC, this event is intended to promote dialogue around the most important issues in traffic safety and build partnerships among public, private, and non-profit organizations. New information and innovative strategies are presented through breakout sessions and networking opportunities over a three-day period. Over 500 people attended this conference in both 2015 and 2018. The 2021 Traffic Safety Conference will be held in late June in Spokane Washington.

WTSC planned to hold this conference in June 2020. However, due to COVID-19, the 2020 conference was postponed until June 2021.

Carry forward: The funds for the 2020 conference will be carried forward for the 2021 conference.

Partners from many organizations attend this conference, including:

- Law enforcement (state, tribal, and local)
- Government (state, tribal, federal, and local)
- Non-profit and private sector partners
- Target Zero Managers
- WTSC staff and Commissioners

Breakout sessions are developed to appeal to a wide audience with a variety of topics including (but not limited to) impaired driving, distracted driving, young drivers, older drivers, motorcycles, pedestrians and bicyclists, driver education, traffic laws and prosecution, speeding, traffic safety culture, automated vehicles and emerging technologies, enforcement, engineering, tribal traffic safety, and data trends.

Intended Subrecipients

Washington Traffic Safety Commission.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$150,000	$37,500	

Carry forward: These funds were carried forward from FFY 2020. The conference was cancelled and rescheduled in 2021 due to COVID-19.

Countermeasure: Research and Data

Projected Safety Impacts

Quality data, research, and evaluation are the foundation for traffic safety programs. Data must also be analyzed appropriately to support the identification and implementation of effective traffic safety strategies, and to ensure the continuous effectiveness of existing programs.

Rationale for Countermeasure Selection

Quality data, research, and evaluation are the foundation for traffic safety programs. Beyond collecting and storing data, it is vital to ensure that data is accurate and complete, and in turn is analyzed appropriately to support the identification and implementation of effective traffic safety strategies, and to ensure the continuous effectiveness of existing programs. Traffic safety professionals across the state require a source of quality data and analytical support in order to reach our goal of Target Zero. To meet this need, the Research and Data Division of WTSC was developed and allocated with staff and resources.

References

Data-related strategies are supported by the Research and Data Division of WTSC across all priority areas. Traffic Records Systems is a Target Zero Priority One.

https://www.ghsa.org/sites/default/files/publications/files/Perf-Measures-Rpt.pdf

https://www.federalregister.gov/documents/2012/04/05/2012-8137/uniform-criteria-for-state-observational-surveys-of-seat-belt-use

Activity: Conduct Traffic Safety Surveys

This project will fund the Statewide Seat Belt and Distracted Driver Observation Surveys (June 2021) and the Statewide Traffic Safety Survey. Funds may be provided to Department of Health (DOH) for adding questions to the Behavioral Risk Factor Surveillance Survey (BRFSS) pending DOH application approval in August/September 2020.

Project: Statewide Seat Belt and Distracted Driving Survey

Conduct the annual seat belt observation survey as required for the section 405(b) application and adhering to part 1340 of the federal register. At the same sites, conduct a distracted driving observation survey.

Intended Subrecipients

Observation Surveys – Almeida's Consulting and Training, LLC

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	$111,000	$27,750	$0

Project: Statewide Traffic Safety Survey

This is a survey across a variety of program/behavioral areas to establish a baseline measurement of traffic safety culture, behavior, attitudes, knowledge, and beliefs in Washington State. This survey will also incorporate the NHTSA/GHSA recommendations for collecting additional survey performance measures (DOT HS 811 025). An alternative to this new survey (pending impacts from the pandemic) or in addition to this survey, WTSC will propose to DOH the addition of the cell phone use and marijuana use and driving to the BRFSS, as has been done since 2014. This information is reported to NHTSA in the annual report.

Intended Subrecipients

Pending Procurement (subject to Washington personal services contract freeze)

Department of Health Behavioral Risk Factor Surveillance Survey (BRFSS)

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405b OP High	405b High Community Traffic Safety (FAST)	$200,000	$50,000	

Activity: Conduct Research

This project will support RADD in purchasing the necessary software licenses, data products, journal article purchases, and other items or equipment needed to conduct research.

Project: Research and Data Division (RADD) Support

This project will support RADD in purchasing the necessary software licenses, data products, journal article purchases, and other items needed to conduct research.

Intended Subrecipients

Washington Traffic Safety Commission – Research and Data Division

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	$15,000	$3,750	$0

Countermeasure: Planning, Administration, and Program Coordination

Projected Safety Impacts

WTSC is required to provide staff and services related to the performance of the professional and technical functions outlined in Washington's HSP and in accordance with Target Zero. This funding is essential to ensure that

traffic safety projects authorized for the year are appropriately planned, executed, monitored, and closed. This funding is the federal share of costs to support WTSC employees' salaries and benefits for executive, administrative, research, and programs, and services. Technical Coordination encompasses all activities associated with implementing Target Zero strategies applicable to specific WTSC Traffic Safety Programs.

Activity: Planning and Administration

Provide staff and applicable services for the performance of the professional and technical functions outlined in Washington's HSP, and in accordance with the SHSP, to ensure that all traffic safety projects are appropriately planned, executed, monitored, and closed.

Project: Planning and Administration

This project funds administrative staff and applicable services, and software for the performance of the professional and technical functions outlined in Washington's HSP in accordance with the SHSP. These funds pay for appropriate planning, execution, monitoring, and closeout of traffic safety projects.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	$650,000	$650,000	$0

Project: Program Coordination

Provide technical and operational staff and applicable services for the performance of the professional and technical functions outlined in Washington's HSP, in accordance with the SHSP. These funds pay for appropriate planning, execution, monitoring, and closeout of traffic safety projects.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	$1,738,393	$434,599	$0

Chapter 4: Community Traffic Services

The Community Traffic Services program aims to connect the programs of WTSC to individuals within communities. Through this program, WTSC can provide traffic safety resources and support to law enforcement, Target Zero Managers (TZMs), and engaged community members. The program hopes to build interest and engagement in traffic safety by providing resources and support to community members, local leaders, law enforcement officers, and other partners.

Performance Measures and Targets

The Community Traffic Services Program is linked to the following Performance Measures and Targets.

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-1: Number of traffic fatalities (FARS)	2021	2017-2021	444.1
2021	C-2: Number of serious injuries in traffic crashes (State crash data files)	2021	2017-2021	1,807.0
2021	C-3: Fatalities/VMT (FARS, FHWA)	2021	2017-2021	0.724

For a full understanding of these shared performance targets, please see Chapter 2, Traffic Safety Performance Measures C-1, C-2, and C-3.

Linkage Between Program Areas

Summary of Community Traffic Services Countermeasures, Activities and Projects		
Countermeasure	**Activity**	**Project**
Community Traffic Services	Rural Traffic Safety Enforcement and Education	Grant County Traffic Safety Team
	Local Program Implementation	TZM Contracts
		TZM Professional Development and Support
		TZM Communications Lead
	Statewide Law Enforcement (LE) Support/Program	Statewide and Local LEL Program
		WASPC Speed and Impairment Enforcement Program

Problem Identification

Communities–especially rural communities–have limited resources to address traffic safety concerns. Washington's diversity calls for a customized approach to reaching Target Zero. This diversity from community to community creates a need for community-level approaches to traffic safety improvements that consider the following:

- Diversity in people – ethnicity, language, political beliefs, socioeconomic status, etc.

- Diversity in roads – rural vs. urban differences in roads include roadway design, safety features, and options available for roadway improvements
- Diversity in resource availability – capacity to make traffic safety improvements varies greatly from community to community
- Diversity in political views

This program provides resources that support traffic safety at a local level based on the needs of specific communities so that:

- Local communities can implement strategies to increase traffic safety.
- Local leaders recognize the importance of traffic safety.
- Community members feel empowered and take ownership to solve traffic safety problems identified in their community.

Focus Populations

Local leaders, local agencies, local traffic safety activists, local organizations who support or ignore traffic safety issues (or are not aware of them)
Traffic safety professionals throughout the state
TZMs
Target Zero Task Force representatives
Law enforcement leadership
Local traffic safety coalitions that focus on implementing countermeasure strategies at the local level

Countermeasure: Community Traffic Services

This countermeasure strategy influences the behavior of focus populations by providing resources to key groups.

Projected Safety Impacts

For local community leaders and local organizations, this countermeasure strategy provides resources and opportunities for them to prioritize traffic safety within their communities. It also provides tools for how they can engage with the public to increase awareness in traffic safety issues.

For traffic safety professionals, this countermeasure provides the resources necessary to conduct traffic safety activities. It also provides them with opportunities to learn about current traffic safety issues in the state and nation, and solutions created to address them. The countermeasure also provides tools to better reach the entire public in each community, regardless of the language they speak. Finally, this countermeasure provides support and guidance in traffic laws and best practice enforcement models to law enforcement officers in the state.

Rationale for Countermeasure Selection

Washington is known for strong state and local partnerships in traffic safety efforts. For over 30 years our state has invested in a coordinated network of local traffic safety professionals known as Target Zero Managers (TZMs). These TZMs guide local traffic safety task forces and coordinate local traffic safety efforts. WTSC will continue to fund this network.

About two out of every five deadly crashes in Washington occur on rural roads; this countermeasure is designed to specifically address the unique concerns of rural areas.

References

Washington Strategic Highway Safety Plan, Target Zero 2019: State, Regional, and Local Implementation chapter, pages 222, 228-229.

Washington Strategic Highway Safety Plan, Target Zero 2019:

IMP.2.1 Continue statewide High Visibility Enforcement (HVE) and media campaigns to reduce impaired driving. (P, CTW)
IMP.2.9 Support local integrated and dedicated DUI enforcement. (R, CTW)
DIS.1.1 Conduct statewide distracted driving High Visibility Enforcement (HVE). (R, CTW)
DIS.1.3 Develop educational tools for law enforcement on how to identify drivers violating Washington's distracted driving laws. Make these materials available for patrol briefings prior to distracted driving HVE campaigns. (U)
DIS.1.4 Conduct statewide road education campaigns focused on the dangers of driving distracted. The campaigns should address the diversity of the project/enforcement area in the appropriate cultural context. (U)DIS.1.5
SPE.1.2 Conduct High Visibility Enforcement efforts at locations where speeding-related crashes are more prevalent. (P, NCHRP)
SPE.1.4 Equip law enforcement officers with appropriate equipment for speeding enforcement. (R, WSP)
UVO.1.3 Identify population groups with lower than average restraint use rates and implement communications, outreach, and enforcement campaigns directed at groups/areas where restraint use is lowest, particularly rural areas. (R, CTW)
UVO.1.6 Host car seat awareness and instruction classes, especially in diverse community locations with populations that have lower than average proper car seat use. Target child transport agencies, hospitals, childcare centers, schools, etc. Collaborate with Target Zero Manager, SafeKids Coalition, or local Child Passenger Safety Team. (R, CTW)
YDI.1.4 Provide local Target Zero Task Forces with information and materials about GDL for teens, parents, law enforcement, and driver education programs. (R, WTSC)

Activity: Rural Traffic Safety Enforcement and Education

Provide support to program management activities in coordinating High Visibility Enforcement (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 as well as professional development training.

Project: Grant County Traffic Safety Team

The Pilot Traffic Safety Team project began in FFY 2019 and is scheduled to terminate in FFY 2021. This project created a pilot traffic safety team consisting of three full-time deputies, whose sole focus is traffic safety enforcement and public engagement. WTSC provides funding on a declining scale each of the three grant years. Grant County has a sustainability plan to absorb the cost of salaries and benefits for an additional deputy each year.

This project provides funding for the pilot traffic safety team to have traffic safety as the primary responsibility of their position. These deputies conduct traffic enforcement throughout the county and engage with the public at events and other speaking engagements. Grant County's population is almost 50 percent Hispanic, and the pilot traffic team will ensure that this minority population will be reached with traffic safety messaging.

Identified as an Evidence-Based Traffic Safety Enforcement Program (TSEP) in Chapter 15.

Intended Subrecipients

Grant County Sheriff's Office

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Police Traffic Services (FAST)	$170,000	$42,500	$170,000

Activity: Local Program Implementation

Washington is known for strong state and local partnerships in traffic safety efforts. For over 30 years our state has invested in a coordinated network of local traffic safety professionals. This network has evolved over time as the traffic safety picture has changed at the local, state, and national levels.

Today we have TZMs to guide local Target Zero task forces around many counties and tribal reservations in the state. These task forces are ideally composed of engineering, enforcement, education, and emergency medical services (EMS) experts, as well as other community agencies and organizations with an interest in traffic safety. The TZMs and task forces coordinate local traffic safety efforts and resources by tracking data, trends, and issues in their area. They develop and provide a variety of traffic safety programs, services, and public outreach throughout their communities by working with local partners. See the map below for the 17 WTSC regions. Each region has a dedicated TZM assigned to it.

Project: TZM Contracts

Provide support to program management activities in 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 as well as professional development training.

Intended Subrecipients

Regional TZMs throughout Washington.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	$621,500	$155,375	$621,500

Project: TZM Professional Development and Support

These funds will support the TZM program by providing opportunities for TZMs to attend trainings, such as:

- National conferences, like Lifesavers, GHSA, etc.
- Statewide TZM meetings (one or two per year)
- Local training opportunities
- Communications training (through TSI or another contractor)
- TZM Guide Service – Montana State University
- Specialized training to increase community accountability of decentralized groups

Funds will support local traffic safety recognition activities. They can be used to purchase items like plaques and award certificates.

Funds will support TZM public education efforts. They can be used to purchase items like rack cards and posters.

Intended Subrecipients

Primarily TZMs, some LELs, and other task forces and local partners.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$147,000	$36,750	

Project: TZM Communications Lead

This project establishes the WTSC's lead in providing strategic communication support and direction to the TZM program. This contractor will have two main responsibilities:

- Lead WTSC's effort to make communications a key component of the TZM program. This may include doing things like:
  - Developing or testing creative ways to engage with the public and act as a "testing lab" for innovative ideas.
  - Testing curricula used by the business community to establish positive driving policies.
  - Establishing best practices and how-to resources for TZMs to work with local media.
  - Conducting focus groups to test key messaging.
  - Providing technical assistance to TZMs throughout the state.
- Monitor TZM performance of communication efforts, provide communications training, and work with WTSC to ensure that the program is meeting the needs of the state to reach the public. Support TZMs to develop regular communication channels with their local media network.

Intended Subrecipients

One WTSC Contractor will be selected for this contract.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$100,000	$25,000	

Activity: Statewide Law Enforcement (LE) Support/Program

This activity provides support to traffic safety law enforcement through the Law Enforcement Liaison (LEL) program and support to the 145 law enforcement agencies working on WTSC HVE and TSEP projects.

This activity supports a statewide LEL that works with state and local organizations to develop and implement statewide initiatives focusing on traffic safety education and law enforcement. The statewide LEL also provides guidance and support to a network of local LELs.

This activity also provides funding to local law enforcement entities to support their participation in HVE campaigns. The project will support agencies' participation in facilitating and addressing speed and impairment related traffic safety efforts. The sub-grantee is the Washington Association of Sheriffs and Police Chiefs (WASPC) and local law enforcement agencies. Agencies will be asked to demonstrate need by providing a problem ID, and proof of participation in statewide traffic initiatives.

Project: Statewide and Local LEL Program

The LEL program provides an opportunity to work with state and local organizations to develop and implement statewide initiatives focusing on traffic safety education and law enforcement. The frequency of contact with local police executives is important to help facilitate their cooperation in achieving the WTSC's mission of building partnerships to save lives and prevent injuries on our roadways for the health, safety, and benefit of our communities. The local LELs work closely with TZMs and Target Zero task forces to address traffic safety needs at the local level.

The program is comprised of one statewide LEL who provides a direct connection between local law enforcement and WTSC. In addition to providing guidance, the statewide LEL also supports a network of 19 LELs representing local communities throughout the state.

Intended Subrecipients

One WTSC LEL contractor and at least one Local Law Enforcement Liaison sub-grant per WTSC region.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Police Traffic Services (FAST)	$162,000	$40,500	$60,000

Project: WASPC Speed and Impairment Enforcement Program

The project will facilitate and support law enforcement agencies' ability to more fully participate in HVE patrols. Specifically, it will help support local law enforcement agencies commitment to addressing impairment and speed in their jurisdictions. WASPC will support this project by bringing awareness of local agencies and evaluating efforts and needs.

Intended Subrecipients

WASPC and Local law enforcement agencies.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Police Traffic Services (FAST)	$200,000	$50,000	$200,000
164 Transfer Funds-AL	164 Transfer Funds-AL	$100,000		$100,000

Chapter 5: Communications

The communications program supports behavior change across all traffic safety programs, including all priority one high-risk behaviors and road user categories.

Performance Measures and Targets (Link C-1, C-2, C-3)

The Communication Program is linked to the following Performance Measures and Targets.

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-1: Number of traffic fatalities (FARS)	2021	2017-2021	444.1
2021	C-2: Number of serious injuries in traffic crashes (State crash data files)	2021	2017-2021	1,807.0
2021	C-3: Fatalities/VMT (FARS, FHWA)	2021	2017-2021	0.724

For a full understanding of these shared performance targets, please see Chapter 2, Traffic Safety Performance Measures C-1, C-2, and C-3.

Linkage Between Program Areas

Summary of Communications Countermeasures, Activities, and Projects		
Countermeasure	**Activity**	**Project**
Social and News Media	Traffic Safety Program Support	News Media and Creative Development
		Website Maintenance, Updates, and Support
High Visibility Enforcement (HVE) Media Support	HVE Media Support	DUI HVE Paid Media
		Click It or Ticket HVE Media Campaign
Traffic Safety Enforcement Program (TSEP) Media	TSEP Media Support	Distracted Driving TSEP Media Campaign
		Motorcycle TSEP Media Campaign
Growing a Positive Traffic Safety Culture	Conduct Positive Culture Media Campaign	Proactive Traffic Safety Culture Change
	Conduct Positive Traffic Safety Culture Grants	Traffic Safety Culture Media Campaign
		TZM Positive Culture Norms (PCN) Training
		Local Support for TZM PCN Projects

Problem Identification

In 2018 there was an unprecedented single-year reduction of 25 percent in fatalities involving a distracted driver, appearing to be an impact of the enhanced distracted driving law. While early fatality estimates from 2019 show a slight increase from 2018 (five percent), the decrease from 2017 is sustained.

Impairment-involved deaths decreased by 15 percent from 2017 to 2018.

Traffic deaths that involved drivers ages 16-25 decreased 10 percent between 2017 and 2018.

Deaths of people who walk or bike remain above 2015 levels with 119 deaths in 2018.

Traffic deaths of people who ride motorcycles have remained at 80 or above for the past three years and older adult driver fatalities are trending upwards.

In the past five years 2,653 people died on Washington roads.

Fifty-six percent of the deaths occurred in just six counties: King (516), Pierce (303), Snohomish (212), Yakima (169), Spokane (166), and Clark (140).
Nearly 70 percent of those who died were men. People ages 21-25 were the age group that was most frequently killed.
Alcohol impairment was a factor in nearly a quarter of those deaths. Drivers who were drug-positive were involved in 38 percent of the deaths.
Thirty-two percent involved a distracted driver.
Thirty-one percent involved a driver who was speeding.
Motorcycle riders account for 15 percent of the total deaths.
Thirty-one percent of vehicle occupants were not restrained.
Driver behavior is the causing factor in 94 percent of all traffic deaths.

Focus Populations

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

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

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

Traffic Safety Partners and Stakeholders: Partners are people and organizations who share our vision and will work directly with us to take action to improve traffic safety. Stakeholders are all road users and the people and organizations they encounter such as their families, friends, classmates, teachers, employers, and community members.

Countermeasure: Social and News Media

General communications support is needed for over-arching initiatives such our web presence with various support subscriptions, as well as stakeholder and general public education. This includes development of communications materials to support HVE and traffic safety enforcement grants–such as public service announcements (PSAs), print materials, videos, graphic design, etc.,

Projected Safety Impacts

WTSC uses communication tactics designed to accomplish the following:

- Encourage safe road users to grow their proactive safety behaviors and use their influence to engage with risky drivers.
- Create awareness of specific safety issues that vulnerable road users face and encourage safe road users to take proactive steps to increase protections for those vulnerable road users.

- Provide social media platforms and content to engage our partners to help us grow proactive traffic safety behaviors.
- Conduct outreach to stakeholders from across the social ecology who can take actions to engage others in ways that change the shared belief systems of the traffic safety culture.
- Conduct outreach to risky drivers that challenges their misperceptions about risky driving behaviors and increases their perception of the risks of those behaviors.

Rationale for Countermeasure Selection

In order to gain public support of and compliance to traffic safety laws, WTSC must create and distribute news releases, social media posts, public service announcements, and printed material. The public relies on us to help them understand major traffic law changes–such as the 2017 distracted driving law and the 2019 change to our child passenger safety laws. Our websites provide valuable information to the public about traffic safety data and issues. For example, since Washington changed our child passenger safety law, our website pages explaining the new law have had over 50,000 visits. Most of these visitors found the site because they were searching for specific traffic safety information, or because they were driven there through one of our news releases or PSAs.

The Social and News Media countermeasure also supports NHTSA-required HVE campaigns and WTSC's traffic safety enforcement campaigns. Matching enforcement with public education amplifies the effectiveness of both strategies, according to *Countermeasures That Work*.

As the 2019 SHSP embraces using a Positive Culture Framework approach for our work, it becomes more important to use the Social and News Media countermeasure to support this Proactive Traffic Safety effort.

References

The Communications Program follows best practices as outlined in the 2019 SHSP. Additionally, the Social and News Media Countermeasure supports *Countermeasures That Work* as follows:

- Chapter 1, Sections 2.2, 5.2
- Chapter 2, Sections 2.1, 3.1, 3.2, 6.1, 6.2
- Chapter 3, Sections 2.2, 4.1
- Chapter 4, Sections 2.1, 2.2
- Chapter 5, Sections 4.1, 4.2
- Chapter 6, Sections 3.1
- Chapter 8, Section 4.7

Activity: Traffic Safety Program Support

Traffic Safety Program Support provides resources for agency staff to pass on information, outreach, and education to stakeholders and the general public.

Project: News Media and Creative Development

General communications support is needed for over-arching initiatives such as our web presence with various support subscriptions, as well as stakeholder and general public education. In addition, news media and ancillary publicity efforts as well the development of communications materials such as PSAs, print materials, videos, graphic design, etc. are instrumental in supporting HVE and traffic safety enforcement grants.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST	$400,000	$100,000	
164 Transfer Funds-AL	164 Alcohol	$100,000		

Project: Website Maintenance, Updates, and Support

The WTSC websites are tools to provide staff, partners, and citizens with information on traffic safety programs, media campaigns, grants, and data. This information should be available in a clear, concise, and easy to find format. WTSC communications would like to utilize the expertise of our communications contractors to have websites that continually accomplish that. It is also important to maintain website health and security and be able to have updates completed when necessary.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST	$50,000	$12,500	

Countermeasure: High Visibility Enforcement (HVE) Media Support

WTSC participates in national impaired driving campaigns in December during the holidays and in August during Labor Day weekend. Our high-visibility impaired driving campaigns include the participation by the Washington State Patrol and more than 150 county, city, and tribal law enforcement agencies. Each campaign is supported by updated messaging responding to the most current data, including survey results, a paid media buy, and an earned media campaign localized and headed by our TZMs.

Projected Safety Impacts

Outreach and media efforts are expected to amplify enforcement efforts. For example, media efforts during the 2017 Distracted Driving law change campaign resulted in 41.1 million ad impressions, more than 2 million campaign video views, and 1.4 billion earned state and national media impressions. Additionally, distracted driving fatalities have decreased 24 percent between 2017 (155 fatalities) to 2018 (118 fatalities).

Rationale for Countermeasure Selection

Participation in three National HVE Campaigns is a requirement for states to receive NHTSA funds. WTSC chooses to match enforcement funding levels with similar levels of investment in paid media campaigns. This model was developed by Washington during our original Click it or Ticket campaign in 2002. We continue to use this paid media tactic to accomplish the following:

- Conduct outreach to risky drivers that challenges their misperceptions about risky driving behaviors and increases their perception of the risks of those behaviors.

- Conduct outreach designed to encourage seat belt use and decrease impaired driving among risky drivers by making them aware that the chances of being caught are increased due to extra law enforcement patrols.
- Encourage safe road users to engage with risky drivers to encourage seat belt use, and decrease impaired driving by showing them how to intervene with dangerous driving behaviors.
- Provide social media platforms and content to engage our partners to help us grow proactive traffic safety behaviors.
- Conduct outreach to stakeholders from across the social ecology who can take actions to engage others in ways that change the shared belief systems of the traffic safety culture.

References

Using paid media to support HVE campaigns is supported in the 2019 SHSP and by *Countermeasures That Work*. The Communications Program follows best practices as outlined in the 2019 SHSP. Additionally, the Paid Media Countermeasure supports *Countermeasures That Work* as follows:

- Chapter 1, Sections 2.2, 5.2
- Chapter 2, Sections 2.1, 3.1, 3.2, 6.1, 6.2
- Chapter 3, Sections 2.2, 4.1
- Chapter 4, Sections 2.1, 2.2
- Chapter 5, Sections 4.1, 4.2
- Chapter 6, Sections 3.1
- Chapter 8, Section 4.7

Activity: HVE Media Support

HVE Media Support provides outreach, education, and awareness during the two national impaired driving and one occupant protection HVE campaigns that occur annually.

Project: DUI HVE Paid Media

This project covers paid media for the December Holiday DUI campaign and the August Labor Day campaign.

The Holiday DUI campaign targets men between ages 21 and 34 and is designed to reach them at decision-making times, such as on their way to social gatherings, while out at a bar, holiday parties, or sporting events. Prior to placing the media buy, the Communications team works closely with the Impaired Driving team to drive the buy to fit their analysis.

The Summer/Labor Day DUI campaign focuses on the message of “Plan Before You Party.” This message is targeted primarily at young male drivers who are between ages 21 and 34. Prior to placing the media buy, the Communications team works closely with the Impaired Driving team to drive the buy to fit their analysis.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Source

Funding for these media campaign is under Chapter 8, Impaired Driving, Project: DUI HVE Paid Media.

Project: Click It or Ticket HVE Media Campaign

Click It or Ticket is designed to reduce unrestrained traffic fatalities 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. Prior to placing the media buy, the Communications team works closely with the Occupant Protection and HVE deployment team to drive the buy to fit their analysis.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding for this media campaign is in Chapter 7, Occupant Protection, Click it or Ticket Media Campaign.

Countermeasure: Traffic Safety Enforcement Program (TSEP) Media

Executing effective traffic safety enforcement requires efforts targeted to the appropriate behavioral areas and locations coupled with meaningful media and public education outreach. Effective campaigns identify a specific target audience and communications goal and develop messages and delivery methods that are appropriate to–and effective for–the audience and goal.

Projected Safety Impacts

Outreach and media efforts are expected to amplify enforcement efforts. For example, media efforts during the 2017 Distracted Driving law change campaign resulted in 41.1 million ad impressions, more than 2 million campaign video views, and 1.4 billion earned state and national media impressions. Additionally, distracted driving fatalities have decreased 24 percent between 2017 (155 fatalities) to 2018 (118 fatalities).

Rationale for Countermeasure Selection

WTSC chooses to match enforcement funding levels with similar levels of investment in paid media campaigns. This model was developed by Washington during our original Click it or Ticket campaign in 2002. We continue to use this paid media tactic to accomplish the following:

- Conduct outreach to risky drivers that challenges their misperceptions about risky driving behaviors and increases their perception of the risks of those behaviors.
- Conduct outreach designed to encourage seat belt use and decrease impaired driving among risky drivers by making them aware that the chances of being caught are increased due to extra law enforcement patrols.
- Encourage safe road users to engage with risky drivers to encourage seat belt use and decrease impaired driving by showing them how to intervene with dangerous driving behaviors.
- Provide social media platforms and content to engage our partners to help us grow proactive traffic safety behaviors.
- Conduct outreach to stakeholders from across the social ecology who can take actions to engage others in ways that change the shared belief systems of the traffic safety culture.

References

Target Zero recommends enforcement combined with media campaigns:

- IMP.2.1 Continue statewide HVE and media campaigns to reduce impaired driving. (P, CTW)
- DIS.1.1 Conduct statewide distracted driving HVE. (R, CTW)
- DIS.1.4 Conduct statewide road education campaigns focused on the dangers of driving distracted. The campaigns should address the diversity of the project/enforcement area in the appropriate cultural context. (U)
- SPE.1.2 Conduct HVE efforts at locations where speeding-related crashes are more prevalent. (P, NCHRP)
- SPE.3.1 Educate the public about the dangers of excessive speed and speeding too fast for conditions, and its role in traffic fatalities. (R, NCHRP)

- SPE.3.6 Educate about the effects of roadway conditions on appropriate motorist speed, such as weather, congestion, daytime/nighttime, and roadway user mix. (U)
- UVO.1.1 Engage and collaborate with all levels of law enforcement to effectively carry out high visibility communications, outreach, and enforcement of seat belt use, such as the Click It or Ticket campaign. (P, CTW)
- UVO.1.2 Implement Click It or Ticket-style child car seat short-term, high visibility education and enforcement campaigns. (P, CTW)
- UVO.1.3 Identify population groups with lower than average restraint use rates and implement communications, outreach, and enforcement campaigns directed at groups/ areas where restraint use is lowest, particularly rural areas. (R, CTW)

Activity: TSEP Media Support

Traffic Safety Enforcement Program Media Support provides outreach, education, and awareness during the distracted driving and motorcycle safety HVE campaigns that occur annually.

Project: Distracted Driving TSEP Media Campaign

The Distracted Driving traffic safety enforcement program campaign is designed to improve road safety and includes notification of additional patrols and an awareness campaign targeting Washington drivers who are mothers of children K-12.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding for this media campaign is in Chapter 13, Distracted Driving TSEP Media Campaign.

Project: Motorcycle TSEP Media Campaign

The Motorcycle Safety traffic safety enforcement program paid media campaign is designed to let Washington roadway users know about extra enforcement focused on keeping motorcycle riders and drivers safe.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding for this media campaign is in Chapter 10, Motorcycle TSEP Media Campaign

Countermeasure: Growing a Positive Traffic Safety Culture

NHTSA concluded that driver behavior was the critical reason for 94 percent of all traffic crashes. Impaired driving, speeding, distraction, and lack of seat belt use are the major driver behaviors cited in fatal crashes in Washington. Each of these behaviors is the result of a conscious choice. The choices that we make are deeply connected to our values, attitudes, and beliefs. Therefore, growing a positive traffic culture requires understanding of which attitudes and beliefs are most closely associated with either the choices that increase traffic safety, or choices that disregard traffic safety.

According to the Center for Health and Safety Culture-Western Transportation Institute, University of Montana, a traffic safety culture is “the shared belief system of a group of people, which influences road user behaviors and stakeholder actions that impact traffic safety.”

Road users include all participants in the roadway transportation system such as drivers, passengers, and people who walk or bike. Road user behaviors include actions that increase crash risk such as speeding, driving impaired, or driving distracted; as well as actions that decrease crash risk or crash severity such as a driver keeping their focus on the road or wearing a seat belt.

Our partners also take actions that impact this shared belief system. They establish effective traffic safety laws, enforce traffic safety rules, engineer safer roads, or fund effective traffic safety programs. This countermeasure also seeks the assistance of majority of safe road users and asks them to take actions such as setting up family rules about wearing seat belts, planning ahead to remove the chance of impaired driving, or coaching new drivers about hazard perception.

This countermeasure is designed to influence the behavior of risky drivers by engaging traffic safety partners and stakeholders to promote proactive traffic safety behaviors. Growing a positive traffic safety culture also influences safe road users by giving them the tools and confidence to take actions such as asking someone to put away their phone while they are driving.

The long-range plan for this countermeasure seeks to answer, "What are the skills we need to build in safe road users, partners, and stakeholders to grow proactive traffic safety?" We plan to work with an overall concept that everyone has a role in traffic safety because we are all in this together. We share road dangers and responsibilities for mitigating those dangers. Additionally, we want to map culture change treatment for each risky-driving behavior—impairment, distracted driving, seat belt use, and speed. We want to incorporate learnings from the multicultural grants throughout the development of the countermeasure.

Projected Safety Impacts

An increase in a statewide representative sample of Washingtonians who:

- Agree the only acceptable number of fatalities and serious injuries on our roadways should be zero. (Baseline 75 percent)
- Agree that it is the responsibility of the driver to comply with the laws of our roads. (Baseline 91 percent.)
- Agree that impairment begins with the first sip of alcohol. (Baseline 64 percent.)
- Agree that impairment begins as soon as you start consuming cannabis. (Baseline 76 percent.)
- Take steps to prevent someone from driving impaired when they find themselves in a situation to intervene. (Baseline 81 percent.)

Development of baseline performance indicators for:

- The number of parents of young drivers who agree teaching their child to drive safely is important.
- The number of Washingtonians who report taking proactive steps to improve the transportation system.

Rationale for Countermeasure Selection

In order to grow a positive traffic safety culture, we will need to leverage the large group of people making safe choices by integrating efforts to grow our traffic safety culture into existing programs and influence the smaller group of Washingtonians who are engaged in risky road user behaviors.

References

The Center for Health and Safety Culture at Montana State University, along with Cambridge Systematics, contributed to a report recently released by Transportation Research Board's National Cooperative Highway Research Program (NCHRP) called "A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries." This report provides guidance to traffic safety stakeholders seeking to improve traffic safety culture in their communities.

The report is available at: http://www.trb.org/main/blurbs/178272.aspx.

Citation-National Academies of Sciences, Engineering, and Medicine. 2018. *A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries*. Washington, DC: The National Academies Press. https://doi.org/10.17226/25286.

Prof. Nicholas Ward, Prof. William Schell, Jay Otto, M.S., and Kari Finley, Ph.D. with the Center for Health and Safety Culture at Montana State University along with Tara Kelley-Baker at the AAA Foundation for Traffic Safety have published an article in the Traffic Injury Prevention Journal. The article highlights a study exploring a theoretical model to assess the influence of culture on willingness and intention to drive under the influence of cannabis. The findings of this research suggest that specific attitudes and norms reliably predict past DUIC behavior, general DUIC willingness, and future DUIC intention.

Ward, N.J., Schell, W., Kelley-Baker, T., Otto, J., & Finley, K. (2018). Developing a theoretical foundation to change road user behavior and improve traffic safety: Driving under the influence of cannabis (DUIC). *Traffic Injury Prevention,* https://doi.org/10.1080/15389588.2018.1425548

Activity: Conduct Positive Culture Media Campaign

The activities funded under this countermeasure will allow WTSC to continue culture work. The projects will include growing proactive traffic safety, increasing parent driver training skills, training on implementing social norms projects, and funding for TZMs to implement social norms grants in their communities.

WTSC recently completed a positive traffic safety culture survey to better understand Washington resident's views on traffic safety in general, driving after using alcohol and marijuana specifically, and bystander intervention behaviors.

WTSC used this information to inform several grants. We developed a PSA to correct false beliefs held by most people who drive after using alcohol and cannabis. We developed a presentation about the findings and held a training to train others to present this material in order to promote meaningful conversations about the findings. With the Center for Health and Safety Culture, we developed a comprehensive plan for designing, implementing, and evaluating tools to grow bystander engagement. We also conducted formative research on partnering best practices to improve driving safety among their children.

Projects: Proactive Traffic Safety Culture Change

This project will continue the positive traffic safety culture work on growing proactive traffic safety. It will provide program manager training in working program plans across the social ecology. It will also continue to increase parent driver training skills. WTSC will continue to partner with Montana State University.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$166,787	$41,697	

Due to COVID-19 travel restrictions a portion of this funding ($46,787) was carried forward to allow time to develop web-based training development and delivery in 2021.

Projects: Traffic Safety Culture Media Campaign

WTSC is developing an over-arching concept for a proactive traffic safety campaign based on research conducted by the Center for Health and Safety Culture. This over-arching concept is also referred to as the "Umbrella Campaign". The project includes a media campaign that will produce materials based on proactive traffic safety work using concepts, visuals, and messaging developed in 2019. The project also includes funds for surveys and messaging testing.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low - Flex (FAST)	$510,000	$127,500	

Projects: TZM Positive Culture Norms (PCN) Training

This project will continue to provide training and technical assistance to TZMs to guide them as they implement positive culture norms-based grants in their regions.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low – Flex (FAST)	$90,000	$22,500	

Projects: Local Support for TZM PCN Projects

This funding will be used to support TZM work using PCN strategies in the field. Funds will be used to cover expenses ranging from community survey collection to graphic design of PCN materials.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low – Flex (FAST)	$10,000	$2,500	

Chapter 6: Tribal Traffic Safety

The Tribal Traffic Safety Program provides funding, training, and technical support to federally recognized tribes in Washington to increase their capacity to reduce fatal and serious injury traffic crashes.

Performance Measures and Targets (Link C-1, C-2, C-3)

The Tribal Traffic Safety Program is linked to the following Performance Measures and Targets.

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-1: Number of traffic fatalities (FARS)	2021	5 Year	444.1
2021	C-2: Number of serious injuries in traffic crashes (state crash data files)	2021	5 Year	1,807.0
2021	C-3: Fatalities/VMT (FARS, FHWA)	2021	5 Year	0.724

For a full understanding of these shared performance targets, please see Chapter 2, Traffic Safety Performance Measures.

Performance Target Justification

American Indian Alaska Natives (AIAN) make up less than two percent of Washington's population, but are overrepresented in traffic crash fatalities and serious injuries. In the 10-year period from 2008 to 2017, the fatality rate for AIAN people was 28.5 per 100,000 population, about four times the rate for the next highest cultural/ethnic group in Washington.

Often their increased presence in traffic fatality and serious injury statistics is–directly or indirectly–due to their health and healthcare. There are high percentages of substance abuse, mental health issues, and diabetes among AIAN people. In Washington about half of AIAN people live in cities, while the other half live on reservations that are predominantly in rural areas that have few healthcare facilities.

Washington has 29 federally recognized tribes. These tribes exist within the state as sovereign nations. They have their own government, and most have their own land. Each has a membership comprised of people who have familial and relational ties to the tribe. The tribal people in Washington pride themselves on being resilient and strong. They pride themselves on the strength of their family ties and extended families. Most tribal members pride themselves on employing traditional cultural and spiritual practices in their lives.

Most tribes are poor economically and the members living on the reservations are often in households that have some of the lowest household incomes in the state. Tribal governments have no taxing authority. They deliver services using a combination of continually decreasing funding from the Federal Bureau of Indian Affairs and revenues from tribal businesses, such as casinos. As a result of the COVID-19 pandemic–and the need to shutdown casinos and other tribal businesses for public health reasons–most tribes laid off virtually their entire tribal workforce. It is unknown how long it will be (even after the casinos and other businesses re-open) before tribes are economically solvent again.

Accurate data can be difficult to obtain about activities on a reservation (especially by someone who is not a member of the tribe) so measurement of baseline conditions and changes over time can be quite tricky and complex.

For all of these reasons, it should be clear that the AIAN population in Washington is a unique group of people and the C-1, C-2, and C-3 targets for tribal populations in the HSP should be consistent with the SHSP of zero fatalities and serious injuries by the year 2030. Losing even one of these exceptional people is unacceptable.

Program Description

The WTSC is pursuing a number of strategies to support tribal traffic safety. We currently work with two tribes (and are adding a third) to support tribal traffic safety coordinators–professionals whose job it is to organize traffic safety improvement efforts and data collection efforts on reservations. Beyond that, we will engage tribal traffic safety and transportation leaders in strategic planning and implementation discussions around tribal traffic safety. Tribal law enforcement is another critical partner–and we work to increase their capacity to enforce tribal laws and ordinances, as well as provide communications about (and to) reservation communities across the state.

Linkage Between Program Areas

Summary of Tribal Services Countermeasures, Activities and Projects		
Countermeasure	**Activity**	**Project**
Provide Technical Assistance – Leadership	Traffic Safety Leadership	Tribal Traffic Safety Strategic Planning and Education
		Tribal Traffic Safety Coordination – Colville
		Tribal Traffic Safety Coordination – Lummi
		Tribal Traffic Safety Coordination – Yakama Nation
	Support Tribal Traffic Safety Conference/Tribal Traffic Safety Peer Review Meeting	Tribal Traffic Safety Conference and Peer Review Meeting
Provide Technical Assistance – Program	Child Passenger Safety (CPS) Training and Technical Assistance	Child Passenger Safety Technician Training
		Tribal Law Enforcement Training and Support

Problem Identification

From 2015 to 2017, 89 American Indians and Alaskan Natives (AIANs) died in traffic crashes in Washington State, including both reservation and non-reservation roadways. Using data from 2008 to 2017, which represents 257 AIAN traffic deaths, the AIAN traffic fatality rate is 28.5 deaths per 100,000 people in the population. This rate is more than four times higher than the next highest death rate. The AIAN fatality and serious injury rates increased across most priority areas.

In addition to calculating death rates based on race/ethnicity, the tribal traffic safety community and partners also analyzed fatal and serious crash events occurring on reservations. From 2015 to 2017:

- There were 99 fatalities occurring on reservations, a 50 percent increase from 66 in 2014-2016. Of the 99 fatalities, 44 of them (44 percent) were AIAN deaths.
- There were 183 serious injuries on reservation roads, representing an increase of 6.4 percent. Since race/ethnicity information is gathered from death certificates, it is unknown how many of the serious injuries were AIANs.

- Most notably, the number of pedestrians or bicyclists killed on reservation lands increased from five during the years 2012-14 to 23 during the years 2015-17—a 360 percent increase..
- Pedestrians or bicyclists seriously injured on reservation lands increased 85.7 percent.
- Several seat belt surveys conducted on reservations show that AIANs in Washington tend to use seat belts 10-30 percent less than the statewide average for seatbelt use. Meanwhile, 42 percent of fatality crashes on reservations involve AIAN individuals not wearing seatbelts—significantly higher than the state's 26 percent.
- Eighty-three percent of the fatal crashes and 79 percent of serious injury crashes within five miles of a reservation reported between October 2012-September 2016 occurred at speeds faster than 35 mph. This means that speeding is a norm on reservations even though most reservations do not have many roads with posted speed limits of 35 mph or higher.

Countermeasure: Provide Technical Assistance – Leadership

Each tribe is a sovereign government resulting in the creation of laws, policies, and ordinances unique to their individual tribes. The tribal laws and ordinances are not the same as state laws. And, with very few exceptions, only the tribal law enforcement entity can enforce tribal laws and ordinances, not state laws.

Under RCW 43.376.020, each state agency, including the Washington Traffic Safety Commission, must, "Make reasonable efforts to collaborate with Indian tribes in the development of policies, agreements, and program implementation that directly affects Indian Tribes and develop a consultation process that is used by the agency for issues involving specific Indian tribes." Utilizing the planning and consultation process to become part of the course that helps provide information to the tribes about effective traffic safety strategies is a huge factor in addressing the disproportionate involvement of tribal members in fatal and serious injury crashes.

Projected Safety Impacts

- Develop new sources of tribal program data and information for use in analysis of traffic safety issues.
- Build new relationships and foster existing relationships with outside organizations to further identify and collect traffic safety-related data.
- Actively conduct Tribal Traffic Safety Committee meetings, as well as collaborate with other existing health and safety coalitions existing in the region to provide data-driven decision-making regarding traffic safety efforts.
- Organize and conduct community outreach and awareness-building campaigns to increase general tribal awareness about traffic safety data and problems. A minimum of one of the campaigns will utilize a Positive Community Norms approach.

Rationale for Countermeasure Selection

There are several institutional challenges to promoting traffic safety on tribal reservations in Washington. On of the leading challenges is the lack of data about numbers of crashes, fatality and serious injury crashes, and contributing factors. This is especially true for agencies outside of the reservation as there is historical distrust about how tribal data will be used. The Tribal Traffic Safety Coordination program places a professional in a tribal setting to help gather and analyze data, develop data systems, form a tribal traffic safety committee, support enforcement of laws and ordinances, and implement traffic safety education and outreach. Tribal planners and transportation officials generally have small federal budgets to work with, and those federal resources have restrictions that preclude making improvement to roadways to make them safer. The Tribal Traffic Safety Conference/Tribal Traffic Safety Peer Review Meeting is designed to allow planners to communicate directly with one another about approaches used to address traffic safety problems that could be transferred for use on other reservations. As part of RCW 43.376.020 - Government-to-government relationship, agencies are must, "make reasonable efforts to collaborate with Indian tribes in the development of policies, agreements, and program implementation that directly affect Indian tribes and develop a consultation process that is used by the agency for issues involving specific Indian tribes." The Tribal Traffic Safety Strategic Planning and Education program will

meet this intent by providing a venue for regular communication with a multi-agency group that review tribal data and formulates recommendations for the Washington Traffic Safety Commission and for tribal leadership, police departments, and other agencies about ways to improve traffic safety in tribal reservation environments.

The Tribal Services program coordinates with both Occupant Safety (Child Passenger Safety) and Communications programs to develop and implement culturally appropriate training and messaging. Tribal police departments are historically underfunded. The federal law enforcement funding they receive does not allow them to purchase necessary materials or attend training beyond a basic tribal law enforcement academy. Washington's law enforcement training is generally not available for tribal police. There are funds included in this Tribal Services plan for providing training and tools for tribal law enforcement to increase the efficiency, accuracy, and effectiveness of their enforcement efforts.

References

The supported activities will employ one or more of the following evidence-based strategies from the Washington State HSP, Target Zero:

- TRB.1.1. Tribes are encouraged to conduct a traffic records assessment to ensure that methods being used to collect, share, and analyze crash data are providing optimal benefit to the tribe. Traffic records assessments can also be an effective tool to establish communication with state and local safety partners. (R, FHWA.)
- TRB.5.2. Provide approved child passenger safety systems to parents and caregivers, combined with scheduled locations and dates/times for inspections of child passenger safety system installation and education that instructs parents and caregivers installation. (R, CTW.)
- TRB.5.3. Conduct community-wide information and enhanced enforcement campaigns based on beliefs, attitudes and behaviors of tribal members that include mass media, information and publicity, child passenger safety system displays, and other targeted strategies such as checkpoints, dedicated law enforcement officials, or alternative penalties. (R, CDC.)
- TRB.6.3. Conduct enhanced seat belt enforcement that includes publicity, increased citations, and increased the number of officers on patrol. (P, CTW.)
- TRB.6.4. Conduct sustained education programs based on beliefs, attitudes and behaviors of tribal members that educate drivers about the importance of seat belts and use of seat belts during all trips with varying content, duration, intensity, and delivery methods. (R, FHWA.)
- TRB.7.2. Develop a policy for tribal employees prohibiting participation in teleconferences while driving. (U.)
- TRB.8.7. Conduct public education campaigns based on the beliefs and norms of the tribe to educate individuals to avoid drinking and driving. (R, FHWA.)
- TRB.9.1. Encourage purchase of current and appropriate materials by tribal law enforcement. (R, FHWA.)
- TRB.9.2. Encourage participation by tribal law enforcement agencies in professional and continuing education and training. (R, FHWA.)
- TRB.10.1. Create public education campaigns for both motorists and active transportation users regarding pedestrian and bicyclist safety to promote the health and welfare of tribal members, especially children. (P, NCHRP.)

Activity: Traffic Safety Leadership

Develop and enhance traffic safety leadership within the tribes through engagement with the Tribal Traffic Safety Strategic Planning and Leadership Consultation, tribal traffic safety committees, and tribe-specific traffic safety programming.

Projects: Tribal Traffic Safety Strategic Planning and Education

The project, which supports and aligns with state agency duties outlined in RCW 43.376.020, involves regular communication with a multi-agency tribal group that reviews tribe data and formulates recommendations for both

the Washington Traffic Safety Commission and for tribal leadership, police departments, and other agencies about ways to improve traffic safety in tribal reservation environments. The program will also support traffic safety related education through training opportunities.

Intended Subrecipients

Transportation, planning, law enforcement, and emergency services representatives from Washington's 29 federally recognized tribes, as well as representatives from state and federal agencies that provide transportation funding or assistance to tribes. WTSC administers the program and designates a tribal liaison to act as point person for communications with tribes as required by RCW 46.376.020.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d 24-7 Sobriety	405d 24-7 Community Traffic Safety	$28,000	$7,000	

Projects: Tribal Traffic Safety Coordination –Colville

The Tribal Traffic Safety Coordination program places a professional in a tribal setting to help gather and analyze data, develop data systems, form a tribal traffic safety committee, support enforcement of laws and ordinances, and implement traffic safety education and outreach. The project will specifically support the Confederated Tribes of the Colville Reservation. Most of the Colville Reservation lies within Okanogan County, the state's largest county. Okanogan County also has the worst ranking among Washington's counties for walker fatalities per 100,000 population.

Intended Subrecipients

Confederated Tribes of the Colville Reservation

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Community Traffic Safety Grant (FAST)	$70,000	$17,500	$70,000

Projects: Tribal Traffic Safety Coordination – Lummi

WTSC will be funding a Tribal Traffic Safety Coordination program in the Lummi Nation for the first time in FFY 2021. The Lummi Nation was the successful applicant in response to a request for applications in early 2020. The Tribal Traffic Safety Coordination program places a professional in a tribal setting to help gather and analyze data, develop data systems, form a tribal traffic safety committee, support enforcement of laws and ordinances, and implement traffic safety education and outreach. The Lummi Nation lies within Whatcom County. Whatcom County has the seventh worst ranking among Washington's counties for walker and bicyclist fatalities per 100,000 population.

Supplies

A portion of funding will be used to purchase a laptop computer and cellphone for business use by the coordinator.

Intended Subrecipients

Lummi Nation

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Community Traffic Safety Grant (FAST)	$100,000	$25,000	$100,000

Projects: Tribal Traffic Safety Coordination – Yakama Nation

The Tribal Traffic Safety Coordination program places a professional in a tribal setting to help gather and analyze data, develop data systems, form a tribal traffic safety committee, support enforcement of laws and ordinances, and implement traffic safety education and outreach. One of the priorities identified by the Tribal Traffic Safety Committee is developing public outreach regarding safe walking practices and pathways near and on the Yakama Nation Reservation. The Confederated Tribes and Bands of the Yakama Nation reservation sits inside the boundaries of Yakima County, which has the worst ranking among Washington's counties for walker and bicyclist fatalities per 100,000 population. The members of the Yakama Nation living on the reservation are among the lowest per capita income households in the state. Although the area is very rural, many households do not have working vehicles which means that people often walk or bicycle.

Neither the Yakama Nation roads, state highways, or county roads that cut across the reservation were designed to safely accommodate walkers or bicyclists. Most roads are narrow, two-lane facilities with minimal shoulder space. The state highways on the reservations have speed limits of 70 mph in most places. Still, due to the economics of the area, people need to walk in order to get to work or resources. The project provides funding for coordination among county, regional, and state agencies and organizations to identify alternative pathways for people to walk so they can avoid exposure to high-risk road environments.

Intended Subrecipients

Confederated Tribes and Bands of the Yakama Nation

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Community Traffic Safety Grant (FAST)	$81,000	$20,250	$81,000

Activity: Support Tribal Traffic Safety Conference/Tribal Traffic Safety Peer Review Meeting

Support a meeting of tribal transportation professionals, planners, tribal law enforcement, and emergency medical services to discuss and identify common issues and possible solutions. The meeting will be organized by either WSDOT (if they decide to hold a Tribal Traffic Safety Conference) or FHWA to organize a transportation professional peer review gathering. This funding will be spent in one of two ways depending on what kind of event is being organized. We will use the funding to support speaker honoraria, facility rental, and preparation of a program if WSDOT organizes an in-person conference. If the conference cannot be held due to continuing public health concerns, we will use the funds to support speaker honoraria and costs of producing online educational products resulting from a transportation professionals peer review meeting to be jointly organized by WTSC and FHWA.

Project: Tribal Traffic Safety Conference and Peer Review Meeting

The project will fund a meeting for tribal transportation professionals, planners, tribal law enforcement, and emergency medical services to discuss and identify common issues and possible solutions. This funding will be spent in one of two ways, depending on what kind of event is being organized. We will use the funding to support

speaker honoraria, facility rental, and preparation of a program if WSDOT organizes an in-person conference. If the conference cannot be held due to continuing public health concerns, we will use the funds to support speaker honoraria and costs of producing online educational products resulting from a transportation professionals peer review meeting to be jointly organized by WTSC and FHWA.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d 24-7 Sobriety	405d 24-7 Community Traffic Safety	$10,000	$2,500	

Countermeasure: Provide Technical Assistance – Program

Provide training and technical assistance to tribal organizations that can influence (1) parents through child passenger seat fittings and related programs, and (2) tribal law enforcement by equipping them with training and tools to increase their capacity to enforce traffic laws.

Projected Safety Impacts

- Train new tribal resources to provide child passenger safety seat inspections.
- Regarding tribal law enforcement, implement an application process with tribal police departments to determine prioritized training and material needs, make funding awards based on application requests and federal guidelines, and collect information regarding purchase and use of materials.

Activity: Child Passenger Safety (CPS) Training and Technical Assistance

Provide training and technical assistance to tribal organizations that can influence (1) parents through child passenger seat fittings and related programs and (2) tribal law enforcement by equipping them with training and tools to increase their capacity to enforce traffic laws.

Project: Child Passenger Safety Technician Training

The Child Passenger Safety Program dedicates funding for an annual Child Passenger Safety Technician (CPST) training for tribal service providers. The training is often hosted by a tribe and the host tribe then invites participation in the training from other tribal service providers. There often is considerable turnover in CPSTs in the state anyway, but especially so with tribal providers. And with the stress on tribal budgets brought on by the COVID-19 pandemic, there may be a big hole in terms of demand for CPST services.

Intended Subrecipients

The City of Bonney Lake administers the statewide grant for Child Passenger Safety services in the state and dedicates funding in the grant for support of tribal child passenger safety efforts.

Funding Sources

Funding for this project is included in Chapter 7, Occupant Protection, Child Passenger Mini Grant Program.

Project: Tribal Law Enforcement Training and Support

This project is intended to provide training and materials support for tribal law enforcement so they can effectively enforce laws and ordinances. Tribal police departments apply for funding for capacity-building needs that they identify. The applications are then reviewed by a panel of ed police chiefs and awards are made to tribes.

Supplies

A portion of this project may be used to provide portable breath testers, radars, lidars, and SECTOR scanners or printers if tribes apply for such items to build their traffic safety capacity, according to the process described above.

Intended Subrecipients

WTSC administers the fiscal portion of the project, partnering with the Swinomish Indian Tribe that administers the application process on behalf of the Northwest Area Tribal Enforcement Officer's (NATEO) group.

Funding Sources

Funding Source ID	**Eligible Use of Funds**	**Estimated Funding Amount**	**Match Amount**	**Local Benefit**
FAST Act NHTSA 402	Police Traffic Services (FAST)	$60,000	$15,000	$60,000

Chapter 7: Occupant Protection

Restraining occupants of a vehicle to improve safety involves two general categories: seat belts used by young drivers and adults (Unrestrained Occupants), and child passenger safety systems that are added to the vehicle to increase the safety and security of children riding in vehicles (Child Passenger Safety).

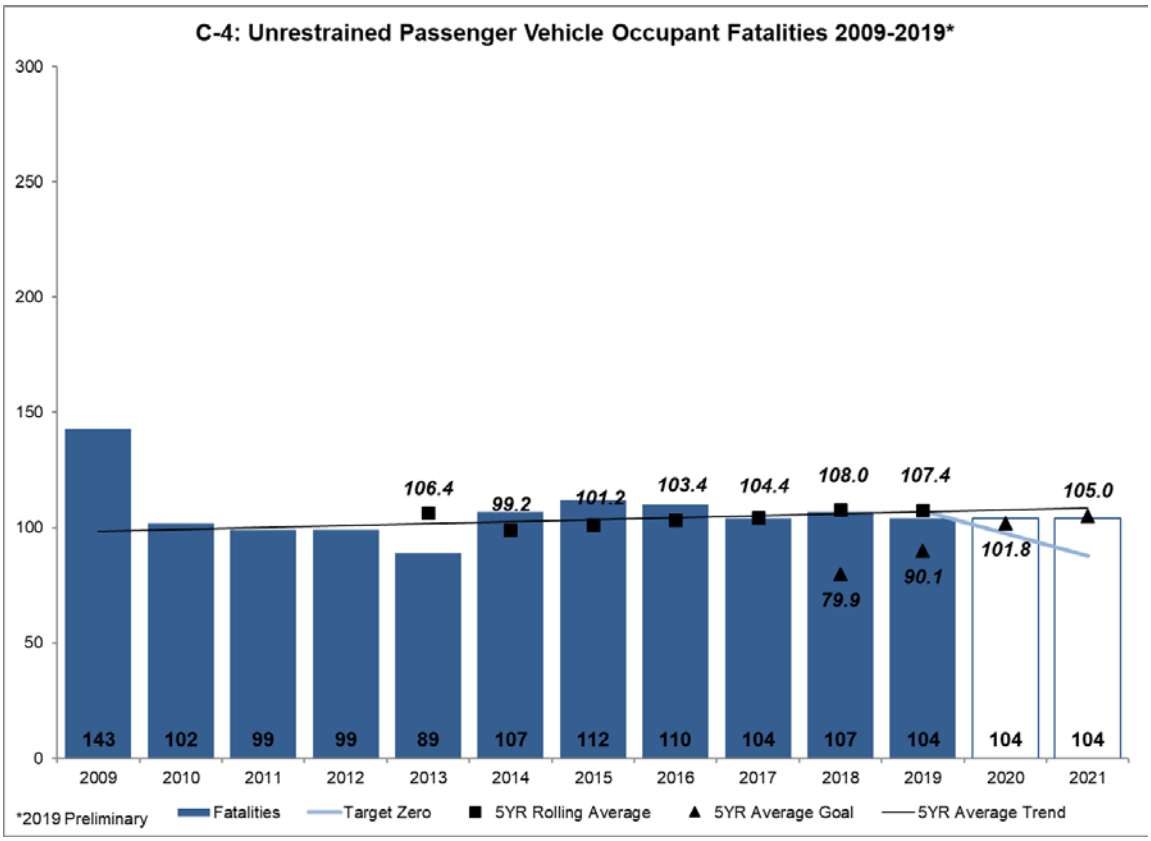
Performance Measures and Targets

The Occupant Protection Program is linked to the following Performance Measures and Targets.

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-4: Unrestrained Passenger Vehicle Occupant Fatalities	2021	2017-2021	105.0
2021	B-1: Observed Seat Belt Use for Passenger Vehicles, All Seat Positions (Survey)	2021	2021	>95%

Performance Measure: C-4: Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

Progress: **In Progress**



Updated: 09/01/2020

Program-Area-Level Report

The 2020 target included in the FFY 2020 HSP for unrestrained passenger vehicle occupant fatalities was 101.8 (2016-2020 Rolling Average Value). This target was set on the value of the linear trend line according to the data available at the time the target was set. In order to reach the 2016-2020 Rolling Average Target of 101.8, the total number of unrestrained passenger vehicle occupant fatalities in 2020 would have to be less than 84. The target remains "in progress" until full year 2020 data becomes available.

Performance Plan Targets

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-4: Unrestrained Passenger Vehicle Occupant Fatalities	2020	2016-2020	101.8
2021	C-4: Unrestrained Passenger Vehicle Occupant Fatalities	2021	2017-2021	105.0

Performance Target Justification

To target those at most risk of becoming an unrestrained fatality, the method for conducting Click it or Ticket has become more data driven. WTSC will participate in the national Click It or Ticket campaigns in November and May of FFY 2021, but will also provide a new avenue for targeted local agencies to increase seatbelt use. In 2020, WTSC developed a new data tool that summarized observed seat belt rates and unrestrained crashes on county and city roads. This will allow WTSC to prioritize funding to those counties and cities with a combination of observed low seatbelt wear rates and high unbelted crash rates. Targeted counties and cities will be invited to apply for grant funds to increase seatbelt use through a number of strategies including HVE. This will allow WTSC to apply more enforcement resources into those areas at highest risk of unrestrained fatalities and injuries through 2021.

Additionally, the Child Passenger Safety Program continues to improve and expand. Despite the initial cancelation of Child Passenger Safety Technician trainings and car seat inspections due to COVID-19, the program has adjusted to virtual formats, preserving the existing system. Planning is already underway to conduct in-person CPST training in FFY 2020. This will allow the program to continue to expand going into 2021.

Performance Measure: B-1: Observed Seat Belt Use for Passenger Vehicles, All Seat Positions (Survey)

Progress: **In Progress**

County	*Range*	***2013***	***2014***	***2015***	***2016***	***2017***	***2018***	***2019***
Benton	High CI	98.7%	98.2%	98.5%	95.4%	95.3%	94.2%	98.2%
	Rate	**96.8%**	**96.0%**	**96.6%**	**92.3%**	**93.1%**	**91.1%**	**95.7%**
	Low CI	95.0%	93.9%	94.7%	89.1%	91.0%	87.9%	93.3%
Chelan	High CI						98.4%	98.3%
	Rate						**97.4%**	**97.3%**
	Low CI						96.4%	96.3%

County	Range	2013	2014	2015	2016	2017	2018	2019
Clark	High CI	98.9%	98.8%	100.0%	99.9%	100.0%	98.6%	99.3%
	Rate	**96.4%**	**96.8%**	**98.7%**	**99.8%**	**99.5%**	**97.0%**	**98.2%**
	Low CI	94.0%	94.8%	97.2%	99.8%	98.6%	95.4%	97.0%
Cowlitz	High CI	99.8%	99.9%	100.0%	99.8%	99.9%	99.0%	98.2%
	Rate	**99.4%**	**95.6%**	**99.6%**	**99.4%**	**99.6%**	**98.0%**	**96.4%**
	Low CI	99.1%	91.3%	99.2%	99.1%	99.3%	97.0%	94.7%
Ferry	High CI						100.0%	100.0%
	Rate						**74.2%**	**90.6%**
	Low CI						47.4%	79.5%
Franklin	High CI	97.7%	100.0%	100.0%	98.7%	97.6%	96.8%	98.9%
	Rate	**96.6%**	**92.7%**	**95.7%**	**98.0%**	**94.4%**	**94.9%**	**92.5%**
	Low CI	95.5%	83.0%	93.1%	97.3%	91.3%	92.9%	86.1%
Grant	High CI	96.2%	98.0%	98.0%	95.7%	95.6%	98.9%	98.8%
	Rate	**93.4%**	**96.6%**	**97.1%**	**94.3%**	**94.0%**	**97.9%**	**97.8%**
	Low CI	90.7%	95.2%	96.2%	92.9%	92.4%	96.8%	96.8%
Grays Harbor	High CI	93.0%	95.5%	97.3%	98.0%	98.8%	98.3%	93.9%
	Rate	**91.3%**	**94.3%**	**95.5%**	**96.7%**	**97.9%**	**97.2%**	**92.2%**
	Low CI	89.5%	93.1%	93.7%	95.4%	96.9%	96.0%	90.5%
Jefferson	High CI						98.0%	95.2%
	Rate						**96.7%**	**93.3%**
	Low CI						95.4%	91.5%
King	High CI	96.0%	95.4%	94.1%	98.1%	97.1%	96.4%	96.8%
	Rate	**94.8%**	**94.1%**	**92.5%**	**96.9%**	**96.2%**	**95.8%**	**96.3%**
	Low CI	93.5%	92.9%	90.9%	95.7%	95.4%	95.3%	95.7%
Kitsap	High CI	92.4%	96.3%	100.1%	98.7%	97.6%	96.7%	92.0%
	Rate	**89.1%**	**94.6%**	**99.9%**	**97.4%**	**94.7%**	**95.9%**	**90.6%**
	Low CI	85.8%	92.9%	99.7%	96.2%	91.7%	95.0%	89.1%
Kittitas	High CI	98.1%	98.2%	99.4%	99.3%	98.2%	100.0%	100.0%
	Rate	**96.2%**	**96.0%**	**98.4%**	**98.2%**	**96.9%**	**98.3%**	**99.1%**
	Low CI	94.4%	93.8%	97.3%	97.1%	95.6%	96.3%	98.8%
Lewis	High CI	97.7%	99.5%	99.6%	100.0%	99.9%	99.8%	98.0%
	Rate	**96.8%**	**98.9%**	**99.5%**	**99.7%**	**99.8%**	**99.4%**	**97.1%**
	Low CI	95.9%	98.3%	99.5%	99.2%	99.6%	98.9%	96.2%
Lincoln	High CI						95.5%	97.2%
	Rate						**94.0%**	**95.7%**
	Low CI						92.5%	94.1%
Mason	High CI	97.8%	99.4%	97.7%	97.6%	97.1%	98.0%	95.0%
	Rate	**96.7%**	**98.9%**	**96.1%**	**95.9%**	**95.8%**	**95.0%**	**88.3%**
	Low CI	95.6%	98.4%	94.6%	94.3%	94.5%	92.0%	81.7%

County	Range	2013	2014	2015	2016	2017	2018	2019
Okanogan	High CI	91.2%	94.6%	96.5%	93.9%	96.5%	98.3%	98.0%
	Rate	**89.0%**	**93.0%**	**95.2%**	**91.8%**	**95.2%**	**91.5%**	**93.3%**
	Low CI	86.8%	91.4%	94.0%	89.8%	93.9%	84.6%	88.7%
Pend Oreille	High CI						99.3%	96.5%
	Rate						**97.6%**	**74.1%**
	Low CI						95.8%	51.7%
Pierce	High CI	95.8%	95.2%	99.9%	94.7%	93.7%	89.5%	90.6%
	Rate	**93.7%**	**93.5%**	**99.7%**	**93.5%**	**91.6%**	**87.3%**	**88.7%**
	Low CI	91.7%	91.8%	99.5%	92.3%	89.5%	85.0%	86.9%
Skagit	High CI	97.2%	94.4%	94.2%	98.2%	98.1%	96.8%	95.2%
	Rate	**95.2%**	**91.8%**	**90.3%**	**96.1%**	**95.4%**	**95.8%**	**94.3%**
	Low CI	93.3%	89.2%	86.4%	94.0%	92.8%	94.9%	93.3%
Snohomish	High CI	98.5%	97.1%	96.0%	97.4%	96.8%	96.6%	95.6%
	Rate	**97.0%**	**96.6%**	**94.3%**	**96.2%**	**95.4%**	**93.8%**	**93.2%**
	Low CI	95.5%	96.1%	92.6%	95.0%	94.0%	91.1%	90.8%
Spokane	High CI	87.7%	96.0%	92.7%	95.5%	96.1%	94.9%	95.7%
	Rate	**84.1%**	**93.8%**	**90.2%**	**93.2%**	**93.7%**	**93.3%**	**94.6%**
	Low CI	80.4%	91.6%	87.6%	91.0%	91.3%	91.7%	93.5%
Stevens	High CI	93.9%	93.9%	94.3%	93.1%	96.5%	100.0%	100.0%
	Rate	**92.2%**	**92.3%**	**92.9%**	**91.1%**	**95.5%**	**92.8%**	**82.7%**
	Low CI	90.5%	90.7%	91.5%	89.0%	94.4%	81.4%	63.5%
Thurston	High CI	96.9%	99.3%	95.8%	86.8%	96.4%	92.0%	90.5%
	Rate	**93.9%**	**99.1%**	**90.0%**	**82.3%**	**94.5%**	**90.7%**	**88.5%**
	Low CI	90.9%	98.8%	84.2%	77.8%	92.7%	89.5%	86.6%
Walla Walla	High CI						97.3%	94.3%
	Rate						**94.9%**	**91.2%**
	Low CI						92.5%	88.1%
Whatcom	High CI	95.8%	94.3%	92.6%	94.9%	94.6%	98.6%	96.6%
	Rate	**92.5%**	**91.2%**	**89.1%**	**91.1%**	**89.9%**	**97.1%**	**94.8%**
	Low CI	89.1%	88.2%	85.5%	87.4%	85.1%	95.6%	93.0%
Whitman	High CI	92.0%	96.9%	96.7%	96.3%	94.2%		
	Rate	**85.6%**	**95.2%**	**94.3%**	**93.8%**	**91.4%**		
	Low CI	79.2%	93.6%	92.0%	91.2%	88.5%		
Yakima	High CI	98.0%	100.0%	100.0%	97.1%	94.3%	99.3%	96.3%
	Rate	**95.7%**	**97.4%**	**97.4%**	**90.6%**	**87.6%**	**94.1%**	**93.3%**
	Low CI	93.3%	94.5%	91.4%	84.1%	80.8%	89.0%	90.3%

Program-Area-Level Report

The seat belt use target is set at >95 percent. Seat belt observation surveys are conducted in June of each year so at the time of this report the 2020 estimate is not available. Due to the pandemic the seat belt survey was delayed by two weeks in 2020. The target remains "in progress" until the 2020 survey data becomes available.

Performance Plan Targets

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	B-1: Observed Seat Belt Use for Passenger Vehicles, All Seat Positions (Survey)	2020	2020	>95%
2021	B-1: Observed Seat Belt Use for Passenger Vehicles, All Seat Positions (Survey)	2021	2021	>95%

Performance Target Justification

Washington's seat belt use rate goal is to achieve and maintain a rate of >95 percent. Washington has one of the highest seat belt use rates in the nation, but our rate has hovered just below 95 percent for the past several years. The 95 percent goal is consistent with previous years.

Linkage Between Program Areas

Summary of Communications Countermeasures, Activities and Projects		
Countermeasure	**Activity**	**Project**
Child Seat Passenger Safety	Statewide CPS Service Delivery	Statewide CPS Coordinator
		CPS Safety Mini-Grant Program
Seat Belt High Visibility Enforcement	High Visibility Enforcement	Focused Allied Agency Seat Belts
		WSP HVE Seat Belt
		Click It or Ticket HVE Media Campaign

Problem Identification

Unrestrained Occupants: The 2019 seat belt use rate (93.1 percent) was nearly identical to the 2018 seat belt use rate (93.2 percent). However, between 2015 and 2017 nearly one in five fatally injured persons were not using, or not properly using a seat belt.

The key issues are:

Some Populations are less likely to use seat belts (referred to in Washington as the "Last Five Percent"):

Currently we know–based on seat belt citation and FARS data, as well as other research–that some populations are less likely to use seat belts. There is a variety of solid and anecdotal evidence that demonstrates (males in general) AIAN males, males aged 55 and older, and younger drivers aged 16-25 are at higher risk of not wearing seat belts while driving. For example, for AIANs in Washington, the lack of seat belt use results in a fatality rate 8.8 times higher than other populations. Of the AIANs who died in 2015-2017 traffic crashes, 39 percent were unrestrained at the time of the crash.

Unrestrained Occupants tend to correlate with other high-risk behaviors:

Individuals who do not use their seat belts closely correlate with other high-risk driving behaviors like speeding, distracted or aggressive driving, and impaired driving. For example, the correlation between being impaired by alcohol or positive for drugs and lack of seat belt use is extremely high. Almost three-fourths of unrestrained deaths involved impairment, and over half of unrestrained serious injuries involved impairment. Impaired driving often leads to lane departure. Seventy-nine percent of unrestrained deaths and 81 percent of unrestrained serious injuries involved lane departure.

Younger Drivers are more likely to be unrestrained:

Only 68 percent of drivers ages 16-25 involved in fatal crashes were restrained at the time of the crash, the lowest belted rate among all ages of drivers involved in fatal crashes. Roadway users between the ages of 16-25 account for 27 percent of unrestrained fatalities.

Child Passenger Safety: The number of fatalities for unrestrained or improperly restrained children fell from seven in 2012-2014 to four in 2015-2017. However, motor vehicle crashes remain one of the leading causes of death for children aged four years and older and there has been no change in reported serious injuries for unrestrained or improperly restrained children, an average of 10 every year since 2012.

Knowledge of Child Passenger Restraint Use and State Law: Child restraint systems can be very complicated and nearly 60 percent of child restraint systems are installed incorrectly. Every parent knows how complicated these systems can be: rear facing, forward facing, booster seats, harnesses, different cars have different anchor points, seats are different, and more.

Washington's original passenger restraint law has been reinforced by a new law (effective January 1, 2020), which can be confusing.
Washington's primary seat belt law RCW 46.61.688, in relation to child passengers "...all passengers under the age of 16 years either wear a seat belt or use an approved child restraint device."
The new law, RCW 46.61.687, effective as of January 1, 2020, states "Children up to age 13 must ride in the back seat and those older than four must ride in a booster seat until they are 4'9"." This issue is illustrated by the most common mistakes observed in Washington:

- No restraint used
- Children 12 and under are illegally seated in the front seat
- Premature graduation from the booster seat to a seat belt
- Child restraint not installed in vehicle properly
- Harness does not have correct fit on child

Focus Populations

The Last Five Percent – When designing efforts to increase seat belt use among high risk populations, our data shows it is unhelpful to categorize the "Last Five Percent" based on generalized demographic factors at a national or state level. It is much more useful to focus our analysis at the county/community level where we see large differences between communities. Specific, local education and messaging efforts need to be based on local experiences, practices, and cultures because messages tailored to local realities have been shown to be more effective than messages that are not tailored. That includes considerations like use of languages other than English, culturally appropriate images, etc. It also includes recognition of the fact that the occupant safety problem in one community may not be shared in a different community. For example, a lot of drivers outside one small rural Eastern Washington town were observed with the shoulder strap behind their back while in other areas it was observed that the shoulder belt was not deployed at all. We must leverage citation and crash data, with local demographics and gain an understanding of attitudes and beliefs of a small group that have demonstrated immunity to typical messaging and enforcement efforts in order to tailor patrols and messages that are effective in driving behavior change.

Parents/Guardians/Grandparents who drive with children in their vehicles – This group of people needs to know the laws regarding child passenger safety, but also needs to know where they can get appropriate resources and direction, if needed. Beyond that, they need to understand the importance of being good seat belt-using role models for children riding in their vehicles.

Counties with high percentages of unrestrained fatal and serious injury crashes – There are several counties in the state with unrestrained fatal and/or serious injury rates in excess of 20 percent of all their fatalities. This is referring to the wider population, beyond that of the "Last Five Percent." Leveraging this data has allowed us to identify 10 points of focus–the county roads in four counties and the city roads in six other counties–for local and allied enforcement agency efforts. These 10 focal points were identified because their observed seat belt use is substantially lower than our statewide average and the percentage of unrestrained fatalities is substantially higher than the statewide average. These higher unrestrained rates signify a broader negative traffic safety culture and require a different approach to drive behavior change.

Countermeasure: Child Seat Passenger Safety

Children are our most vulnerable road users. Washington places a high priority on child passenger safety. We are attempting to drive down the number of unrestrained children in vehicles. Washington is working to increase safety for children on our roads through the maintenance of a large network of seat belt technicians to increase compliance with our seat belt laws to ensure that we continue to meet targets.

Projected Safety Impacts

Using the correct car safety seat or booster seat can help decrease the risk of death or serious injury by over 70 percent.

Rationale for Countermeasure Selection

The most dangerous thing that children do as part of daily life is ride in a car. Motor vehicle crashes remain one of the leading causes of death for children aged four years and older.

The American Academy of Pediatrician's latest evidence-based recommendations call for the following:

- Infants and toddlers should ride in a rear-facing car safety seat if possible, until they reach the highest weight or height allowed by their seat. Most convertible seats have limits that will allow children to ride rear facing for two years or more.
- Once they are facing forward, children should use a forward-facing car safety seat with a harness for as long as possible, until they reach the height and weight limits for their seats. Many seats can accommodate children up to 65 pounds or more.
- When children exceed these limits, they should use a belt-positioning booster seat until the vehicle's lap and shoulder seat belt fits properly. This is often when they have reached at least four feet nine inches in height and are eight to 12 years old.
- When children are old enough and large enough to use the vehicle seat belt alone, they should always use lap and shoulder seat belts for optimal protection.
- All children younger than 13 years should be restrained in the rear seats of vehicles for optimal protection.

References

The Occupant Protection Program follows best practices as outlined in the 2017 *Countermeasures That Work* Guide:

- 6.1 (Strategies for Older Children)

- 6.2 (Strategies for Child Restraint Use and Booster Seat Laws)
- 7.2 (Inspection Stations)

The program also follows the 2019 Washington State SHSP (Target Zero):

- UVO.1.6 (Host car seat awareness and instruction classes, especially in diverse community locations with populations that have lower than average proper car seat use. Target child transport agencies, hospitals, childcare centers, schools, etc. Collaborate with Target Zero Manager, SafeKids Coalition, or local Child Passenger Safety Team).
- UVO.1.8 (Promote child car seat distribution programs).
- UVO.2.5 (Ensure educational materials follow the most recent recommendations issued by the American Academy of Pediatrics).

Activity: Statewide CPS Service Delivery

This activity is intended to increase appropriate use of child passenger safety devices by providing a network of trained Child Passenger Safety Technicians (CPSTs) that conduct education and outreach on this issue to influence the focus population to install and use child car seats properly. It involves providing CPST training multiple times each year across the state and supporting a mini-grant program that supports community-based child passenger safety providers. It will also involve CPS inspections, training and car seat distribution. The NHTSA requirement for a statewide network to provide child safety system inspections and installations is met through this strategy. The total number of planned inspection stations and/or events in the State is 100. We plan that 70 of these will occur in urban population and 30 in rural. All inspection stations or events serve at-risk population.

Project: Statewide CPS Coordinator

Statewide effort to provide child safety system education, inspections, and installations to parents/guardians/grandparents and others who transport children. These efforts also include training and car seat distribution.

Intended Subrecipients

Bonney Lake Police Department.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Occupant Protection (FAST)	$177,700	$44,425	$177,700

Project: CPS Safety Mini-Grant Program

This project will provide child safety system education, inspections and installations to parents, guardians, grandparents, and others who transport children. Coordinate and deliver statewide CPS services as required by NHTSA. The statewide Child Passenger Safety program consists of more than 500 trained technicians who provide car seat inspections. Each county in the state has at least one location that delivers child safety seat inspections. Additionally, there are CPST training classes and other services provided through a series of mini grants to regional providers. As previously mentioned, this project will also fund the Child Passenger Safety Technician Training project listed in Chapter 6.

Intended Subrecipients

Bonney Lake Police Department will provide oversight of the program and provide pass-through mini grants to local non-profit agencies and individuals with a demonstrated capability to provide CPS Service (inspections, training, seat distribution)

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405b OP High	405b High Community CPS Services (FAST)	$115,000	$28,750	

Countermeasure: Seat Belt High Visibility Enforcement

Projected Safety Impacts

Our state-level data shows a small percentage of Washington drivers and passengers that resist using their seat belts. This population is overrepresented in the fatality and serious injury statistics. We hypothesize that if we can influence these populations to wear their seat belts, we can drive down the percentage of drivers/occupants involved in fatal and serious injury crashes. The countermeasure strategy chosen to address this problem area is High Visibility Enforcement, specifically, the national Click It or Ticket campaign is classified as an effective strategy to influence target populations to wear their seat belts by increasing the perceived risk of a citation.

Rationale for Countermeasure Selection

Some populations are less likely to use seat belts (Last Five Percent):

- American Indian and Alaska Natives males, and white farmers/ranchers over 55 are frequently in the group of seat belt non-users in Washington.

Unrestrained occupants tend to exhibit other high-risk behaviors:

- Individuals who do not use their seat belts closely correlate with other high-risk driving behaviors like speeding, distracted or aggressive driving, and impaired driving.

Younger drivers are more likely to be unrestrained:

- Among all drivers who were unrestrained at the time of a fatality crash, more than one-third were aged 16-25.

Washington supports aggressive efforts to publicize seat belt patrols and seat belt use, while law enforcement aggressively enforces the state's seat belt law. WTSC broadcasts messages (using a Positive Community Norming Methodology) across the state, while TZMs across 17 regions provide support to law enforcement by leading community outreach and media campaigns from a local perspective; increasing the effectiveness in reaching troubled populations (Last Five Percent) and improving a culture of traffic safety among the entire driving population.

References

The Occupant Protection Program follows best practices as outlined in the 2017 *Countermeasures That Work* Guide:

Chapter 2 (Seat Belts and Child Restraints Sections):

- 2.1 (Short Term HVE)
- 2.3 (Sustained Seat Belt Enforcement)
- 3.1 (Support to Law Enforcement-Media/Outreach)

- 3.2 (Strategies for low use groups- Last 5 %)

The program also follows the 2019 Washington State SHSP (Target Zero):

- UVO.1.1 (Engage and collaborate with all levels of law enforcement to effectively carry out high visibility communications, outreach, and enforcement of seat belt use, such as the Click It or Ticket campaign).
- UVO.1.3 (Identify population groups with lower than average restraint use rates and implement communications, outreach, and enforcement campaigns directed at groups/areas where restraint use is lowest, particularly rural areas).

Activity: High Visibility Enforcement

This activity consists of short (typically lasting for two weeks), intense, highly publicized periods of increased seat belt law enforcement in conjunction with national, state, and county campaigns. All WTSC HVE includes media and community outreach using a Positive Community Norming methodology to increase a positive change in driver behavior (paraphrased from *Countermeasures That Work*, 2017).

Project: Focused Allied Agency Seatbelt HVE

WTSC will continue to participate in the National Click It or Ticket mobilization. WTSC will fund over-time for WSP extra seat belt enforcement statewide. In addition, WTSC will encourage participation in the mobilization with the local agencies listed above. This mobilization will be supported with earned and paid media to let the public know about this extra enforcement and encourage the majority of Washington's who do wear seat belts to intervene when in a situation to do so. As we have done before, we will partner with WSDOT to display CIOT messaging on variable message boards across the state. Another aspect to our occupant protection program will also provide law enforcement participation in the CIOT mobilization. In 2020, we built a new data tool that looks at observed seat belt rate and unrestrained crashes on county and city roads, providing more insight into prioritizing county and city funding of HVE efforts. This data helped us identify 10 points of focus – the county roads in four counties and the city roads in six other counties – for local and allied enforcement agency grants. These 10 focal points were identified because their observed seatbelt use is substantially lower than our statewide average and the percentage of unrestrained fatalities is substantially higher than the statewide average. This additional grant program will require grantee agencies to participated in seat belt enforcement effort during CIOT. These grantees will also support sustained seatbelt enforcement at other times during the project year.

Intended Subrecipients

Allied agencies identified in the data tool: municipal police departments and county sheriff's department. See Chapter 17 for list of agencies that participate in HVE enforcement.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405b OP High	405b High Police Traffic Services - Flex (FAST)	$260,000	$65,000	

Half of this funding was carried forward and will be used for the National Seat Belt campaign in November 2020. This is due to the postponement of the HVE emphasis in FFY 2020 due to COVID-19.

Project: WSP Seat Belt HVE

Although we will focus our resources on fewer local agencies, our statewide effort will not change. This project will continue to have a statewide enforcement presence during Click It or Ticket through our collaboration with the Washington State Patrol. In addition, we will continue to have statewide media messaging in support of those statewide enforcement efforts.

Intended Subrecipients

Washington State Patrol

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405b OP High	405b High HVE (FAST)	$260,000	$65,000	

Half of this funding was carried forward and will be used for the National Seat Belt campaign in November 2020. This is due to the postponement of the HVE emphasis in FFY 2020 due to COVID-19.

Project: Click It or Ticket HVE Media Campaign

Click It or Ticket is designed to reduce unrestrained traffic fatalities 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. Prior to placing the media buy, the Communications team works closely with the Occupant Protection and HVE deployment team to drive the buy to fit their analysis.

For more analysis on HVE Media Campaigns, please see Chapter 5, Communications, HVE.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Paid Advertising (FAST)	$312,000	$78,000	
FAST Act 405b OP High	405b High Paid Advertising – Flex (Fast)	$208,000	$52,000	

Half of this funding ($260,000 of 402) was carried forward and will be used for the national seat belt campaign in November 2020. This is due to the postponement of the HVE emphasis in FFY 2020 due to COVID-19.

Chapter 8: Impaired Driving

The impaired driving program prioritizes the implementation of proven strategies and best predictive models while engaging key partnerships across the DUI spectrum to drive down the incidence of impaired driving.

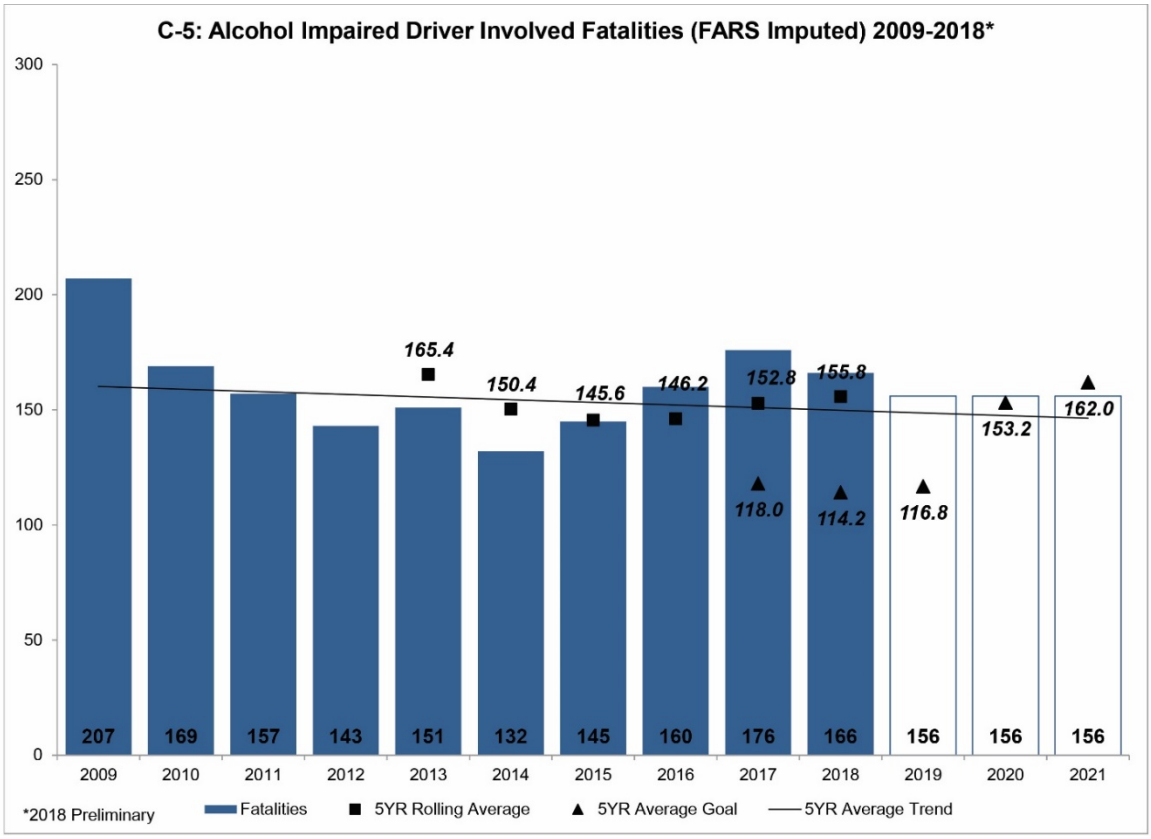
Performance Measures and Targets

The Impaired Driving Program is linked to the following Performance Measures and Targets.

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-5: Alcohol Impaired Driver Involved Fatalities (FARS Imputed)	2021	2017-2021	162.0

Performance Measure: C-5: Alcohol Impaired Driver Involved Fatalities (FARS Imputed)

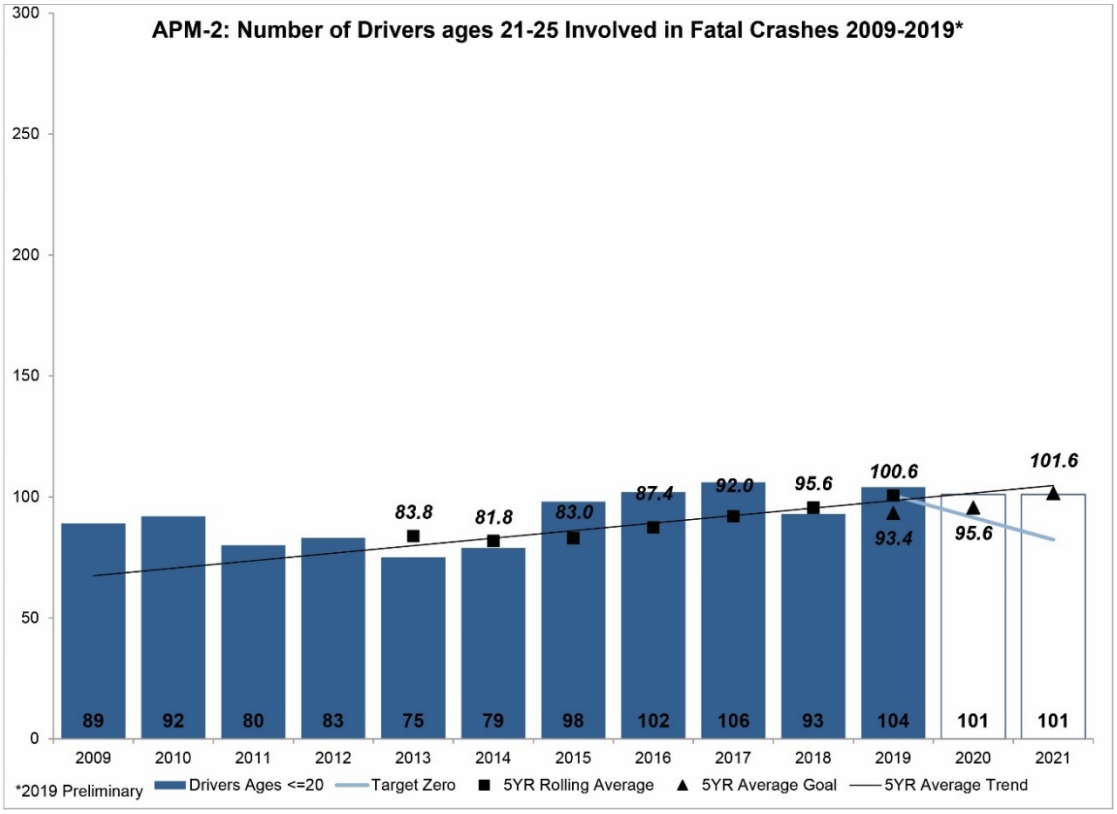
Progress: **In Progress**



Updated: 09/01/2020

APM-2: Fatalities Involving A Drug Positive and/or Alcohol Impaired (Not Imputed) Driver

Progress: **In progress**



Program-Area-Level Report

The 2020 target included in the FFY 2020 HSP for alcohol impaired driver involved fatalities (imputed) was 153.2 (2016-2020 Rolling Average Value). According to the revised trend line used to develop the 2020 target for the FFY 2021, it appears that the FFY 2020 HSP target may be met; however, there is insufficient data available at this time to evaluate this progress with any confidence. If 2019 imputed data were available, a more accurate performance report would be possible. Because NHTSA requires the use of imputed alcohol data for this target, there is no state data available to supplement this performance report. Washington does not use imputed alcohol data in the SHSP, therefore this measure has no "Target Zero Line." Imputed alcohol information is only used for required HSP target setting purposes. There is no countermeasure to address statistical imputation therefore those deaths will never be prevented unless our state reaches Target Zero.

Performance Plan Targets

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-5: Alcohol Impaired Driver Involved Fatalities (FARS Imputed)	2020	2016-2020	153.2
2021	C-5: Alcohol Impaired Driver Involved Fatalities (FARS Imputed)	2021	2017-2021	162.0

Updated: 09/01/2020

Performance Target Justification

Impairment remains the most prevalent issue resulting in crashes. Impaired driving crashes and fatalities have remained consistent for decades. With the uncertainty surrounding COVID-19 and other compounding factors impacting partners, we do not expect a dramatic decrease in impairment related crashes or fatalities. During the COVID-19 pandemic, Washington has seen a drastic decrease in vehicle miles traveled (VMT) with a modest decrease in overall crashes. Without the adoption of new strategies and policy addressing the full gravity of the impaired driving issue, we will establish a maintenance goal for FFY 2021.

Linkage Between Program Areas

Summary of Impaired Driving Countermeasures, Activities and Projects		
Countermeasure	Activity	Project
Prevention	Conduct Culture Change	Neighborhood House – Most Steer Clear Project
Law Enforcement - HVE	Conduct DUI HVE Education and Enforcement	DUI HVE Paid Media
		Local HVE – DUI
		WSP HVE - Block Grant
	Support WSP DUI Unit	WSP Ignition Interlock Program
		WSP Drug Recognition Expert DRE) Training Program
		WSP Mobile Impaired Driving Unit
	Conduct Training - DUI	Seattle Police Department Impaired Driving Training
	Conduct Sustained Enforcement – DUI	Spokane County Sheriff's Office DUI Officer
		City of Spokane DUI Officer
Adjudication and Prosecution	Support TSRP's	TSRP 1
		City of Seattle – TSRP 2
		TSRP 3
		TSRP Support
Toxicology	Improve DUI Blood Testing	WSP Toxicology Lab
Treatment and Monitoring	Support 24/7 Programs	WASPC 24/7 Expansion
	Support DUI Courts	Des Moines DUI Accountability Court
		Spokane Municipal DUI Court
		DUI Training and Candidate Court

Problem Identification

Washington has been combating impairment in motor vehicle crashes for decades and has made good progress. Despite this, impairment remains the most frequent factor contributing to fatal crashes.

- Among the 1,640 traffic fatalities that occurred 2016-2018, 57.8 percent involved drivers, walkers, or bicyclists impaired by alcohol or positive for 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.
- In the past five years (2014-2018) the total number of drug and/or alcohol impaired drivers involved in fatal crashes has remained consistent. In alcohol impaired driver-involved and/or drug positive driver-involved fatal crashes:
    - 74 percent were male, and 26 percent were female.
    - The age group of 21-25 saw the most deaths. This is followed by ages 26-30, and then ages 31-35.

The impacts of two Washington initiatives continue to bring challenges:

- Initiative 1183 privatized liquor sales and distribution. The number of stores with hard liquor licenses increased from 328 in 2010 to 7,976 in 2019.
- Initiative 502 legalized the production, possession, delivery, and distribution of cannabis. Cannabis is easily accessible with over 500 retail stores statewide, and more licenses are being sold monthly.

Poly-drug use – combining two or more drugs, or one or more drugs mixed with alcohol – is becoming more prevalent in fatal crashes.

- In Washington the most common poly-drug in fatal crashes is alcohol combined with cannabis.
- Over a quarter of all fatalities involve a poly-drugged driver.
- For the first time in 2012, poly-drugged drivers became the most prevalent type of impaired driver involved in fatal crashes.
- Through 2016 the number of poly-drugged drivers in fatal crashes increased steadily an average of 15 percent every year.
- While this trend finally leveled off in recent years, in 2018, 68.2 percent of impaired drivers in fatal crashes where positive for multiple substances.

While alcohol and Tetrahydrocannabinol (THC) are the most frequent poly-drug combination, there are hundreds of unique drug combinations encountered among fatal crash-involved drivers in recent years. Many of these are prescription drugs. While some prescription drugs have abuse potential (such as opioids) that may cause high impairment, many prescription drugs also have an impairing effect on driving even when taken exactly as prescribed. A driver may not understand the impact their medication has on their driving abilities and may assume all drugs they take are safe simply because they were given these drugs by a doctor.

One of the best tools we have right now for combating drug impaired and poly-drugged driving is the Drug Recognition Expert (DRE) program.

Focus Populations

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

Impaired Drivers: WTSC engaged researchers from the Center for Health and Safety Culture (CHSC) in the Western Transportation Institute of Montana State University to better understand the state of beliefs, values, and reported behavior around impaired driving. The study demonstrated that 22 percent of respondents reported driving after drinking alcohol. Nine percent of respondents reported drinking and using cannabis within two hours of driving. These impaired drivers, that represent a diverse spectrum of Washington residents, are our focus population.

Countermeasure: Prevention

The best way to reduce impaired driving fatalities and serious injuries is to prevent impaired driving. Prevention includes:

- Educating the public about the dangers of substance abuse, including impaired driving.
- Promoting public awareness and positive community norms around sober driving.
- Enforcement to prevent over-serving.

Projected Safety Impacts

In Washington our DUI prevention work is centered around the Positive Culture Framework. This framework provides a theoretical basis for predicting intentional behavior based on cognitive components (or "thoughts"). Traffic Safety Culture is the shared belief system of a group of people, which influences their road user behaviors and stakeholder actions that influence traffic safety. All road users are participants in the state's traffic safety culture. This behavior can increase crash risk and severity (like speeding) or it can decrease crash risk and severity (like reducing drugged driving).

Rationale for Countermeasure Selection

There is strong research to support using a culture change approach to grow positive behaviors. We know that most road users make safe choices. We can leverage this large group of people making safe choices by integrating efforts to grow our traffic safety culture into existing programs and influence the smaller group of Washingtonians who engage in risky road user behaviors.

To accomplish this, we must seek allies who can influence those risky road users. Think of all the people and spaces surrounding an individual—family members, friends, teachers, coaches, co-workers, bosses, health professionals, law enforcement officers, community leaders, and legislators. Each contact helps to shape an individual's beliefs and attitudes. Each can also influence an individual's intention and willingness to engage in the desired behavior.

References

Washington Strategic Highway Safety Plan: Target Zero, Impaired Driving Chapter (p. 47) IMP.1.8 Continue statewide media campaigns to prevent underage use of alcohol and/or cannabis, prevent youth from riding with impaired drivers, and reduce overall misuse/ abuse by adult consumers (R, DOH).

National Academies of Sciences, Engineering, and Medicine. 2018. A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries. Washington, DC: The National Academies Press. https://www.nap.edu/catalog/25286/a-strategic-approach-to-transforming-traffic-safety-culture-to-reduce-deaths-and-injuries

Ward, N.J., Schell, W., Kelley-Baker, T., Otto, J., & Finley, K. (2018). Developing a theoretical foundation to change road user behavior and improve traffic safety: Driving under the influence of cannabis (DUIC). Traffic Injury Prevention, https://doi.org/10.1080/15389588.2018.1425548

Updated: 09/01/2020

Activity: Conduct Culture Change

With increasing prevalence of poly-drugged driving, WTSC partnered with the Center for Health and Safety Culture (CHSC) in the Western Transportation Institute of Montana State University to explore traffic safety culture in Washington as it relates to driving under the influence of cannabis and alcohol (DUI-CA). The survey highlighted the need to reach our focus populations. The focus of this activity will be youth ages 18-25 in King County with attention to youth of color and immigrant youth in South Seattle/South King County. The project will continue this research work and provide funding to implement traffic safety culture change.

Project: Neighborhood House – Most Steer Clear Project

This is a positive community norms project, which uses an aspect of the Positive Culture Framework to grow the positive culture of youth with the Most Steer Clear project. The grantee will expand our "Most Steer Clear" positive norms campaign that was launched in 2017 with support from WTSC to decrease the rates of youth driving under the influence of marijuana and alcohol in King County. The project will be used to expand on the current website, posters, and social media ads to grow the reach through King County, adding short videos on social media and utilizing Peer Health Educators on and off college campuses to reach 200,000 young adults, particularly youth of color and immigrant youth.

Intended Subrecipients

Neighborhood House is a 501(c)3 working in King County to address the needs of entire community with programs for early learning, youth education, family and social services, employment and adult education, health, and housing stability.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Community Traffic Safety Grant (FAST)	$80,000	$20,000	$80,000

Countermeasure: Law Enforcement - HVE

Enforcement of DUI laws acts as a deterrent to the behavior. Deterrence means enacting laws that prohibit driving while impaired, publicizing and enforcing those laws, and punishing the offenders. It includes High Visibility Enforcement (which includes overtime for patrol and media), traffic safety enforcement programs, DUI specific training for law enforcement officers, and other specific activities.

Projected Safety Impacts

This countermeasure, with all its components taken together are best practices recognized by NHTSA in their Uniform Guidelines for impaired driving programs.

Rationale for Countermeasure Selection

The enforcement of DUI laws, creates a deterrent effect. Deterrence works by changing behavior through the fear of apprehension and punishment. If drivers believe that impaired driving is likely to be detected and that impaired drivers are likely to be arrested, convicted, and punished, many will not drive while impaired by alcohol. This strategy influences the general driving public.

References

Washington Strategic Highway Safety Plan: Target Zero, Impaired Driving Chapter (p. 48)

Updated: 09/01/2020

Law Enforcement:
Countermeasures That Work: Chapter 1, Section 2.2, 2.5, 4.2, 5.2, and 7.1

Paid Media:
Countermeasures That Work: Chapter 1, Sections 5.2, 7.3, Chapter 5, Section 2.2

Activity: Conduct HVE DUI Education and Enforcement

This activity will use High Visibility Enforcement (HVE) that consists of many law enforcement officers patrolling a specific area looking for impaired drivers. These patrols usually take place at times and locations where impaired driving crashes commonly occur. Concurrently, the strategy supports paid media to publicize the added patrols and increase the perception of risk of apprehension and arrest.

Project: DUI HVE Paid Media

Paid media to support the DUI HVE patrols. WTSC will administer funds for contractors that will conduct media buys and coordinate with media outlets where our messaging will be purchased.

For more information on HVE Paid Media, please see Chapter 5, Communications, HVE.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Paid Advertising (FAST)	$376,000	$94,000	
164 Transfer Funds-AL	164 Alcohol	$564,000		

Project: Local HVE - DUI

Overtime funding for local law enforcement agencies statewide to participate in DUI HVE patrols.

Intended Subrecipients

Local law enforcement agencies statewide.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Police Traffic Services (FAST)	$500,000	$125,000	$500,000

Project: WSP HVE – Block Grant

Overtime funding for WSP to participate in DUI HVE patrols.

Intended Subrecipients

Washington State Patrol

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$350,000	$87,500	

Activity: Support WSP DUI Unit

This activity supports the WSP's Impaired Driving Section (DUI Unit) which in turn provides support to law enforcement agencies around the state. The WSP Impaired Driving Unit contains three separate programs that this project will partially fund. They include the Statewide DRE Program, Ignition Interlock Program, and the Mobile Impaired Driving Unit (MIDU). Following is a brief description of some of the priority work each of these separate programs will pursue with this project funding:

The Drug Recognition Expert (DRE) Program will support all law enforcement agencies during special DRE emphasis patrols and WTSC DUI campaign dates. These patrols target all impaired drivers and make available DREs as a resource to those working those patrols. It will also house the state's centralized DRE training database and be charged with providing all necessary certification training and tracking. The DRE program will also participate in and then take leadership of the DRE Advisory Board.

The MIDU program will provide support for HVE and community outreach programs with DREs across the state for emphasis patrols organized by the WSP but also for local agencies. The MIDU, a converted motor home, is a rolling DUI processing unit that arrives at events with not only facilities, but also expert staff certified to operate the BAC machines on board, and phlebotomists if blood draws are needed. It can greatly increase the capacity of a local agency to process DUI arrestees at an emphasis. It is also a visible deterrent.

The Ignition Interlock Program (IIP) works those convicted of a DUI, post-conviction, to gain interlock installation compliance through active education and enforcement. The program will conduct up to 250 compliance/education contacts of interlock customers who are unable to demonstrate a change in behavior. These individuals will be identified by their high alcohol level during failed vehicle starts or after the vehicle is in motion. They also conduct criminal investigations on those who circumvent the interlock device or fail to have it properly installed.

Project: WSP Ignition Interlock Program

Funding to support the WSP's Ignition Interlock Program. WSP provides regulations and oversight for ignition interlock companies and users.

Intended Subrecipients

Washington State Patrol

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
164 Transfer Funds-AL	164 Alcohol	$150,000		$50,000

Project: WSP Drug Recognition Expert (DRE) Training Program

Funding to support the WSP's DRE statewide program. The DRE State Coordinator is a WSP sergeant who works with the Washington State DRE Advisory Board and oversees and supports the DRE Regional Coordinators and all DREs statewide.

Intended Subrecipients

Washington State Patrol

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$275,000	$68,750	

Project: WSP Mobile Impaired Driving Unit

Funding to support the WSP's MIDU. The MIDU is a motorhome set up as a mobile DUI processing center. It is requested and used statewide to support law enforcement agencies and officers at events such as DUI emphasis patrols, fairs, festivals, concerts, and other public gatherings.

Intended Subrecipients

Washington State Patrol (WSP)

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$187,100	$46,775	

Activity: Conduct Training - DUI

The primary goal of this planned activity is to support the Seattle Police Department's goals of increasing the capacity and confidence of its officers to enforce DUI laws. Seattle Police Department is the largest police agency in Washington. The agency leadership is supportive of moving their workforce to being much more proactive in enforcing DUI laws and this project takes advantage of this administrative momentum. The primary objective is to eradicate drunk driving, eliminate impaired driving fatalities and provide the needed training to those officers tasked with contacting and processing impaired drivers so they can present solid, winnable cases to the city prosecutor's office. This work will be accomplished through several tactics including holding an ongoing series of trainings (which are also available to surrounding agencies). The training will include but not be limited to at least two DUI Detection & Standardized Field Sobriety Test (SFST) classes with Drinking labs & four Advanced Roadside Impaired Driving Enforcement (ARIDE) classes in the fiscal year.

Project: Seattle Police Department Impaired Driving Training

Provide funding to Seattle Police Department for ongoing DUI training for officers.

Supplies

A portion of this project may be used to provide supplies such as portable breath testers to officers attending DUI arrest training that do not have a PBT. NHTSA funded supplies will be used to support project efforts. Officers that have a PBT of their own – as opposed to one they must share with other officers – are more likely to make DUI arrests.

Intended Subrecipients

Seattle Police Department

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Police Traffic Services (FAST)	$50,000	$12,500	$50,000

Activity: Conduct Sustained Enforcement - DUI

Provide funding for Traffic Safety Enforcement Programs specific to DUI enforcement. This activity will support sustained DUI enforcement in locations with a high need and a demonstrated high level of officer proficiency at detecting and arresting impaired drivers. The first goal is to increase the grantees capacity to enforce impaired driving thereby addressing the high-risk behaviors of drivers responsible for the highest percentage of fatalities and the second highest percentage of serious injuries. It is envisioned that this activity will require a 1:1 match effectively leveraging the federal dollars. The second goal of this activity is to increase communication via outreach and education to the community on impaired driving's dangers and impacts with the anticipated goal of changing community norms and the anticipated outcome of reduced impaired driving and crashes.

Project: Spokane County Sheriff's Office DUI Officer

Provide funding for activities to support dedicated DUI enforcement at Spokane County Sheriff's Office.

Intended Subrecipients

Spokane County Sheriff's Office

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Police Traffic Services (FAST)	$122,747	$30,687	$122,747

Project: City of Spokane DUI Officer

Provide funding for activities to support dedicated DUI enforcement at Spokane Police Department.

Identified as an Evidence-Based Traffic Safety Enforcement Program (TSEP) in Chapter 15.

Intended Subrecipients

Spokane Police Department

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Police Traffic Services (FAST)	$77,500	$19,375	$77,500
164 Transfer Funds-AL	164 Alcohol	$77,500		$77,500

Countermeasure: Adjudication and Prosecution

Support for a Traffic Safety Resource Prosecutor (TSRP) program is a NHTSA identified best practice. This countermeasure strategy is designed to provide support for prosecutors across the state that are attempting to convict those arrested for driving under the influence. This is a critical piece of the state's DUI social ecology as it supports the other portions of the DUI landscape and is often an area where support is needed.

Projected Safety Impacts

This countermeasure will increase the ability of prosecutors to successfully prosecute those arrested for DUI. Prosecution is a part of enforcing impaired driving laws and contributes to both general and specific deterrence of impaired driving. Prosecutors and judges may be handling hundreds of diverse cases at one time and may lack the experience necessary to prosecute a scientifically and legally complex caseload of DUIs. This issue is confounded in smaller jurisdictions with fewer resources. Prosecutors must have expert resources, either through training or by coordinating caseloads with TSRPs, to effectively prosecute impaired driving offenses.

Rationale for Countermeasure Selection

Impaired driving is the leading cause of traffic fatalities on our roads. Over half of all traffic deaths between 2015 and 2017 involved alcohol or drug impairment. Impairment is the most common factor in the fatality collisions. DUI, Vehicular Assault, and Vehicular Homicide cases often present enormous challenges to prosecutors. These cases tend to be technically complex based upon unfamiliar scientific principles. The defense bar tends to be sophisticated, well-organized, and effective in defending defendants charged with impaired driving crimes. A prosecutor is more likely to face extensive briefing, motions, and a defense expert witness in the prosecution of an impaired driving case than in any other prosecution. Furthermore, District Court and Municipal Court prosecutors tasked with prosecuting most of these cases tend to be the newest, least experienced prosecutors who are also required to manage an overwhelming case load. In these cases, a less experienced prosecutor is often pitted against a seasoned, veteran defense attorney who specializes in DUI and traffic offenses. Additionally, these cases tend to be continued for extended periods as the defense hopes that the State's evidence will ultimately fade with time.

TSRPs provide training for prosecutors on traffic safety programs, provide technical assistance to law enforcement officers and prosecutors, and serve as second chairs on complex impaired driving cases that include evidentiary standards of reliability for scientific proof. TSRPs are effective in prosecuting and winning DUI cases. In addition to their work with prosecutors, a TSRP will respond to queries from law enforcement and other stakeholders on recent law changes, defense challenges, and court procedures. They conduct research on a variety of topics unique to the state for use in legal memoranda, at hearings, for trial, or on appeal.

References

- Washington Strategic Highway Safety Plan: Target Zero, IMP 3. Prosecute, sanctions and treat DUI offenders. IMP 3.2
- Countermeasures That Work: Chapter 1, page 34
- NHTSA recommended best practice

Updated: 09/01/2020

Activity: Support TSRPs

This activity is designed to provide funding and support for up to three TSRPs. These TSRPs provide training, education, and technical support to other prosecutors and law enforcement agencies. They increase the capacity of both groups in successfully prosecuting DUI cases and help prevent bad case law. We intend to provide support for organizations to host these TSRPs at the Seattle Prosecuting Attorney's Office, A two TSRP positions will be vacant and may be filled at some point in FFY 2021 if a suitable agency/candidate is located. This activity also includes a grant to the WTSC in order to provide funding for training, contract services and other support for the three TSRPs.

Project: TSRP 1

Provide funding for ongoing support of the Washington State TSRP Program by funding an additional TSRP at a yet to be identified host agency.

Intended Subrecipients

To be determined

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$160,000	$40,000	

Project: City of Seattle – TSRP 2

Provide funding for ongoing support of Miriam Norman, the TSRP located in the City of Seattle Prosecutor's Office.

Intended Subrecipients

City of Seattle Prosecuting Attorney's Office

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$160,000	$40,000	

Project: TSRP 3

Provide funding for ongoing support of the Washington State TSRP Program by funding an additional TSRP at a yet to be identified host agency.

Intended Subrecipients

To be determined

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$160,000	$40,000	

Project: TSRP Support

Provide a program support budget to the Washington State TSRP program.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low – Flex (FAST)	$70,000	$17,500	

Countermeasure: Toxicology

This countermeasure is designed to support the DUI ecology by providing law enforcement officers and prosecutors with comprehensive alcohol and drug testing results in a timely manner; and to provide comprehensive impaired driving, traffic fatality, and drug statistics to customers such as WTSC, Department of Licensing, Department of Health, University of Washington, and other researchers.

Projected Safety Impacts

Following an arrest, the adjudication and prosecution process is important in holding impaired drivers accountable. The system relies on receiving the results of blood tests from the state toxicology laboratory in a timely manner. Currently, there is a growing backlog of DUI cases in Washington. The Washington State Toxicology Laboratory has seen a 45 percent increase in case submissions over the past five years, which has caused a backlog of untested results. The resulting turnaround time for case completion has drastically increased (from three weeks to over 100 days). Additional scientists are necessary to process the additional cases. This backlog is jeopardizing the ability of the judicial system to process DUI cases in a timely manner and putting public safety at risk, as many judges will not impose conditions of pre-trial release without the test results. WTSC invests funds designed to reduce the test result backlog. The ability to receive timely test results will allow prosecutors and judges to protect the public by imposing pre-trial conditions such as installing ignition interlock on DUI suspects.

Rationale for Countermeasure Selection

Following an arrest, the adjudication and prosecution process is important in holding impaired drivers accountable. The system relies on receiving the results of blood tests from the state toxicology laboratory in a timely manner.

References

Washington Strategic Highway Safety Plan: Target Zero, Impaired Driving Chapter (p. 49)

Countermeasures That Work: Chapter 1, Section 7.1, 7.2
Governors Highway Safety Association, Drugged Driving, A Guide for States, April 2017, page 44
https://www.ghsa.org/sites/default/files/2017-07/GHSA_DruggedDriving2017_FINAL_revised.pdf

Activity: Improve DUI Blood Testing

Provide funding to support the Washington State Toxicology Lab. Specifically, the WSP Toxicology Lab will screen and confirm suspected impaired driving cases for alcohol/volatiles and marijuana/THC, and conduct technical reviews, enter data, and finalize toxicology reports. The funding will further support the toxicology lab in reducing the backlog of cases.

Project: WSP Toxicology Lab

Support the state toxicology lab with resources, testing supplies/materials, and training to expedite the processing of blood testing for DUI prosecution and addressing the backlog.

Supplies

This project will fund and support blood test evidence kits for law enforcement agencies. The kits purchased with this project will only be used for drug/alcohol blood testing, and not for blood evidence collection/testing in non-traffic crimes.

Intended Subrecipients

Washington State Patrol State Tox Lab

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$400,000	$100,000	

Countermeasure: Treatment and Monitoring

This countermeasure is designed to prevent high-risk impaired drivers from reoffending by targeting the root causes of their impaired driving. Often these are related to mental health issues including addiction.

Projected Safety Impacts

Treatment and monitoring allow the legal and medical system to identify the alcoholic DUI offender early in the process to encourage treatment. This countermeasure includes two intervention methods: DUI courts and 24/7 programs.

DUI treatment courts are the most successful strategy for holding repeat impaired drivers accountable while ensuring they receive life-saving treatment. DUI treatment courts are specialized, comprehensive court programs that provide individual treatment, supervision, and accountability for repeat DUI offenders. These specialty courts follow the well-established drug court model and are based on the premise that impaired driving can be prevented if the underlying causes, such as substance use and mental health disorders, are identified and addressed.

The 24/7 Sobriety Program is a 24 hour a day, seven day a week monitoring program in which a participant submits to testing in order to determine the presence of alcohol, cannabis, or any other controlled substance. The program provides an alternative to incarceration.

Rationale for Countermeasure Selection

This countermeasure supports the Impaired Driving program. The activities listed below have been shown to decrease recidivism rates greater than enforcement alone. They are an integral component in Washington's impaired driving program.

References

Countermeasures That Work: Chapter 1, Sections 3.1, 4.4

DUI Courts:

A Michigan study found that participants were 19 times less likely to be rearrested for another impaired driving offense than offenders processed through a traditional court. DUI courts were also determined to be cost-effective and efficient. https://www.dwicourts.org/wp-content/uploads/2016/09/MN_DWI_All_Site_Summary_August_2014_FINAL_FOR_OTS.pdf

Michigan Supreme Court and NPC Research. (2008). Michigan DUI courts outcome evaluation: Final report executive summary. Lancing, MI: Michigan Supreme Court State Court Administrative Office.

A Georgia evaluation found that DWI court participants had a recidivism rate of 15 percent compared to a recidivism rate of 35 percent among DWI offenders who were processed through traditional courts. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3256828/

Fell, J. C., Tippetts, A. S., & Langston, E. A. (2011). An evaluation of the three Georgia DUI courts (Report No. DOT HS 811 450). Washington, DC: National Highway Traffic Safety Administration. Retrieved from www.nhtsa.gov/staticfiles/nti/pdf/811450.pdf

24/7 Sobriety Programs:

A Research and Development (RAND) study finds 24/7 reduced the probability a participant was re-arrested or had probation revoked at 12 months by 49 percent, at 24 months by percent, and at 36 months by 26 percent. https://pdfs.semanticscholar.org/bc18/b5eb167dfb66a2628ba54754dd745ec9e2ba.pdf

Activity: Support 24/7 Programs

Support the startup and expansion of 24/7 programs. The 24/7 Sobriety Program is a 24 hour a day, seven day a week monitoring program in which a participant submits to testing in order to determine the presence of alcohol, cannabis, or any other controlled substance. The program provides an alternative to incarceration. This activity will provide support to the Washington Sheriff and Police Chief's (WASPC) Association to promote this program to its members–a task for which it is uniquely positioned.

Project: WASPC 24/7 Expansion

Provide funding for ongoing support to WASPC for expansion of 24/7 Sobriety Program.

Intended Subrecipients

WASPC and up to two local law enforcement agencies that are creating a local 24/7 Program.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
164 Transfer Funds-AL	164 Alcohol	$20,000		$20,000

Updated: 09/01/2020

Activity: Support DUI Courts

DUI Courts are specialized courts dedicated to changing the behavior of DUI offenders through intensive supervision and treatment. A dedicated DUI court provides a systematic and a coordinated approach to prosecuting, sentencing, monitoring, and treating DUI offenders. DUI Courts follow the National Center for DWI Courts training curriculum and established guiding principles.

National Center for DWI Courts: https://www.dwicourts.org/

Project: Des Moines DUI Accountability Court

Provide funding for ongoing support of the Des Moines DUI Court.

Intended Subrecipients

City of Des Moines

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
164 Transfer Funds-AL	164 Alcohol	$70,000		$70,000

Project: Spokane Municipal DUI Court

Provide funding for ongoing support of the Spokane DUI Court.

Intended Subrecipients

City of Spokane

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Community Traffic Safety Grant (FAST)	$51,000	$12,750	$51,000
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST	$12,000	$3,000	

NADCP conference was canceled due to COVID-19 for FFY 2020. Carrying forward $12,000 from FFY 2020 to cover travel for participants to attend this conference. It was not included in the FFY 2021 grant amount.

Project: DUI Training and Candidate Court

Provide funding for ongoing support of an additional DUI Court. This project provides funding to prospective DUI Court programs to attend national trainings and expenses related to starting a new program.

Intended Subrecipients

Potential DUI treatment courts and DUI court specialists.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
164 Transfer Funds-AL	164 Alcohol	$100,000		$100,000

Chapter 9: Speed Program

One in every three fatal crashes between 2015 and 2017 involved speeding as a contributing factor. The WTSC speed program supports Traffic Safety Enforcement Program (TSEP) efforts.

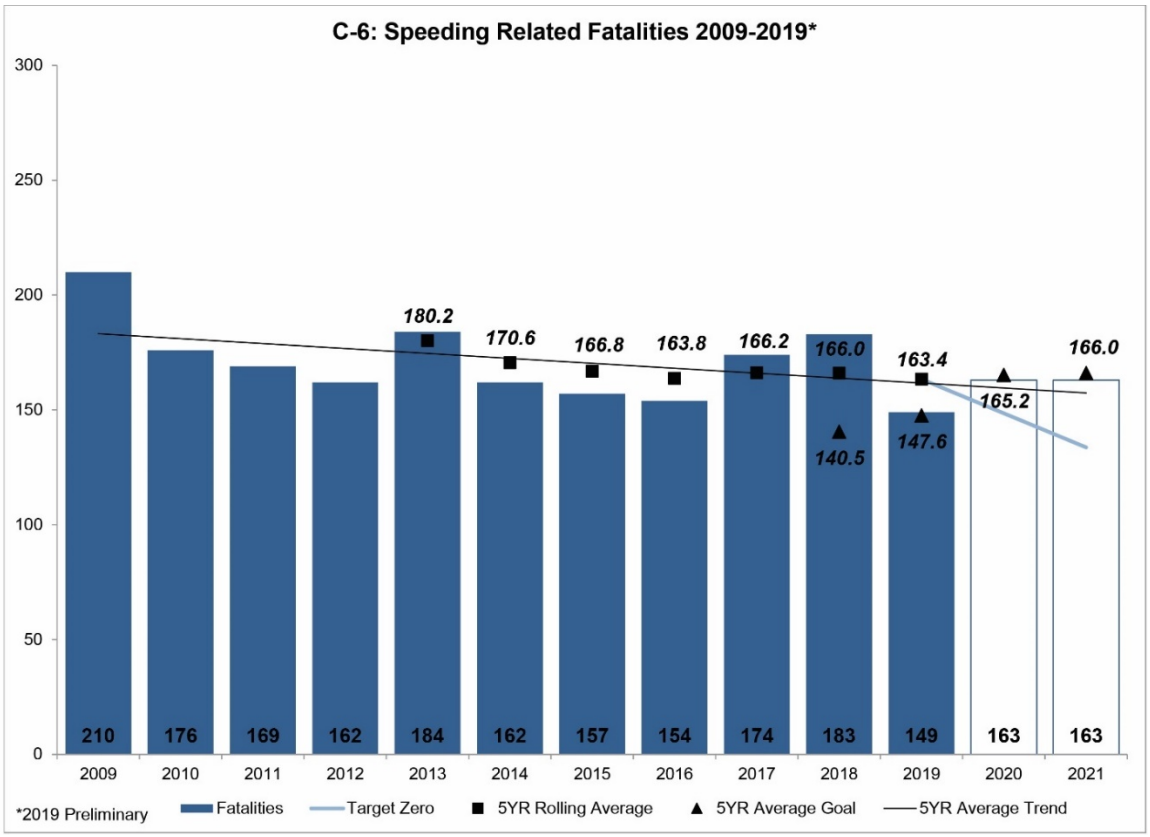
Performance Measures and Targets

The Speeding Program is linked to the following Performance Measures and Targets.

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-6: Speeding Related Fatalities	2021	2017-2021	166.0

Performance Measure: C-6: Speeding-Related Fatalities (FARS)

Progress: **In Progress**



Program-Area-Level Report

The 2020 target included in the FFY 2020 HSP for speeding-involved fatalities was 165.2 (2016-2020 Rolling Average Value). This target was set on the value of the linear trend line according to the data available at the time the target was set. According to the revised trend line used to develop the 2021 target for FFY 2021, it appears that the FFY 2020 HSP target could be met. In order to reach the 2016-2020 Rolling Average Target of 165.2, the total number of speeding involved fatalities in 2020 would have to be less than 166. The target remains "in progress" until full year 2020 data becomes available.

Performance Plan Targets

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-6: Speeding Related Fatalities	2020	2016-2020	165.2
2021	C-6: Speeding Related Fatalities	2021	2017-2021	166.0

Performance Target Justification

The speeding program has set a maintenance target (equal to the most recent five-year rolling average) due to the following:

- WTSC has limited opportunities to address speeding.
- Washington State laws currently do not permit automated enforcement outside of a few narrow circumstances.
- COVID-19 has decreased traffic on the highway but traffic speed has increased.

Program Description

Highly Visible Enforcement is a strategy that WTSC Speed Program uses to keep driver's speed at or below the posted speed. Tickets written during such enforcement help to deter future speeding. The Speed Program focuses funding for WSP to conduct additional speed emphasis patrols at times and locations when speeding is especially problematic. The most effective strategies for keeping traveling speed appropriate for the environment are engineering and design efforts. WSDOT and local governments have embraced the safe systems approach of considering speed, infrastructure, vehicles and people. This approach is described in Washington's Strategic HSP, Target Zero starting on page 192. Cities such as Seattle and Bellevue are using proactive traffic safety approaches to reducing speed within their Vision Zero plans. WTSC also focuses state dollars on reducing speed in school zones through the school zone safety account. In Washington, speeding in a school zone carries twice the fine of a regular speeding ticket. Half of those funds go to the school zone safety account where WTSC uses these funds to increase flashing school zone lights, to develop safe walk route plans and to provide law enforcement the tools they need to effectively enforce school zone. Together, these efforts are focused on reducing speeding related fatalities.

Linkage Between Program Areas

Summary of Communications Countermeasures, Activities and Projects		
Countermeasure	**Activity**	**Project**
Traffic Safety Enforcement Program (TSEP)	Conduct TSEP Speed Enforcement	WSP TSEP Speeding

Problem Identification

Speeding is a major factor contributing to motor vehicle crash fatalities in Washington State. From 2016 to 2018 speeding was involved in 31 percent of fatalities. Nearly 70 percent of speeding involved fatalities are "too fast for conditions" as opposed to "exceeding posted speed" and involved leaving the roadway, most predominately in curves. Younger drivers are more likely to be speeding than are older drivers in fatal crashes. Due to dramatic decreases in vehicle miles traveled due to the pandemic, and as reported around the nation, average speeds during the months of March-May 2020 have increased dramatically. Law enforcement are reporting increases in egregious speeding violations and many fatal crashes have resulted. While it is yet to be seen how the pandemic will fully impact this area of traffic safety, we predict we may see more "exceeding posted speed" fatal crashes in

2020. To combat the decrease in enforcement due to the pandemic, the speeding program will focus on TSEP in FFY 2021.

Focus Populations

A 2019 report from the Governors Highway Safety Association, "Speeding Away from Zero: Rethinking a Forgotten Traffic Safety Challenge," identified four different categories of speeding drivers: deliberate speeders, typical speeders, situational speeders, and unintentional speeders. Deliberate speeders engage in more aggressive and deliberate speeding events. They engage in risky driving behaviors more often than other driver types. Deliberate speeders had the most favorable attitude towards speeding. Young males were more prevalent in this category. Typical speeders comprise the largest number of drivers with an even distribution across all driver demographics. These drivers engage in casual speeding most often compared to the other groups. Situational speeders engage in minimal amounts of aggressive and cruising speeding. They are only slightly more likely than unintentional speeders to engage in speeding events. This group did not share the same favorable views regarding not speeding as unintentional speeders. Unintentional speeders generally engage in incidental and casual speeding. These speeders have attitudes and beliefs that are most favorable towards not speeding. Both situational and unintentional speeders are mostly comprised of older drivers.

Countermeasure: Traffic Safety Enforcement Program (TSEP)

Projected Safety Impacts

HVE campaigns have been used to deter speeding and aggressive driving through specific and general deterrence. In the HVE model, law enforcement targets certain high-crash or high-violation geographical areas using either expanded regular patrols or designated aggressive driving patrols. The objective is to convince the public that speeding and aggressive driving actions are likely to be detected and that offenders will be arrested, cited, or fined.

Rationale for Countermeasure Selection

Traffic safety enforcement of speeding violations is a recommended strategy to address speeding. It is one of the few strategies available to WTSC to fund through behavior-focused grants. Automated speed enforcement is not currently an option in Washington.

References

Countermeasures that Work: Chapter 3, Sections 2.2, 2.3, and 4.1.

Washington Strategic Highway Safety Plan, Target Zero SPE.1.2 Conduct High Visibility Enforcement efforts at locations where speeding-related crashes are more prevalent.

Activity: Conduct TSEP Speed Enforcement

The planned activity is to fund overtime patrols that will be carried out by members of the Washington State Patrol. WSP troopers will take part in special patrols during events across the state and target certain high-crash or high-violation geographical areas using either expanded regular patrols or designated aggressive driving patrols. The objective is to create a perception among the driving public that speeding and aggressive driving actions are likely to be detected and that offenders will be arrested, cited, or fined.

Project: WSP TSEP Speeding

This project funds overtime for WSP troopers to take part in special patrols during events across the state. In this project, troopers target certain high-crash or high-violation geographical areas using either expanded regular patrols or designated aggressive driving patrols. The objective is to create a perception among the driving public that speeding and aggressive driving actions are likely to be detected and that offenders will be arrested, cited, or fined.

Intended Subrecipients

Washington State Patrol

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low - Flex (FAST)	$100,000	$25,000	

Chapter 10: Motorcycle Safety

Motorcycles represent just four percent of the registered passenger vehicles in Washington but accounted for 14 percent of fatalities (377 of 2,659) between 2014 and 2018. Preliminary data for 2019 reports 92 motorcycle rider fatalities, the most since 1982. The Fatality Analysist Reporting System (FARS) and Washington's Department of Licensing (DOL) report that one in five motorcycle crashes results in serious injuries or fatalities. NHTSA estimates that per vehicle mile traveled, motorcycle riders are killed at 27 times the rate of other vehicle occupants.

The common belief that most motorcycle crashes are caused by other motorists is inaccurate. DOL reports that 75 percent of all fatalities are due to motorcycle rider error. Impairment by drugs and/or alcohol, speeding, improperly negotiating curves and corners, and improper passing are the major risk factors for most serious injury and fatal motorcycle crashes.

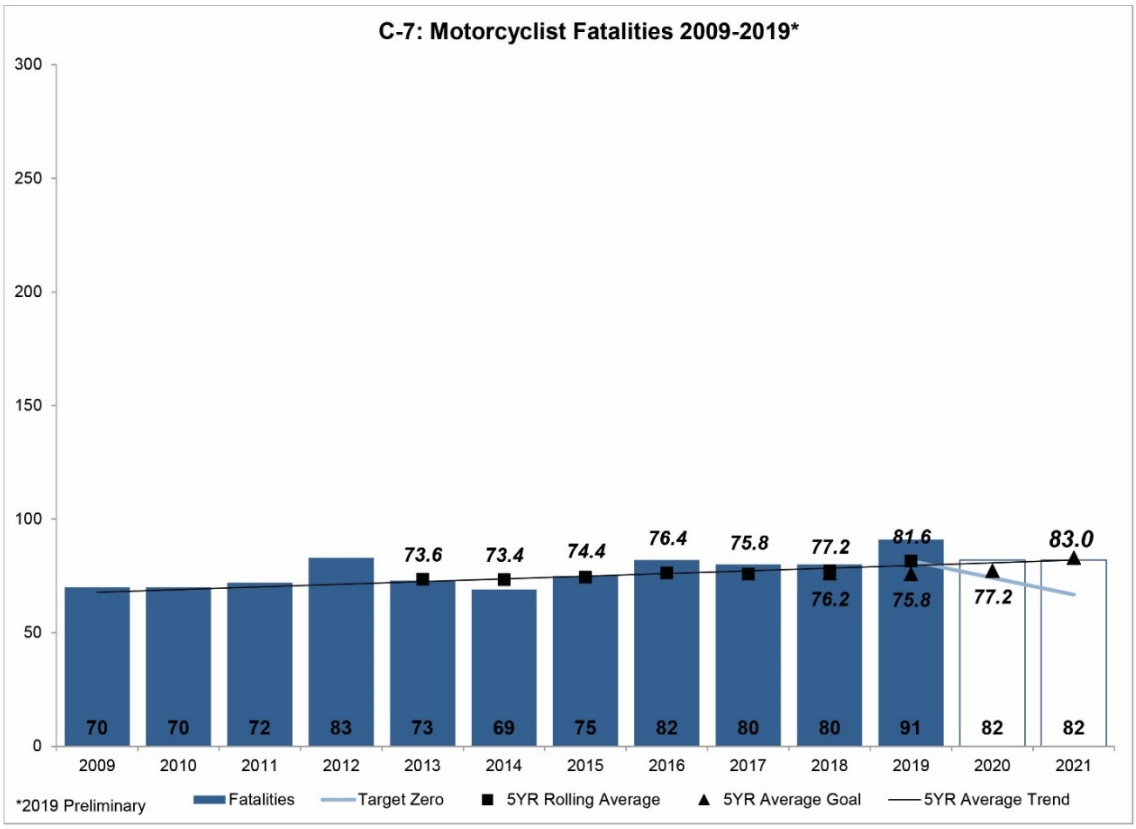
Performance Measures and Targets

The Motorcycle Safety Program is linked to the following Performance Measures and Targets.

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-7: Motorcyclist Fatalities	2021	2017-2021	83.0
2021	C-8: Unhelmeted Motorcyclist Fatalities	2021	2017-2021	0.0

Performance Measure: C-7: Number of Motorcycle Fatalities (FARS)

Progress: **In Progress**



Updated: 09/01/2020

Program-Area-Level Report

The 2020 target included in the FFY 2020 HSP for motorcyclist fatalities was 77.2 (2016-2020 Rolling Average Value). This target was set equal to the most recent rolling average value according to the data available at the time the target was set. According to the revised trend line used to develop the 2021 target for FFY 2021, it is possible that the FFY 2020 HSP target will be met; however, since 2019 had the highest recorded motorcyclist deaths in decades, and 2020 is proving to be equally deadly for motorcyclists, it is unlikely the target will be met. In order to reach the 2016-2020 Rolling Average Target of 77.2, the total number of motorcyclist fatalities in 2020 would have to be less than 53. The target remains "in progress" until full year 2020 data becomes available.

Performance Plan Targets

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-7: Motorcyclist Fatalities	2020	2016-2020	77.2
2021	C-7: Motorcyclist Fatalities	2021	2017-2021	83.0

Performance Target Justification

So far in 2020, Washington has seen a more mild and dry winter and spring than normal. We are forecasted to have a warmer and drier summer than normal, which increases the number of motorcycles on our roads.

Based on lower traffic volumes as a result of COVID-19 impacts, more people are riding (while following social distancing rules). Therefore, riders are out earlier in the year in higher volume. Law enforcement is reporting higher speeds due to decreased traffic volumes.

The goal is to always improve. While the first five months of 2020 may look like 2019, we still believe our portfolio of grants will work to reduce crashes. Although not likely to reach the Target Zero goal. The goal was set based on the assumption that 2020 and 2021 deaths will be at or lower the most recent five-year average.

Performance Measure: C-8: Number of Unhelmeted Motorcycle Fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

The 2020 target included in the FFY 2020 HSP for unhelmeted motorcyclist fatalities was zero (2015-2020 Rolling Average Value). The target remains "in progress" until full year 2020 data becomes available.

Performance Plan Targets

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-8: Unhelmeted Motorcyclist Fatalities	2020	2016-2020	0.0
2021	C-8: Unhelmeted Motorcyclist Fatalities	2021	2017-2021	0.0

Performance Target Justification

Washington has a universal motorcycle helmet law therefore our goal is always zero for this measure. For most years, we achieve zero unhelmeted motorcyclist fatalities. However, every year there are fatalities that involve misuse of helmets or helmets that are not compliant with Department of Transportation standards.

Program Description

The Washington Motorcycle Safety Program focuses on proven strategies and best practices that will reduce serious motorcycle crashes. Motorcycle rider training (beginner and advanced), endorsements, motorist awareness, and law enforcement patrols to influence and change dangerous rider behaviors are the biggest factors in reducing crashes.

Education, Training and Endorsement:

The Washington Motorcycle Safety Program is statutorily (RCW 46.20.520) obligated to perform several tasks one of which is public awareness of motorcycle safety. DOL and WTSC work together on motorist awareness issues regarding motorcycles. We do this in many ways including:

- Video messaging and blogs on our websites
- Social media outreach
- Static and virtual messaging in DOL Licensing Offices
- As part of DOL Traffic Safety Education Program.

Every May we work on the national Motorcycle Safety Awareness Month activities with social media posts, a statewide press release, and WSDOT variable message signs with the message "Watch Out For Motorcycles." Around 5-6 years ago, we partnered with the Washington State Department of Transportation to install permanent road signs in rest areas statewide that included the message "Look Twice – Save a Life, Watch For Motorcycles." Those signs are still in place today.

WTSC's program to enhance motorists' awareness of the presence of motorcyclists is woven throughout Washington 2021 Highway Safety Plan in the following chapters:

Chapter 5, Communications, page 38
Chapter 10, Motorcycle Safety Program, pages 84-86

This countermeasure is based on research conducted by NHTSA, WTSC, and DOL that demonstrates that riders with beginner and advanced training and a motorcycle endorsement are less likely to be involved in a fatal or serious-injury crash. The strategy will also rely on convenience–ensuring training classes are easily accessible for all riders.

Traffic Safety Enforcement Program (TSEP) patrols:

TSEP is a proven strategy by NHTSA to influence drivers and riders and change bad behavior. Law enforcement officers can help deter dangerous motorcycle riding behavior. They can also deter dangerous behaviors by all other motor vehicle drivers when operating around motorcycles.

Linkage Between Program Areas

Summary of Motorcycle Safety Countermeasures, Activities and Projects		
Countermeasure	**Activity**	**Project**
Motorcycle Rider Training and Endorsements	Motorcycle Safety Program Support	DOL's Motorcycle Safety Program
		WTSC's Motorcycle Safety Program
Motorcycle Traffic Safety Enforcement Program (TSEP)	TSEP patrols including media	Motorcycle TSEP - WSP
		Motorcycle TSEP - Local
		Motorcycle TSEP - Paid Media

Problem Identification

- From 2014 to 2018 in our state, motorcycles made up just three percent of the registered vehicles, but accounted for nearly 14 percent of all traffic fatalities (377 of 2,659).
- About one in five motorcycle crashes result in serious injury or death.
- Impairment and speeding are major contributing factors, and most fatalities are male.
- The federal government estimates that, per vehicle mile traveled, the number of deaths on motorcycles is over 26 times the number in cars.
- The common belief that most motorcycle crashes are caused by other motorists is inaccurate. In actuality, 75 percent of all fatalities are due to motorcycle rider error. When we break this down by type of motorcycle, the risky nature of sport bikes again shows up–86 percent of their fatalities were caused by riders.
- Impairment by drugs and/or alcohol, speeding, and improper passing are the major risk factors for most serious and fatal injury motorcycle crashes.
- Washington is using education for both motorcycle operators and other drivers, as well as a focus on training and licensing endorsement, to address motorcycle fatalities and serious injuries.
- Sport bikes have increased in their proportion of fatal crashes. They are primarily ridden by younger operators who are more likely to be unendorsed.
- Currently, motorcycles may be purchased and registered in Washington without a valid motorcycle endorsement. This contributed to the fact that from 2016 to 2018, around one-third of riders involved in fatal crashes were not endorsed to be riding a motorcycle.

Focus Populations

Recent research conducted jointly between WTSC and DOL points to a number of high priority audiences.

- Young male riders 19-25 years old and older male riders 45+ years old
- Riders who drive sport style motorcycles, and riders who drive larger cruiser style motorcycles
- Drivers of other passenger vehicles

Countermeasure: Motorcycle Rider Training and Endorsements

This strategy seeks to influence the target audience to obtain their motorcycle endorsement through a peer-to-peer mentoring program and a direct mail campaign.

Projected Safety Impacts

This strategy is designed to reduce fatal and serious injury motorcycle crashes by influencing the target audience to seek out motorcycle training. With more training, riders are more likely to avoid crashes due to increased skills and knowledge.

Rationale for Countermeasure Selection

This countermeasure strategy is based on research conducted by NHTSA and the Research and Data Division of WTSC that demonstrates that riders with a motorcycle endorsement are less likely to be involved in a fatal or serious-injury crash. This strategy seeks to influence this audience to obtain their motorcycle endorsement through a peer-to-peer mentoring program and a direct mail campaign. This strategy is based on the fact that motorcycle riding is often a group activity. The strategy uses Facebook ads targeted at users who have self-identified as sport bike riders. The messaging will also be distributed via direct mailings using the DOL motorcycle registration database.

The strategy will also rely on convenience – ensuring training classes are easily accessible. The DOL trainers will target zip codes with the highest number of registered sport bikes and boost the number of endorsement classes offered in those locations so that they are convenient and conducted year-round.

References

Countermeasures That Work: Chapter 5, Section 3.1, 3.2

Washington Strategic Highway Safety Plan, Target Zero strategies:

MCX.1.2 Increase number of riders participating in safety training. (U) Education
MCX.1.4 Conduct targeted safety/endorsement media outreach and education. (U) Education
MCX.1.5 Conduct outreach to registered owners of motorcycles who are not endorsed. (U) Education
MCX.1.6 Increase opportunities for motorcyclist field training. (U)

Activity: Motorcycle Safety Program Support

Support for DOL and WTSC state motorcycle safety programs. NHTSA 405(f) funding supports motorcycle safety programs for rider training and motorist awareness.

Project: DOL's Motorcycle Safety Program

Funding to support DOL's Motorcycle Safety Program. They manage the motorcycle training schools and endorsements. WTSC and DOL work closely through the state motorcycle safety work group to coordinate our efforts.

Intended Subrecipients

Washington State Department of Licensing

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405f Motorcycle Programs	405f Motorcycle Programs (FAST)	$45,000	$11,250	

Project: WTSC's Motorcycle Safety Program

Funding to promote and enhance motorcycle training from WTSC's Motorcycle Safety Program, including the It's A Fine Line campaign.

Intended Subrecipients

WTSC is the funding recipient and will administer the funds for the motorcycle safety program activities.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405f Motorcycle Programs	405f Motorcycle Programs (FAST)	$50,000	$12,500	

Countermeasure: Motorcycle Traffic Safety Enforcement Program (TSEP)

TSEP is a proven strategy recommended by NHTSA to influence drivers and riders and change bad behavior. This countermeasure is designed to reduce fatal and serious injury motorcycle crashes by increasing the presence and visibility of motorcycle enforcement in areas with demonstrated need.

Projected Safety Impacts

Law enforcement officers can help prevent motorcycle crashes by deterring dangerous motorcycle riding behavior. They can also deter dangerous behaviors by all other motor vehicle drivers when operating around motorcycles by increasing the visibility of the patrols and increasing the perception of the risk of engaging in illegal or risky riding behaviors. This effect can be magnified when executed in conjunction with an effective media campaign before and during the patrols. These extra messages can warn riders and drivers of the increased patrols, educate them about causation factors of motorcycle crashes, and explain they are the reasons for the patrols.

Rationale for Countermeasure Selection

TSEP is a proven strategy recommended by NHTSA to influence drivers and riders and change bad and dangerous behaviors.

References

Countermeasures That Work: Chapter 4, Sections 2.1, 22

Activity: TSEP Patrols Including Media

WTSC will fund summer, event-based TSEP patrols and expand TSEP patrols to the counties with the largest number of registered motorcycles and motorcycles crashes. This will include Pierce, King, Snohomish, Clark, Yakima, and Spokane Counties. WTSC will also coordinate and support TSEP patrols during motorcycle events in Kittitas County (ABATE Spring Opener), Ocean Shores (Hog Wild), and Anacortes (Oyster Run).

Project: Motorcycle TSEP - WSP

Funding to support WSP's participation in TSEP motorcycle safety patrols.

Identified as an Evidence-Based Traffic Safety Enforcement Program (TSEP) in Chapter 15.

Intended Subrecipients

Washington State Patrol

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$100,000	$25,000	

Project: Motorcycle TSEP - Local

Funding to support local law enforcement agency participation in TSEP motorcycle safety patrols.

Identified as an Evidence-Based Traffic Safety Enforcement Program (TSEP) in Chapter 15.

Intended Subrecipients

Local law enforcement agencies in Snohomish, King, Pierce, Clark, Yakima, and Spokane Counties.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
164 Transfer Funds-AL	164 Transfer Funds-AL	$150,000		$150,000

Project: Motorcycle TSEP – Paid Media

Funding for paid media buys to support TSEP motorcycle safety patrols. For detailed information about TSEP paid media, please see Chapter 5, Communications, TSEP Media.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Paid Advertising (FAST)	$100,000	$25,000	

Chapter 11: Young Drivers

This program seeks to drive positive behavior change by building programs directed towards young drivers, parents/guardians, and traffic safety instructors. Its purpose is to develop programs and messages capable of influencing the behavior of young drivers and creating a system with critical resources for the most important influencers on young drivers: parents/guardians and traffic safety instructors.

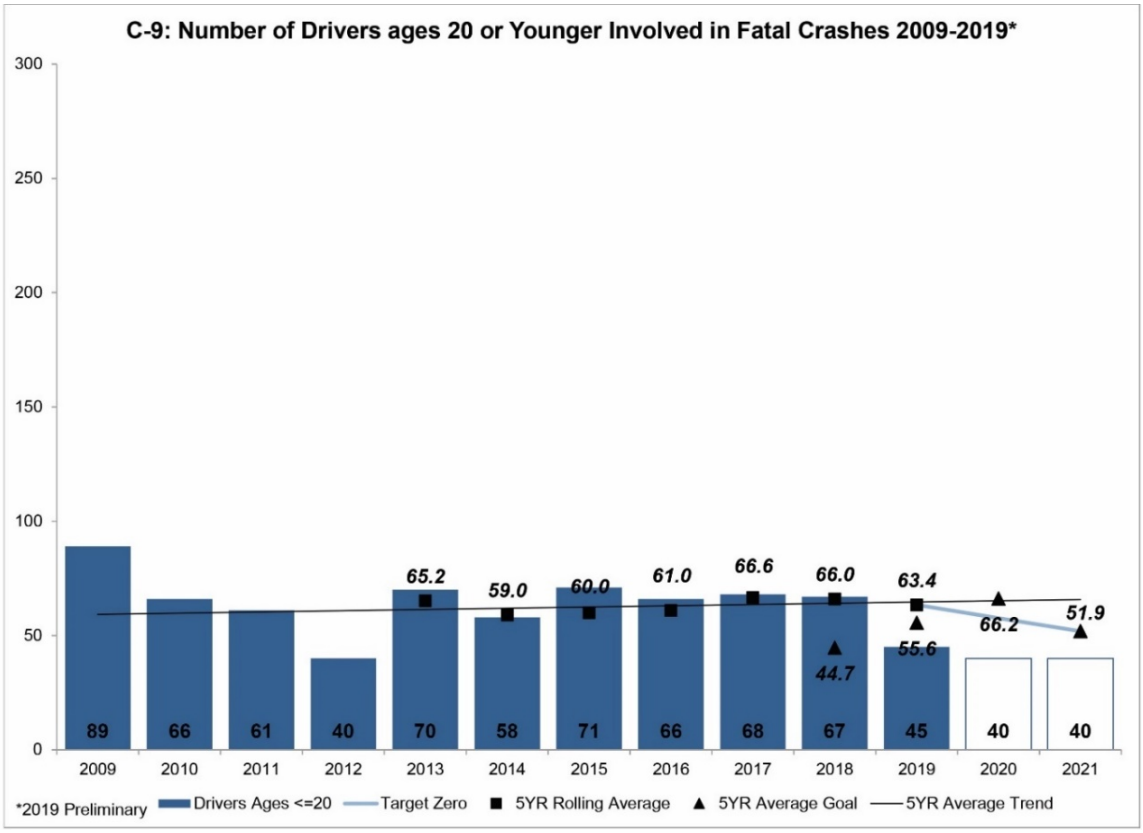
Performance Measures and Targets

The Young Driver Program is linked to the following Performance Measures and Targets.

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-9: Number of Drivers Ages 20 or Younger Involved in Fatal Crashes	2021	2017-2021	51.9
2021	APM-2: Number of Drivers Ages 21-25 Involved in Fatal Crashes	2021	2017-2021	101.6

Performance Measure: C-9: Number of Drivers Age 20 or Younger Involved in Fatal Crashes

Progress: **Met**



Updated: 09/01/2020

Program-Area-Level Report

The 2020 target included in the FFY 2020 HSP for the number of drivers ages 20 and younger involved in fatal crashes was 66.2 (2016-2020 Rolling Average Value). This target was set equal to the most recent rolling average according to the data available at the time the target was set. According to the revised trend line used to develop the 2021 target for FFY 2021, it appears that the FFY 2020 HSP target will be met. In order to reach the 2016-2020 Rolling Average Target of 55.6, the total number of drivers ages 20 and younger involved in fatal crashes in 2020 would have to be less than 85. Due to impacts from the COVID-19 pandemic (most notably school and event closures) driving exposure has decreased; and with gains made in 2019, the 2020 target will be met.

Performance Plan Targets

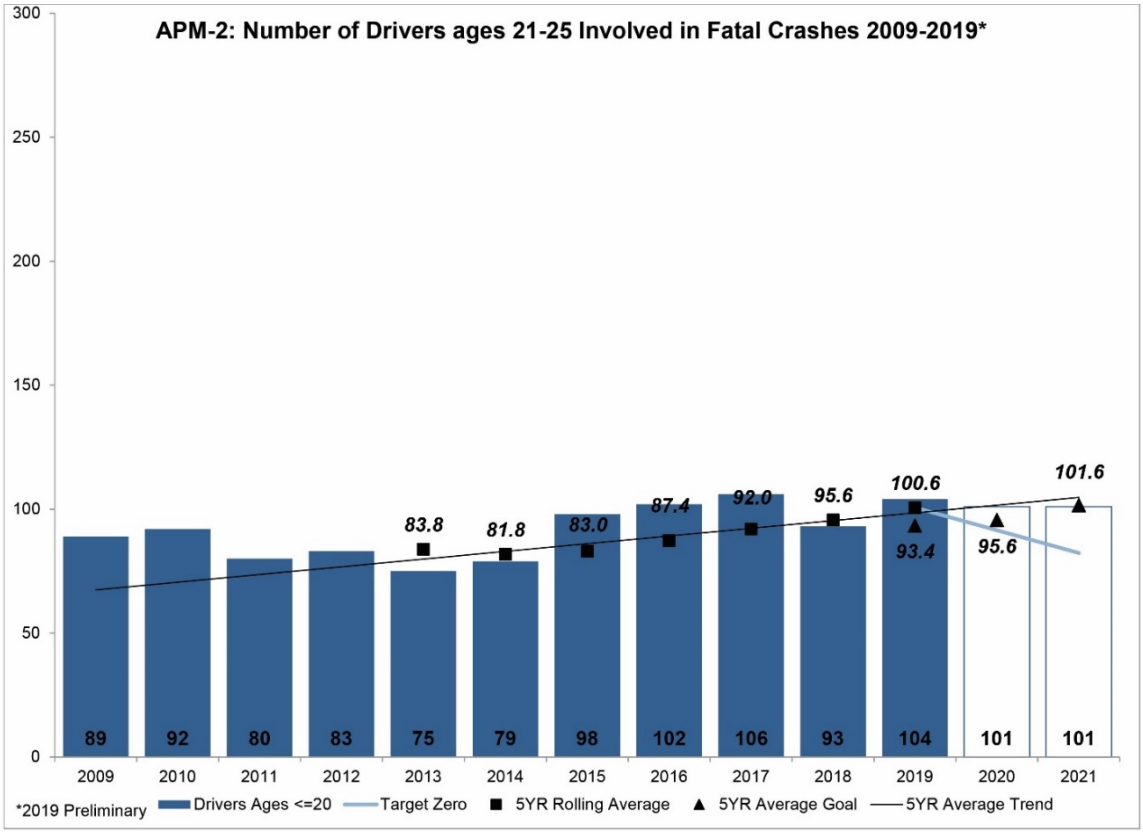
Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-9: Number of Drivers Ages 20 or Younger Involved in Fatal Crashes	2020	2016-2020	66.2
2021	C-9: Number of Drivers Ages 20 or Younger Involved in Fatal Crashes	2021	2017-2021	51.9

Performance Target Justification

Young driver numbers have been level and low for some time and may be impacted by COVID-19. We hypothesize that there were fewer young drivers on the road during the pandemic in 2020 – especially with the closure of schools and Governor's Stay Home, Stay Healthy proclamation that shut down many businesses including private driving schools in Washington for several months. For this reason, we are setting this target on the Target Zero Line which is not far off of the current linear trend. WTSC is investing federal funds into one project this year, however, the amount of resources devoted to young driver safety has tripled in 2020 through partner resources and WTSC soft investments (see Program Description below).

Performance Measure: APM-2: Number of Drivers Ages 21-25 Involved in Fatal Crashes

Progress: **In Progress**



Program-Area-Level Report

The 2020 target included in the FFY 2020 HSP for the number of drivers ages 21-25 involved in fatal crashes was 95.6 (2016-2020 Rolling Average Value). This target was set equal to the most recent rolling average according to the data available at the time the target was set. According to the revised trend line used to develop the 2021 target for FFY 2021, it is unclear if the FFY 2020 HSP target will be met. In order to reach the 2016-2020 Rolling Average Target of 95.6, the total number of drivers ages 21-25 involved in fatal crashes in 2020 would have to be less than 73. It is less clear how impacts from the pandemic affect the driving habits and behaviors of this age group. This target remains "in progress" until full 2020 data is available.

Performance Plan Targets

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	APM-2: Number of Drivers Ages 21-25 Involved in Fatal Crashes	2020	2016-2020	95.6
2021	APM-2: Number of Drivers Ages 21-25 Involved in Fatal Crashes	2021	2017-2021	101.6

Updated: 09/01/2020

Performance Target Justification

The APM-2 target was set as a maintenance goal based on historical data trends. This sub-group of young drivers often have driving experience but are of legal drinking age and are more likely to drive impaired. Additionally, this group is also under less influence from parents/legal guardians and traffic safety educators than younger age groups, providing fewer opportunities to drive positive behavior change. Many partners agencies in Washington (such as the Health Care Authorities' Division of Behavioral Health and Recovery and its State Policy Enhancement Committee) are working "upstream" of this focus population through community-based substance abuse program where there are more avenues of influence. The program coordinates closely with the impaired driving program, as well as other state agencies to direct resources towards younger age groups while they are still surrounded by influencers that can develop positive driving behavior. WTSC funds an innovative strategy through the impaired driving program, the "Most Steer Clear" campaign that seeks to prevent young adults from driving after using alcohol or drugs in King County.

Program Description

Motor Vehicle crashes remain the leading cause of death for young people between the ages of 16-25. Young drivers are defined as those between the ages of 16 and 25. This 10-year span has three distinct sub-groups:

1. Newly licensed 16 and 17-year-olds under the Graduated Driver Licensing (GDL) program represent the largest number of newly licensed drivers annually in Washington.
2. Drivers aged 18-20 including newly licensed drivers who are not subject to driver training and intermediate license restrictions, as well as drivers who were licensed at 16 or 17 under the GDL.
3. Drivers aged 21-25 who often have driving experience but are of legal drinking age and are more likely to drive impaired.

Due to these unique characteristics, drivers in these three groups behave differently on the road. Reducing young driver-involved fatalities and serious injuries requires different strategies based on these differences. Although this document will only detail the efforts supported by federal funds, the program includes significant resources from state and private funding including:

- **State Farm Distracted Teen Driver Grant**: Leveraging a grant from State Farm, the WTSC has been working to conduct distracted driver training with high school students to teach and encourage them to conduct messaging to their peers using the positive community norming methodology.
- **National Safety Council Alive @ 25**: Currently there are four counties in the state employing Alive @ 25. WTSC is working with the National Safety Council to expand the program to two more counties experiencing high traffic violations among young drivers. All programs are based through the court system and employed as an intervention strategy for young drivers demonstrating high-risk behavior.
- **Public Traffic Safety Instructor Program:** In partnership with the Washington Office of Superintendent of Public Instruction, WTSC facilitates a project team consisting of over 25 subject matter experts/stakeholders across the public, private, and non-profit traffic safety, education, and public health sectors. The team is planning an updated/improved certification system plan for public traffic safety instructors.
- **Graduated Driver License Education Campaign**: In partnership with the Department of Licensing, WTSC is working to understand the reasons young drivers are skipping the GDL program in increasing numbers. The results of the research will inform a future education campaign and fact sheet to inform improvements to the GDL program.
- **Impact Teen Driver:** In partnership with the Department of Health (DOH), we are exploring an expansion of this program within Washington by leveraging DOH funds and WTSC's TZM network. More specifically, DOH and WTSC seek to highlight the parental resources from the program to reinforce parent responsibilities in demonstrating good driving behavior and actively participate in

- **Traffic Safety Vanity Plate:** WTSC may be applying for a black vanity license plate advertising Target Zero. Revenue generated by the vanity plate could go to the Transportation and Traffic Safety Fund to be used to support traffic safety education.

Linkage Between Program Areas

Summary of Young Drivers Countermeasures, Activities and Projects		
Countermeasure	**Activity**	**Project**
Improving Young Driver Education (Pre-Licensure)	Driver Skills Assessment Research	DOL Internal Grant

Problem Identification

Between 2015 and 2017 young drivers represented about 13.5 percent of Washington's licensed drivers, while also accounting for roughly 31 percent of all traffic fatalities and 34 percent of all serious injuries. Between 2015 and 2017 there were 512 fatalities and 2,243 serious injuries involving young drivers.

Fatalities involving Young Drivers often involve other factors:

- High Risk Behaviors: Impairment, speeding, distraction, not using seat belts
- Crash Types: Lane departures, intersections

In 2017, 296,733 new drivers were licensed in Washington:

- 53,225 of the newly licensed drivers in 2017 were younger than 18.
- The numbers have been growing each year.

Focus Populations

Young Drivers:
Young drivers face an increased crash risk due to both their inexperience and immaturity. Young drivers just learning to drive lack the skills and experience necessary to recognize and respond to risk appropriately. Additionally, their age-related immaturity (associated with adolescent brain development) is a key factor in dangerous decision-making on the road. Research on adolescent development suggests key areas of the brain (especially in the prefrontal cortex–the brain center for judgment, decision-making, and deferring immediate reward) are not fully developed until about age 25.

Parents/Guardians/Mentors of Young Drivers:
The state relies heavily on the family/community to educate young drivers. Those under age 18 must complete 50 hours of behind-the-wheel driving time with a parent, guardian, or other licensed driver with over five years of experience. We place a big responsibility on parents to teach driving at a challenging time in their child's development, and after they've already spent years demonstrating possibly less than ideal driving habits themselves.

Traffic Safety Instructors and the Driver Education System:
Every student must have access to high-quality educators armed with the tools and resources to continually improve on their instruction. This program supports the recommendations for enhancing Washington's traffic safety education program made by the NHTSA's Washington Driver Education Assessment Final Report, which are based on the Novice Teen Driver - Education and Training Administrative Standards (NTDETAS).
http://www.anstse.info/PDF's/FULL%20Novice%20Teen%20Driver%20Education%20and%20Training%20Administrative%20Standards.pdf

Countermeasure: Improving Young Driver Education (Pre-Licensure)

This countermeasure is designed to improve the testing of young drivers. On-road tests during driving licensure are conducted to assure that drivers have basic skills to operate a vehicle unsupervised. In the United States driver training curricula offers minimal practice and skill development to pass the on-road skills test. That is also the situation in Washington. While there is no debate that the curricula prepare students for licensure, evaluation of safety benefits have not been well assessed and the evaluation of specific components of licensure are lacking.

Projected Safety Impacts

Evidence-based competency skills testing methods targeting young drivers provides opportunity to expand intervention in the pre-licensure stages, before the young driver develops negative traffic safety habits. With the current score sheet releasing significant numbers of unsafe drivers on our public roads is likely to have made a significant impact on our collision, injury, and fatality rates.

Rationale for Countermeasure Selection

For years now, a common issue among driving examiners performing behind-the-wheel skills exams is that the method of calculating the driver's score is forcing examiners to pass a driver that they can see is unsafe. This is because the method of scoring for the skills exam has a serious flaw. Although the examiner is recording on the score sheet all errors a driver makes during the skills test, a driver can make multiple errors—many of them high risk—that are not allowed to be deducted from their final score. In fact, the two most frequent errors made are lack of an over-shoulder check and failure to signal for a lane change. Astonishingly, many drivers repeat those and other high-risk errors multiple times during the test without it affecting their score.

References

The Young Driver Program follows best practices as outlined in the 2017 *Countermeasures that Work* Guide:

1. Chapter 6, 1.1 (Graduated Driver's Licensing)
2. Chapter 6, 1.2 (Driver Education: Pre-Licensure)
3. Chapter 6, 3.1 (Parental Roles in Teaching and Managing Young Drivers)
4. Chapter 1, 5.0 (Prevention, Intervention, Communications, and Outreach)

The program also follows the 2019 Washington Strategic Highway Safety Plan (Target Zero):

- YDI.1 (Foster Compliance with Washington State GDL Laws)
- YDI.2 (Strengthen GDL Restrictions)
- YDI.3 (Improve young driver education and intervention)

Activity: Driver Skills Assessment Research

The driving skills exam performs a crucial function in the system of traffic safety as the only point at which the driver is verified to be sufficiently competent to drive unsupervised on the Washington roadways. Almost all collisions are either caused, or contributed to, by driver error. Research into improving the state's process to verify competency would dramatically improve traffic safety.

Project: DOL Internal Grant

Due to COVID-19 impacts, the Skills Assessment Research team has been unable to meet to determine the details of the project. The funds allocated to this project will be utilized to support further research to inform the decisions of the working group to improve the process for training and evaluating novice drivers in Washington State.

Updated: 09/01/2020

Intended Subrecipients

Washington State Department of Licensing

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Community Traffic Safety Grant (FAST)	$50,000	$12,500	

Chapter 12: Non-Motorized Services

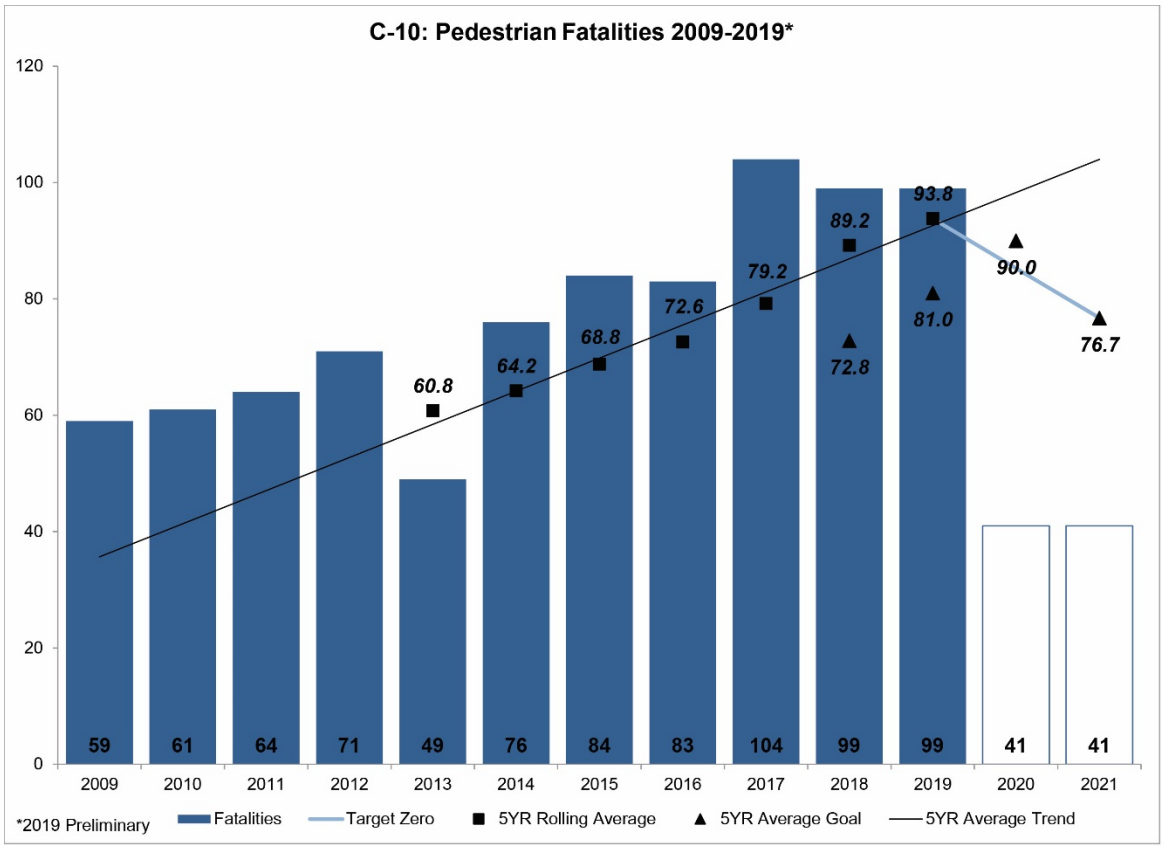
Performance Measures and Targets

The Non-Motorized Services Program is linked to the following Performance Measures and Targets.

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-10: Pedestrian Fatalities	2021	2017-2021	76.7
2021	C-11: Bicyclist Fatalities	2021	2017-2021	11.6

Performance Measure: C-10: Number of Pedestrian Fatalities

Progress: **In Progress**



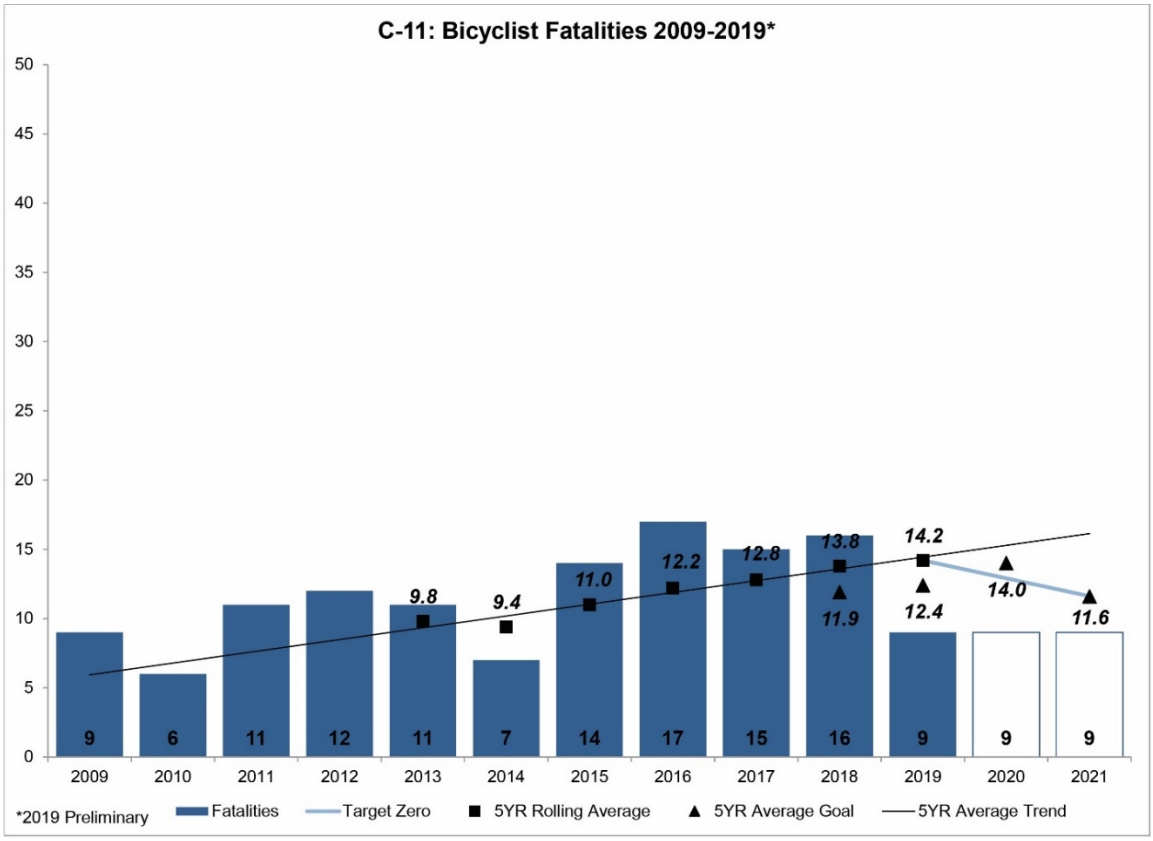
Program-Area-Level Report

The 2020 target included in the FFY 2020 HSP for pedestrian fatalities was 90.0 (2016-2020 Rolling Average Value). This target was set equal to the most recent rolling average according to the data available at the time the target was set. According to the revised trend line used to develop the 2021 target for FFY 2021, it appears that the FFY 2020 HSP target will not be met. To reach the 2016-2020 Rolling Average Target of 90.0, the total number of pedestrian fatalities in 2020 would have to be less than 65. Although it does not appear the target will be met when considering known data, it is unclear what impacts the pandemic will have on these fatalities and the target may be met. The target remains “in progress” until full year 2020 data becomes available.

Updated: 09/01/2020

Performance Measure: C-11: Number of Bicyclists Fatalities

Progress: **In Progress**



Program-Area-Level Report

The 2020 target included in the FFY 2020 HSP for bicyclist fatalities was 14.0 (2016-2020 Rolling Average Value). This target was set equal to the most recent rolling average according to the data available at the time the target was set. According to the revised trend line used to develop the 2021 target for FFY 2021, it is unclear if the FFY 2020 HSP target will be met. In order to reach the 2016-2020 Rolling Average Target of 14.0, the total number of bicyclist fatalities in 2020 would have to be less than 13. It is unclear what impacts the COVID-19 pandemic will have on these fatalities and the target may be met. The target remains "in progress" until full year 2020 data becomes available.

Performance Plan Targets

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-10: Pedestrian Fatalities	2020	2016-2020	90.0
2021	C-10: Pedestrian Fatalities	2021	2017-2021	76.7

Updated: 09/01/2020

Performance Target Justification

The C-10 and C-11 targets need to be consistent with the SHSP target of zero fatalities and serious injuries by the year 2030. Is this an aspirational goal? Yes, undoubtedly. And on many levels, it would be easier to set a goal of reducing the number of fatalities and serious injuries by "X" amount. But that approach creates a condition where we could successfully meet our stated goal and still not affect the underlying conditions that are causing fatalities and serious injuries among walkers, bicyclists and other "rollers." Having a goal of zero forces conversations about what is needed to reach meaningful and lasting change in all four E's (enforcement, engineering, education, and emergency services) plus leadership. However, even after defining the nature and quantity of problems, it is unlikely that our currently employed efforts will be enough to alter the trajectory regarding fatalities and serious injuries for walkers, bicyclists, and other rollers.

Just as impairment is the number one contributing factor in walker-related fatalities, speed is the number one threat to anyone who is not in a vehicle in areas where there are numerous conflicts between vehicles and walkers, bicyclists, and other rollers. We know with walkers, bicyclists, and other rollers that most of the best solutions involve infrastructure and engineering changes. Some of those solutions are costly. Others are less so. In almost all cases, the focus of infrastructure changes is reducing operating speeds for vehicles on roadways. But we are not allowed to use our Non-Motorized funding to help support the most effective solutions.

In Washington, the state legislature created the Cooper Jones Active Transportation Safety Council (ATSC) to research problems for walkers, bicyclists, and other rollers and to research and recommend possible solutions to increase safety. The ATSC prepares annual reports with recommendations for changes to improve safety for walkers, bicyclists, and other rollers. Those recommendations include the need to do a comprehensive, statewide infrastructure inventory, the need to increase investments in areas of cities and counties where there have been historically low investments in safety infrastructure like sidewalks, and the need to increase resources to enact the numerous needed infrastructure fixes.

The work of the ATSC greatly influences the types of investments made with non-motorized funds. The ATSC annual reports are coordinated with other agencies' publications to provide a unified message about needs that exist for walkers, bicyclists, and other rollers. Through their work, the ATSC has identified a wide network of stakeholders interested in improving safety for walkers, bicyclists, and other rollers. In addition to law enforcement, stakeholders include traffic engineers and planners who are almost never invited to meetings where strategic direction about traffic safety is being discussed. One of the beliefs shared by these stakeholders is a deep commitment to Washington's SHSP goal of zero fatalities and serious injuries by the year 2030.

Program Description

Washington integrates federal and state funding to address traffic safety issues faced by walkers, bicyclists, and other rollers. Federal 405h funds are used to support community-based grants in areas with high rates of walker and bicyclist fatalities and serious injuries. Many of the most effective strategies for improving the active transportation environment are not eligible for funding under 405h. So, with the coordination provided by the ATSC and Active Transportation Plan from WSDOT, state resources are made available to support several strategies that cannot be supported with federal funds.

Washington has made significant resources available to provide leadership and coordination of active transportation safety improvement in the state.

Many of the evidence-based strategies identified in Washington's SHSP are not eligible for funding through federal 405h non-motorized funding. By using state resources, the ATSC and Active Transportation Division of WSDOT can research and recommend implementation of any of the 35 evidence-based strategies identified in Target Zero.

Complementary funding for Non-Motorized/Active Transportation (State Funds):

- Cooper Jones Active Transportation Safety Council

Research identified issues that reduce safety for walkers, bicyclists and other rollers and make recommendations to improve those situations. ($0 federal funds; $75,000/yr. state funds).

Provide Professional Development Training for Traffic Engineers, Planners, and Law Enforcement.
Coordinate with partners to provide technical assistance, coaching, and training for professional staff in city, county, state, and tribal public works and engineer's offices, planners, and law enforcement. ($0 federal funds).
Coordinate with partners to provide technical assistance, coaching, and training for professional staff in city, county, state, and tribal public works and engineer's offices, planners, and law enforcement. ($0 federal funds).
Participate in WSDOT Speed Policy Workgroup. ($0 federal funds).
Participate in WSDOT Active Transportation Plan Workgroup. ($0 federal funds).
Safe Routes to School Safety Enhancements
Installation of flashing beacons and other local safety improvements in school zones. ($0 federal funds, $250,000/yr. state funds).
Equipment support for law enforcement to use in school zone enforcement. ($0 federal funds, $90,000/yr. State Funds).
School crossing guard teams. ($0 Federal funds, $45,000/yr. State funds).
Maintenance of bicycles used in statewide bicycle riding education program. ($0 federal funds, $50,000/yr. state funds).

Linkage Between Program Areas

Summary of Non-Motorized Countermeasures, Activities and Projects (Federal Funds)		
Countermeasure	Activity	Project
Community-Specific Efforts to Increase Pedestrian and Bicyclist Safety	Community Based Projects	Snohomish County Pedestrian Safety Zones
		Tacoma: Improving Pedestrian and Bike Safety Around Schools
		Tri Cities Pedestrian Safety Zones
		Tukwila Police Bicycle Safety Program
		Yakama Tribal Bicycle and Walker Safety Program
		Four new grants from Fall 2020 RFA focused on high-need areas

Problem Identification

Fatal traffic crashes involving people who were walking, biking, or other forms of rolling are at the highest number in more than 30 years. Nearly one-quarter of all traffic fatalities and 20 percent of all traffic serious injuries in our state in 2019 were people who were walking or biking. Many walkers who died lived in low-income neighborhoods and walking was their primary form of transportation.

Pedestrians (walkers)
In Washington there has been an increase in pedestrian/walker fatal crashes in four of the past five years (2014-2019). Nearly two-thirds of those suffering serious injuries were struck by motorists while they were crossing the roadway. In 2017, 21.1 percent of the fatalities involving walkers were hit-and-run crashes, meaning the driver did not stop at the scene of the crash as required by law. From 2007 to 2016 more than 44 percent of the walkers who died from pedestrian-motorist crashes tested positive for alcohol or drugs, or sometimes both.

Bicyclists and other "rollers"
The number of fatal crashes involving bicycles has increased steadily since 2008; however, total numbers are relatively low. It is suspected that the increase in fatalities is linked to the increase in exposure as more people are cycling; however, Washington lacks a credible estimate of bicycling exposure.

Focus Populations

The focus populations were selected based on the data provided above or identified as a strategy on the 2019 Washington State SHSP.

Washington State Legislature, legislative staff, Governor's Office – The state-funded Active Transportation Safety Council (ATSC) is charged by the Legislature with submitting annual reports that detail active transportation trends and with making recommendations to increase the safety of pedestrians and bicyclists. This group also advises WTSC on the operation of the 405H, Non-Motorized Safety funding.

Engineers and roadway planners regarding the need for systemic changes to increase safety and address language and disability accommodations – Washington has no continuing education requirements for traffic engineers and others who are responsible for making decisions regarding roadway design. Largely because of this, engineers and roadway planners – particularly in rural areas—can lack opportunities to stay current with transportation trends and harm mitigation strategies. In close cooperation with WSDOT, WTSC and ATSC will continue developing professional development opportunities for engineers and roadway planners across the state. One focus of that training and technical assistance effort needs to be low-cost strategies that can address risks faced by walkers and bicyclists because there is a significant problem with funding availability to address safety concerns.

Pedestrians and bicyclists in focus communities – One of the difficulties with pedestrian and bicyclist fatalities is that they can appear very random. A fatality occurs at one busy intersection in a city but then there are no more fatalities at that location. Why? It could be that drivers heard about the fatality and began watching out for pedestrians and bicyclists. It could be that city engineers re-designed the roadway to reduce the risk. Alternatively, it could be something else. Rather than focus on the individual crashes we instead provide funding to address the locally specific conditions and causes in the cities where there is the highest incidence of pedestrian and bicyclist fatalities. Local providers work with law enforcement, social service agencies and other organizations to determine the causes and contributing factors for pedestrian and bicyclists fatalities in each community and then devise and implement locally specific strategies to mitigate the causes and contributing factors.

Pedestrians and bicyclists statewide – A critical need is accurate data on the number of walkers and bicyclists and users of other active transportation options such as scooters and skateboards. This information is necessary to understand fatality and serious injury rates so we can evaluate our efforts. A key strategy to get more people walking and bicycling is showing them the activity is safe. The more people involved in the activity, the easier it is to convince others to try it. We will continue to expand the network of pedestrian and bicycle counters and help develop methodologies to use actual counts to create statewide projections of usage rates.

Countermeasure: Community-Specific Efforts to Increase Pedestrian and Bicyclist Safety

This countermeasure is designed to leverage the knowledge and experience of local partners to design location specific interventions to reduce the incidence of fatal and serious injury crashes involving people who walk or bicycle. This work will be done by providing grants to eligible organizations with the expertise and resources to implement effective campaigns that may utilize a range of tactics, within their communities based on their unique circumstances, issues, resources, and constraints.

Projected Safety Impacts

- Reduce or eliminate fatality and serious injury crashes involving walkers, bicyclists and other rollers in areas of the state where there are elevated numbers of walker- and bicyclist/roller-related crashes.
- Implementation of observational studies at selected locations to determine the causes and contributing factors for fatalities and serious injuries for walkers and bicyclists.
- Implementation of public outreach and education and enforcement efforts to get walkers, bicyclists, and drivers to enact behaviors that address the local community's specific problems.
- Implementation of follow-up observational studies at the same selected locations to determine if any change resulted from the public education and enforcement efforts.

Rationale for Countermeasure Selection

The purpose of this strategy is to reduce or eliminate fatality and serious injury crashes involving walkers and bicyclists in cities where there are elevated numbers of walker- and bicyclist-related crashes. Local providers select strategies to implement based on local assessments of the problems/risks faced by walkers, bicyclists and users of other active transportation devices including skateboards and electric-powered scooters. Fatality and serious injury crashes involving walkers and bicyclists are increasing in the state, but there are different explanations for that aggregate increase depending on where you are. As an example of these differences, Spokane people report that the numbers and frequency of distracted pedestrians walking out into traffic are increasing. So the City of Spokane is pilot-testing messages painted on sidewalks near crosswalks instructing pedestrians to look up before entering the crosswalk. In Seattle the greatest problem seems to be people being struck by drivers as they attempt to cross busy roadways between intersections. Their solutions needed to focus on decreasing vehicle speeds, improving site lines, visibility, and improving infrastructure to allow for crossing the street between intersections.

References

The supported activities will employ one or more of the following evidence-based strategies from the state's SHSP. Although there are 35 strategies identified in the SHSP, federal funds will only support work on 13. The strategies that can be supported with federal funds are arguably the least effective for making lasting change that will result in fewer walker and bicyclist fatalities and serious injuries.

PAB.1.1 Increase public awareness of the significance of speed on pedestrian and bicyclist injury severity. (R, NCHRP)
PAB 1.3 Revise design practices to emphasize context and target speed to reflect the needs of people walking and biking. (R, FHWA)
PAB.4.2 Expand high visibility speed enforcement in school zones. (R, CTW)
PAB.4.5 Implement pedestrian and bicycle safety training curriculum in schools. Develop and implement an additional module focused on teachers, parents, volunteers, and other school personnel. (R, CTW)
PAB.4.6 Implement education, enforcement, and engineering elements of the Safe Routes to School program, including campaigns such as Walking School Buses and Bike Trains. (R, CTW)
PAB 6.9 Encourage bicycle helmet use for children and adults. (R, DOH)
PAB.7.1 Implement pedestrian and bicyclist safety zones, targeting geographic locations and audiences with pedestrian/bicyclist crash concerns. (R, CTW)

PAB.7.2 Expand the use of high visibility crosswalk enforcement of motorists who fail to yield to pedestrians combined with culturally appropriate campaigns designed to take into account equity issues in underserved high-need communities with high crash rates. (R, CTW)
PAB.7.3 Improve training on pedestrian and bicyclist laws for law enforcement officers at state, tribal, and local levels, including training on equity issues for enforcement. (R, CTW)

Activity: Community Based Projects

The planned activities are designed to leverage the knowledge and experience of local partners to design location specific interventions to reduce the incidence of fatal and serious injury crashes involving people who walk or bicycle. This work will be done by providing grants to eligible organizations with the expertise and resources to implement effective campaigns that may utilize a range of tactics, within their communities based on their unique circumstances, issues, resources, and constraints.

Project: Snohomish County Pedestrian Safety Zones

This is a pedestrian safety zone grant focused on four communities in Snohomish County, including Everett which has the fifth worst ranking among Washington cities for walker and bicyclist fatalities per 100,000 population and Snohomish County which has the ninth worst ranking among Washington's counties for walker and bicyclist fatalities per 100,000 population. Local law enforcement agencies participate in enforcement efforts in intersections where there are either a history of walker or bicyclist vs. vehicle crashes or where there is high conflict between walkers, bicyclists and other rollers, and vehicles. Media messaging precedes and follows the enforcement efforts.

Intended Subrecipients

Snohomish County

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405h Nonmotorized Safety	405h Nonmotorized Safety (FAST)	$44,950	$11,238	

Project: Tacoma: Improving Pedestrian and Bike Safety Around Schools

This is a pedestrian safety zone project focused on the areas around two elementary schools – Blix and Stanley – in Tacoma, which has the 10th worst ranking among Washington cities for walker and bicyclist fatalities per 100,000 population. The project involves enforcement, community outreach and education, and walking and bicycling skills training for students and their parents/guardians.

Identified as an Evidence-Based Traffic Safety Enforcement Program (TSEP) in Chapter 15.

Intended Subrecipients

City of Tacoma

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405h Nonmotorized Safety	405h Nonmotorized Safety (FAST)	$60,000	$15,000	

Project: Tri Cities Pedestrian Safety Zones

This is a pedestrian safety zone grant focused on four communities in South Central Washington State, including Benton County which has the sixth worst ranking among Washington's counties for walker and bicyclist fatalities per 100,000 population. Local law enforcement agencies participate in multi-jurisdictional enforcement efforts in intersections where there are either a history of walker or bicyclist vs. vehicle crashes or where there is high conflict between walkers, bicyclists and other rollers, and vehicles. Media messaging precedes and follows the enforcement efforts. A local law enforcement task force selects the intersections and there are observational counts of near-miss crashes and law violations one week before the enforcement effort and one week after.

Identified as an Evidence-Based Traffic Safety Enforcement Program (TSEP) in Chapter 15.

Intended Subrecipients

Region 14 Target Zero Manager Law Enforcement Task Force

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405h Nonmotorized Safety	405h Nonmotorized Safety (FAST)	$60,000	$15,000	

Project: Tukwila Police Bicycle Safety Program

This project will focus initially on providing bicycle skills training in elementary schools within the city limits. Tukwila School District is among the state's most diverse with more than 50 different languages spoken in the homes of students. The police department will recruit middle school and high school students to help with the education and community outreach. These Safety Ambassadors will also help organize community bicycle events and will help the police department in getting refurbished bicycles to children in the community. Once the bicycle education program is established, the next stage for the project will be inclusion of walker safety education since Tukwila has the fifth worst ranking among Washington cities for walker fatalities per 100,000 population.

Intended Subrecipients

City of Tukwila

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405h Nonmotorized Safety	405h Nonmotorized Safety (FAST)	$33,000	$8,250	

Project: Yakama Tribal Bicycle and Walker Safety Program

This project focuses on public outreach regarding safe walking practices and pathways near and on the Yakama Nation Reservation. The reservation sits inside the boundaries of Yakima County, which has the worst ranking among Washington's counties for walker and bicyclist fatalities per 100,000 population. The members of the Yakama Nation living on the reservation are among the lowest per capita income households in the state. Although the area is very rural, many households do not have working vehicles which means that people walk or bicycle a lot. Both Yakama Nation roads and the state highways and county roads that cut across the reservation are not set up to safely accommodate walkers or bicyclists. Most roads are narrow, two-lane facilities with minimal shoulder space. Walking along the state highways is doubly dangerous because the speed is set at 70 mph in most places. Still, due to the economics of the area, people need to walk in order to get to work or resources. The project also

coordinates with county, regional, and state agencies and organizations to identify alternative pathways for people to walk so they can avoid the exposure to the high-risk road environments.

Intended Subrecipients

Confederated Tribes and Bands of the Yakama Nation

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405h Nonmotorized Safety	405h Nonmotorized Safety (FAST)	$53,356	$13,339	

Chapter 13: Distracted Driving

The Distracted Driving Program seeks to address various root causes behind fatal and serious injury traffic crashes that involve distracted driving in all its forms. The program draws on several sources of quality data to help drive investment decisions.

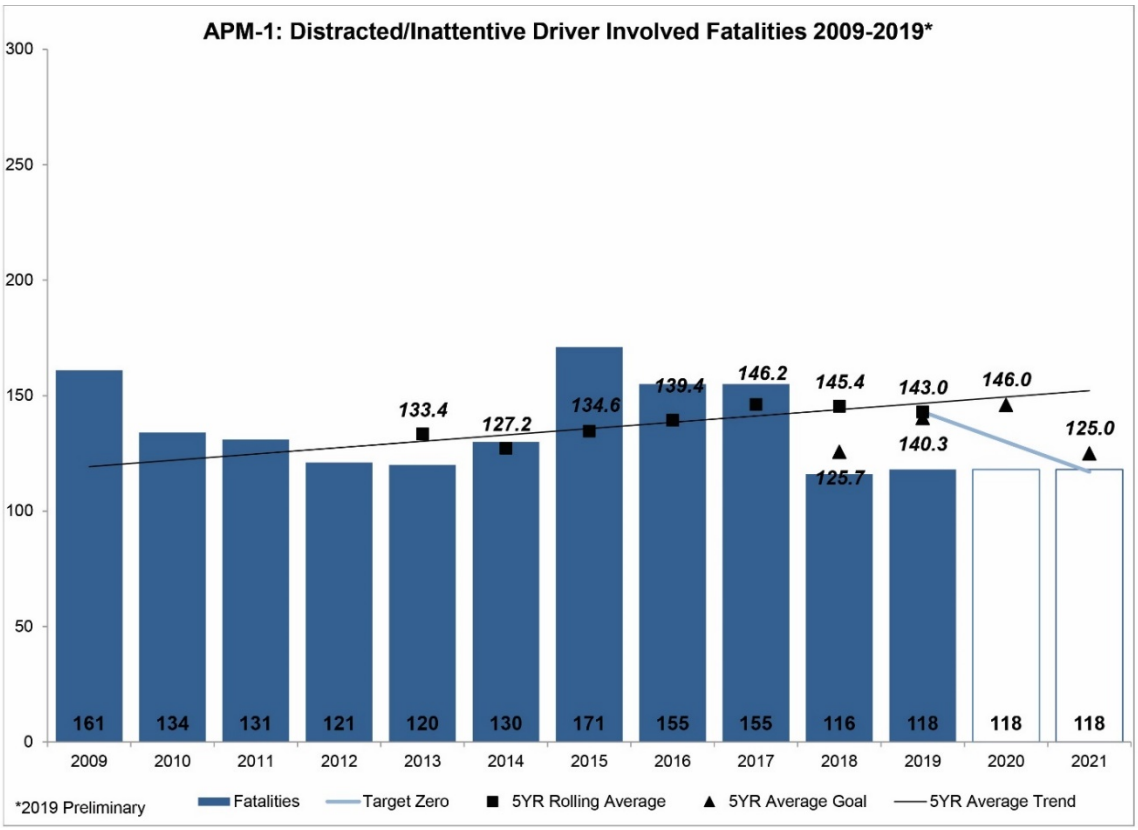
Performance Measures and Targets

The Distracted Driving Program is linked to the following performance measures and targets:

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	APM-1: Distracted/Inattentive Driver Involved Fatalities	2021	2017-2021	125.0

Performance Measure: APM-1: Number Fatalities Involving a Distracted/Inattentive Driver

Progress: **Met**



Program-Area-Level Report

The 2020 target included in the FFY 2020 HSP for distracted/inattentive driver involved fatalities was 146.0 (2016-2020 Rolling Average Value). This target was set equal to the most recent rolling average available at the time the target was set. According to the revised trend line used to develop the 2021 target for FFY 2021, it appears that the FFY 2020 HSP target will be met. In order to reach the 2016-2020 rolling average target of 146.0, the total

number of distracted/inattentive driver involved fatalities in 2020 would have to be less than 186. A fatality number that high for this performance measure would be unprecedented, and with decreased driving exposure in 2020, we consider this target met.

Performance Plan Targets

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	APM-1: Distracted/Inattentive Driver Involved Fatalities	2020	2016-2020	146.0
2021	APM-1: Distracted/Inattentive Driver Involved Fatalities	2021	2017-2021	125.0

Performance Target Justification

High-risk driving behaviors often occur in tandem. People who drive impaired and speed are also likely to be using a phone while driving. It is unclear if the impacts from the COVID-19 pandemic will play a helpful or harmful role in distracted driving traffic fatalities, but as more traffic returns to the roads we will surely see mixed responses. Some drivers will re-establish safe practices while others may abandon them. There may also be drivers that push back against all guidelines and laws, especially relatively recent ones such as the enhanced distracted driving laws, based on the perceived government encroachment during the pandemic. In addition, enhanced enforcement and education surrounding the new law ensured its immediate and positive effect on reducing distracted driving fatalities, however the pandemic severely reduced traffic enforcement and we are unsure how most people will react during the lessened enforcement and there are no comparisons to this pandemic event in traffic history. Washington did achieve an immediate decline due to the law change and expects to maintain those initial lifesaving gains. With the unknowns of this uncertain time, we cannot predict any immediate future increases or decreases. Therefore, the calendar year targets are set equal to the 2019 preliminary value of fatalities and therefore the 5-year rolling average target is 125, which is slightly higher than the Target Zero line but lower than the linear trend line.

Program Description

From 2017 to 2019, 393 people died in crashes involving distraction in Washington. This number reflects a decrease of 36 deaths during the prior two years of 2016-2018, when 429 people died.

The decrease in deaths began in 2018, after a year of implementing the primary law, Driving Under the Influence of Electronics Act and the secondary law Driving Dangerously Distracted that took effect on July 23, 2017. Washington had the lowest number of distracted drivers involved in fatalities in the last fifteen years with 116. The 2019 data show that the lower rate of deaths maintained with 122.

Although it is too early now to determine if this data trend will remain consistent, it brings hope that distracted driving culture change is happening in the state. Typically, the WTSC prefers three years of data to identify a trend. WTSC was looking to 2020 as the final year in that three-year period, however COVID-19 impacts on traffic will hinder direct comparisons with the prior two years.

Linkage Between Program Areas

Summary of Distracted Driving Countermeasures, Activities and Projects		
Countermeasure	**Activity**	**Project**
Traffic Safety Enforcement	Conduct Enforcement	King County Distracted Driving Grant
		Distracted Driving TSEP- Local
		Distracted Driving TSEP- WSP
	Conduct Education	Paid Media – Distracted Driving TSEP This project is described in the Communications Chapter.
Training – Distracted Driving for Law Enforcement and Commercial Vehicle Drivers	TREDS Training	TREDS Training
Educate Drivers on the Dangers of Distraction When Using Advanced Driver-Assistance systems (ADAS)	Develop Strategic Communications Plan to Educate on ADAS Distraction	ADAS Survey and Strategic Communication Plan

Problem Identification

From 2017 to 2019, 393 people died in crashes involving distraction in Washington. This number reflects a decrease of 36 deaths from the 429 reported in 2019 reflecting the deaths from 2016-2018.

The decrease in deaths began in 2018, after a year of implementing the primary law, Driving Under the Influence of Electronics Act and the secondary law Driving Dangerously Distracted that took effect on July 23, 2017. Washington had the lowest number of fatalities in the last fifteen years with 116. The 2019 the data show that the lower rate of deaths maintained with 122.

Although it is too early now to determine if this data trend will remain consistent, it brings hope that distracted driving culture change is happening in the state. Typically, WTSC prefers three years of data to identify a trend. WTSC was looking to 2020 as the final year in that three-year period, however COVID-19 impacts on traffic will hinder direct comparisons with the prior two years.

Crashes Involving Distracted Drivers:

- In 2018 there was an unprecedented 25 percent single year reduction in fatalities involving a distracted driver, appearing to be an impact of the enhanced distracted driving law. While early fatality estimates from 2019 show a slight increase from 2018 (five percent), the decrease from 2017 is sustained.
- There was no clear reduction in serious injuries after the new distracted driving law went into effect. However, considering the limited historical information available for distracted driver involved serious injuries (since 2013), the highest single-year reduction (five percent) to date occurred in 2018.
- A greater decline, both in total numbers and proportion of injuries, has been achieved for persons with evident and possible injuries from crashes involving distracted drivers. These declines are consistent since 2015 so it is unclear what effect the enhanced distracted driving law has had on overall injuries.

Distracted Driving Enforcement:

- In 2018 and 2019 law enforcement issued 33,825 and 37,402 distracted driving citations (respectively) under the new law. This is compared to 24,226 citations in 2016, the last complete year of citations issued under the previous laws for hand-to-ear cell phone use and texting. This may indicate the new law is easier to enforce, an intent of the new law.
- From 2018 to 2019 law enforcement issued 1,769 citations for "dangerously distracted," a secondary violation that was established under the new law.
- Since the law took effect in July 2017, law enforcement has issued 534 second or subsequent distracted driving citations, and that number increases as the pool of drivers receiving a first offense increases.

Statewide Distracted Driving Observation Survey:

- The statewide estimate of Washington's driver distraction rate in 2019 was 6.8 percent. The driver distraction rate was highest on city streets at 8.1 percent, followed by county roads at 6.5 percent, and state routes at 6.6 percent.
- From 2016 to 2018 a similar distracted driver observation survey was conducted only at intersections and although the results are not comparable to this survey, the distracted driver rate on city streets (where most intersections from the previous survey reside) was nearly identical to the 2018 survey conducted at intersections (8.1 versus 8.2 percent).
- Two out of every three distracted drivers in Washington are either using or talking on a hand-held cell phone (67.9 percent). This rate is highest on city streets (78.1 percent, or four out of every five distracted drivers) and lowest on state routes (63 percent). The other distractions can be anything distracting from the task of driving that does not pertain to the use of cell phones.

Statewide 2019 Positive Traffic Safety Culture Survey:

In 2019 the WTSC funded a survey to gather information about distracted driving and other traffic safety behaviors. This first-time positive culture survey will serve as a baseline for future statewide surveys. The survey was distributed using the Ask Your Target Market platform and respondent panel. The survey took place in September 2019, covering 1,603 Washington residents ages 18 and older. Highlights from the survey include the following opportunities for positive norm messaging:

- Almost 70 percent of us believe that using a hand-held cell phone while driving is dangerous.
- Most of us believe typing on a cell phone while driving is dangerous (85 percent).
- Half of us never, or rarely, use a hand-held cell phone while driving.
- Half of us never, or rarely, type on a cell phone while driving.
- More than 60 percent of us wait to use our cell phone until we are out of the flow of traffic.
- 65 percent start our GPS or music before we start driving.
- Half of us have family rules around using a hand-held cell phone and typing on a cell phone while driving.
- A third of us have distracted driving policies at work.
- Most of us have a good understanding of the E-DUI law.

King County Distracted Driving Prevention Campaign Survey:

For the second year in a row, WTSC conducted a survey through the King County Distracted Driving Prevention Campaign, a project funded grant. In 2019, 984 driving age individuals in King County were surveyed. The 2019 questionnaire was modified from the 2018 version to offer a Spanish-language version to Hispanic/Latinx/Mexican respondents to intentionally over-sample this culture group. This change was in response to the data collected in 2018 that showed that there was less understanding about the distracted driving law in this cultural group. Key survey results:

Perception on Hand-Held Phone Usage

- 70 percent perceive it to be a "Very Serious Threat" if other drivers text or email while driving.
- 43 percent say it is "Completely Unacceptable" to talk on a hand-held phone while driving.
- 69 percent say it is "Completely Unacceptable" to type a text or email while driving.
- 56 percent say it is "Completely Unacceptable" to read a text or email while driving.
- 42 percent say it is "Completely Unacceptable" to use a phone app other than GPS while driving.

Behaviors with Hand-Held Phone Usage

- 20 percent say, in the past 30 days, they "Regularly" or "Fairly Often" read texts or emails while driving.
- 14 percent say they "Regularly" or "Fairly Often" talk on a hand-held phone while driving.
- 11 percent say they "Regularly" or "Fairly Often" typed texts or emails while driving.
- 53 percent say, in the past 30 days they "Never" read a text message while driving.
- 65 percent say, in the past 30 days, they "Never" typed a text message while driving.

Traffic Tickets

- Eight percent perceive it to be "likely" or "very likely" for them to get a traffic ticket for texting while driving.
- Tickets that would stop drivers from using phone while driving:
    - 51 percent would stop at ticket cost of $124.
    - 59 percent would stop at ticket cost of $240+.
    - 56 percent would stop if ticket reported to insurance.

Hispanic Subpopulation Data Improvements (2018-2019)

- There were 21 data points where King County Hispanics were either:
    - More regularly obeying the law
    - More fearful of disobeying the law
    - Have a newfound appreciation for how using a cell phone while driving may be perceived by other drivers

Links to the data used:

- Observational survey link: http://wtsc.wa.gov/download/11390/
- Statewide 2019 Positive Traffic Safety Culture Survey: http://wtsc.wa.gov/download/11394/
- King County Distracted Driving Prevention Campaign Survey: http://wtsc.wa.gov/download/11399/

The *New* distraction: Advanced Driver Assistance Systems

In the last decade or so, advanced driver assistance systems (ADAS) have become much more commonplace in our vehicles. Some of the most common ADAS include:

- Adaptive cruise control (ACC) – controls the speed of the car, both acceleration and braking, based on driver settings and in response to vehicles ahead on the road.
- Forward collision warning (FCW) - alerts the driver when a forward collision is imminent.
- Automatic emergency braking (AEB) – applies the brakes automatically when a forward collision is imminent.
- Lane departure warning (LDW) – alerts the driver when they cross lane markings without a turn signal.
- Lane keeping assist (LKA) – maintains the position of the vehicle between lane marking without driver input.

These technologies have the potential to reduce rates of crashes, injuries, and deaths on our roadways. AAA did a thorough review of the existing research and found that ADAS technologies, if installed on all vehicles, would have had the potential to help prevent or mitigate roughly 40 percent of all crashes involving passenger vehicles, and 37 percent of all injuries and 29 percent of all fatalities that occurred in those crashes. (https://aaafoundation.org/potential-reduction-in-crashes-injuries-and-deaths-from-large-scale-deployment-of-advanced-driver-assistance-systems/)

NHTSA estimated that crash types addressable by FCW and AEB systems capable of detecting pedestrians comprised 52 percent of all police-reported crashes involving pedestrians and 90 percent of fatal vehicle-pedestrian crashes (https://rosap.ntl.bts.gov/view/dot/12475/dot_12475_DS1.pdf).

In another recent study, Insurance Institute for Highway Safety's evaluated the real-world safety impacts of FCW, AEB, and LDW systems using police crash report data from several states and found that vehicles equipped with these systems were in fact experiencing fewer of the types of crashes that these technologies seek to prevent, compared with similar vehicles not equipped with the technologies. A full compendium of their research can be found here: https://www.iihs.org/media/7560e1bf-fcc5-4540-aa16-07444f17d240/A25ptg/HLDI%20Research/Collisions%20avoidance%20features/35.34-compendium.pdf

These ADAS technologies with proven safety benefits are becoming available to a growing segment of the motoring public. However, those benefits will not be fully realized unless consumers understand the limitations of these technologies, and do not allow themselves to become lulled into complacency and become distracted thinking the vehicle is "driving itself."

According to a survey from AAA, 40 percent of Americans expect partially automated driving systems, with names like Autopilot, ProPILOT, or Pilot Assist to have the ability to drive the car by itself, indicating a gap in consumer understanding of these technologies and reality. These systems combine the technologies of ACC and LKA and may give the impression that the car is driving itself. However, these systems are *not* designed to take over the task of driving and can be significantly challenged by every day, real-world conditions such as poor lane markings, unusual traffic patterns, and stationary vehicles. As this type of technology becomes more commonplace on the road, there is concern that consumers will take vehicle system names at face value and believe the technology can be used as a replacement for driver engagement. (https://newsroom.aaa.com/tag/autonomous-vehicles/)

A separate study found that when drivers have been using technology such as ACC and LKA for more than a few months, they become comfortable with the technology. This results in a natural human tendency to stop paying attention and engage in non-driving behaviors such as texting or reading. Drivers were 50 percent more likely to engage in any form of secondary task and 80 percent more likely to engage in visual and/or manual secondary tasks, compared with when the same drivers who were not using the automated system. In other words, the drivers became distracted. They took more frequent and longer glances at non-driving-related tasks and spent less time with their eyes on driving-related tasks. They are lulled into the idea that the car is driving itself if the car is controlling both the speed and the steering within the lane of travel, and they may feel they can do other activities. (https://aaafoundation.org/understanding-the-impact-of-technology-do-advanced-driver-assistance-and-semi-automated-vehicle-systems-lead-to-improper-driving-behavior/).

Focus Populations

The focus populations were selected based on the data provided above or identified as a strategy on the 2019 Washington State SHSP.

- **Business Community** – This focus population includes businesses that require their employees to drive for work. WTSC is producing a toolkit to assist businesses interested in developing a distracted driving policy for their employees. It is WTSC's hope that changing the culture of distracted driving in the workplace will translate into changing the overall driving culture of those employees. Our most recent survey revealed that only one-third of Washingtonians report having a policy focused on distracted driving at their work.

- **Law Enforcement and Commercial Vehicle Drivers –** This focus population are two separate groups that can benefit from distracted driving training. Law enforcement and emergency responders are immune to the distracted driving law. Law enforcement use their vehicles as an office and there is a lot of equipment that can distract from the task of driving. Commercial vehicle drivers often feel that they need to respond to work related communications as they are driving. The Training, Research, and Education for Driving Safety (TREDS) has focused curriculum for these two groups that can that can educate against distracted driving.
- **People with Limited English Proficiency (LEP) driving distracted –** This focus population is not receiving the full benefit or any benefit of the educational campaigns because of language and cultural barriers. By adding them as a focus population we can increase opportunities to include or increase demographics in data collection efforts and increase our messaging in other languages.
- **Regional groups –** Observational surveys provide important data that informs WTSC about distracted driving throughout the state. The data will help compare behavioral changes between regions.
- **Drivers with advanced driver assistance systems in their vehicles –** To address the potential distraction of ADAS technology, we need to educate drivers that these systems are a safety net only, and the importance of staying focused on the road.

Countermeasure: Traffic Safety Enforcement

The Distracted Driving Traffic Safety Enforcement Program (TSEP) strategy creates deterrence through the increased expectation of a citation/fine. It is intended to stop offending drivers at the point of offense and influence long term behavior by growing engaged driving. Law enforcement provides an opportunity to focus solely on distracted driving enforcement, strengthens partnerships within regions, and fosters creativity in enforcing distracted driving laws.

Projected Safety Impacts

- Deterrence through the increased expectation of a citations/fines
- Stop offending drivers at the point of offense
- Influence long term behavior by growing engaged driving

Rationale for Countermeasure Selection

According to our data sources, this countermeasure appears to be effective. WTSC has pursued this countermeasure in 2018 and 2019 and it appears to be effective in helping drive home the importance of following the distracted driving law. The data is compelling if not conclusive. This strategy, used in conjunction with others, creates a multi tactic approach that is more likely to influence driver behavior.

References

- DIS.1.1 Conduct statewide distracted driving HVE. (R, CTW)
- DIS.1.4 Conduct statewide road education campaigns focused on the dangers of driving distracted. The campaigns should address the diversity of the project/enforcement area in the appropriate cultural context. (U)

Activity: Conduct Enforcement

Fund a Distracted Driving TSEP that would be implemented by both statewide and local/municipal law enforcement agencies through increased patrols. This strategy creates deterrence through the increased expectation of a citation/fine. It is intended to stop offending drivers at the point of offense and influence long term behavior by growing engaged driving. Law enforcement provides an opportunity to focus solely on distracted driving enforcement, strengthens partnerships within regions, and fosters creativity in enforcing distracted driving laws.

Project: King County Distracted Driving Project

This is a distracted driving prevention campaign hosted in King County, the most populated county in Washington. The campaign evolves the King County Task Force planning enforcement patrols in the spring and summer. The campaign includes an annual survey to measure the success of the project and an educational campaign using traditional and social media to inform the public about the dangers of the distracted driving.

Identified as an Evidence-Based Traffic Safety Enforcement Program (TSEP) in Chapter 15.

Intended Subrecipients

King County law enforcement agencies as well as C+C Communications – a subcontractor that assists the King County Task Force with the survey, key messaging and educational media buy.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Distracted Driving (FAST)	$95,000	$23,750	$95,000

Project: Distracted Driving TSEP- Local

This project is intended to support statewide and local/municipal law enforcement agencies provide increased distracted driving emphasis patrols aligned with the national distracted driving month campaign as a high visibility statewide patrol.

Intended Subrecipients

Local/municipal law enforcement partner agencies

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Distracted Driving (FAST)	$300,000	$75,000	$300,000

Project: Distracted Driving TSEP- WSP

This project is aligned with the national distracted driving month campaign as a high visibility statewide patrol.

Identified as an Evidence-Based Traffic Safety Enforcement Program (TSEP) in Chapter 15.

Intended Subrecipients

Washington State Patrol

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low - Flex (FAST)	$100,000	$25,000	

Activity: Conduct Education

Produce and distribute distracted driving public service announcements and key messaging to traditional and social media networks in conjunction with the increased law enforcement patrols. Messages will be developed in multiple languages to serve Washingtonians with limited English proficiency.

Project: Paid Media – Distracted Driving TSEP

Statewide traditional and social media campaign distribution of educational messaging to accompany the high visibility patrols during the national distracted driving campaign.

For more information about TSEP Paid Media, please see Chapter 5, Communications, Distracted Driving TSEP Media.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Paid Advertising (FAST)	$400,000	$100,000	

Countermeasure: Training – Distracted Driving for Law Enforcement and Commercial Vehicle Drivers

This countermeasure will focus on making law enforcement and commercial vehicle drivers aware about distracted driving challenges within their line of work and training them on solutions to address them.

Projected Safety Impacts

By training professional drivers–both law enforcement officers and commercial drivers–we hope to influence their behavior by changing their perception of their duty and added risks they face from the added distractions, above and beyond those encountered by non-professionals.

Rationale for Countermeasure Selection

- Law enforcement officers are exempt from the distracted driving law in Washington. This can cause several issues if officers fail to moderate their behavior:
    - Negative perception in their communities
    - Bad role models
    - Endanger their lives and those that live in the communities they serve
- Commercial vehicle drivers are not exempt from the distracted driving law. Both the employees and the employers need to be trained to understand the different impacts that driving distracted can make on their businesses and jobs.
- Both the law enforcement and commercial vehicle driver training will help trainees understand the negative impacts of this high-risk behavior and give them the tools to change perspectives, change culture, and change effects around distracted driving.

References

Washington Strategic Highway Safety Plan: Target Zero 2019:

DIS.1.2 Conduct statewide education campaigns focused on the dangers of driving distracted in work zones. (R, WSDOT)
DIS.1.3 Implement community level projects that promote culture change. (U)
DIS.3.1 Encourage employers and other agencies to adopt anti-distracted driving policies that are more restrictive than the law, such as also banning the use of hands-free devices while driving. (R, WTSC)
DIS.3.2 Educate emergency responders, such as EMS and police, about the dangers of distracted driving. (R, WTSC)
DIS.3.3 Educate commercial vehicle and fleet drivers about the dangers of distracted driving. (R, WTSC)
DIS.3.4 Encourage the implementation of employer-based programs that prevent distracted driving, especially among employers with fleets. (U)

Activity: TREDS Training

Provide Training, Research, and Education for Driving Safety (TREDS) training to local law enforcement agencies and commercial vehicle drivers.

Project: TREDS Training

Provide Training, Research, and Education for Driving Safety (TREDS) training to local law enforcement agencies and commercial vehicle drivers.

Supplies

A portion of funding may be used to purchase training materials such as USB memory sticks, binders, and pay for printing costs.

Intended Subrecipients

University of California at San Diego Training, Research, and Education for Driving Safety Program consultants

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d 24-7 Sobriety	405d 24-7 Community Traffic Safety	$25,000	$6,250	

Countermeasure: Educate Drivers on the Dangers of Distraction When Using Advanced Driver-Assistance systems (ADAS)

ADAS technologies have measurable safety benefits in preventing crashes. However, the use of these technologies–particularly Adaptive Cruise Control (ACC) and Lane Keeping Assist (LKA) together–can also result in increased levels of driver distraction due to over-reliance on the technology. By educating drivers about vehicle limitations and safe driving behavior while using the technology, it will increase the awareness of behaviors that are unsafe. With more awareness, drivers can make better decisions and not be distracted by other, non-driving behaviors when using this technology.

Projected Safety Impacts

The goal of the countermeasure is to influence drivers to use safety technologies appropriately so that they don't over-rely on them and allow their attention to wander when they are behind the wheel. This is intended to have two benefits: (1) to reduce the instance of distracted driving crashes by helping drivers with vehicles with these features to remain focused on the road and; (2) to help them reap the benefits that these technologies provide when used appropriately.

Rationale for Countermeasure Selection

Educating drivers on safe driving behaviors is a proven countermeasure in many of the highway safety programs, including distracted driving. Applying this strategy to educate drivers about the correct use of their ADAS–particularly the use of ACC and LKA together–will increase safe driving behaviors, encouraging drivers to stay focused on the road even when these technologies are in use.

References

Washington Strategic Highway Safety Plan: Target Zero 2019:

CAT.1.1 Coordinate programs to educate owners and operators of level 1-3 vehicles regarding the capabilities and limitations of the vehicle they drive and their responsibilities when operating those vehicles. (R, NHTSA)

Activity: Develop Strategic Communications Plan to Educate on ADAS Distraction

Conduct a survey of owners of vehicles with ACC and LKA, modeled on existing survey methodology, to establish a baseline measure of the owners' understanding of the benefits, limitations, and attitudes about safe behaviors during operation of ADAS safety systems. Develop a strategic communication plan to identify focus audiences, key messages, and delivery strategies, to include multi-cultural engagement. This plan will enable execution of the plan and measurement of results in future projects.

Project: ADAS Survey and Strategic Communication Plan

Contract with a consultant to conduct a survey of owners of vehicles with ACC and LKA, modeled on existing survey methodology, to establish a baseline measure of the owners' understanding of the benefits, limitations, and attitudes about safe behaviors during operation of ADAS safety systems. The communication plan will also educate on ADAS Distraction.

Based on the survey results and existing program concepts, the contractor will develop a strategic communication plan. This plan will include:

- Detail about focus audiences
- Key messages
- Delivery strategies – for new and existing content
- Concepts for unique creative (images, video, radio)
- Multi-cultural engagement strategies

Intended Subrecipients

WTSC will administer project funds to hire a contractor to pursue the technical work.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Community Traffic Safety Grant (FAST)	$100,000	$25,000	

Chapter 14: Traffic Records

The Traffic Records program coordinates multiple traffic record systems across state agencies to improve timeliness, accuracy, completeness, uniformity, integration and accessibility of the state's traffic record data.

Certifications

The Traffic Records Governance Council (formerly the Oversight Council) met December 2, 2019; February 3, 2020; and June 1, 2020.

The name and title of the State's Traffic Records Coordinator is Peter Corier, Traffic Records Program Manager, WTSC.

The list of TRGC members and safety databases they represent are as follows:

Name	**Organization and Representation of Core Traffic Records System**
Pam Pannkuk, TRC Chair	Washington Traffic Safety Commission, Acting Director; Highway Safety Office
Dirk Marler	Administrative Office of the Courts, Court Services Director; Citation/Adjudication Systems
Marc Lamoreaux	Washington State Patrol, Assistant Chief, Technical Services Bureau; State Law Enforcement; Crash and Citation Systems
Mark Finch	Department of Transportation, Assistant Multimodal Planning Director; Crash and Roadway Systems
Eric Hagenlock	County Road Administration Board, Information Services Division Manager; Roadway Systems
Brad Benfield	Department of Licensing, Programs and Services Assistant Director; Driver and Vehicle Systems
Dolly Fernandes	Department of Health, Office of Community Health Systems Director; Injury Surveillance Systems
Tim Quenzer	Washington Association of Sheriffs & Police Chiefs, Police Chief; Local Law Enforcement; Crash and Citation Systems

405c, State Data Improvement Plan application, is provided as a separate document titled WA_FY21_405c.

The state Traffic Records Strategic Plan is provided as a separate document titled WA_FY21_405c TR Strategic Plan.

A description of specific, quantifiable, and measurable improvements is available on pages 5, 24, and 25 of the Traffic Records Strategic Plan.

The list of all recommendations from the most recent assessment, recommendations to be addressed including the countermeasure strategies and planned activities and performance measures are all provided as a single table on pages 15-21 of the strategic plan.

There are no recommendations that are NOT being addressed in the 2021 fiscal year.

Performance Measures and Targets

The traffic records Program is linked to the following Performance Measures and Targets.

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	Number of ED visit records reported	2021	2021	100%

Performance Measure: TR-1: Number of Emergency Department (ED) Visit Records Reported (Estimated Percent of Total ED Records)

Progress: **In Progress**

Program-Area-Level Report

During the second quarter of FFY 2020 project activity, the Rapid Health Information Network (RHINO) program has continued onboarding and validation of new data with a focus of obtaining reporting from 100 percent of emergency departments in Washington State. This need has been amplified by the ongoing COVID-19 situation in which the RHINO program has been heavily engaged. During the reporting period, seven new hospitals have been promoted to production. As such, 87 of 98 hospitals (88 percent) in Washington are now providing production data to National Syndromic Surveillance Program, Electronic Surveillance System for the Early Notification of Community-Based Epidemics (NSSP ESSENCE). Of the 36 counties in Washington with at least one emergency department, 26 (72 percent) have 100 percent emergency department coverage in NSSP ESSENCE. As of March 2020, the RHINO program estimates that more than 85 percent of statewide emergency department visits and approximately 92 percent of inpatient hospitalizations are now being reported to production in NSSP ESSENCE.

Performance Plan Targets

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	Number of ED visit records reported	2020	2020	100%
2021	Number of ED visit records reported	2021	2021	100%

Performance Target Justification

Washington hospitals are required by law to submit emergency department data to RHINO.

Program Description

The Traffic Records Program improves all WTSC programs by improving the data generated by traffic records systems. Without a cohesive and robust Traffic Records Program, data-driven funding decisions cannot be made. The mission of Traffic Records is to support the reduction of fatalities and serious injuries on Washington roadways to achieve the state's goal of Target Zero by providing timely, accurate, complete, uniform, integrated, and accessible traffic records data.

Linkage Between Program Areas

Summary of Traffic Records Countermeasures, Activities and Projects		
Countermeasure	**Activity**	**Project**
Traffic Data Systems Improvement	Core Highway Safety Database Gap Analysis and Mitigation	Data Integration
		SECTOR 24x7 Support
		S2S Cleanup
		RHINO
		SECTOR Replacement
		Law Table Cleanup
		WEMSIS
		Pinnacle LMS

Problem Identification

All WTSC programs fund projects based on the data generated by traffic records systems. Without a cohesive and robust Traffic Records Program, data-driven funding decisions cannot be made. The mission of Traffic Records is to support the reduction of fatalities and serious injuries on Washington roadways to achieve the state's goal of Target Zero by providing timely, accurate, complete, uniform, integrated, and accessible traffic records data. The current TRC Strategic Plan goals are:

1. Remove barriers to data sharing and integration.
2. Provide quality data, analysis, and tools to customers.
3. Sustain high levels of collaboration and acquired knowledge within the TRC.
4. Identify and secure targeted investments to sustain TRC initiatives.

Washington's Traffic Records systems are comprised of hardware, software, processes, equipment, and staff that manage the capture, storage, transmission, and analysis of traffic records data.

Focus populations / Focus Behaviors

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

- Crash (when did it happen)
  - Department of Transportation
  - Washington State Patrol
- Drivers (who was involved)
  - Department of Licensing
- Vehicles (what vehicles were involved)
  - Department of Licensing
  - Department of Transportation
- Roadway (where did it happen)
  - County Road Administration Board
  - Department of Transportation

- Citations & Adjudications (why did it happen)
    - Administrative Office of the Courts
    - Washington State Patrol
- Injury Surveillance (how are those involved being treated)
    - Department of Health

Countermeasure: Traffic Data Systems Improvement

This countermeasure is designed to improve the traffic data systems of Washington State.

Projected Safety Impacts

The TRC has committed to refocusing on project review, approval, and governance. This increased governance-based focus will be maximized through concentrating Traffic Records activities and funding. Activities and funding resources will be dedicated to grants that provide the most support and share the greatest nexus with the goals and outcomes outlined in the Traffic Records Strategic Plan and the Traffic Records Assessments. Following are the goals and outcomes of that plan.

Goals:

- Identify and secure sustainable investments for current and future traffic records systems.
- Create an environment to support quality data collection, sharing, and integration.
- Provide quality data, analysis, and tools to customers and stakeholders.
- Promote collaborative partnerships and innovation among TRC agencies.
- Provide meaningful project/grant oversight.
- Support electronic traffic information processing (eTRIP).

Outcomes:

- Provide timely, accurate, complete, uniform, integrated, and accessible traffic records data.
- Maintain sustainable traffic records systems.
- Maintain quality data collection for improved analysis.
- Migrate to 100 percent electronic traffic records data.
- Provide accurate, timely, location-based data.
- Integrate instant automated data capture.
- Cultivate advanced data analysis and research skills.
- Achieve high level of customer satisfaction with data.

Rationale for Countermeasure Selection

Without a cohesive and robust Traffic Records Program, data-driven funding decisions cannot be made. The mission of Traffic Records is to support the reduction of fatalities and serious injuries on Washington roadways to achieve the state's goal of Target Zero by providing timely, accurate, complete, uniform, integrated, and accessible traffic records data. This is achieved through data systems improvement. The TRC has committed to refocusing on grant review, approval, and governance. This increased governance-based focus will be maximized through concentrating Traffic Records activities and funding. It will ensure:

- Consistent committee and subcommittee attendance of key representatives with decision-making authority within their organizations.
- Successful incorporation of new NHTSA recommendations from the 2019 Traffic Records Assessment.
- Completion of the initial draft of a sustainability roadmap for the program.

- Establishment of updated goals, objectives, and committee structure through the refocusing of the Traffic Records Oversight Council into the Traffic Records Governance Council.

References

- Compliance with NHTSA rules and regulations
- Clear vision of the TRC's roles and responsibilities
- Ensure appropriate membership
- Balance between members with technical and business expertise

Activity: Core Highway Safety Database Gap Analysis and Mitigation

The Traffic Records Coordinating Committee (TRCC) evaluates gaps in their processes and systems and solicits applicants that can execute projects to address these gaps. The TRCC makes project funding recommendations to WTSC to provide funding and oversight of the projects. Projects are to result in quantifiable improvements in the accuracy, completeness, timeliness, uniformity, accessibility, and/or integration of data in a core highway safety database.

Due to changes in HSP submission requirements, a review of the current project proposal process was initiated.

Review outcomes included:

- Identification of projects that will automatically receive continued funding.
- Development of new and updated program plans focusing on the nexus between gap identification and established countermeasures.
- Program manager decision to offer general or focused calls for unallocated funds.

Traffic Records has a total of eight projects that will be granted continued funding. They are listed below.

Project: Data Integration

WTSC formed a partnership with Office of Financial Management to transfer management and governance of the integrated traffic records program. The initial implementation and maintenance contract spans five years. The Traffic Records Integration Program (TRIP) will link data from all crashes to toxicology, driver licensing and vehicle registrations, injury data from emergency rooms, inpatient, outpatient, and trauma, and adjudication. Other data will be included as available. The initial focus is crash, toxicology, and licensing.

Quantifiable and measurable improvements: Crash Integration – Number of complete WSDOT CRASH DATASET years resolved and de-duplicated through the Data Integration profiling, staging, and integration process.
Baseline = 0
FFY 2021 Goal = 2009-2019 [11 years of integrated CRASH data]
This project is year 2 of 5.

Intended Subrecipients

Office of Financial Management

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405c Data Program	405c Data Program (FAST)	$281,000	$70,250	

Project: SECTOR 24x7 Support

The Statewide Electronic Collision & Ticket Online Records (SECTOR) infrastructure support is currently available from 8 a.m. to 5 p.m., Monday through Friday. If the SECTOR application is down, law enforcement officers are unable to issue tickets when performing contacts with drivers on Washington roadways. This puts both the law enforcement officer and the public at risk, as the officer will be limited to writing a warning or will be forced to contact another officer for assistance, increasing the time spent and potentially increasing the number of vehicles on the side of the road. Additionally, if the SECTOR application experiences after-hours or weekend interruptions in service, all agency systems that depend on data from SECTOR will be negatively impacted with gaps in collection and dissemination. There is no structure that supports an outside of normal business hours response to interruptions to SECTOR services.

Quantifiable and measurable improvements: Crash/Citation Timeliness – Number of weekend hours and weekend service interruption resolutions.
Baseline = 0
FFY 2021 Goal = Any recordable service interruption resolutions [>=1] each weekend

This project is year 1 of 5.

Intended Subrecipients

Washington State Patrol

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405c Data Program	405c Data Program (FAST)	$9,605	$2,401	

Project: S2S Data Cleanup

State-to-State (S2S) Verification Service is a means for states to electronically check with all other participating states to determine if the applicant currently holds a driver license or identification card in another state and ensure our state has the driver's complete driver history. This project will focus on improving driver -accuracy/ completeness/uniformity by provide funding for DOL to hire one Customer Service Specialist grant position to review records, perform data cleanup, fraud detection, and licensing verification when DOL implements S2S Verification Service. In addition to preventing fraud, this project will provide access to driver records from other states, enabling more complete data collection and analysis of crash records.

Quantifiable and measurable improvements: Driver Accuracy – Number of S2S driver records reconciled and updated.
Baseline = Beginning with a backlog of approximately 260,000 records as of October 2018. From October 2018 – September 2019, project staff were able to reconcile approximately 224,000 records with 36,000 currently remaining. During FFY 2020, the goal was to continue addressing the backlog, which grows as additional states join the State-to-State (S2S) program.
FFY 2021 Goal = 33,000 Records/year
This project is year 2 of 2.

Intended Subrecipients

Department of Licensing

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405c Data Program	405c Data Program (FAST)	$84,900	$21,225	

Project: RHINO

This Rapid Health Information Network (RHINO) project will continue to improve the analytical utility of the data in the Washington State Department of Health's (DOH) emergency department data system ESSENCE and expand its use for traffic-related injury surveillance. DOH plans to improve processes and continue partner engagement to increase provider reporting, assure long-term program sustainability, inform use cases for traffic safety data, and provide technical assistance to our users including Target Zero partner agencies.

Quantifiable and measurable improvements: Injury Surveillance Completeness – Percent of Emergency Department records submitted to the RHINO/Essence database.
Baseline = 85%
FFY 2021 Goal = 100% of Emergency Department (ED) records

This project is year 2 of 2.

Intended Subrecipients

Department of Health

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405c Data Program	405c Data Program (FAST)	$119,976	$29,994	

Project: SECTOR Replacement

This project would replace the ticketing and reporting system currently used with by officers, sheriffs, and troopers. The proposed replacement product is the National Model's Traffic and Criminal Software (TraCS). The intent of the project is to improve the following data program attribute: Crash/Citation – Accuracy, Uniformity, Accessibility. This project is a consortium effort among the Washington Traffic Safety Commission, Washington State Patrol, Administrative Office of the Courts (AOC), Department of Licensing, WaTech, Washington Association of Sheriffs and Police Chiefs, and Department of Transportation.

Quantifiable and measurable improvements: Crash/Citation Uniformity – Decision and Implementation plan for TraCS for all state and allied law enforcement.
Baseline = 0% Agency Stakeholder Commitment
FFY 2021 Goal = 100% Agency Stakeholder Commitment

This project is year 1 of 1.

Intended Subrecipients

Washington Traffic Safety Commission

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405c Data Program	405c Data Program (FAST)	$100,000	$25,000	

Project: Law Table Cleanup

The AOC faces backlogs for the law table cleanup and data quality issues. The issue impact citation/adjudication accuracy. Additional resources are required to reduce the backlog and cleanup local law and charge tables. This would significantly improve the quality of the overall quality of the law tables going forward. The addition of an electronic law update process between DOL and AOC would also reduce DOL's workload and improve the quality of law information for DOL, WSP and any and all citation-related data customers downstream. It will also improve the following data program attributes: Citation/Adjudication Accuracy, Completeness, Timeliness, Integration

Quantifiable and measurable improvements: Citation Completeness – Number of local ordinance law tables updated and exchanged with Judicial Information System (JIS).
Baseline = 218 local ordinance law tables and 0 exchanged with JIS
FFY 2021 Goal = 50

This project is year 2 of 3.

Supplies

A portion of project funds will be used to purchase a laptop/computer, other equipment, and the software licenses needed to successfully complete the work.

Intended Subrecipients

Administrative Office of the Courts

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405c Data Program	405c Data Program (FAST)	$124,864	$31,216	

Project: WEMSIS

This Washington State Emergency Medical Services Data Management (WEMSIS) project will allow DOH to build on the Key EMS Performance Indicators successfully developed in the Washington State Emergency Medical Services data registry (WEMSIS). In an effort to address injury surveillance and completeness, accuracy, the funding will be used to fund the project FTE to work with DOH epidemiologists and the WEMSIS program manager to:

- Begin evaluating the quality of data.
- Establish feedback loops between DOH and reporting EMS services to improve data quality.
- Continue progress with aligning WEMSIS with Trauma Registry efforts to link to other data.
- Improve the accuracy of injury surveillance.

Quantifiable and measurable improvements: Injury Surveillance Accuracy – Percent of WEMSIS submitting agency receiving regular data quality reports.
Baseline = 0% (Reports in development, recently formatted as "report cards". The definition of "regular receipt" of data quality reports would be predictable delivery every quarter for at least one year (four reports).
FFY 2021 Goal = 100%

This project is year 2 of 2.

Supplies

A portion of project funds will be used to purchase software licenses needed to successfully complete the work.

Intended Subrecipients

Department of Health

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405c Data Program	405c Data Program (FAST)	$121,582	$30,396	

Project: Pinnacle LMS

The primary objective of implementing the Pinnacle LMS (learning management system) is to initiate organizational change in County Roads Administration Board methods of developing, delivering and maintaining consistent, timely training materials in support of the development of safety improvements across Washington State. The project will address and intended to improve roadway – accuracy, uniformity

Quantifiable and measurable improvements: Roadway Uniformity = Percent implementation completion of the remote county Learning Management System.
Baseline = 0%
FFY 2021 Goal = 100%

This project is year 1 of 1.

Intended Subrecipients

County Roads Administration Board

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405c Data Program	405c Data Program (FAST)	$101,000	$25,250	

Chapter 15: Evidence-Based Traffic Safety Enforcement Program (TSEP)

Project Program Activity Reporting: A-1, A-2, and A-3

Activity Measure	Number of Citations
A-1) Number of Seat Belt Citations Issued During Grant-Funded Enforcement Activities: 2019 Seat Belt Citations 2019	1,965
A-2) Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities: 2019 Impaired Driving Arrests	701
A-3) Number of Speeding Citations Issued During Grant-Funded Enforcement Activities: 2019 Speeding Citations	9,254

Planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP)

Planned Activity TSEP Name	Fed Project Number
Distracted Driving TSEP- Local	DD21-03
Distracted Driving TSEP- WSP	FDL*PT21-01
Motorcycle TSEP – Local	164AL21-04
Motorcycle TSEP – WSP	M6X21-02
Grant County Traffic Safety Team	PT21-08
WSP TSEP Speeding	FDL*SE21-01
King County Distracted Driving Project	DD21-02
Spokane County Sheriff's Office DUI Officer	PT21-06
City of Spokane DUI Officer	PT21-09 & 164AL21-05
Snohomish County Pedestrian Safety Zones	FHX21-02
Tacoma: Improving Pedestrian and Bike Safety Around Schools	FHX21-01
Tri Cities Pedestrian Safety Zones	FHX21-03

Planned Activity HVE Name	Fed Project Number
Focused Allied Agency Seat Belts	M1*PT21-01
WSP HVE Seat Belt HVE	M1HVE21-01
Local HVE - DUI	PT21-04

Updated: 09/01/2020

Analysis of crashes, crash fatalities, and injuries in areas of highest risk.

Crash Analysis

Washington's SHSP, Target Zero, establishes the TSEP as one of its hallmark strategies. Executing effective traffic safety enforcement requires efforts targeted to the appropriate behavioral areas and locations coupled with meaningful media and public education outreach. The agency's evidence-based enforcement plan outlines 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 produces the 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 traffic safety enforcement program designed to address the areas and locations at highest risk and with the greatest potential for improvement.

Washington will to participate in the following national and statewide campaigns:

- 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 regional TZMs and LELs chosen based on local data and need

Descriptions of the individual projects can be found in the relevant program area sections of the HSP.

Deployment of Resources

The agency allocates funding to state and local law enforcement to participate in multi-jurisdictional mobilizations in conjunction with paid and news media efforts. Funding for these traffic safety enforcement grants is allocated in a couple different ways. For statewide TSEP projects, resources are allocated to locations throughout the state using data-weighted scores based on fatalities, serious injuries, and exposure (vehicle miles traveled and population). Enforcement is coordinated with national- and state-level media buys to ensure strong media and public education outreach. Additional resources are allocated to local and state agencies based on crash data, data from observational surveys, staffing capacities, and past performance. WTSC staff and local coordinators may make mid-year adjustments to law enforcement allocations in response to changing priorities or emerging needs. This design allows the evidence-based enforcement program to follow emerging data trends and remain flexible in order to target investments to the areas of greatest need.

All state, local, and tribal police agencies are eligible for TSEP/HVE funding, provided they agree to meet the basic requirements for these projects.

Effectiveness Monitoring

Accurate and timely data is the foundation of this HSP. Fatal and serious injury crash data are used to establish Target Zero priorities. All projects presented in the HSP are directly linked to Target Zero's priorities and strategies. Data provide the basis for evaluating the effectiveness of completed projects and tracking our progress toward zero.

Starting in mid FFY 2020, WA transitioned to using an online tool for enforcement data collection. This new method collects enforcement data close to real-time. This will allow a greater level of analysis and monitoring by the project managers as well as WTSC Program staff.

Chapter 16: Proposed Projects, Funding, and Funding Sources

Project #	Description	Amount	Fed to Local	State Match
402 Fast Act Funds				
Alcohol				
AL21-01	Alcohol Program Coord	$156,108		$39,027
Community Traffic Safety				
CP21-01	Comm & Corr Program Coord	$961,936		$240,484
CP21-02	DOL Internal Grant	$50,000		$12,500
CP21-03	TZM Contracts	$621,500	$621,500	$155,375
CP21-04	Spokane Municipal DUI Court	$51,000	$51,000	$12,750
CP21-05	Neighborhood House – Most Steer Clear Project	$80,000	$80,000	$20,000
CP21-06	Colville Tribal TS Coordinator	$70,000	$70,000	$17,500
CP21-07	Tribal Traffic Safety Coordination – Yakama Nation	$81,000	$81,000	$20,250
CP21-08	Tribal Traffic Safety Coordination – Lummi	$100,000	$100,000	$25,000
CP21-09	ADAS Communications Plan Develop	$100,000		$25,000
		$2,115,436	**$1,003,500**	**$528,859**
Distracted Driving				
DD21-01	Distracted Driving Program Coord	$61,416		$15,354
DD21-02	King County Distracted Driving Project	$95,000	$95,000	$23,750
DD21-03	Distracted Driving TSEP- Local	$300,000	$300,000	$75,000
		$456,416	**$395,000**	**$114,104**
Motorcycle Safety				
MC21-01	Motorcycle Safety Tech Coord	$24,696		$6,174

Project #	Description	Amount	Fed to Local	State Match
Planning & Administration				
PA21-01	Planning & Admin	$650,000		$650,000
Occupant Protection				
OP21-01	Occup Prot Tech Coord	$41,153		$10,288
OP21-02	Statewide CPS Coordinator	$177,700	$177,700	$44,425
		$218,853	**$177,700**	**$54,713**
Paid Advertising				
PM21-01	Paid Media – Distracted Driving TSEP	$400,000		$100,000
PM21-02	DUI HVE Paid Media	$376,000		$94,000
PM21-03	Motorcycle TSEP – Paid Media	$100,000		$25,000
PM21-04	Click It or Ticket HVE Media Campaign	$312,000		$78,000
		$1,188,000		**$297,000**
Pedestrian/Bicycle Safety				
PS21-01	Ped Safety Program Coord	$61,596		$15,399
Police Traffic Services				
PT21-01	Police Traffic Program Coord	$24,960		$6,240
PT21-02	WASPC Speed and Impairment Enforcement Program	$200,000	$200,000	$50,000
PT21-03	Statewide and Local LEL Program	$162,000	$60,000	$40,500
PT21-04	Local HVE - DUI	$500,000	$500,000	$125,000
PT21-05	Seattle Police Department Impaired Driving Training	$50,000	$50,000	$12,500
PT21-06	Spokane County Sheriff's Office DUI Officer	$122,747	$122,747	$30,687
PT21-07	Tribal Law Enforcement Training and Support	$60,000	$60,000	$15,000

Project #	Description	Amount	Fed to Local	State Match
PT21-08	Grant County Traffic Safety Team	$170,000	$170,000	$42,500
PT21-09	City of Spokane DUI Officer	$77,500	$77,500	$19,375
		$1,367,207	**$1,240,247**	**$341,802**
Traffic Records				
TR21-01	Traffic Records Program Coord	$406,528		$101,632
TR21-02	RADD	$126,000		$31,500
		$532,528		**$133,132**
Total 402 Fast Act Funds		**$6,770,840**	**$2,816,447**	**$2,180,210**
405b OP High (Fast Act Funds)				
Community CPS Services				
M1CPS21-01	CPS Safety Mini-Grant Program	$115,000		$28,750
HVE				
M1HVE21-01	WSP HVE Seat Belts	$260,000		$65,000
Total 405b OP High (Fast Act Funds)		**$375,000**		**$93,750**
405b OP High Flex (Fast Act Funds)				
Community Traffic Safety				
M1*CP21-01	Statewide Traffic Safety Survey	$200,000		$50,000
Paid Advertising				
M1*PM21-01	Click It or Ticket HVE Media Campaign	$208,000		$52,000

Project #	Description	Amount	Fed to Local	State Match
Police Traffic Services				
M1*PT21-01	Focused Allied Agency Seat Belts	$260,000		$65,000
Total 405b OP High Flex (Fast Act Funds)		**$668,000**		**$167,000**
405c Data Programs (Fast Act Funds)				
Data Program				
M3DA21-01	Sector Replacement	$100,000		$25,000
M3DA21-02	S2S Cleanup	$84,900		$21,225
M3DA21-03	WEMSIS	$121,582		$30,396
M3DA21-04	RHINO	$119,976		$29,994
M3DA21-05	Law Table Cleanup	$124,864		$31,216
M3DA21-06	Sector 24X7 Support	$9,605		$2,401
M3DA21-07	Data Integration	$281,000		$70,250
M3DA21-08	Pinnacle LMS	$101,000		$25,250
Total 405c Data Programs Fast Act Funds		**$942,927**		**$235,732**
405d Impaired Driving Low (Fast Act Funds)				
Impaired Driving				
M6X21-01	WSP HVE – Block Grant	$350,000		$87,500
M6X21-02	Motorcycle TSEP - WSP	$100,000		$25,000
M6X21-03	TSRP 1	$160,000		$40,000
M6X21-04	City of Seattle - TSRP 2	$160,000		$40,000
M6X21-05	TSRP 3	$160,000		$40,000
M6X21-06	WSP DRE Training Program	$275,000		$68,750

Project #	Description	Amount	Fed to Local	State Match
M6X21-07	WSP Mobile Impaired Driving Unit	$187,100		$46,775
M6X21-08	WSP Toxicology Lab	$400,000		$100,000
M6X21-09	Spokane Muni DUI Court	$12,000		$3,000
Total 405d Impaired Driving Low Fast Act Funds		**$1,804,100**		**$451,025**
405d Impaired Driving Low (Flex Fast Act Funds)				
Community Traffic Safety				
FDL*CP21-01	News Media and Creative Development	$400,000		$100,000
FDL*CP21-02	Website Maintenance, Updates, and Support	$50,000		$12,500
FDL*CP21-03	TZM Positive Culture Norms (PCN) Training	$90,000		$22,500
FDL*CP21-04	Proactive Traffic Safety Culture Change	$166,787		$41,697
FDL*CP21-05	Local Support for TZM PCN Projects	$10,000		$2,500
FDL*CP21-06	WEMS Maintenance, Upgrades, and Support	$150,000		$37,500
FDL*CP21-07	TZM Professional Development and Support	$147,000		$36,750
FDL*CP21-08	TZM Communications Lead	$100,000		$25,000
FDL*CP21-09	Traffic Safety Culture Media Campaign	$510,000		$127,500
FDL*CP21-10	TSRP Support	$70,000		$17,500
FDL*CP21-11	2021 Traffic Safety Conference	$150,000		$37,500
Total FDL*CP		**$1,843,787**		**$460,947**
Police Traffic Services				
FDL*PT21-01	Distracted Driving TSEP- WSP	$100,000		$25,000
Total FDL*PT		**$100,000**		**$25,000**

Project #	Description	Amount	Fed to Local	State Match
Speed				
FDL*SE21-01	WSP TSEP Speeding	$100,000		$25,000
Total FDL*SE		**$100,000**		**$25,000**
Total 405d Imp Driving Low Flex Fast Act Funds		**$2,043,787**		**$510,947**
405d 24/7 Sobriety Fast Act Funds				
Community Traffic Safety				
F24*CP21-01	TREDS Training	$25,000		$6,250
F24*CP21-02	Tribal Traffic Safety Strategic Planning and Education	$28,000		$7,000
F24*CP21-03	Tribal Traffic Safety Conference/Peer Review Meeting	$10,000		$2,500
Total F24*CP		**$63,000**		**$15,750**
Total 24/7 Sobriety Fast Act Funds		**$63,000**		**$15,750**
405f Motorcycle Safety Fast Act Funds				
Motorcycle Program				
M9X20-01	WTSC's Motorcycle Safety Program	$50,000		$12,500
M9X20-02	DOL's Motorcycle Safety Program	$45,000		$11,250
Total 405f Motorcycle Safety Fast Act Funds		**$95,000**		**$23,750**
405h Non-Motorized Fast Act Funds				
Non-Motorized				
FHX21-01	Tacoma: Improving Pedestrian and Bike Safety Around Schools	$60,000		$15,000
FHX21-02	Snohomish County Pedestrian Safety Zone	$44,950		$11,238
FHX21-03	Tri Cities Pedestrian Safety Zone	$60,000		$15,000
FHX21-04	Yakama Tribal Bicycle and Walker Safety Program	$53,356		$13,339
FHX21-05	Tukwila Police Bicycle Safety Program	$33,000		$8,250
Total 405h Non-Motorized Fast Act Funds		**$251,306**		**$62,827**

Project #	Description	Amount	Fed to Local	State Match
164 Transfer Funds				
164 Alcohol				
164AL21-01	News Media, Creative (ID Alcohol)	$100,000		
164AL21-02	DUI HVE Paid Media	$564,000		
164AL21-03	WASPC Speed and Impairment Enforcement Program	$100,000	$100,000	
164AL21-04	Motorcycle TSEP – Local	$150,000	$150,000	
164AL21-05	City of Spokane DUI Officer	$77,500	$77,500	
164AL21-06	WASPC 24/7 Expansion	$20,000	$20,000	
164AL21-07	Des Moines DUI Accountability Court	$70,000	$70,000	
164AL21-08	DUI Training and Candidate Court	$100,000	$100,000	
164AL21-09	WSP Ignition Interlock Program	$150,000	$50,000	
Total 164 Transfer		**$1,331,500**	**$567,500**	
TOTAL ALL FFY 21 PROJECTS		**$14,345,460**	**$3,383,947**	**$3,740,990**

Chapter 17: Law Enforcement Agencies Planning to Participate in National HVE Campaigns

WTSC conducts outreach to state and local law enforcement agencies to participate in all HVE enforcement campaigns. This list is a list of agencies planning to participate.

Black Diamond Police Department	Bonney Lake Police Department	Bothell Police Department	Bremerton Police Department
Brewster Police Department	Burien Police Department	Burlington Police Department	Camas Police Department
Castle Rock Police Department	Central Washington University Police Department	Centralia Police Department	Chehalis Police Department
Chelan County Sheriff's Office	City of Bainbridge Island	Clallam County Sheriff's Office	Clark County Sheriff's Office
Clark Regional Emergency Services Agency	Clarkston Police Department	Colfax Police Department	College Place Police Department
Covington Police Department	Covington Police Department	Cowlitz County Sheriff's Office	Des Moines Police Department
Douglas County Sheriff's Office	DuPont Police Department	East Wenatchee Police Department	Eastern Washington University Police Department
Edmonds Police Department	Ellensburg Police Department	Elma Police Department	Enumclaw Police Department
Ephrata Police Department	Everett Police Department	Evergreen State College Police Department	Everson Police Department
Federal Way Police Department	Ferndale Police Department	Ferry County Sheriff's Office	Fife Police Department
Fircrest Police Department	Franklin County Sheriff's Office	Garfield County Sheriff's Office	Gig Harbor Police Department
Grand Coulee Police Department	Grandview Police Department	Grant County Sheriff's Office	Grays Harbor Communications E-911
Grays Harbor County Sheriff's Office	Hoquiam Police Department	Issaquah Police Department	Jefferson County Sheriff's Office
Kalama Police	Kenmore Police	Kennewick Police	Kent Police Department

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Department	Department	Department	
Kirkland Police Department	Kitsap 911	Kitsap County Sheriff's Office	Kittitas County Sheriff's Office
Klickitat County Sheriff's Office	La Center Police Department	Lake Forest Park Police Department	Lake Stevens Police Department
Lakewood Police Department	Lewis County Sheriff's Office	Liberty Lake Police Department	Lincoln County Sheriff's Office
Longview Police Department	Lynden Police Department	Lynnwood Police Department	Mabton Police Department
Maple Valley Police Department	Mason County Sheriff's Office	Mattawa Police Department	Mercer Island Police Department
Mill Creek Police Department	Milton Police Department	Monroe Police Department	Montesano Police Department
Morton Police Department	Moses Lake Police Department	Mount Vernon Police Department	Mountlake Terrace Police Department
Mukilteo Police Department	Multi Agency Communication Center (MACC)	Newcastle Police Department	Normandy Park Police Department
Oak Harbor Police Department	Ocean Shores Police Department	Odessa Police Department	Okanogan County Sheriff's Office
Olympia Police Department	Omak Police Department	Othello Police Department	Pacific County Sheriff's Office
Aberdeen Police Department	Adams County Sheriff's Office	Airway Heights Police Department	Algona Police Department
Anacortes Police Department	Arlington Police Department	Asotin County Sheriff's Office	Auburn Police Department
Battle Ground Police Department	Bellevue Police Department	Bellingham Police Department	Benton County Sheriff's Office
Pacific Police Department	Palouse Police Department	Pasco Police Department	Pend Oreille County Sheriff's Office
Pierce County Sheriff's Office	Port Angeles Police Department	Port of Seattle Police Department	Port Orchard Police Department
Port Townsend Police Department	Poulsbo Police Department	Prosser Police Department	Public Health Seattle King County
Pullman Police Department	Puyallup Police Department	Quincy Police Department	Raymond Police Department
Reardan Police	Redmond Police	Region 15 Target Zero	Republic Police

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Department	Department	Manager	Department
Richland Police Department	Ridgefield Police Department	Ritzville Police Department	Royal City Police Department
Ruston Police Department	Sammamish Police Department	San Juan County Sheriff's Office	SeaTac Police Department
Seattle Police Department	Sedro-Woolley Police Department	Selah Police Department	Sequim Police Department
Shelton Police Department	Shoreline Police Department	Skagit 911	Skagit County Sheriff's Office
Snohomish County	Snohomish County 911	Snoqualmie Police Department	Soap Lake Police Department
South Bend Police Department	Spokane County Sheriff's Office	Spokane Police Department	Steilacoom Police Department
Sumner Police Department	Sunnyside Police Department	Suquamish Tribal Police Department	Tacoma Police Department
Tenino Police Department	Thurston 9-1-1 Communications	Thurston County Sheriff's Office	Toledo Police Department
Toppenish Police Department	Tukwila Police Department	Tumwater Police Department	Union Gap Police Department
University Place Police Department	Vancouver Police Department	Wahkiakum County Sheriff's Office	Walla Walla Emergency Services Communications (WESCOM)
Walla Walla Police Department	Warden Police Department	Washington State Patrol	Washougal Police Department
Wenatchee Police Department	West Richland Police Department	Western Washington University Police Department	Whatcom County Sheriff's Office
Whitman County Sheriff's Office	Woodland Police Department	Yakima County Sheriff's Office	Yakima Police Department
Yelm Police Department			