WA TRAFFIC SAFETY COMMISSION

FFY 2022 Washington Highway Safety Plan

August 3, 2021

CONTENTS

Washington is applying for the following:

Section	Yes/No	File Name
Section 402/HSP	Yes	WA_FY22_HSP
405(b) Occupant Protection Grant —High	Yes	WA_FY22_405b
405(c) State Traffic Safety Information System Improvements	Yes	WA_FY22_405c
405(d) Impaired Driving Countermeasures Grant —Low Range Rate State	Yes	WA_FY22_405d
405(d) Ignition Interlock	No	
405(d) 24-7 Sobriety Programs	Yes	WA_FY22_405d_24-7
405(e) Distracted Driving	No	
405(f) Motorcyclist Safety Grant	Yes	WA_FY22_405f
405(g) Graduated Driver Licensing	No	
405(h) Nonmotorized Safety Grant	Yes	WA_FY22_405h
1906 Racial Profiling Data Collection	No	

Chapter 1: 2022 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 to qualify for federal traffic safety funding. Our Commission is made up of 25 employees and 10 Commissioners.

Highway Safety Planning Process

The WTSC planning process involves two phases. The first phase is the development of the State's Strategic Highway Safety Plan (SHSP), known as Target Zero, which is updated every three years. The second phase is the annual development of 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 by 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 Group (DAG) analyzes the new cycle of data. All three teams use the new data to shape the Target Zero priorities for the next 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 Behavioral Traffic Safety Cooperative Research Program (BTSCRP), the National Cooperative Highway Research Program (NCHRP), and scientifically sound evidence-based research regarding strategies not already identified by the Governors Highway Safety Association (GHSA).

The WTSC uses final information from Fatality Analysis Reporting System (FARS) (including 2019 from our internal FARS unit and preliminary 2020) 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 (EMS). Agencies represented on the Commission include the Washington State Patrol (WSP), Department of Transportation (WSDOT), Department of Health (DOH), Department of Licensing (DOL), Health Care Authority (HCA), and the Office of Superintendent of Public Instruction (OSPI). In addition, the Washington State Association of Counties (WSAC), Association of Washington Cities (AWC), and the Judiciary are represented. The Commission is chaired by Governor Jay Inslee. The Commissioners review the HSP and request changes or vote to approve the plan as presented.

Target Zero Updates Data Analyst Group
The DAG is responsible for developing recommendations for performance measures, performance targets, long-term and intermediate goals, and identifying and prioritizing traffic safety problems when updating Target Zero. The primary indicators used by the DAG 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 Target Zero DAG:

- 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 develop and approve 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 Policy Office
- 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 Counties
- 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, and NHTSA. 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 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 Framework 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 (ATSC) works to create recommendations for the Washington State Legislature to improve the transportation system to decrease fatalities and serious injuries involving walkers, bicyclists, and other rollers 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 ATSC reviews and analyzes crash data to identify patterns in crashes and find points at which the transportation system can be improved. The ATSC 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 ATSC'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 bicycle 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 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 may 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 a 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 to address identified problems and achieve performance targets.

This analysis forms the WTSC program plans written for each traffic safety focus areas. Our process starts with updating the 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 countermeasures the program manager is recommending for funding in the 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 a robust problem identification that describes the problem, identifies the focus populations and notes the 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 reduce traffic related fatalities and serious injuries. The ideal opportunity is created when there is alignment between an evidence-based countermeasure (meaning there is research indicating the countermeasure is effective), policy (the countermeasure is permitted by law or rule), 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 countermeasures. Sometimes these countermeasures are designed to influence the behavior of the audience and sometimes, the countermeasures are designed to fill a gap or improve the systems that support the effectiveness of a countermeasure. Program managers define the types of activities needed to implement the countermeasure by designing the projects and grants 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 proposed to address what the data is indicating. In calendar year 2021 we are continuing that transition. All staff who manage grants have received training with ongoing technical support from Montana State University's Center for Health and Safety Culture. Trainings focused on helping us improve our ability to use tools like theories of change, logic models, and strategy maps to make more informed grant investment decisions focused on the most 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 and evaluates the draft, comparing it with agency priorities to ensure they are aligned. The internal group meets again to finalize the recommendations. The recommendations are shared with the TAC in writing and verbally. We consider feedback offered by the TAC and amend the plan as appropriate.

Technical Advisory Committee Review

Each Commissioner assigns a technical advisory reviewer to review the program plans, provide feedback, and discuss the contents of the recommended plan with their respective Commissioner. Once the WTSC's review is complete, the Program Director sends a summary of the program plans to the TAC members and asks them to review the plans and provide preliminary feedback. To simplify the feedback process, 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 24, 2021. Usually this meeting is held in person at the WTSC. However, due to COVID-19 and consistent with guidance from the Governor, this was the second year that the TAC review was conducted via Microsoft Teams, a web-based video conference. During the TAC meeting, program managers presented a funding summary of each program area. 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 were responsible for briefing their agency Director/Secretary and leadership team in advance of the April 15, 2021, WTSC quarterly meeting.

WTSC Commissioners Review and Approval

At the April 15, 2021 quarterly commission meeting, the Program Director provided an overview of the funding recommendations and answered questions from Commissioners. The Commissioners then voted to approve the plan, giving the WTSC permission to produce the HSP and seek NHTSA approval.

Information and Data Sources

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

Fatalities

FARS
WTSC Fatal and Fatality Dashboards
NHTSA FARS State Traffic Safety Information (STSI) and FIRST Tool
WSDOT Crash Data Portal (CDP)

Serious Injuries

WSDOT Collision Location Analysis System (CLAS)
WSDOT CDP

All Crashes

WSDOT CLAS
WSDOT CDP
WSP Collision Analysis Tool (CAT)

Exposure

WSDOT Vehicle Miles Traveled (VMT) estimates
Washington Office of Financial Management (OFM) 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 and Washington Highway Safety Improvement Program Coordination

As already described, priorities and performance are coordinated between Washington's SHSP, Target Zero, the annual HSP and WSDOT's annual Highway Safety Improvement Program (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 Total Serious Injuries, and C-3 Fatality Rate (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 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. The 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 goal. 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: Overall Performance Measures C-1, C-2, and C-3

WTSC, WSDOT, and MPOs coordinate the development of targets C-1 Total Fatalities, C-2 Total Serious Injuries, and C-3 Fatality Rate. A description of this coordination and the outcomes of this coordination can be found in **Chapter 1: 2022 Washington Highway Safety Plan**.

Certification

State HSP performance targets are identical to WSDOT targets for common performance measures (C-1 Total Fatalities, C-2 Total Serious Injuries, and C-3 Fatality Rate) that will be reported in the HSIP Annual Report, as coordinated through the SHSP.

Performance Measures and Targets

Five 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
- Chapter 14, Research and Data Program

These five program areas are all linked to the following Performance Measures and Targets:

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	C-1 Number of Traffic Fatalities (FARS)	2022	2018-2022	437.3
2022	C-2 Number of Serious Injuries in Traffic Crashes (State crash data files)	2022	2018-2022	1,819.5
2022	C-3 Fatalities/VMT (FARS, FHWA)	2022	2018-2022	0.730

Performance Target Justification

The C-1, C-2, and C-3 (Total Fatalities, Total Serious Injury, 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 on the most recent Target Zero line, a line straight to zero in the year 2030 from the most recent five-year rolling average; a data-driven approach to performance management of

an aggressive, time-bound zero goal. This Target Zero approach to statewide performance management of traffic injury-related goals is supported by WSDOT, WTSC, WSP, DOL, DOH, HCA, OSPI, and many other agency leaders, legislators, and the Governor.

Regardless of how aggressive, even outright unrealistic, these targets may seem, it is important for us to set targets reflective of our primary goal, zero traffic fatalities and serious injuries by 2030. After all, the target is just a place to point, it is how you get to that point that really matters. YES, we are off our target; but this is the very information we need to present to our Legislature and other funders and decision-makers to show that we are not doing enough. 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, we believe you do not change your target because it is hard or because it is subjectively unrealistic, and we are Target ZERO.

The linear trend line of the five-year rolling average is shown on every HSP chart 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 traffic fatalities and serious injuries, or even reducing them. WTSC will be building program and project level logic models to better link our efforts to these outcomes, but we know some of these linkages will be theoretical and difficult to measure.

While these fatality and serious injury outcome performance measures are required in the HSP application, the majority of HSP projects have not been shown to have significant direct reduction in fatalities and injuries, especially once major policy milestones have been implemented, such as universal helmet and primary seat belt laws. In contrast, the HSIP infrastructure change impact on safety of all mobilities is better established and is complimented by statistical evaluation methods and guidelines (Highway Safety Manual and Crash Modification Factors) not available for HSP projects. For example, WSDOT is developing performance curves within its HSIP, Washington's overall approach to infrastructure spending. These performance curves are intended to show how given different investment levels, safety benefits would be achieved.

WSDOT implements the HSIP and it is the efforts of WSDOT throughout its programs that will have the most measurable impact on traffic fatalities and serious injuries. In addition, WSDOT assumes the "penalties" for not meeting HSP/HSIP performance targets, which were not met this year. However, WSDOT already implements the "penalties" because they are good practices, these actions would be carried out regardless of whether these performance targets are met or not met. Further, WSDOT leadership believes that the SHSP sets the right philosophy as no life lost is acceptable. In our collective efforts to achieve safety culture, setting increasing

targets or any target that does not lead to Target Zero, does not send the right message. Imagine telling the public and the Legislature that we set a target to achieve more fatal and serious injuries, and then ask for additional funding to do so. This is not effective, and targets must support the Target Zero goal.

The Commission believes we need to try to reach Target Zero, and WTSC believes this too. This has been our goal since 2000, and we are not going to give up on our goal now 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. WTSC and WSDOT have established 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 goal. This effort has been named the Next Ten Years plan and the agencies are currently meeting regularly to develop this plan.

WSDOT presented in its *State of Transportation Address* to the Legislature and public the need to increase funding for safety to achieve Target Zero. The address included the societal cost of crashes and current funding levels. The presentation emphasized 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 Target Zero. WTSC participates with WSDOT in technical meetings with the MPOs to outline behavioral programs that would help achieve targets. With these efforts, coordination, and focus within the myriad of federal and state safety programs, we believe in Target Zero. We will do everything we can to achieve our goals believing in the philosophy of Target Zero. It is better to attempt to achieve aspirational targets rather than set flat or increasing targets that we meet. Our goal is not to achieve a target, our goal is to save lives and prevent injury.

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

Progress: **Not Met**

C-1: Traffic Fatalities 2010-2020*
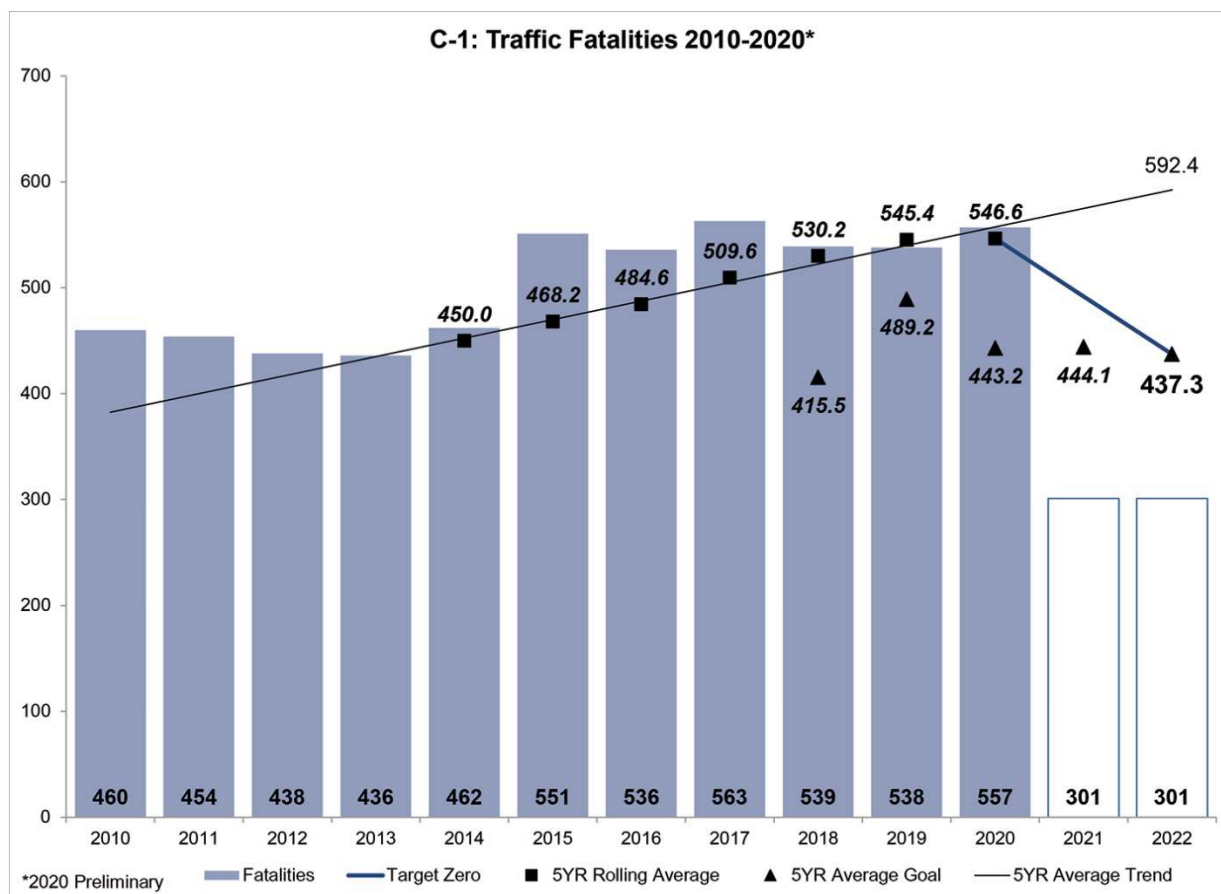
Program Area-Level Report

The 2021 target included in the FFY 2021 HSP for fatalities was 444.1 (2017-2021 Rolling Average Value). The FFY 2021 C-1 target was coordinated with WSDOT. The FFY 2021 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 (2015 – preliminary 2019). According to the revised trend line used to develop the 2022 target for FFY 2022, it appears that the FFY 2021 HSP target will not be met. To reach the 2017-2021 Rolling Average Target of 444.1, the total number of fatalities in 2021 would have to be less than 24. This number has already been exceeded, therefore the FFY 2021 target was: **NOT MET**.

Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value	Forecast Target*
2021	C-1 Number of Traffic Fatalities (FARS)	2021	2017-2021	444.1	
2022	C-1 Number of Traffic Fatalities (FARS)	2022	2018-2022	437.3	592.4

*The forecast target is based on the 2022 five year-rolling average value of the linear trend line.

Performance Measure C-2: Number of Serious Injuries in Traffic Crashes (state crash data files)

Progress: **Not Met**
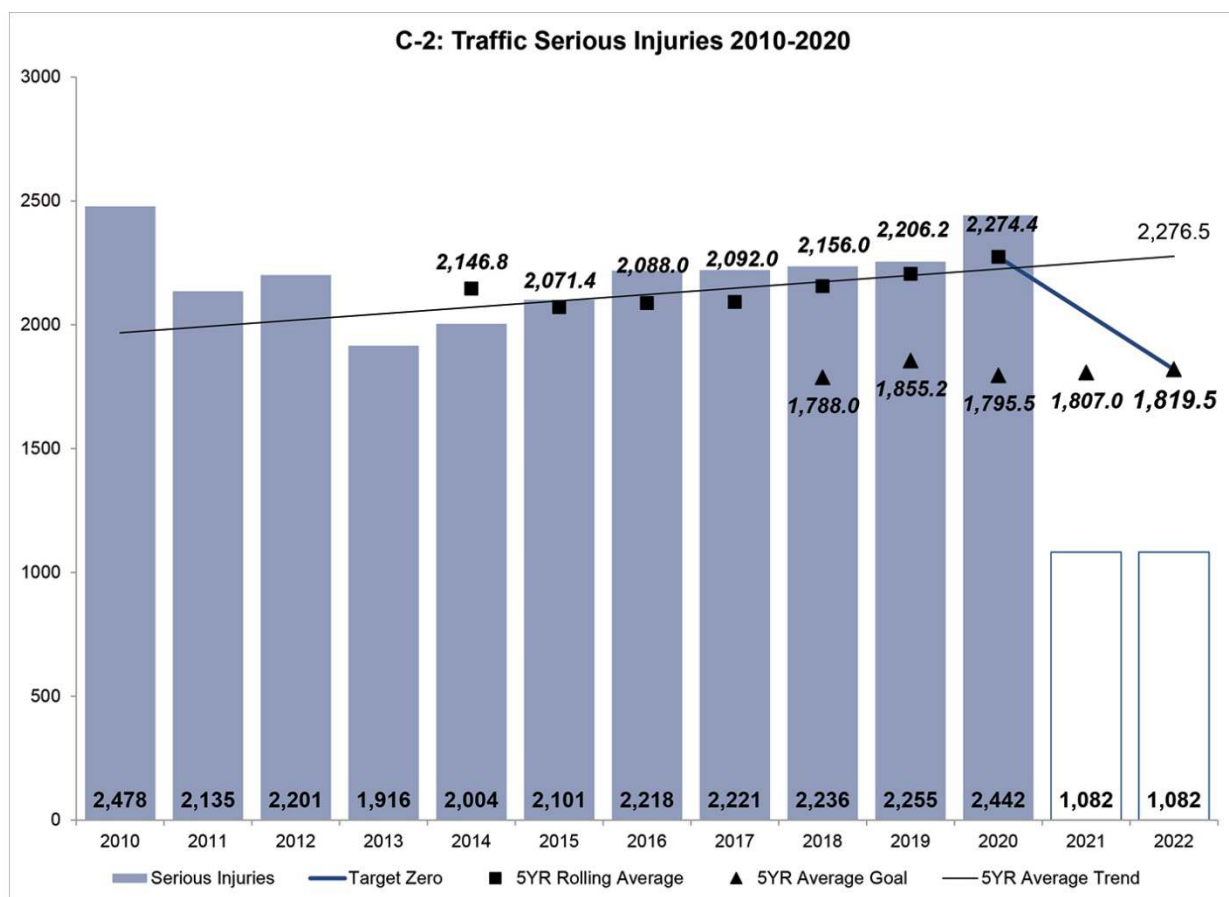
Program Area-Level Report

The 2021 target included in the FFY 2021 HSP for serious injuries was 1,807.0 (2017-2021 Rolling Average Value). The FFY 2021 target was coordinated with the WSDOT. The FFY 2021 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 (2015 – preliminary 2019). According to the revised trend line used to develop the 2022 target for FFY 2022, it appears that the FFY 2021 HSP target will not be met. To reach the 2016-2021 Rolling Average Target of 1,807.0, the total number of serious injuries in 2021 would have to be -119, therefore the FFY 2021 target was: **NOT MET**.

## Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value	Forecast Target*
2021	C-2 Number of Serious Injuries in Traffic Crashes (state crash data files)	2021	2017-2021	1,807.0	
2022	C-2 Number of Serious Injuries in Traffic Crashes (state crash data files)	2022	2018-2022	1,819.5	2,276.5

*The forecast target is based on the 2022 five year-rolling average value of the linear trend line.

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

Progress: **Not Met**

C-3: Traffic Fatality Rate 2010-2020*
Rate per 100M VMT

Data values by year:
- 2010: 0.804
- 2011: 0.797
- 2012: 0.774
- 2013: 0.762
- 2014: 0.796 (5YR Rolling Average 0.787)
- 2015: 0.924 (5YR Rolling Average 0.811)
- 2016: 0.881 (5YR Rolling Average 0.827)
- 2017: 0.917 (5YR Rolling Average 0.856)
- 2018: 0.866 (5YR Rolling Average 0.877, 5YR Average Goal 0.709)
- 2019: 0.860 (5YR Rolling Average 0.890, 5YR Average Goal 0.813)
- 2020: 1.041 (5YR Rolling Average 0.913, 5YR Average Goal 0.732)
- 2021: 0.442 (5YR Average Goal 0.724)
- 2022: 0.442 (5YR Average Goal 0.730)

5YR Average Trend endpoint: 0.956

*2020 Preliminary   Fatality Rate — Target Zero — ■ 5YR Rolling Average   ▲ 5YR Average Goal —— 5YR Average Trend

Program Area-Level Report

The 2021 target included in the FFY 2021 HSP for the fatality rate was 0.724 (2017-2021 Rolling Average Value). The FFY 2021 target was coordinated with WSDOT. The FFY 2021 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 (2015 – preliminary 2019). According to the revised trend line used to develop the 2022 target for FFY 2022, it appears that the FFY 2021 HSP target will not be met. Due to sustained fatality numbers so far in 2021, we have determined that the FFY 2021 target was: **NOT MET**.

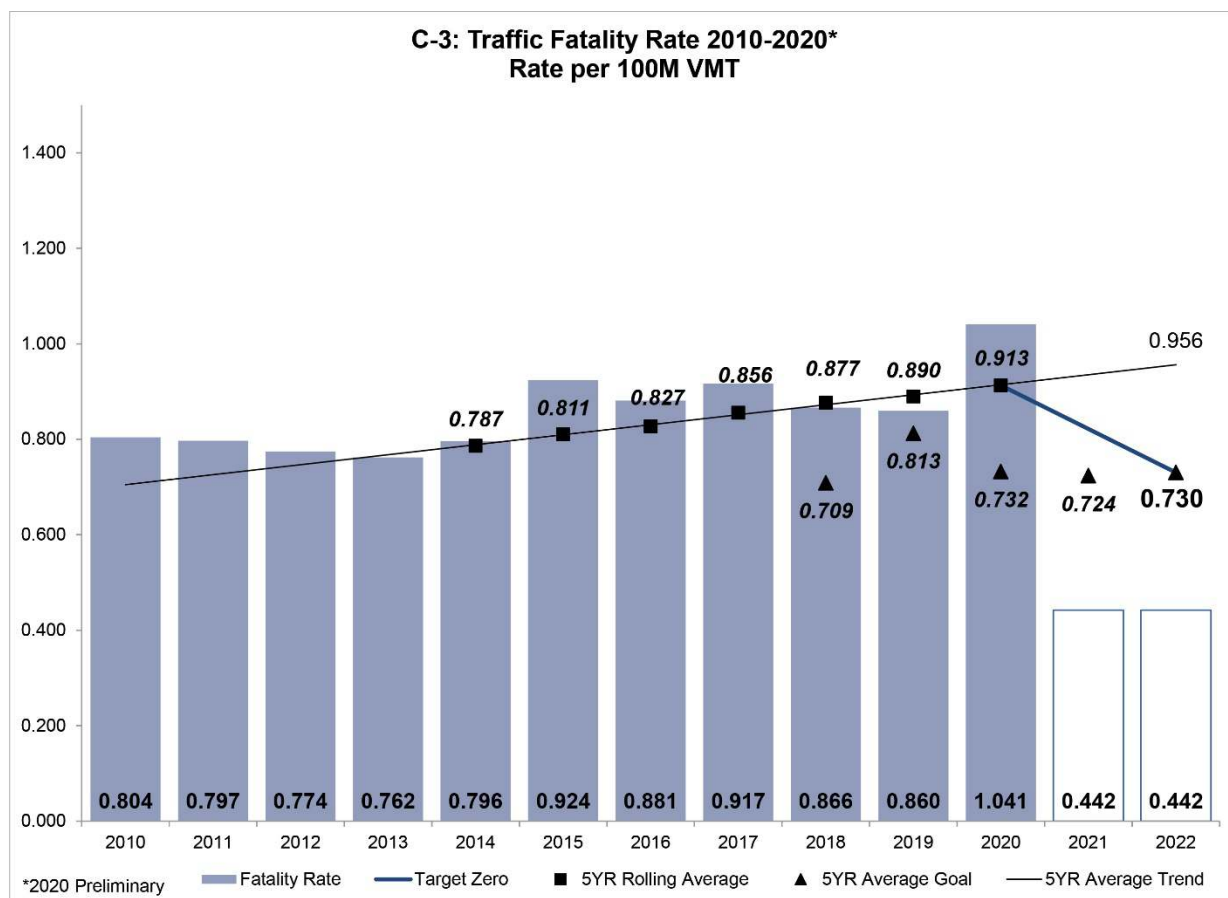## Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value	Forecast Target*
2021	C-3 Fatalities/VMT (FARS, FHWA)	2021	2017-2021	0.724	
2022	C-3 Fatalities/VMT (FARS, FHWA)	2022	2018-2022	0.730	0.956

*The forecast target is based on the 2022 five year-rolling average value of the linear trend line.

Chapter 3: Program Coordination

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)

Program coordination is linked to the following Performance Measures and Targets:

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-1 Number of Traffic Fatalities (FARS)	2022	2018-2022	437.3
2022	C-2 Number of Serious Injuries in Traffic Crashes (state crash data files)	2022	2018-2022	1,819.5
2022	C-3 Fatalities/VMT (FARS, FHWA)	2022	2018-2022	0.730

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 Area (Table of Program)

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
Strategic Highway Safety Planning	Create a SHSP Implementation Plan	Target Zero Implementation Plan Coordination
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. 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 in project are made 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, 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 (WEMS). This system is used by 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. This system also creates transparency of WTSC's grant portfolio to NHTSA staff who can review any project file at any time.

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 2022 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 2022 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, allows a more program-by-program customization of calls for project proposals, and accommodates multi-year contracts.

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)	$200,000	$50,000	

Countermeasure: Strategic Highway Safety Planning

The WTSC lead the effort to update the Washington SHSP, Target Zero, in 2019. This countermeasure is designed to help WTSC and other state partners advance the goal of Target Zero by creating an implementation plan for Target Zero. The vision is to identify the policies that the state of Washington should adopt, actions it should take, and funds it should budget to make progress in meeting the goal of Target Zero.

Projected Safety Impacts
The project will yield a series of recommendations that WTSC and other state partners can work toward to achieve our shared goal of Target Zero. The plan will create priorities for partners on which to focus over the next two to five years. This will help Washington to create accountability for state partners, help them coordinate efforts, and in accordance with customary state practice, educate, inform, and engage critical partners such as lawmakers in

this effort by having a single set of finite recommendations all parties agree are the highest priority actions to take.

Rationale for Countermeasure Selection

The Target Zero plan is a very thorough and comprehensive document designed for practitioners of traffic safety in Washington State. It is established through exhaustive review of traffic safety data and potential strategies to address problem areas. What is lacking is a distilled list of the most important actions Washington should take to achieve its goal. This strategy and activity will help Washington bridge this gap by focusing WTSC and other state partners on the most important actions they can take to advance our shared goal of Target Zero.

References

23 USC 148 requires all states to have an updated, approved SHSP which is consistent with specific requirements under section 148, including an implementation focus which describes process, actions, and potential resources for implementing the strategies in the emphasis areas.

Activity: Create a SHSP Implementation Plan

WTSC and the WSDOT will co-fund the work of developing a robust implementation plan. This will involve conducting a formal competitive procurement process to identify and hire an appropriate contractor to help design and execute a process to implement this strategy. Funds identified in this activity will fund WTSC's portion of the project.

Project: Target Zero Implementation Plan Coordination

The WTSC will partner with the WSDOT to hire a contractor to help us design and execute a process to create a series of recommendation on the highest priority strategies the state should implement as well as a timeline and budget estimates for implementation, to advance our goal of zero fatal traffic crashes by 2030.

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 (FAST)	$25,000	$6,250	$0

Countermeasure: Traffic Safety Program Support – Leadership

Projected Safety Impacts

This allows WTSC to assign federal traffic safety funds in furtherance of the goals of the Target Zero Strategic Highway Safety Plan, specifically for the technical coordination of Washington's various traffic safety programs, including Alcohol, Distracted Driving, Motorcycle Safety, Occupant Protection, Young Drivers, Speeding, Traffic Records, Bicycle and Pedestrian Safety, Police Traffic Services, and Community Traffic Safety.

Rationale for Countermeasure Selection

The Traffic Safety Program Support Leadership countermeasure supports the C-1, C-2, and C-3 performance targets. This countermeasure fits into the WTSC strategic plan of providing support across all traffic safety programs. This countermeasure is necessary to allow WTSC to provide staff to perform the professional and program functions for all activities related to various traffic safety program coordination as outlined in Washington's HSP, and in accordance with the SHSP. This program coordination is essential to ensuring that all traffic safety projects authorized for the year are appropriately planned, executed, monitored, and closed.

References

This countermeasure follows NHTSA Uniform Guidelines for State Highway Safety Programs No. 21, Roadway Safety.

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	Planning & Administration (FAST)	$675,000	$675,000	$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)	$1,775,000	$443,750	$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
2022	C-1 Number of Traffic Fatalities (FARS)	2022	2018-2022	437.3
2022	C-2 Number of Serious Injuries in Traffic Crashes (state crash data files)	2022	2018-2022	1,819.5
2022	C-3 Fatalities/VMT (FARS, FHWA)	2022	2018-2022	0.730

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	Local Program Implementation	TZM Contracts
		TZM Professional Development and Support
	Statewide Law Enforcement 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.

There are that drive local traffic safety priorities and efforts that may not match the priorities of Target Zero at the state level. 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, and local organizations who support or ignore traffic safety issues (or are not aware of them).
- Traffic safety professionals throughout the state including:
  - Target Zero Task Force representatives
  - Local law enforcement leadership
  - WSP District Leadership
- Community coalitions that share similar goals that provide mutually supportive efforts

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, training, and technical assistance 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 TZMs. TZMs guide local traffic safety task forces and coordinate local traffic safety efforts. WTSC will continue to fund this network.

References

Washington Strategic Highway Safety Plan, Target Zero 2019:

- State, Regional, and Local Implementation chapter, pages 222, 228-229.
- 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).
- 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: Local Program Implementation

The TZM network has evolved over time as the traffic safety picture has changed at the local, state, and national levels. We currently utilize 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 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.

Project: TZM Contracts

Provide support to program management activities in coordinating HVE campaigns, monitoring local data to identify emerging trends, lead planning and outreach efforts for the local traffic safety coalition, and manage other traffic safety projects as well as professional development training.

Intended Subrecipients
Contracted 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)	$614,000	$153,500	$614,000

Project: TZM Professional Development and Support

These funds will support the TZM program in three ways:

- Enhancing TZM skills and knowledge by providing opportunities 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
- Funds will support TZM public education efforts. They can be used to purchase items like rack cards, flyers, posters, or other distributable materials that inform and educate.

- Funds will support local traffic safety recognition activities which can include plaques and certificates, or other like items that recognize strong efforts of community partners in traffic safety.
  - The TZM and LEL of the Year awards recognize outstanding contributions in enhancing traffic safety across Washington. The awards are presented annually through a peer review process that evaluates candidate contributions, such as increased law enforcement participation in traffic safety events, creating innovative approaches to engaging the public, or education campaigns directed to their communities. The full process document for these awards is available by request.

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)	$147,000	$36,750	

Activity: Statewide Law Enforcement Support/Program

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

This activity supports a statewide LEL network 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.

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 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 LELs representing local communities throughout the state.

Intended Subrecipients
One WTSC LEL contractor and at least one Local LEL sub-grantee 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 effectively enforce speed laws within their jurisdictions and more fully participate in impaired driving HVE patrols. Washington Association of Sheriffs and Police Chiefs (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)	$300,000	$75,000	$300,000

Chapter 5: Communications

The communications program supports behavior change across all traffic safety programs, including all Priority Level 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
2022	C-1 Number of Traffic Fatalities (FARS)	2022	2018-2022	437.3
2022	C-2 Number of Serious Injuries in Traffic Crashes (state crash data files)	2022	2018-2022	1,819.5
2022	C-3 Fatalities/VMT (FARS, FHWA)	2022	2018-2022	0.730

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

Countermeasure	Activity	Project
Social and News Media	Traffic Safety Program Support	News Media and Communications Support
		Website Maintenance and Support
HVE Media Support	HVE Media Support	DUI HVE Media Campaign
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	*Together We Get There* Brand Development
	Conduct Positive Traffic Safety Culture Grants	TZM PCN Training
		TZM PCN Project Support
		TZM Communications Lead

Problem Identification

In the past five years (2015 to 2019), 2,727 people died on Washington roads.

- Sixty percent of the deaths occurred in just six counties: King (532), Pierce (318), Snohomish (218), Yakima (168), Spokane (163), and Clark (132).
- Fifty percent of the people killed were drivers, 19 percent were pedestrians, 18 percent were vehicle passengers, and 16 percent were motorcyclists.
- Of the 1,428 vehicle occupants with known restraint use, over 60 percent were wearing seat belts or secured in child restraints at the time of the crash.
- Seventy percent of those who died were men. People between ages 21-25 were the most frequent age group killed.
- Driver behavior is a causal 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 roll.

Risky drivers - Drivers most at risk of driving impaired, distracted, or failing to wear their seat belt.

Safe Road Users - Most road users exhibit safe behaviors and can 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 as 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

To gain public support of and compliance with 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 its 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, Section 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 Communications Support

General communications support is needed for over-arching initiatives such as our web presence with various support subscriptions, as well as stakeholder and 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 - Flex (FAST)	$370,000	$92,500	

Project: Website Maintenance 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 update when necessary.

Intended Subrecipients
Washington Traffic Safety Commission

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)	$50,000	$12,500	

Countermeasure: High Visibility Enforcement 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 participation by the WSP and more than 145 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 buys, 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, from 2018 to 2020, 325 people died in crashes involving distraction in Washington, which is 68 fewer than the 393 deaths reported from 2017 to 2019.

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 the 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 to prevent 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, Section 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 campaigns and one occupant protection HVE campaign occurring annually.

Project: DUI HVE Media Campaign

This project covers paid media for the December Holiday DUI campaign and the August/Labor Day DUI 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, at holiday parties, or sporting events. Prior to placing the media buy, the Communications team works closely with the Impaired Driving team to identify the media buys to fit their analysis.

The August/Labor Day DUI campaign 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 identify the media buys 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.

Countermeasure: 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 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, from 2018 to 2020, 325 people died in crashes involving distraction in Washington, which is 68 fewer than the 393 deaths reported from 2017 to 2019.

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 the 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 to prevent 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

TSEP 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 TSEP 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

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 & 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 roll. 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 the majority of our road users, those that exhibit consistently safe behaviors, and asks them to take actions such as setting up family rules about wearing seat belts, planning ahead to avoid 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 the 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.

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

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

Conduct Positive Culture Media Campaign provides funds for surveys, message testing, creative development, and media campaigns in alignment with proactive traffic safety.

Project: Together We Get There Brand Development

Together We Get There/Juntos por un Camino Mas Seguro is WTSC's proactive traffic safety culture initiative in English and Spanish. It 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. One of the initiative's goals is for Washingtonians to feel good about themselves because they are making safe choices and taking actions on and off the road that ensure the safety of all people who use our roadways. Calls to action from the initiative encourage Washingtonians to engage in, share, support, and model positive traffic safety behaviors.

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)	$350,000	$87,500	

Activity: Conduct Positive Traffic Safety Culture Grants

This funding will be used to support TZM work using Positive Community Norms (PCN) strategies in the field. Funds will be used to cover expenses such as training, community survey collection, and graphic design of PCN materials.

Project: TZM PCN Training

This project will continue to provide training and technical assistance to TZMs to guide them as they implement PCN-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 24/7 Sobriety	405d 24/7 Sobriety (FAST)	$60,000	$15,000	

Project: TZM PCN Project Support

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 24/7 Sobriety	405d 24/7 Sobriety (FAST)	$10,000	$2,500	

Project: TZM Communications Lead

This project establishes the WTSC's lead in providing strategic communication support as well as communications direction and training 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:
  o Developing or testing creative ways to engage with the public and act as a "testing lab" for innovative ideas.
  o Testing curricula used by the business community to establish positive driving policies.
  o Establishing best practices and how-to resources for TZMs to work with local media.
  o Conducting focus groups to test key messaging.

- o   Providing technical assistance to TZMs throughout the state.
- Monitor TZM performance of communication efforts, provide communications training, and work with WTSC to ensure 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

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)	$100,000	$25,000	

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
2022	C-1 Number of Traffic Fatalities (FARS)	2022	2018-2022	437.3
2022	C-2 Number of Serious Injuries in Traffic Crashes (state crash data files)	2022	2018-2022	1,819.5
2022	C-3 Fatalities/VMT (FARS, FHWA)	2022	2018-2022	0.730

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

Performance Target Justification

American Indians and Alaska Natives (AIAN) make up less than 2 percent of Washington's population, but are overrepresented in traffic-related fatalities and serious injuries. In the five-year period from 2015 to 2019, the fatality rate for AIAN people was 29.8 per 100,000 population, about four times the rate for other cultural/ethnic groups in Washington. Only one of every 100 Washingtonians are AIAN, yet one of every 20 traffic-related fatalities are AIAN people. Further, one of every 10 unrestrained vehicle occupant fatalities are AIAN people. Between 2010 and 2019, Washington lost 246 AIAN people to traffic death.

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 one-half of AIAN people live in cities, while the other half live on reservations predominantly in rural areas that have few healthcare facilities.

Washington has 29 federally recognized tribes that exist 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 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 challenging and complex.

For these reasons, 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 several strategies to support tribal traffic safety. We currently work with two tribes to support tribal traffic safety coordinators – professionals whose job it is to organize traffic safety improvement and data collection efforts on reservations. In 2021 WTSC actively encouraged Washington tribes to apply for funding for a Highway Safety Specialist, a new grant offering through the Bureau of Indian Affair's (BIA) Indian Highway Safety Program (IHSP). The Highway Safety Specialist position is intended to coordinate the traffic safety planning of tribal programs to increase traffic safety awareness and is at least partially modeled after Washington's Tribal Traffic Safety Coordinators. 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 will be working with them to develop a way to help them become more active in traffic safety enforcement.

Linkage Between Program Areas

| Summary of Tribal Services Countermeasures, Activities, and Projects		
Countermeasure	**Activity**	**Project**
Tribal Traffic Safety – Leadership Support and Development	Traffic Safety Leadership	Tribal Traffic Safety Strategic Planning and Education

		Tribal Traffic Safety Coordination – Colville
		Tribal Traffic Safety Coordination – Yakama Nation

Problem Identification

From 2015 to 2019, 143 AIANs died in traffic crashes in Washington State, including both reservation and non-reservation roadways, according to a WTSC Research Brief, *American Indian Alaska Native Traffic Deaths, April 2021.* Using data from 2010 to 2019, which represents 246 AIAN traffic deaths, the AIAN traffic fatality rate is 29.8 deaths per 100,000 people in the population. This rate is more than four times higher than the rate for other races. The AIAN fatality and serious injury rates increased across most priority areas.

According to the recent WTSC research brief, the traffic picture for AIAN populations has worsened.

- Although there was a reduction in traffic-related fatalities from 2018 to 2019, there were still 143 traffic-related fatalities for AIAN populations in the 2015-2019 period —35 more than in the previous five-year period (108 fatalities from 2010 to 2014), a 32 percent increase.

- From 2015 to 2017, there were 183 serious injuries on reservation roads, representing an increase of 6.4 percent over the previous three-year period. Since race/ethnicity information is gathered from death certificates, it is unknown how many of the serious injuries were AIANs.

AIAN Traffic Deaths and Death Rates per 100,000 Population 2010-2019

- According to the most recent edition of Target Zero, from 2015 to 2017 the number of AIAN walkers and rollers killed on reservation lands increased 360 percent and serious injuries increased 86 percent. The active transportation death rate for AIAN is 4.6 times higher than other races.

- 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, the AIAN unrestrained passenger vehicle occupant death rate is more than eight times higher than for other races.
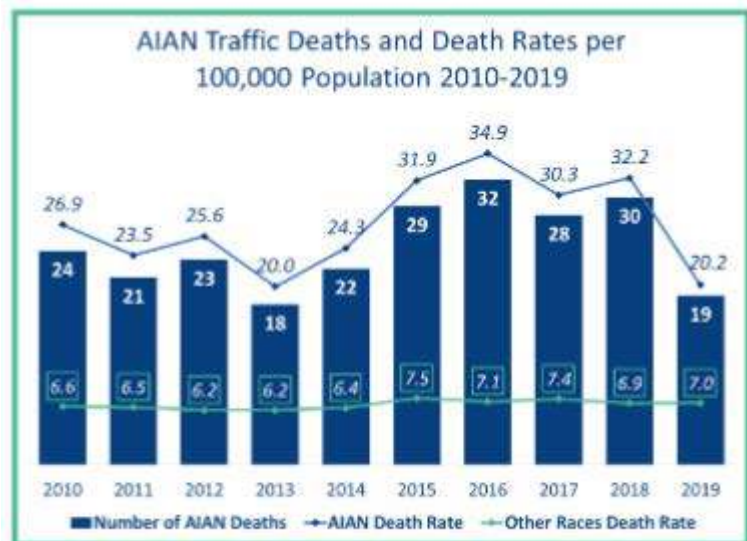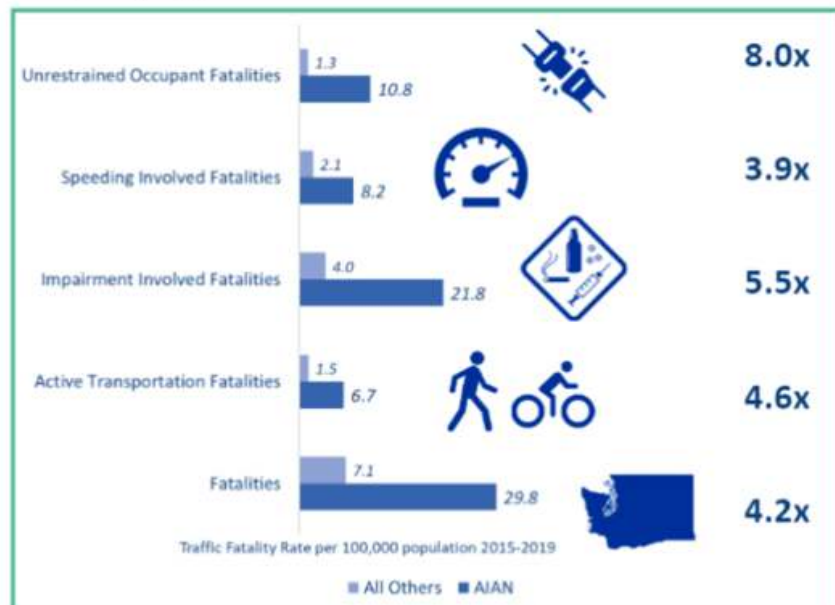
- Several studies indicate that speeding is a behavioral norm for AIAN and non-AIAN drivers on reservation lands even though most reservations do not have many posted speed limits higher than 35 mph.

AIAN populations in Washington have significantly higher rates of incidence for several traffic safety indicators and each of those rates is substantially higher than for any other race category.

- From 2015 to 2019, 50 percent of AIAN traffic-related fatalities occurred on county roads or on reservation lands, compared with 25 percent for all other races.
- Almost half of AIAN traffic-related fatalities were people ages 26-45, versus 30 percent for all other races.
- Three-quarters of AIAN traffic-related fatalities involved impairment with alcohol and/or other drugs, as compared with 55 percent for all other races.
- More than 33 percent of AIAN traffic-related fatalities involved individuals who were unrestrained vehicle occupants, as compared with less than 20 percent for all other races.

AIAN Exposure to Risk on Five Measures (2010 – 2019)
Rate per 100,000 population

Measure	All Others	AIAN	Ratio
Unrestrained Occupant Fatalities	1.3	10.8	8.0x
Speeding Involved Fatalities	2.1	8.2	3.9x
Impairment Involved Fatalities	4.0	21.8	5.5x
Active Transportation Fatalities	1.5	6.7	4.6x
Fatalities	7.1	29.8	4.2x

Traffic Fatality Rate per 100,000 population 2015-2019
■ All Others ■ AIAN

Countermeasure: Tribal Traffic Safety Leadership Support and Development

Each tribe is a sovereign nation, governed by the unique laws, policies, and ordinances of each. 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. They may not enforce state laws.

Under RCW 43.376.020, each state agency, including WTSC, 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 used by

the agency for issues involving specific Indian tribes." Utilizing the planning and consultation process 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 campaign will utilize a PCN approach.

Rationale for Countermeasure Selection

There are several institutional challenges to promoting traffic safety on tribal reservations in Washington. One 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 seeking this data, as there is historical distrust about how tribal data will be used.

The Tribal Traffic Safety Coordination program funds 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 safety improvement to roadways.

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 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 is a multi-agency group that reviews tribal data and formulates recommendations for WTSC. This group addresses this requirement of RCW 43.376.

There will be some changes in implementation initiated in FFY 2021. In response to the COVID-19 pandemic, most Washington State tribes completely shut down to curtail unnecessary travel and to decrease potential for spreading the deadly disease. Prior to the pandemic, tribal transportation leaders as well as federal and state agencies interested in tribal traffic safety met regularly to identify common contributing factors for AIAN traffic-related fatalities. That group is being re-formed as a subcommittee of another ongoing tribal transportation entity, the Tribal Transportation Planning Organization (TTPO).

Because most tribes were shut down for most of 2020, the tribal traffic safety strategic planning and education group did not meet during 2020. Prior to the pandemic, the group had identified several key pieces of data regarding traffic-related fatalities among the state's AIAN population and had made multiple recommendations to tribes about ways that tribal traffic safety could be improved.

The Tribal Services program coordinates with both Occupant Safety (Child Passenger Safety) and Communications programs to develop and implement culturally appropriate training and messaging.

References

The supported activities will employ one or more of the following evidence-based strategies from the Washington State SHSP, 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.5.3. 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.6.4. 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.

Project: Tribal Traffic Safety Strategic Planning and Education

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. WTSC may organize a tribal traffic safety conference and peer review if it is feasible to do so in 2022.

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 (FAST)	$38,000	$9,500	

Project: Tribal Traffic Safety Coordination –Colville

The Tribal Traffic Safety Coordination program funds 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 Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Community Traffic Safety (FAST)	$74,912	$18,728	$0

Project: Tribal Traffic Safety Coordination – Yakama Nation

The Tribal Traffic Safety Coordination program funds 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 one of the worst rankings among Washington's counties for walker and roller traffic-related 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.

The Yakama Nation roads, state highways, and county roads that cut across the reservation were not 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 to get to work or access 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 (FAST)	$93,841	$23,461	$93,841

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
2022	C-4 Unrestrained Passenger Vehicle Occupant Fatalities	2022	2018-2022	109.0
2022	B-1 Observed Seat Belt Use for Passenger Vehicles, All Seat Positions (Survey)	2022	2022	>95%

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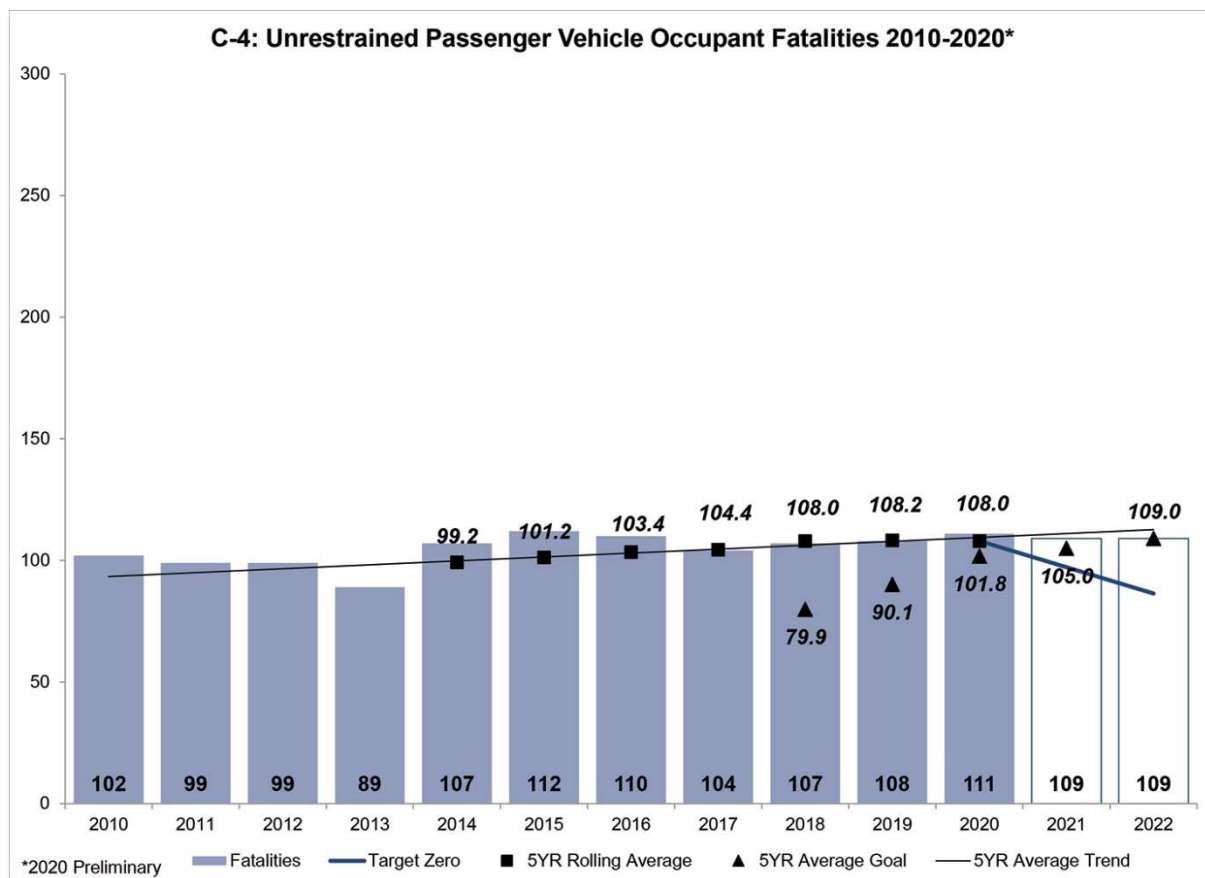
Progress: **In Progress**

Program Area-Level Report

The 2021 target included in the FFY 2021 HSP for unrestrained passenger vehicle occupant fatalities was 105.0 (2017-2021 rolling average value). This target was set by taking the average of the most recent three years of known data and imputing that number for the two unknown years to calculate the five-year rolling average value based on the data available at the time the target was set. According to the revised trend line used to develop the 2022 target for FFY 2022, the FFY 2021 HSP target will remain in progress. In order to reach the 2017-2021 Rolling Average Target of 105.0, the total number of unrestrained passenger vehicle occupant fatalities in 2021 would have to be less than 95. While so far 2021 seems to be tracking the 2020 trend, it is still possible that this target will be met therefore the target remains "in progress" until full year 2021 data becomes available.

Performance Plan 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
2022	C-4 Unrestrained Passenger Vehicle Occupant Fatalities	2022	2018-2022	109.0

Performance Target Justification

The FFY 2022 target was set by taking the average of the most recent three years of known data (2018-2020) and imputing that number for the two unknown years (2021-2022) to calculate the five-year rolling average value. Washington has one of the highest seat belt use rates in the nation, but unrestrained occupants continue to represent approximately 20 percent of all vehicular fatalities year to year.

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

Progress: **In Progress**

Seat Belt Use Rates in Washington State 2013-2020
Percent of Front Seat Motor Vehicle Occupants Using Seat Belts
Source: Washington Seat Belt Observation Survey Weighted Rate

First observation site "re-shuffle" as required by 23 CFR Part 1340. Updated and expanded county selection.

Year	Rate
2013	94.5%
2014	94.5%
2015	94.6%
2016	94.7%
2017	94.8%
2018	93.2%
2019	93.1%
2020	93.0%
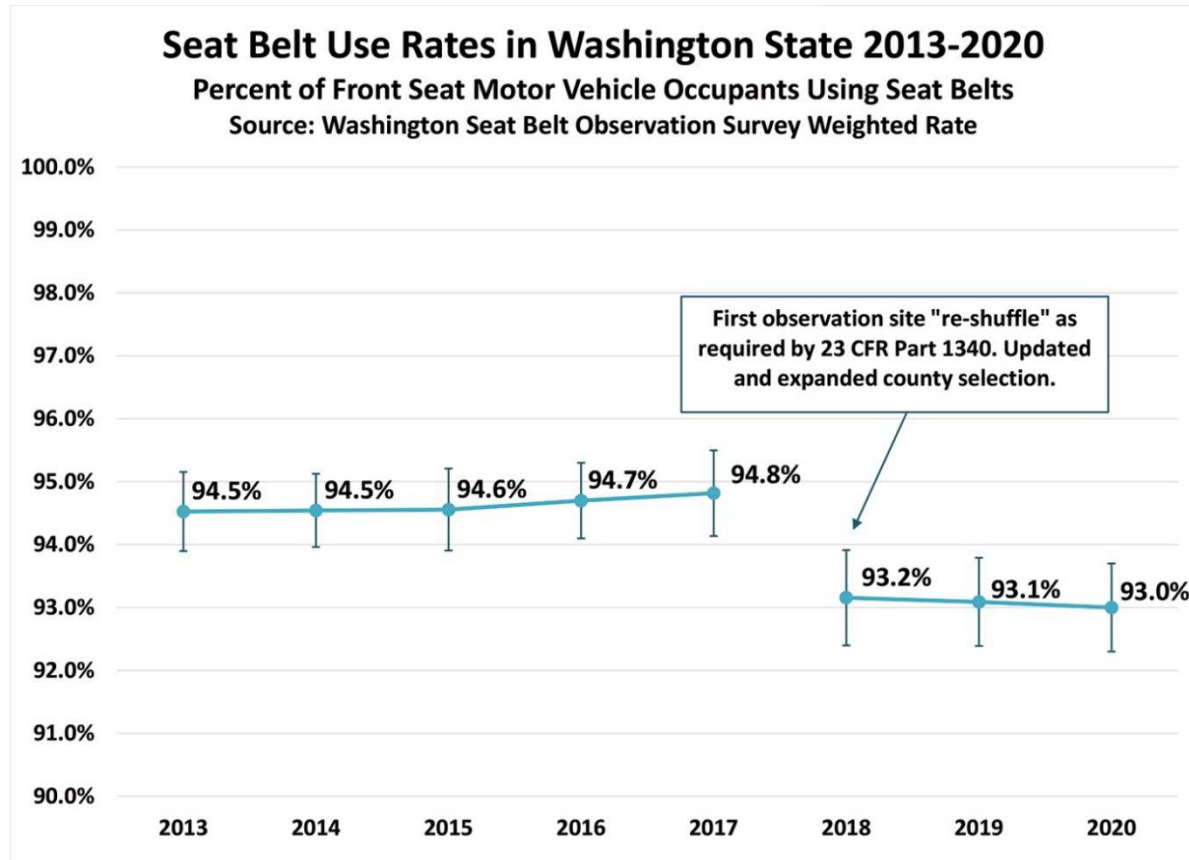
Program Area-Level Report

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 2021 estimate is not available. The target remains "in progress" until the 2021 survey data becomes available.

Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2021	B-1 Observed Seat Belt Use for Passenger Vehicles, All Seat Positions (Survey)	2021	2021	>95%
2022	B-1 Observed Seat Belt Use for Passenger Vehicles, All Seat Positions (Survey)	2022	2022	>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**
CPS Safety	Statewide CPS Service Delivery	Washington CPS Program Delivery
		CPS Data Collection
Seat Belt HVE	HVE	WSP HVE Block Grant - CIOT
Science of the Positive – PCN	PCN	Transforming Traffic Safety Culture with PCN - Pilot

Problem Identification

Unrestrained Occupants - The statewide seat belt use rate has remained approximately 93 percent in the previous few years, however, 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

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, American Indian and Alaska Native (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 restraint-related fatality rate that is much greater than other populations. Of the AIANs who died in traffic crashes, more than one third 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 drugs and lack of seat belt use is extremely high. Approximately three-fourths of unrestrained deaths involved impairment, and over half of unrestrained serious injuries involved impairment.

Younger Drivers are More Likely to be Unrestrained

Approximately one-third of drivers ages 16-25 involved in fatal crashes were unrestrained at the time of the crash, the lowest belted rate among all ages of drivers involved in fatal crashes.

Child Passenger Safety

Motor vehicle crashes remain one of the leading causes of death for children aged four years and older. Child restraint systems can be very complicated and are often 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 relatively 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 is not correctly fitted

Focus Populations

Child Passenger Safety Technician Network – This group needs to know the laws regarding child passenger safety, but also needs to know where they can get appropriate resources, training, and direction so they can provide the necessary education to Washington families.

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. These counties will be prioritized when identifying potential project sites for the PCN pilot projects.

Safe Road Users -- Most road users do not engage in risky driving behaviors. These safe road users could influence the behaviors of the smaller group of drivers engaging in risky behaviors, such as not wearing their seat belt.

Countermeasure: CPS 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 child passenger safety technicians to increase compliance with our child restraint 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.

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 subscribes to 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. All inspection stations or events serve at-risk populations.

Project: Washington CPS Program Delivery

Statewide efforts 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 and encompasses the CPS mini grant program, which facilitates CPS system education, inspections and installations to parents, guardians, grandparents, and others who transport children. This project coordinates and delivers statewide CPS services as required by NHTSA. The statewide CPS 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. Some funding will be used to deliver culturally appropriate Child Passenger training to tribal partners.

Intended Subrecipients
Bonney Lake Police Department. Additionally, the Bonney Lake Police Department will provide oversight of the mini-grant 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 Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Occupant Protection (FAST)	$180,730	$45,183	$180,730
405b OP High	405b Community CPS Services (FAST)	$112,200	$28,050	

Project: CPS Data Collection

Washington's CPS Program currently requests CPSTs submit activity data on a quarterly basis. The data received does not represent all activity as some do not report on a timely basis or at all. Some CPSTs scan completed forms to the Safe Kids Buckle-up (SKBU) platform, however the SKBU use is steadily diminishing with the decrease of Safe Kids Coalitions, making already incomplete data less complete. The current paper-based system of data collection is untimely, incomplete, and administratively burdensome. This data can also not be easily integrated with other injury surveillance data. The National Digital Car Seat Check Form (NDCF) data platform is free and includes robust data analysis and reporting tools, however the program lacks the equipment required to fully implement this data collection effort. The goals of this project are to: Provide Washington CPSTs with the equipment necessary to access the NDCF application and uploading data to the platform; implement statewide use of the NDCF and data platform to improve data completeness; and provide complete NDCF data to WTSC and OFM for further analysis and integration to guide community-level problem identification, enforcement guidance, and prevention.

Intended Subrecipients
Bonney Lake Police Department and CPS Technician network.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Occupant Protection (FAST)	$25,000	$6,250	$25,000

Countermeasure: Seat Belt HVE

WTSC will continue to participate in the National Click It or Ticket (CIOT) mobilization in May 2022. WTSC will fund overtime for WSP to conduct seat belt enforcement statewide during the national campaign period. These enforcement efforts will provide high exposure to most

Washingtonians throughout the state. In addition, WSP will utilize its public information team to garner earned media to let the public know about this extra enforcement and encourage the majority of Washingtonians who do wear seat belts to intervene when in a situation to do so. WTSC will also encourage participation in the mobilization with the all local law enforcement agencies. As we have done before, we will partner with WSDOT to display CIOT messaging on variable message boards across the state.

Projected Safety Impacts

Our state-level data shows a small percentage of Washington drivers and passengers 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 during the national CIOT campaign. This is classified as an effective countermeasure to influence target populations to wear their seat belts by increasing the perceived risk of a citation.

Washington supports aggressive efforts to publicize seat belt patrols and seat belt use, while law enforcement aggressively enforces the state's seat belt law. WSDOT broadcasts messages on variable message signs on state and interstate routes across the state, while TZMs across 17 regions provide outreach from a local perspective. WSP will also utilize its strong network of Public Information Troopers to actively engage with the public during the CIOT campaign.

Rationale for Countermeasure Selection

- 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.
- Participating in the national CIOT campaign is a requirement to receive NHTSA funding.
- High Visibility Enforcement is a proven countermeasure for occupant protection, per *Countermeasures that Work*.
- Partnering with WSP provides statewide exposure.

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).

The program also subscribes to 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: HVE

This activity consists of short (typically lasting for two to three weeks) and intense periods of increased seat belt law enforcement in conjunction with the national campaign. Seat belt enforcement and public education will also take place at other strategic dates throughout the year.

Project: WSP HVE Block Grant - CIOT

This project will continue Washington's statewide participation in the national CIOT campaign. WSP Troopers will conduct enforcement targeting seat belt laws across the state. In addition, their network of public information officers will conduct 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)	$150,000	$37,500	

Countermeasure: Science of the Positive – PCN

The PCN approach to improving community health is a transformational model founded upon The Science of the Positive (SOTP). The seven-step Montana model for PCN communication uses the core principles of the SOTP to grow positive norms through leadership development, communications strategies, integration of prevention resources, and structured reflection. PCN cultivates cultural transformation by working on multiple community levels and factors at once.

Rationale for Countermeasure Selection
The PCN approach to improving community health is a transformational model founded upon the SOTP. The seven step Montana model for PCN communication uses the core principles of

the SOTP to grow positive norms through leadership development, communications strategies, integration of prevention resources, and structured reflection. PCN cultivates cultural transformation by working on multiple community levels and factors at once.

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.

This countermeasure leads to the identification of hyper-local problem areas and targets drivers in those locales.

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.

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 PCN. Like social norming, we believe this strategy is classified as an effective strategy to influence target populations to wear their seat belts. This is achieved by addressing misperceptions as well as empowering bystanders to act.

Washington's observed seat belt use rate of 93 percent is a strong behavioral norm.

References

- 2019 Washington State SHSP (Target Zero), strategy 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).

While the PCN strategy has not directly been used to influence occupant protection, it has been shown to influence behavior change. Below are two references:

- Linkenbach, J.W. and Perkins, H.W. (2005). MOST Of Us Prevent Drinking and Driving: A Successful Social Norms Campaign to Reduce Driving after Drinking among Young Adults in Western Montana. A publication by the National Highway Traffic Safety Administration— U.S. Department of Transportation. DOT HS 809 869.
- Linkenbach J. and Perkins H.W. (2003). Most Of Us® Are Tobacco-Free: An Eight-Month Social Norms Campaign Reducing Youth Initiation Of Smoking In Montana. In H.W. Perkins (Ed), The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians. San Francisco: Jossey-Bass.

Activity: PCN

The PCN approach to improving community health is a transformational model founded upon the SOTP. The seven-step Montana model for PCN communication uses the core principles of the SOTP to grow positive norms through leadership development, communications strategies, integration of prevention resources, and structured reflection. PCN cultivates cultural transformation by working on multiple community levels and factors at once.

Project: Transforming Traffic Safety Culture with PCN - Pilot

This project will be a pilot to using the PCN approach as a traffic safety intervention. WTSC will identify up to five communities to target, with the commitment of providing funding for at least three years, pending annual approval. Each project team will be responsible for data collection and analysis, message development including the use of focus groups to fine tune messaging, message deployment and rotation, and ongoing analysis. The anticipated focus for FFY 2022 are training and data collection and analysis.

Included in this project are training and technical assistance from professionals in the field to ensure that local grantees have the knowledge and skills needed to implement these new projects. Each project will have unique issues to identify and work through that will impact the implementation timelines.

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 (FAST)	$370,000	$92,500	$370,000

FAST Act 405b OP High	405b Community CPS Services - Flex (FAST)	$100,000	$25,000	

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
2022	C-5 Alcohol Impaired Driver Involved Fatalities (FARS Imputed)	2022	2018-2022	165.0

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

Progress: **In Progress**
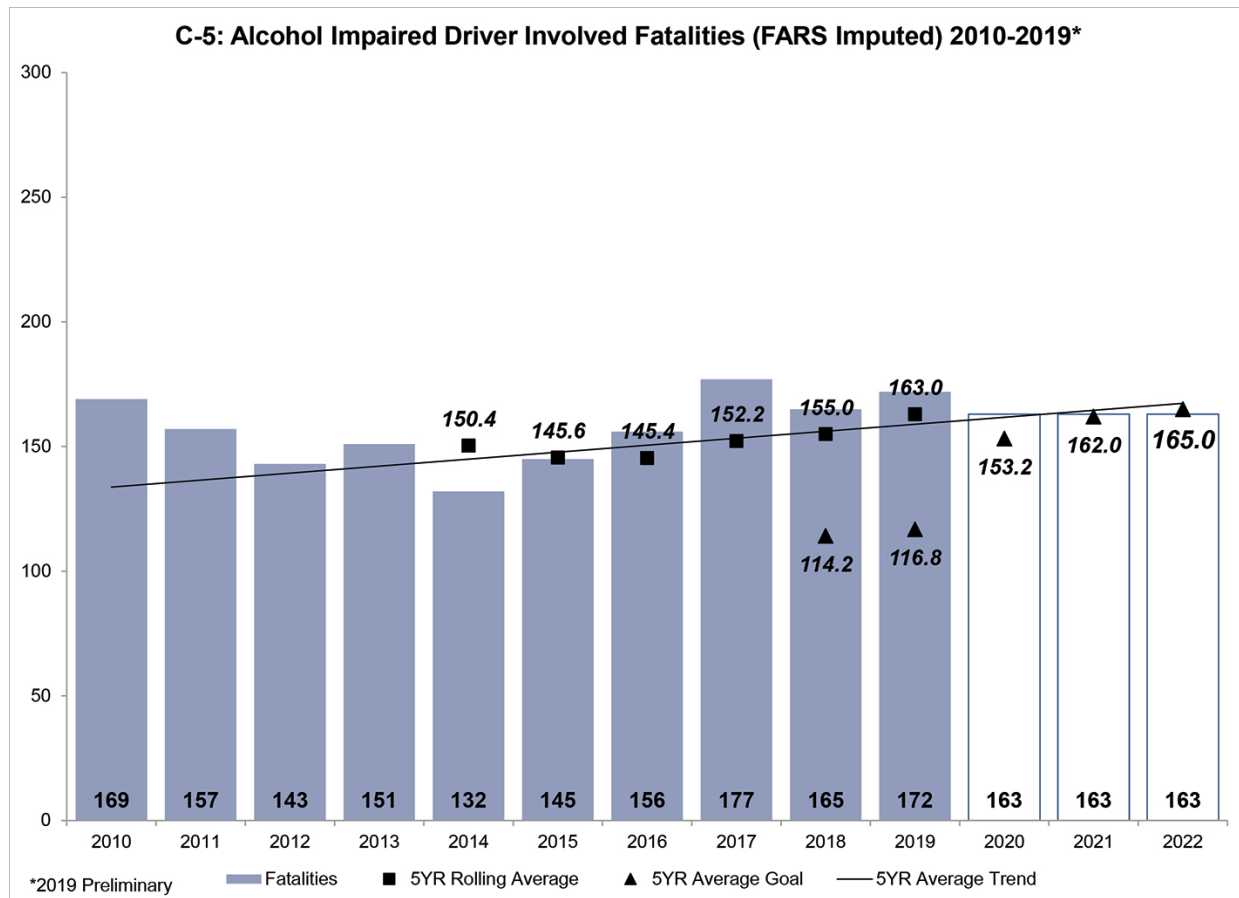
Program Area-Level Report

The 2021 target included in the FFY 2021 HSP for alcohol impaired driver involved fatalities (imputed) was 162.0 (2017-2021 rolling average value). It is not possible to provide a performance report for this measure as there is insufficient data available at this time to evaluate this progress with any confidence. Furthermore, the imputation method is a statistical probability approach for estimating missing information, which results in this measure fluctuating based on data completeness and not impaired driving programming. 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 so without 2021, or even 2020 information to evaluate progress, this measure remains perpetually "in progress."

Performance Plan 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
2022	C-5 Alcohol Impaired Driver Involved Fatalities (FARS Imputed)	2022	2018-2022	165.0

Performance Target Justification

Impairment remains the most prevalent issue resulting in crashes. Impaired driving crashes and fatalities have remained consistent for decades. With current programming and an apparent increase in impaired driving crashes during 2020 (not imputed), we do not expect a dramatic decrease in impairment related crashes or fatalities. 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 2022. The maintenance target is calculated by setting each unknown calendar year value equal to the most recent five-year rolling average.

Linkage Between Program Areas

Summary of Impaired Driving Countermeasures, Activities and Projects		
Countermeasure	**Activity**	**Project**
HVE – Impaired Driving	Saturation DUI Enforcement	WSP HVE Block Grant -- Impaired Driving
	Strategic DUI Enforcement	Locally Driven DUI Enforcement Projects
	Communications/Paid Advertising	DUI HVE Media Campaign

	Support Efficiency and Visibility of DUI Arrests with Mobile Impaired Driving Unit	WSP Impaired Driving Block Project -- MIDU
Sustained Enforcement and Adjudications	WSP DRE Training	WSP Impaired Driving Block Project -- DRE Program
	Improve Proficiency and Competency of Officers in Making DUI Arrests	Seattle Police Department Impaired Driving Training
	Improve Proficiency of Officers and Prosecutors to Result in Effective Prosecution of Cases	TSRP – Municipal Research and Services Center
		TSRP – Seattle Prosecuting Attorney's Office
		State TSRP
		TSRP Support
	Support Effective DUI Prosecution Through Forensic Blood Evidence	WSP Tox Lab Support
	Support Dedicated DUI Enforcement Teams	Spokane County Sheriff's Office Dedicated DUI Officer
Ignition Interlock Program	Support WSP ID Program's Work to Monitor Ignition Interlock Usage Across the State	WSP Impaired Driving Block Project -- Ignition Interlock Program
DUI Courts	Support DUI Court Implementation	Kent DUI Court
		Spokane Municipal DUI Court
		Des Moines DUI Court
		Training and Support for DUI Courts
SOTP - PCN	PCN	Neighborhood House – Most Steer Clear Project
Communication Strategy	Research and Creative Development	Impaired Driving Communications Plan

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 contributing factor in fatal crashes.

For the past 15 months, the COVID-19 pandemic has had a major effect on traffic safety. When the COVID-19 pandemic hit and stay-at-home orders went into effect in March 2020, VMT declined, but crashes increased. In 2020 Washington saw a 27 percent increase in serious injury and fatal crashes compared to previous years. As of June 2021, VMT is still not back up to normal, and the crash numbers look to be similar to 2020.

With the stay-at-home culture, there was more free time to drive, gas prices were lower for much of the last year, and fewer cars on the roads resulted in less congestion. Law enforcement reported seeing increased speeds and increased impairment by drugs and alcohol which resulted in increased DUI arrests, and crashes resulting in serious injuries and fatalities. The impacts of Washington laws continue to bring challenges.

- Initiative 1183 privatized liquor sales and distribution, and public sales began on March 1, 2012. The number of stores with hard liquor licenses increased from 328 in 2010 to more than 8,000 in 2020. During the pandemic, while many bars and restaurants were closed, alcohol sales in retail stores increased.
- House Bill 1480 allows bars, restaurants, distilleries, wineries, and caterers that carry a liquor license to sell alcohol for curbside pickup or delivery, with such permissions set to expire July 1, 2023. That's a significant amount of time for an extension, particularly since the new takeout rules put in place in May 2020 were not intended to persist very long.
- Bars and restaurants closed for much of 2020. As of July 1, 2021, they will be reopening at full capacity which is the deadliest time for impaired driving crashes.
- Initiative 502 legalized the production, possession, delivery, and distribution of cannabis. The first stores opened to the public on July 8, 2014. A Washington State University (WSU) study reports that during the pandemic, cannabis product sales increased to more than $1.85 billion in 2020. WSU also reports that retail cannabis sales alone have grown 605 percent between 2015 and 2020.
- Poly-drug use – combining two or more drugs, or one or more drugs mixed with alcohol – is also very prevalent in fatal crashes. 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 prescribed by a doctor.

Another concern are THC derivatives, specifically Delta-8. Delta-8 derived from hemp has emerged for sale nationwide, including small amounts within the regulated Washington State supply chain, as well as in unregulated forms sold in convenience stores and commercial internet websites. It is an emerging issue nationwide with concerns surrounding it that include youth access, health effects resulting from the extraction process, and the impact of a product that is generally unregulated competing with a tightly regulated state cannabis marketplace.

The Washington State Patrol (WSP) Toxicology Lab is a vital part of testing blood evidence for DUI prosecution and conviction. The lab received around 16,500 cases in 2020 and is receiving an average of 1,400-1,500 new blood test cases per month. This temporarily slowed in March, April, and May of 2020 due to the COVID-19 pandemic. Blood tests have approximately a 200-day turnaround time as of June 2021. More complex drug test cases have a turnaround time of 9-12 months.

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 driving within two hours of drinking and using cannabis. These impaired drivers, that represent a diverse spectrum of Washington residents, are our focus population.

High Risk Impaired Drivers - High risk impaired drivers are those individuals who have a history of substance abuse/dependency and a history of impaired driving. These individuals are less likely to change their behavior without significant intervention, such as the treatment and monitoring received in a DUI Court.

Countermeasure: HVE – Impaired Driving

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 HVE (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 deterrence 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, Strategy IMP.2.1, Impaired Driving Chapter (p. 57).

Law Enforcement:
Countermeasures That Work: Chapter 1, Sections 2.2, 2.5, 5.2, and 7.1.

Paid Media:
Countermeasures That Work: Chapter 1, Section 5.2.

Activity: Saturation DUI Enforcement

This activity will use 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: WSP HVE Block Grant -- Impaired Driving

Overtime and straight time funding for WSP to conduct statewide HVE focused on impaired driving.

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	

Project: Locally Driven DUI Enforcement Projects

Overtime and straight time funding for local law enforcement agencies to conduct HVE focused on impaired driving.

Intended Subrecipients
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)	$300,000	$75,000	$300,000

Activity: Communications/Paid Advertising

This activity will conduct HVE through advertising and other communications methods to increase public awareness of the HVE patrols.

Project: DUI HVE Media Campaign

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 405b OP High	405b Paid Media – Flex (FAST)	$200,000	$50,000	
FAST Act 164 Transfer	164 Alcohol (FAST)	$300,000	$0	$0

Activity: Support Efficiency and Visibility of DUI Arrests with Mobile Impaired Driving Unit

WSP's Mobile Impaired Driving Unit (MIDU) supports impaired driving HVE events by expediting the DUI arrest times. The MIDU is a motorhome set up as a mobile DUI processing center. WSP staffs the MIDU with at least two officers who can provide post-arrest processing of drivers arrested for DUI. This allows the arresting officer to continue conducting DUI enforcement while the arrested driver is processed. The MIDU is strategically used in partnership with large HVE DUI events. It is requested by allied agencies for use statewide to support law enforcement agencies conducting DUI emphasis patrols at fairs, festivals, concerts, and other public gatherings where many DUI arrests are expected.

Project: WSP Impaired Driving Block Project -- MIDU

This project will fund the operational and maintenance expenses for the MIDU and the personnel who work during deployment events.

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)	$187,100	$46,875	

Countermeasure: Sustained Enforcement and Adjudication

Enforcement of DUI laws acts as a deterrent to the behavior. This countermeasure supports impaired driving enforcement through officer training, prosecutor training and assistance, supporting Washington's statewide toxicology services, and full time DUI enforcement. This countermeasure supports the entire spectrum of DUI enforcement and adjudication.

Projected Safety Impact
Decreased deaths and serious injuries due to impaired driving.

Rationale for Countermeasure Selection
This countermeasure supports activities that address proactive law enforcement and post arrest adjudication of impaired driving.

Supporting the statewide Drug Recognition Expert (DRE) program will ensure that the state has a network of skilled officers trained in drug impairment detection to support impaired driving enforcement throughout the state. Impaired driving enforcement training at the Seattle Police Department is critical, as they are the largest local law enforcement agency in the state. Supporting training dedicated to impaired driving enforcement ensures that this is a priority for their officers.

Laws and defense strategies are ever changing, and it is imperative that local prosecutors have support and training by Traffic Safety Resource Prosecutors (TSRP).

Washington uses a central toxicology lab for all DUI blood analysis. The number of blood samples have significantly increased over the past several years as drug and poly-drug impaired driving has increased. This countermeasure provides funding to the toxicology lab so that they have the resources to address the increased demand for forensic blood testing.

Finally, this countermeasure supports full-time DUI enforcement in Spokane County. This increase in focused DUI enforcement creates a deterrent effect to reduce impaired driving.

References
Washington Strategic Highway Safety Plan: Target Zero, Impaired Driving Chapter (p. 48).
Countermeasures That Work: Chapter 1, Section 2.2, 2.5, 5.2, and 7.1.
Countermeasures That Work, Chapter 1, pages 34-35.

Activity: WSP DRE Training

Funding to support the WSP's DRE statewide program. This project is led by the DRE State Coordinator and the Washington State DRE Advisory Board, who oversee and support the DRE Regional Coordinators and all DREs statewide. This project funds the management of this program, as well as training for DRE officers in the state.

Project: WSP Impaired Driving Block Project -- DRE Program

Funding to support the WSP's DRE statewide program. This project is led by the DRE State Coordinator and the Washington State DRE Advisory Board, who oversee and support the DRE Regional Coordinators and all DREs statewide. This project funds the management of this program, as well as training for DRE officers in the state.

Intended Subrecipients
Washington State Patrol

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	

Activity: Improve Proficiency and Competency of Officers in Making DUI Arrests

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. The 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 and Standardized Field Sobriety Test (SFST) classes with drinking labs, and four Advanced Roadside Impaired Driving Enforcement (ARIDE) classes in the fiscal year.

Project: Seattle Police Department Impaired Driving Training

This project will support the Seattle Police Department's goals of increasing the capacity and confidence of its officers to enforce DUI laws.

Supplies
A portion of this project may be used to provide supplies such as portable breath testers (PBT) 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 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: Improve Proficiency of Officers and Prosecutors to Result in Effective Prosecution of Cases.

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 negative case law. We intend to fund three TSRP positions, hosted by a local agency or contracted directly with the WTSC. They will deliver training and guidance directly to local prosecutors and law enforcement officers in the state. 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 – Municipal Research and Services Center

This project will fund a TSRP hosted by the Municipal Research and Services Center (MRSC). This TSRP trains and educates prosecutors, law enforcement, judges, probation staff, legislators, and hearing examiners on topics crucial to impaired driving enforcement. The TSRP provides experienced litigation assistance in the courtroom, legal memoranda, research assistance, and online assistance via the TSRP website and newsletter.

Intended Subrecipients
Municipal Research Services Center

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)	$193,415	$48,354	

Project: TSRP – Seattle Prosecuting Attorney's Office

This project will fund a TSRP hosted by the city of Seattle Prosecuting Attorney's Office (SPAO). Through education, training, and therapeutic models, the TSRP will support the mission of Target Zero, raise the level of competence, engage in more effective prosecutions, and increase public safety by reducing recidivism.

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)	$189,417	$47,355	

Project: State TSRP

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

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)	$191,415	$47,854	

Project: TSRP Support

Provide a program support budget to the Washington State TSRP program. This project will fund travel and fees associated with the TSRPs providing training to partners and stakeholders or receiving ongoing professional development themselves.

Intended Subrecipients
Washington Traffic Safety Commission

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	

Activity: Support Effective DUI Prosecution Through Forensic Blood Evidence

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, DOL, DOH, University of Washington, and other researchers.

Provide funding to support the WSP Tox Lab. Specifically, the WSP Tox Lab will screen and confirm suspected impaired driving cases, conduct technical reviews, enter data, and finalize toxicology reports. The funding will further support the WSP Tox Lab in reducing the backlog of cases.

Project: WSP Tox Lab Support

Support the WSP Tox 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
Toxicology Laboratory Division - 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)	$245,689	$61,422	

Activity: Support Dedicated DUI Enforcement Teams

Provide funding for up to 2,088 hours of DUI enforcement activity. This activity will support sustained DUI enforcement in areas within Spokane County with a high need. Law enforcement officers participating in this activity must be highly trained and experienced in impaired driving enforcement, with a history that demonstrates a high level of officer proficiency at detecting and arresting impaired drivers. This activity includes both enforcement and public education. Through deterrence and education, the anticipated goal is changing community norms and the anticipated outcome of reduced impaired driving and crashes.

Project: Spokane County Sheriff's Office Dedicated DUI Officer

Provide funding for 2,088 hours of DUI enforcement activity. This activity will support sustained DUI enforcement in areas within Spokane County with a high need. Law enforcement officers participating in this activity must be highly trained and experienced in impaired driving enforcement, with a history that demonstrates a high level of officer proficiency at detecting and arresting impaired drivers. This activity includes both enforcement and public education. Through deterrence and education, the anticipated goal of changing community norms and the anticipated outcome of reduced impaired driving and crashes.

Spokane County Sheriff's Office (SCSO) will match this project with 2,088 hours of DUI enforcement activity.

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)	$77,500	$19.375	$77,500
FAST Act 164 Transfer	164 Alcohol (FAST)	$77,500		$77,500

Countermeasure: Ignition Interlock Program

The ignition interlock program (IIP) works with 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.

Projected Safety Impacts
Decreased deaths and serious injuries due to impaired driving.

Rationale for Countermeasure Selection
Ignition interlock devices ensure that drivers are not able to operate a vehicle after consuming alcohol. This countermeasure supports the monitoring of all interlock device users throughout the state. Many of these users are repeat DUI offenders, who are an extreme danger on the roadway. This countermeasure supports the efforts to ensure compliance with these devices.

References
Washington Strategic Highway Safety Plan: Target Zero, Impaired Driving Chapter (p. 40). IMP.3.1 Expand use of ignition interlocks. Improve exchange of information between agencies regarding compliance.

Activity: Support WSP Impaired Driving Program's Work to Monitor Ignition Interlock Usage Across the State

The ignition interlock program 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 Impaired Driving Block Project -- Ignition Interlock Program

Funding to support the WSP's IIP. WSP provides regulations and oversight for ignition interlock companies and users. The project intends to expand the amount of monitoring needed to address the large amount of non-compliant IIP users.

References
Washington Strategic Highway Safety Plan: Target Zero, Impaired Driving Chapter (p. 42). *Countermeasures That Work*: Chapter 1, Chapter 4, Section 4.2.

Intended Subrecipients
Washington State Patrol

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 164 Transfer	164 Alcohol (FAST)	$515,000		$154,500

Countermeasure: DUI Courts

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 the intervention of DUI courts.

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.

Rationale for Countermeasure Selection

This countermeasure supports the impaired driving program. The activity listed below has been shown to decrease recidivism rates greater than enforcement alone. It is an integral component in Washington's impaired driving program.

References

Countermeasures That Work: Chapter 1, Sections 3.1.

Washington Strategic Highway Safety Plan: Target Zero, Impaired Driving Chapter (p. 40). IMP.4.2 Support and establish DUI Courts.

Research in support of 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

Activity: Support DUI Court Implementation

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: Kent DUI Court

Provide funding for ongoing support of the city of Kent's DUI court.

Intended Subrecipients
City of Kent

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: Spokane Municipal DUI Court

Provide funding for ongoing support of the city of Spokane's Municipal DUI court.

Intended Subrecipients
City of Spokane

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)	$63,000	$15,750	

Project: Des Moines DUI Court

Provide funding for ongoing support of the city of Des Moines's DUI court.

Intended Subrecipients
City of Des Moines

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	

Project: Training and Support for DUI Courts

Provide funding for ongoing support of current DUI courts and the implementation of additional DUI courts. This project provides funding to current DUI courts for unexpected expenses and prospective DUI court programs to attend national trainings and pay expenses related to starting a new program.

Intended Subrecipients
Current and potential DUI court programs and DUI court training vendors

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	

Countermeasure: SOTP – PCN

The PCN approach to improving community health is a transformational model founded upon The SOTP. The Seven Step Montana Model for PCN Communication uses the core principles of the SOTP to grow positive norms through leadership development, communications strategies, integration of prevention resources, and structured reflection. PCN cultivates cultural transformation by working on multiple community levels and factors at once. One way to reduce impaired driving fatalities and serious injuries is to prevent impaired driving. Prevention using PCN includes using unique methods of educating the public about the dangers of substance abuse, including impaired driving, and promoting accurate community norms around sober driving. The combination of these actions can result in closing the gap between misperception and actual norm, which we expect to result in increasing the positive driving behaviors.

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 to 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 - 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 can help shape an individual's beliefs and attitudes. Each can also influence an individual's intention and willingness to engage in the desired behavior.

Projected Safety Impacts

Our state-level data shows a small percentage of Washington drivers drive while impaired. We hypothesize that if we can influence these populations to join most drivers and not drive impaired, we will reduce the number of impaired driving related crashes and thus serious injuries and fatalities.

References

Washington Strategic Highway Safety Plan: Target Zero, Impaired Driving Chapter (p. 40) 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.

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

Activity: PCN

This activity includes a single PCN project, which uses the SOTP 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.

Project: Neighborhood House – Most Steer Clear Project

This is a PCN project, which uses the SOTP to grow the positive culture of youth with the Most Steer Clear project. The grantee will expand our "Most Steer Clear" positive norms campaign 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
Seattle Neighborhood House

Funding Sources

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

Countermeasure: Communication Strategy

This countermeasure is designed to create a multi-year communications strategy to integrate impaired driving messages into Washington's *Together We Get There* communications campaign.

Rationale for Countermeasure Selection

To have a cohesive integration of impaired driving messaging into the *Together We Get There* statewide communications campaign. These messages should be tested to ensure that they are impactful for the focus populations.

Projected Safety Impacts

An increase in a statewide representative sample of Washingtonians who:
- Plan ahead if they will be impaired and in need of transportation.
- Agree that impairment begins with the first sip of alcohol.
- Agree that impairment begins as soon as you start consuming cannabis.
- Take steps to prevent someone from driving impaired when they find themselves in a situation to intervene.

References

Countermeasures That Work: Chapter 1, Section 5.2.

Activity: Research and Creative Development

This activity will build upon the established *Together We Get There* statewide communications campaign. This strategic approach will start with creating an integration plan to add impaired driving messaging to the campaign. New impaired driving creative will include testing messages with focus populations to ensure we are reaching the intended audience. This activity will be done in collaboration with statewide partners, to include the WIDAC.

Project: Impaired Driving Communications Plan

This activity will build upon the established *Together We Get There* statewide communications campaign. This strategic approach will start with creating an integration plan to add impaired driving messaging to the campaign. New impaired driving creative will include testing messages with focus populations to ensure we are reaching the intended audience. This activity will be done in collaboration with statewide partners, to include the WIDAC.

Intend ed 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 (FAST)	$300,000	$75,000	

Chapter 9: Speed

One in every three fatal crashes between 2015 and 2017 involved speeding as a contributing factor. The WTSC speed program supports limited TSEP efforts.

Performance Measures and Targets

The speed program is linked to the following Performance Measures and Targets:

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-6 Speeding Related Fatalities	2022	2018-2022	165.4

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

Progress: **In Progress**

C-6: Speeding Related Fatalities 2010-2020*

*2020 Preliminary
Legend: Fatalities, Target Zero, 5YR Rolling Average, 5YR Average Goal, 5YR Average Trend

Data values by year:
- 2010: 176
- 2011: 169
- 2012: 162
- 2013: 184
- 2014: 162 (5YR Rolling Average 170.6)
- 2015: 157 (5YR Rolling Average 166.8)
- 2016: 154 (5YR Rolling Average 163.8)
- 2017: 174 (5YR Rolling Average 166.2)
- 2018: 182 (5YR Rolling Average 165.8, 5YR Average Goal 140.5)
- 2019: 152 (5YR Rolling Average 163.8, 5YR Average Goal 147.6)
- 2020: 165 (5YR Rolling Average 165.4, 165.2)
- 2021: 164 (166.0)
- 2022: 164 (165.4)

Program Area-Level Report

The 2021 target included in the FFY 2021 HSP for speeding-involved fatalities was 166.0 (2017-2021 rolling average value). This target was set equal to the value of the most recent five-year rolling average value according to the data available at the time the target was set, i.e. a

maintenance target. According to the revised trend line used to develop the 2022 target for FFY 2022, it appears that the FFY 2021 HSP target could be met. To reach the 2017-2021 rolling average target of 166.0, the total number of speeding involved fatalities in 2021 would have to be less than 157. The target remains "in progress" until full year 2021 data becomes available.

Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2021	C-6 Speeding Related Fatalities	2021	2017-2021	166.0
2022	C-6 Speeding Related Fatalities	2022	2018-2022	165.4

Performance Target Justification

The speed 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.
- The COVID-19 pandemic has decreased traffic on the highway, but traffic speed has increased. Traffic has largely returned to pre-pandemic levels, so we may expect a decline in speeding due to congestion.

Program Description

HVE is a strategy used to keep driver's speeds at or below the posted speed limit. Tickets written during such enforcement help to deter future speeding. The speed program focuses funding for WSP to increase speed emphasis patrols at times and locations when speeding is more prevalent. 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 SHSP, Target Zero starting on page 192. Cities such as Seattle and Bellevue are using proactive traffic safety approaches to reduce 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 zones. Together, these efforts are focused on reducing speeding related fatalities.

Summary of Speed Countermeasures, Activities, and Projects		
Countermeasure	**Activity**	**Project**
TSEP	Conduct TSEP Speed Enforcement	WSP TSEP Speeding

Problem Identification

Speeding is a major factor contributing to motor vehicle crash fatalities in Washington State. In 2020 speeding was involved in 30 percent of fatalities. Younger drivers are more likely to be speeding than are older drivers in fatal crashes. Due to dramatic decreases in VMT due to the COVID-19 pandemic, and as reported around the nation, average speeds in 2020 increased. Law enforcement reported increases in egregious speeding violations and many fatal crashes resulted. We predicted we would see more "exceeding posted speed" fatal crashes in 2020 and these crashes represented 42 percent of speeding drivers in fatal crashes in 2020, up from just 29 percent in 2019. To continue to combat the decrease in enforcement due to the pandemic, the speed program will focus on TSEP in FFY 2022.

Focus Populations

A 2019 report from the GHSA "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 most favorable toward not speeding. Both situational and unintentional speeders are mostly comprised of older drivers.

Countermeasure: 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 speeding and

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 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.

Intended Subrecipients

Washington State Patrol

Funding Sources

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

Chapter 10: Motorcycle Safety

Motorcycles represent just 3 percent of the registered passenger vehicles in Washington but accounted for 15 percent of fatalities (419 of 2,723) between 2016 and 2020. We know from crash reports that at least 90 motorcyclists died in crashes in 2020. In the past two years (2019 and 2020) we lost 90 or more motorcyclists each year. This is the highest number of motorcyclist fatalities in a single year in Washington since 1982.

NHTSA estimates that per VMT, motorcycle riders are killed at 29 times the rate of other vehicle occupants.

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
2022	C-7 Motorcyclist Fatalities	2022	2018-2022	87.6
2022	C-8 Unhelmeted Motorcyclist Fatalities	2022	2018-2022	0.0

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

Progress: **Not Met**

C-7: Motorcyclist Fatalities 2010-2020*

*2020 Preliminary — Fatalities — Target Zero ■ 5YR Rolling Average ▲ 5YR Average Goal — 5YR Average Trend
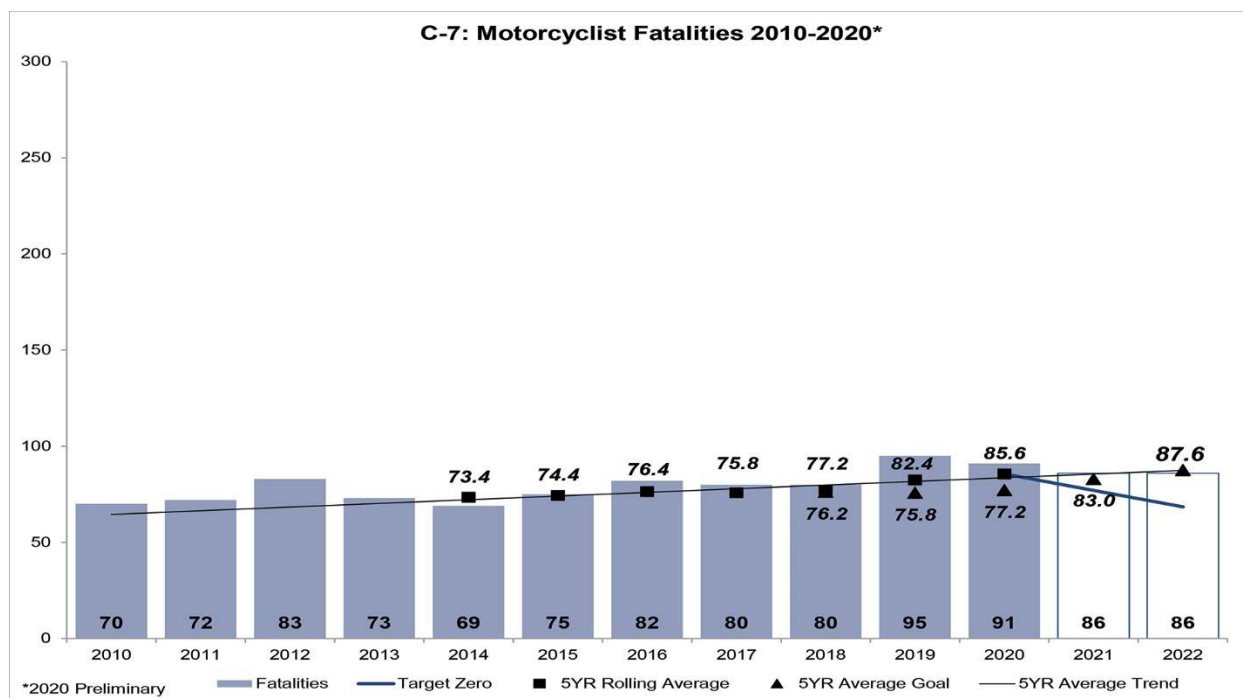
Program Area-Level Report

The 2021 target included in the FFY 2021 HSP for motorcyclist fatalities was 83.0 (2017-2021 rolling average value). This target was calculated based on the assumption that the following two calendar years of data would be less than the value of the most recent five-year rolling average. According to the revised trend line used to develop the 2022 target for FFY 2022, it is unlikely the FFY 2021 HSP target will be met, 2019-2020 had the highest recorded motorcyclist deaths in decades. To reach the 2017-2021 rolling average target of 83.0, the total number of motorcyclist fatalities in 2021 would have to be less than 69. While this calendar year target is within historic values, recent trends indicate this target will not be met.

Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2021	C-7 Motorcyclist Fatalities	2021	2017-2021	83.0
2022	C-7 Motorcyclist Fatalities	2022	2018-2022	87.6

Performance Target Justification

So far in 2021, Washington has seen a more mild and dry winter and spring than normal. The forecasted is for a warmer and drier summer than normal, which increases the number of motorcycles on our roads. July, August, and September are when we see more motorcycle crashes in Washington. In the last five years, an average of 40 motorcyclists died on Washington roads during those summer months.

Based on lower traffic volumes because of COVID-19 impacts, more people are riding. Therefore, riders are out earlier in the year in higher volume. Law enforcement is reporting higher speeds due to decreased traffic volumes.

One alarming note: In 2020, seven motorcyclist fatalities involved a deer strike. This is unusually high, as the average is two per year.

The goal is to always improve. While the first five months of 2021 may look like 2020, we still hope that our portfolio of grants will work to reduce crashes. However, we are not likely to reach the Target Zero goal. The goal was set based on the assumption that 2021 and 2022 deaths will be at or lower the most recent five-year average (86 fatalities).

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

Progress: **In Progress**

Program Area-Level Report

The 2021 target included in the FFY 2021 HSP for unhelmeted motorcyclist fatalities was zero (2017-2021 rolling average value). The target remains "in progress" until full year 2021 data becomes available.

Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2021	C-8 Unhelmeted Motorcyclist Fatalities	2021	2017-2021	0.0
2022	C-8 Unhelmeted Motorcyclist Fatalities	2022	2018-2022	0.0

Performance Target Justification

Washington has a universal motorcycle helmet law therefore our goal is always zero for this measure. In 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 WSDOT 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 obligated to perform several tasks—one of which is public awareness of motorcycle safety (RCW 46.20.520). The DOL and WTSC work together on motorist awareness issues regarding motorcycles 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." About 10 years ago, we partnered with the WSDOT 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's FFY 2022 HSP in the following chapters:

Chapter 5, Communications
Chapter 10, Motorcycle Safety Program

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.

TSEP Patrols

TSEP is a proven strategy by NHTSA to influence drivers and riders and change risky driving behavior. Law enforcement officers can help deter dangerous motorcycle riding behavior. They can also deter dangerous behaviors of 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 TSEP	TSEP Patrols Including Media	Motorcycle TSEP - WSP
		Motorcycle TSEP - Local
		Motorcycle TSEP – Media Campaign

Problem Identification
- The common belief that most motorcycle crashes are caused by other motorists is inaccurate. While about two-thirds of fatal motorcycle crashes involved another vehicle, DOL reports that 70 percent of all fatalities are due to motorcycle rider error.
- Broken down by type of motorcycle, 86 percent of sport bike fatalities were caused by riders. These motorcycles are primarily ridden by younger operators who are more likely to be unendorsed.
- The main contributing factors cited in these crashes were illegal and dangerous actions by the rider including speeding, losing control in corners and curves, improper passing, and riding under the influence of alcohol and/or drugs.
- About one in five motorcycle crashes results in serious injury or death.

- Impairment by drugs and/or alcohol, speeding, and improper passing are the major risk factors for most serious and fatal injury motorcycle crashes.
- Since the COVID-19 pandemic and stay at home orders began in March 2020, law enforcement has reported an increase in the number of riders who are traveling at over 100 miles per hour. They are also reporting an increase in the number of riders failing to stop for law enforcement (eluding police).
- A license endorsement is required in Washington to ride a motorcycle. Currently, motorcycles may be purchased and registered in Washington without a valid motorcycle endorsement. Endorsed riders have fewer infractions and are less likely to be involved in fatal collisions when compared to unendorsed riders.

Focus Populations

Recent research conducted jointly by WTSC and DOL points to several high priority audiences:
- Young male riders 19-25 years old and older male riders 45+ years old
- Riders of 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 WTSC's Research and Data Division (RADD) 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).
MCX.1.4 Conduct targeted safety/endorsement media outreach and education. (U).
MCX.1.5 Conduct outreach to registered owners of motorcycles who are not endorsed. (U).
MCX.1.6 Increase opportunities for motorcyclist field training. (U).

Activity: Motorcycle Safety Program Support

Support for DOL and WTSC 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. DOL manages the motorcycle training schools and endorsements. WTSC and DOL work closely through the state motorcycle safety work group to coordinate 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 Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405f Motorcycle Programs	405f Motorcycle Programs (FAST)	$44,543	$11,136	

Countermeasure: Motorcycle 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 driving 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 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 TSEP in Chapter 15.

Washington State Patrol

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 164 Transfer	FAST Act 164 Transfer	$100,000	$0	$0

Project: Motorcycle TSEP - Local

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

Identified as an Evidence-Based 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
FAST Act 164 Transfer	164 Alcohol (FAST)	$150,000	$0	$150,000

Project: Motorcycle TSEP – Media Campaign

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
2022	C-9 Number of Drivers Ages 20 or Younger Involved in Fatal Crashes	2022	2018-2022	65.0
2022	APM-2 Number of Drivers Ages 21-25 Involved in Fatal Crashes	2022	2018-2022	92.0

Performance Measure C-9: Number of Drivers Ages 20 or Younger Involved in Fatal Crashes
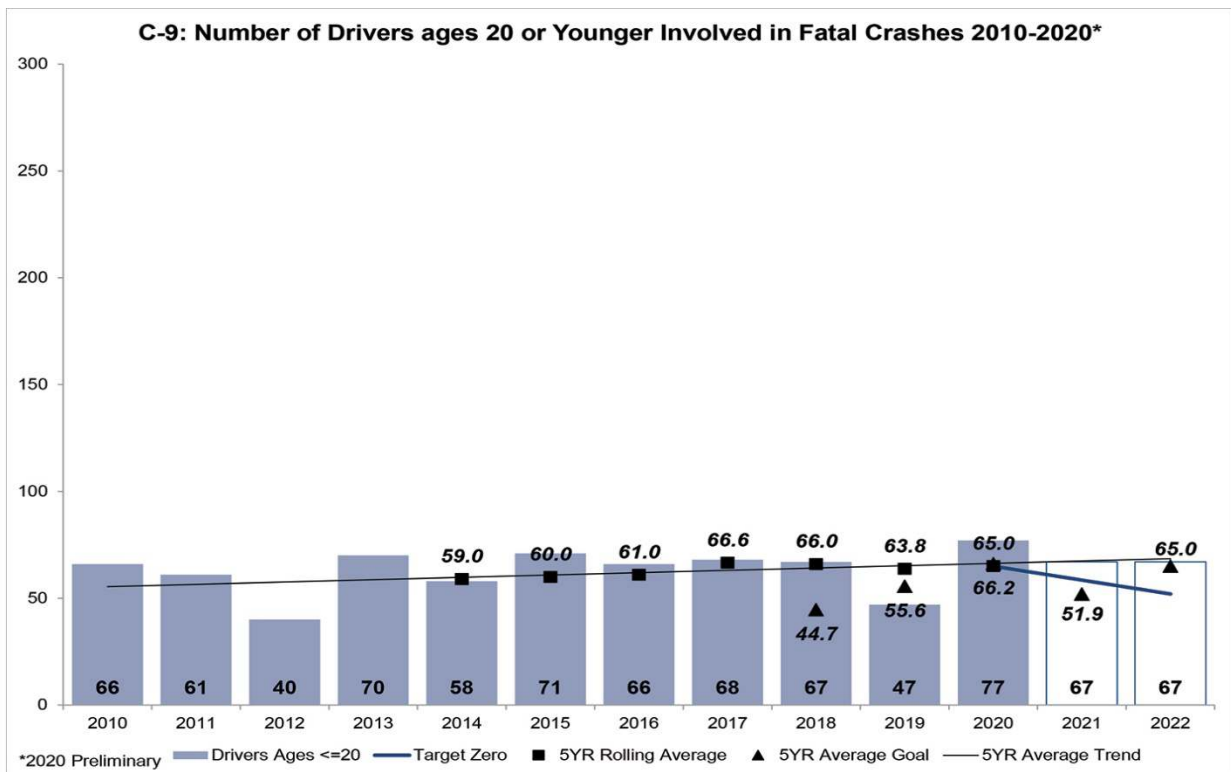
Progress: **Not Met**

Program Area-Level Report

The 2021 target included in the FFY 2021 HSP for the number of drivers ages 20 and younger involved in fatal crashes was 51.9 (2017-2021 Rolling Average Value). This target was set equal to the value of the Target Zero line based on the data available at the time the target was set. According to the revised trend line used to develop the 2022 target for FFY 2022, the FFY 2021 HSP target will not be met. In order to reach the 2017-2021 rolling average target of 51.9, the total number of drivers ages 20 and younger involved in fatal crashes in 2021 would have to be less than 1.

Performance Plan 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
2022	C-9 Number of Drivers Ages 20 or Younger Involved in Fatal Crashes	2022	2018-2022	65.0

Performance Target Justification

The FFY 2022 performance measure target was set equal to the most recent five-year rolling average value. Young driver numbers have been trending only slowly downwards for some time. We thought they would be impacted favorably by the COVID-19 pandemic with the closure of schools and the Governor's Stay Home, Stay Healthy proclamation that shut down many businesses, but unfortunately that was not the case. Statewide, 16 to 20-year-old fatalities saw a return to the higher numbers of several years ago, driven by a 70 percent increase in 18 to 20-year-old involved fatalities in our most populated county, King County.

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

Progress: **Met**
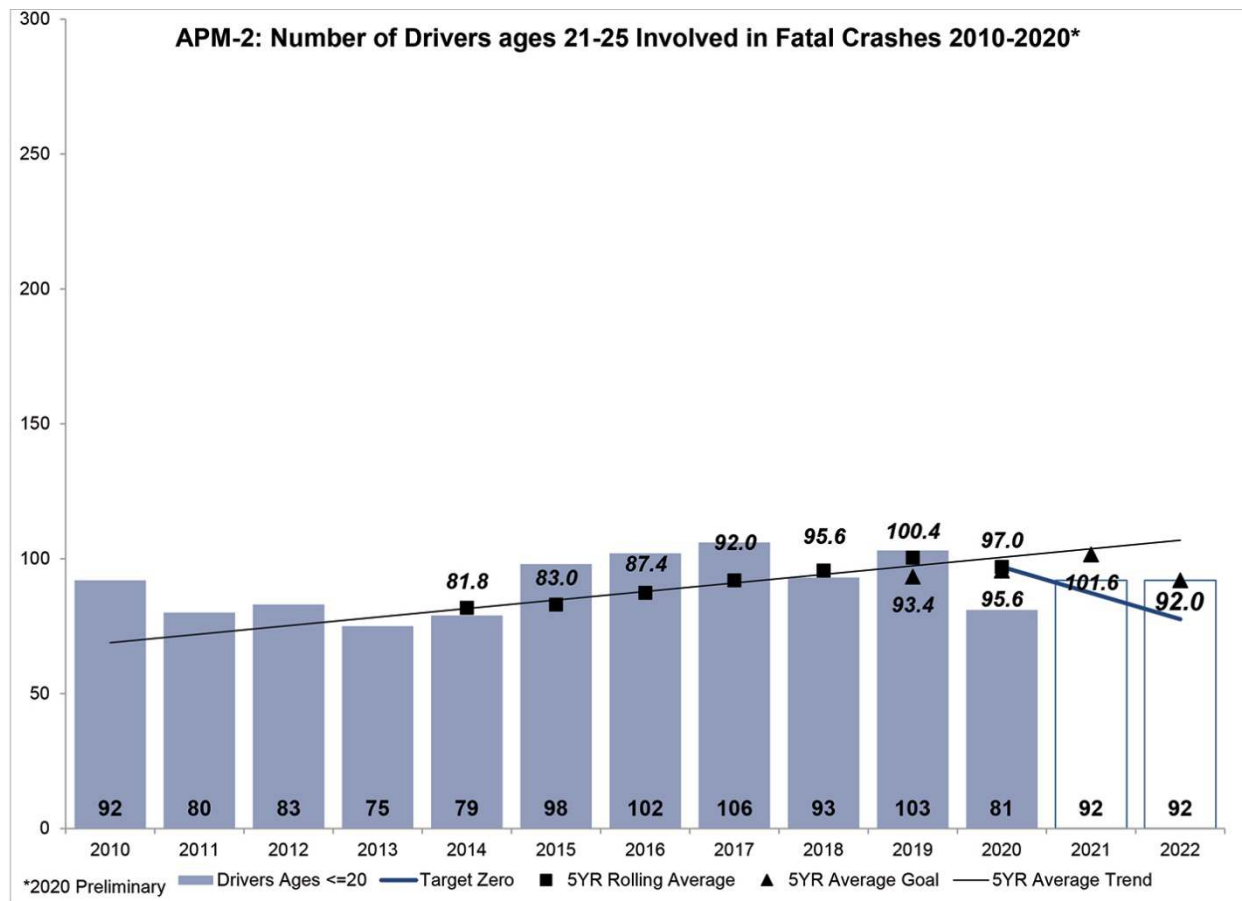
APM-2: Number of Drivers ages 21-25 Involved in Fatal Crashes 2010-2020*

Chart showing data from 2010 to 2022. Values for "Drivers Ages <=20" by year:

Year	Value
2010	92
2011	80
2012	83
2013	75
2014	79
2015	98
2016	102
2017	106
2018	93
2019	103
2020	81
2021	92
2022	92

5YR Rolling Average values: 81.8, 83.0, 87.4, 92.0, 95.6, 100.4, 97.0, 95.6
5YR Average Goal values: 93.4, 101.6, 92.0

*2020 Preliminary — Drivers Ages <=20 — Target Zero — ■ 5YR Rolling Average — ▲ 5YR Average Goal — 5YR Average Trend

Program Area-Level Report

The 2021 target included in the FFY 2021 HSP for the number of drivers ages 21-25 involved in fatal crashes was 101.6 (2017-2021 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 2022 target for FFY 2022, the FFY 2021 HSP target is likely to be met. To reach the 2017-2021 rolling average target of 101.6, the total number of drivers ages 21-25 involved in fatal crashes in 2021 would have to be less than 125, which would be the highest number in more than a decade. Furthermore, we believe that the closing of bars due to the pandemic impacted this group in 2020 resulting in the lowest fatal crash involvement since 2014. Bars are currently operating at 50 percent and must stop serving alcohol by midnight, so we anticipate further declines among this age group in 2021.

Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2021	APM-2 Number of Drivers Ages 21-25 Involved in Fatal Crashes	2021	2017-2021	101.6

2022	APM-2 Number of Drivers Ages 21-25 Involved in Fatal Crashes	2022	2018-2022	92.0

The APM-2 FFY 2022 target was set by taking the average of the most recent three years of known data and imputing that number for the two unknown years to calculate the five-year rolling average value. It is unclear if the declines that occurred in 2020 will continue into 2021 and currently the state intends to open at full capacity June 30, 2021.

This sub-group of drivers did see significant impacts from the societal changes created with the COVID-19 pandemic, with a 21 percent reduction in fatalities statewide. This sub-group of young drivers often have driving experience but are of legal drinking age and are more likely to drive impaired, so the closure of bars for many months during 2020 positively impacted their driving behavior.

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 partner agencies in Washington (such as the HCA Division of Behavioral Health and Recovery and its State Policy Enhancement Committee) are working "upstream" of this focus population through community-based substance abuse programs 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

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

- Drivers aged 16 and 17: Newly licensed and under the restrictions of the Graduated Driver Licensing (GDL) program, they represent the largest number of new drivers annually in Washington.
- Drivers aged 18-20: These include 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.
- Drivers aged 21-25: They often have driving experience but are of legal drinking age and are more likely to drive impaired.

These three groups behave differently on the road. Reducing young driver-involved fatalities and serious injuries requires different strategies based on each group's unique characteristics.

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.

Linkage Between Program Areas

Summary of Young Drivers Countermeasures, Activities, and Projects		
Countermeasure	**Activity**	**Project**
Grow Positive Parental Driving Teaching Behaviors	Develop and Promote Materials to Grow Positive Parental Driving Teaching Behaviors	Grow Positive Parental Driving Teaching Behaviors
Fill Current Gap in Vehicle Systems Technology Content of Required Classroom Driver's Education Curriculum	Provide Accurate Materials for Chapter 11.0 Vehicle Systems Technology to Driver Education Schools	Develop Vehicle Technology Systems Drivers Education Materials
Traffic Safety Culture High School Prevention Program	Pilot a New High School Curriculum Program and Evaluate the Program	High School Traffic Safety Culture Curriculum Pilot
	Support the Training and Roll-Out of Texas Transportation Institute's (TTI) Traffic Safety Culture Peer-Led Program and App in Washington	TTI's Teens in the Driver Seat

Problem Identification

Between 2017 and 2019 young drivers represented about 13 percent of Washington's licensed drivers but accounted for roughly 29 percent of all traffic fatalities and 31 percent of all serious injuries. During this time, there were 472 fatalities and 2,099 serious injuries involving drivers aged 16-25.

Fatalities involving young drivers often involve high risk behaviors such as:
- Impairment (61 percent of crashes)
- Speeding (39 percent of crashes)
- Distraction (23 percent of crashes)
- Not using seat belts (22 percent of crashes)

In 2019, of all the approximately 139,000 drivers with their first license in Washington, 72 percent were in the age group, between 16 and 25 years old.

- 40 percent were 16-17 years old
- 20 percent were 18-20 years old
- 12 percent were 21-25 years old

Newly licenced drivers by age (2019)

■ Age16-17　■ Age18-20　■ Age21-25　■ Age 26 and over

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.

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.

Focus Populations

Parents/Guardians of Children of all Ages - The state relies heavily on the family 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. They need awareness of GDL "guardrails" and tools to teach their new drivers. One such tool is Ford's *MyKey*.

Driver Education Teachers - Every student must have access to high-quality instructors armed with the tools and resources to continually improve on their instruction. It is critical for all instructors have accurate and complete curriculum materials for the students. 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).

16 and 17-Year-Old Drivers - The largest group of newly licensed drivers, they are open to influences – good or bad - from parents, teachers, and especially peers. It is critical for them to understand the GDL regulations, have good role models, and receive reminders about safe driving behavior.
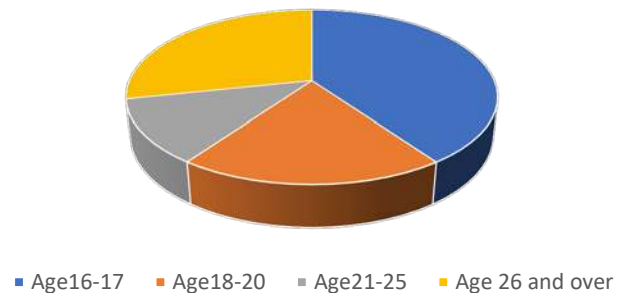
18 to 24-Year-Old Drivers - Drivers initially licensed after 18 likely did not have the benefit of driver's education or the GDL restrictions. Even the more experienced drivers have a higher likelihood of driving impaired. Much like the general driving population, they need reminders on speeding, distraction, and seat belt use.

Countermeasure: Grow positive parental driving teaching behaviors

Children and teenagers begin learning driving behaviors from their parents and caregivers from their earliest years. Research shows that parents want more tools to teach driving. Using a five-step approach, we can increase the skills of parents and caregivers to teach their children safe driving from a young age. In doing so, we also increase the likelihood that the adults will drive more safely.

Projected Safety Impacts

We theorize that if parents and guardians access and use these resources, they will feel they have the skills to begin teaching their children safe driving behaviors. With these improved skills, parents will continually teach their children safe driving behaviors well before they get their learner's permit. This will not only promote better driving behaviors in the children but also in the parents teaching them, due to increased awareness of their own driving behaviors. Parents teaching their children will be involved in fewer crashes, as will the children when they begin driving themselves, which will result in fewer fatalities and serious injuries In Washington State, because people are driving more safely.

Rationale for Countermeasure Selection

Children and teenagers don't begin learning when they start driver's education classes. They are learning behaviors from their parents and caregivers from their earliest years. So, parents can teach their children to be better drivers, with the right knowledge and resources.

Montana State University conducted research and found that most parents:
- Were concerned about teaching their children to drive safely.
- Believed that their children are learning as they ride with them and felt it would be relatively easy to have these conversations.
- Wanted access to online resources to help them have these conversations.

By developing resources, we can increase awareness of this learning opportunity and give them the tools they need to teach their children.

References
- 2017 Countermeasures that Work, Chapter 6, 3.1 Parental Roles in Teaching and Managing Young Drivers.

- Target Zero YDI.3.3 Support novice driver mentorship by developing and promoting a full range of practical resources for parents and other mentors. (R, DOL)

Activity: Develop and Promote Materials to Grow Positive Parental Driving Teaching Behaviors

Based on the five-step parenting process developed by Montana State University, develop and promote materials to teach parents the social-emotional teaching skills to more effectively teach their children to drive.

Project: Grow Positive Parental Driving Teaching Behaviors

Based on the five-step parenting process developed by Montana State University, develop materials to teach parents the social-emotional teaching skills to more effectively teach their children to drive.

1. Getting input
2. Teaching their child about safe driving choices
3. Practicing by talking through scenarios
4. Supporting their child's learning by providing feedback and coaching
5. Recognizing their child's effort and success

Post these resources on a public website for easy access. Publicize the resources on social media to make parents aware of this opportunity and drive them to the materials available on the website. Partner with the Washington State Child Safety coordinator, to get input on the approach. This network can also be utilized to publicize the resources once they are developed.

If funding allows, create Spanish versions of the resources and social media elements. Add questions to the WTSC traffic safety survey to measure changes in behaviors over time.

Intended Subrecipients
TBD

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)	$60,000	$15,000	

Countermeasure: Fill Current Gap in Vehicle Systems Technology Content of Required Classroom Driver's Education Curriculum

In 2018, DOL developed updated *Required Curriculum* for the driver training schools. One new part of that curriculum was Chapter 11.0 Vehicle Technology Systems. Vehicle technology systems, commonly referred to as advanced driver assistance systems (ADAS) are an important topic for young drivers to learn about, but not all driver training schools are delivering much in this area due to a lack of materials from which to teach. This strategy would develop those materials and provide them in a format that is easy for driver's education schools to incorporate.

Beyond being a part of the state required curriculum that is not being delivered, studies show that drivers who don't understand the limitations of these systems exhibit dangerous driving behavior that leads to crashes. Additionally, if the vehicle is acting in a manner that the novice driver doesn't understand, the driver may turn off a safety feature (like automatic braking or lane departure warning), out of a lack of understanding of its benefit.

Rationale for Countermeasure Selection

Research shows that drivers with less understanding of the limitations of safety technology in their cars – such as automatic emergency braking, adaptive cruise control (ACC), and lane keeping assist (LKA) – are more likely to fail to act when in potentially dangerous situations. This would logically hold even more true for new, inexperienced drivers.

Currently, the content of Chapter 11.0 Vehicle Technology Systems part of DOL's required driver's education curriculum is not being consistently delivered to students, partially due to a lack of available materials from which to teach. This was identified as an issue by both a workgroup and through anecdotal evidence. If we want new, inexperienced drivers to operate safely, we need to provide them as much information as possible on how to do that.

Projected Safety Impacts

With the curriculum being consistently delivered at driver's education schools, students will understand how ADAS technology functions, and its limitations. We theorize, they will form a belief that they need to always maintain attention on driving, even if it feels like the car is "driving itself." When these novice drivers are in a vehicle with ADAS, they will understand the vehicles capabilities, maintain awareness of driving when using ACC/LKA, and will be less likely to turn off important safety features. This should result in decreased crashes by young drivers in ADAS-equipped vehicles due to maintaining vigilance, understanding when to take back control, and not turning off these safety systems. And less crashes will mean reduced fatalities and serious injuries, primarily in young driver distraction related crashes.

References

- Target Zero YDI.3.2: Support the development of traffic safety instructors through … developing a website containing both content and delivery resources. (R, DOL).

- The American Association of Motor Vehicle Administrators (AAMVA) "Safe Testing and Deployment of Vehicles Equipped with Automated Systems Guidelines" Edition 2: Recommendations for Jurisdictions 5.6.3. Establish standards and materials for required training of driver educators on the use of ADAS and ADS-equipped vehicles.

Activity: Provide Accurate Materials for Chapter 11.0 Vehicle Systems Technology to Driver Education Schools

In close coordination with DOL and OSPI, provide public and private driver education schools the support materials they need to implement the classroom instruction portion of the Chapter 11.0 Vehicle Technology Systems.

Providing these materials about ADAS will allow the driver education teachers to teach novice drivers about the functions of various driver assistance systems present in many newer vehicles, and their safety benefits. In addition to what these systems do, the instructors will be able to provide accurate information to the students about the system limitations, and the need for continued attention even when these systems are in use.

Project: Develop Vehicle Technology Systems Drivers Education Materials

Understand the material format(s) desired by the public and private driving school instructors, such as PowerPoints or videos. Utilize a contractor to create materials or adopt (and possibly modify) existing materials developed by national organizations. Provide the materials needed to support the DOL/OSPI Drivier Training Required Curriculum, Ch. 11- Vehicle Systems Technologby on advanced driver assistance systems to driver instruction programs at no charge.

Intended Subrecipients
TBD

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)	$30,000	$7,500	

Countermeasure: Traffic Safety Culture High School Prevention Program

High schools are one of the primary locations to educate young drivers. This countermeasure would bring together curriculum, community leader and law enforcement involvement, peer-led programs, data measurement, and individual incentives to positively influence teen driving behavior.

Rationale for Countermeasure Selection

Based on the latest research, WTSC is moving away from fear-based prevention programs and messages in all areas. However, there are no existing accessible, teen driver prevention programs designed to be delivered in schools based on this traffic safety culture approach. TZMs are asked by their local schools to deliver teen driver prevention programs but they don't currently have good program options.

Projected Safety Impacts

WTSC will have a teen driver program consistent with the traffic safety culture approach that can be developed for statewide delivery.

The high school students that receive this program will have a better understanding of safe driving behaviors and a positive view of their ability to drive safely. The possibility of re-triggering trauma in students will be also reduced. Students will demonstrate safer driving behaviors and bystander interventions as needed, resulting in fewer crashes involving young drivers. Fewer crashes will result in reduced fatalities and serious injuries, primarily in young driver-involved crashes.

References

Source: Target Zero YDI.5.1 Implement traffic safety citizenship – an innovative approach that strategically shifts our focus to the engagement of most safe road users to influence the behaviors of the smaller group engaging in risky behaviors. (U).

Activity: Pilot a Newly Developed High School Curriculum Program and Evaluate the Program

Utilizing a program that has been developed by one of our TZMs, support a pilot and evaluation of the program in local schools. If the pilot is successful, plan for further development of the program for statewide implementation.

Project: High School Traffic Safety Culture Curriculum Pilot

Support a pilot in Region 14 through printing support materials and partnering with other traffic safety organizations to leverage existing materials in support of the curriculum and programs such as a teen safe driving app. Coordinate an evaluation of the program and determine next steps for expanding the program to other TZM regions.

Intended Subrecipients

TBD

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Community Traffic Safety Grant (FAST)	$10,000	$2,500	

Activity: Support the Training and Roll-Out of TTI's Traffic Safety Culture Peer-Led Program and Phone App in Washington

Utilizing a program that has been developed and proven by TTI, Teens in the Driver's Seat, provide the opportunity and training for TZMs to implement this program in their local schools. Provide TTI staff support for the program and the related phone app.

Project: TTI's Teens in the Driver Seat

TTI staff will provide TZM training, online resources, physical support materials such as banners, analysis of student data, and maintenance of the phone app to support the implementation of the Teens in the Driver's Seat program in Washington high schools.

Intended Subrecipients
Texas Transportation Institute

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Community Traffic Safety (FAST)-Flex	$30,000	$7,500	

Chapter 12: Non-Motorized Services

The non-motorized services program addresses fatalities and injuries to walkers and rollers.

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
2022	C-10 Pedestrian Fatalities	2022	2018-2022	77.6
2022	C-11 Bicyclist Fatalities	2022	2018-2022	11.0

Performance Measure C-10: Number of Pedestrian Fatalities

Progress: **Not Met**

C-10: Pedestrian Fatalities 2010-2020*

*2020 Preliminary — Fatalities — Target Zero — ■ 5YR Rolling Average — ▲ 5YR Average Goal — 5YR Average Trend
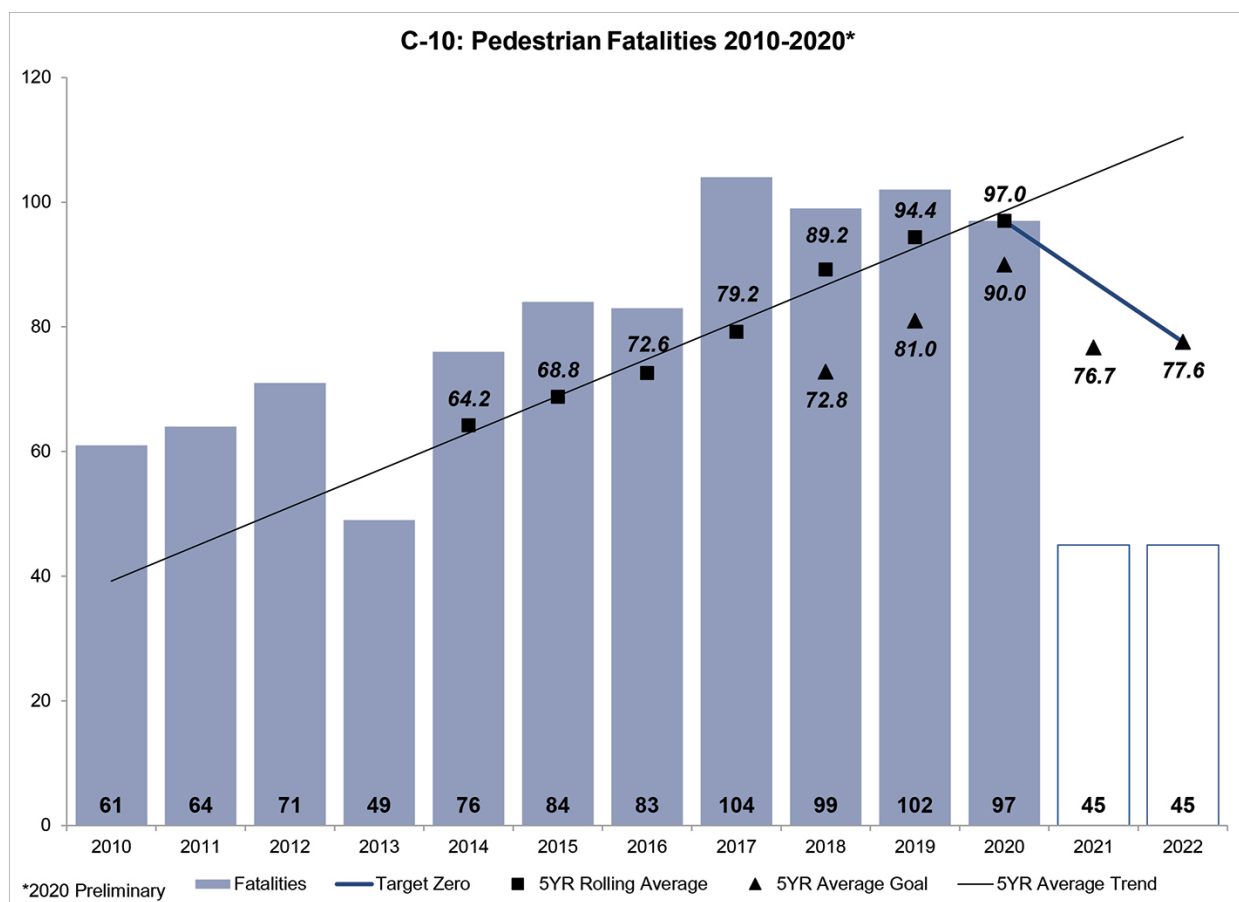
Program Area-Level Report

The 2021 target included in the FFY 2021 HSP for pedestrian fatalities was 76.7 (2017-2021 rolling average value). This target was set equal to the value of the Target Zero line based on

the data available at the time the target was set. According to the revised trend line used to develop the 2022 target for FFY 2022, the FFY 2021 HSP target will not be met. To reach the 2017-2021 rolling average target of 76.7, the total number of pedestrian fatalities in 2020 would have had to be 19 less and then zero fatalities in 2021.

Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2021	C-10 Pedestrian Fatalities	2021	2017-2021	76.7
2022	C-10 Pedestrian Fatalities	2022	2018-2022	77.6

Performance Measure C-11: Number of Bicyclist Fatalities

Progress: **Not Met**
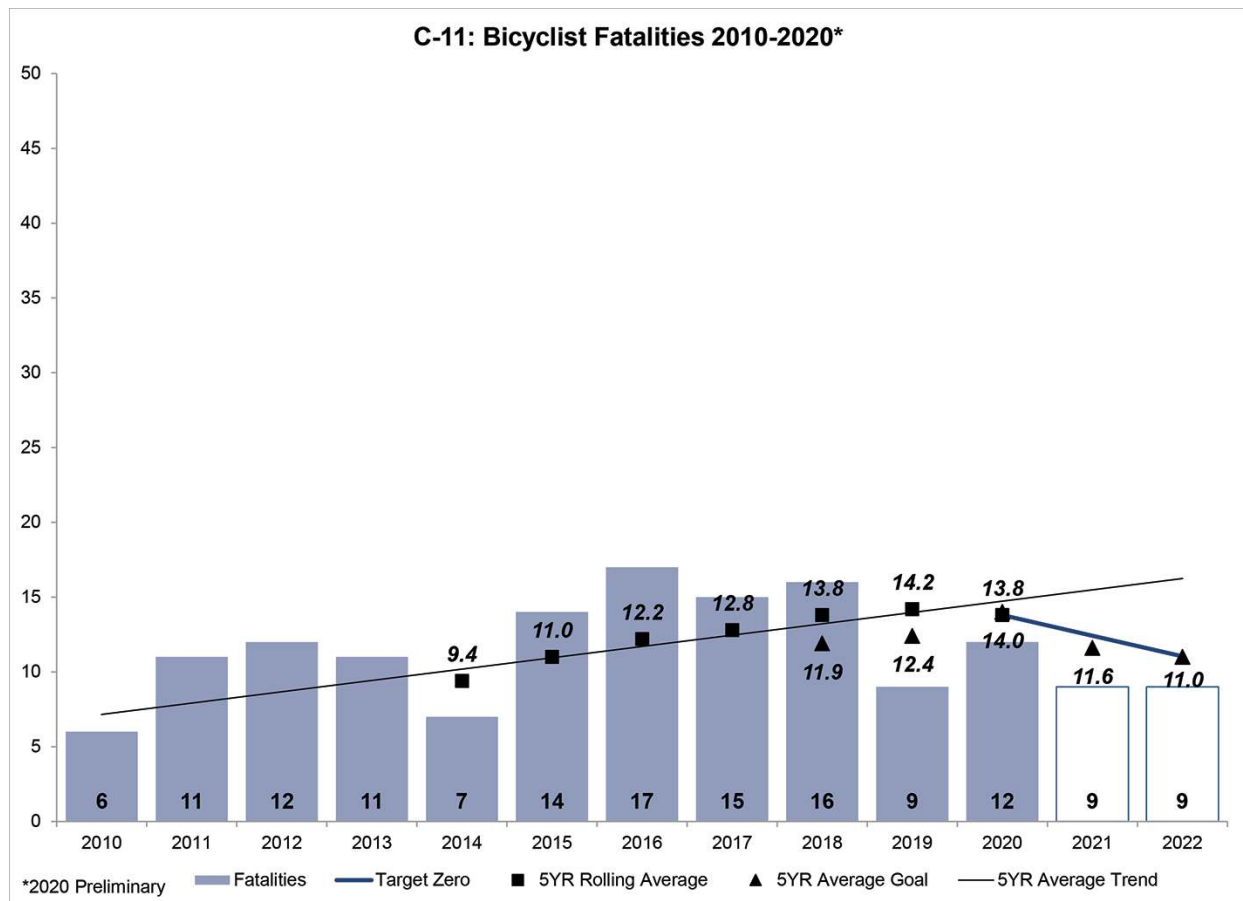
Program Area-Level Report

The 2021 target included in the FFY 2021 HSP for bicyclist fatalities was 11.6 (2017-2021 rolling average value). This target was set equal to the value of the Target Zero line based on the data available at the time the target was set. According to the revised trend line used to develop the

target for FFY 2022, it is unclear if the FFY 2021 HSP target will be met. To reach the 2017-2021 rolling average target of 11.6, the total number of bicyclist fatalities in 2021 would have to be less than six. Although it is possible this target could be met, there have already been at least three bicyclist fatalities in 2021 and there are typically higher fatalities in the summer months which are still to come. Historical data indicates it is possible to have six or less fatalities in a year; however, more recent years indicate this would be an unlikely scenario in 2021, therefore we are considering this target not met.

Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2021	C-11 Bicyclist Fatalities	2021	2017-2021	11.6
2022	C-11 Bicyclist Fatalities	2022	2018-2022	11.0

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 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 Es (enforcement, engineering, education, and EMS) 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.

The Washington Legislature created the Cooper Jones 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 has made significant resources available to provide leadership and coordination of active transportation safety improvement in the state. 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 any of the 35 evidence-based strategies identified in Target Zero that cannot be supported with federal funds.

Complementary state funding resource for Non-Motorized/Active Transportation include:

- Administer the Cooper Jones ATSC.
- Research and identify issues that reduce safety for walkers, bicyclists, and other rollers and make recommendations to improve those situations ($0 federal funds; $75,000/yr. in 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 engineering offices, planners, and law enforcement ($0 federal funds).
- Participate in WSDOT Injury Minimization and Speed Control Policy Workgroup ($0 federal funds).
- Participate in WSDOT Active Transportation Plan Workgroup ($0 federal funds).
- Safe Routes to School Safety Enhancements, such as:
  - Installation of flashing beacons and other local safety improvements in school zones ($0 federal funds, $300,000 in state funds for 2021-23 Biennium).
  - Equipment for law enforcement to use in school zone enforcement ($0 federal funds, $150,000 in state funds for 2021-23 Biennium).
  - School crossing guard teams ($0 Federal funds, $90,000 in state funds for 2021-23 Biennium).

o   Community-based projects to increase safety for students walking and/or rolling to schools ($0 federal funds, $200,000 in state funds for 2021-23 Biennium).

o   Maintenance of bicycles used in statewide bicycle riding education program ($0 federal funds, $150,000 in state funds for 2021-23 Biennium).

Linkage Between Program Areas

Summary of Non-Motorized Countermeasures, Activities, and Projects		
Countermeasure	**Activity**	**Project**
Community-Based Leadership to Increase Walker and Roller Safety	Community Based Projects	Tri-Cities Walker Safety Project
		Yakama Nation Bicycle and Walker Safety Program
		Kent Pacific Highway (SR99) South Walker and Roller Program
		Asotin County Let's Walk Safely
		Tacoma Driver Awareness Campaign
		Wenatchee Community Walker and Roller Safety Project
		Fife Walk, Run, and Roll Public Safety Announcement
		Longview Pedestrian/Cyclist Safety Program
		Renton Safer Access to Neighborhood Destinations (SAND)
		Slow and Safe Seattle: Education That Saves Lives
		Thurston County Mobile Traffic Garden
		Bellingham Protecting Mobility for All

Problem Identification

Fatal traffic crashes involving people who were walking, biking, or 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, biking, or rolling. Many walkers who died lived in low-income neighborhoods and walking was their primary form of transportation.

Pedestrians (Walkers)

In Washington State, there has been an average of 100 fatalities involving walkers during the past five years. The past two years (2019 and 2020) have had 101 and 99 fatalities, respectively, so essentially a flat-line trend. Prior to that, however, there was a stretch where walker fatalities increased in four out of the five years, including an all-time high in 2017 of 109 walker deaths. 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 crashes with vehicles tested positive for alcohol or drugs, or sometimes both.

Bicyclists and Other "Rollers"

Similarly, there is a flat-line trend for bicyclist fatalities during the two-year stretch from 2019 to 2020, with an average of 10 bicyclist fatalities in that period. Like the numbers for walkers, the number of roller fatalities had increased in four of the previous five years, including an all-time high in 2016 of 17 bicyclist fatalities.

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 ATSC is charged by the Legislature with submitting annual reports that detail active transportation trends and with making recommendations to increase the safety of walkers and rollers.

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. 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.

Drivers, Especially in Urban and Suburban Areas – The main risk is vehicle speed. The unprotected human body is no match for the kinetic energy of a 3,000-pound vehicle traveling at 30 mph. Effective design of new roadways and reallocation of space on existing roadways are called for in the new Active Transportation Plan being developed by WSDOT. Our efforts will complement these necessary engineering efforts with education and enforcement.

Walkers and Rollers 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.

One of the difficulties with fatalities involving walkers and rollers 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 walkers and rollers. 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 fatalities for walkers and rollers. Local providers work with law enforcement, social service agencies, and other organizations to determine the causes and contributing factors for fatalities involving walkers and rollers in each community and then devise and implement locally specific strategies to mitigate the causes and contributing factors.

Countermeasure: Community-Based Leadership to Increase Walker and Roller 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 and 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, rollers, and drivers to adopt behaviors that reduce 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 other rollers including users of other active transportation devices including skateboards and electric-powered scooters. Fatality and serious injury crashes involving walkers and bicyclists are unacceptably high in the state, but there are different explanations for that aggregate increase depending on where you are.

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 strategies.

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 consider 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: Tri-Cities Walker Safety Project

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 TSEP in Chapter 15.

Intended Subrecipients
Region 14 TZM and 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: Yakama Nation 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 frequently walk or bicycle. Both Yakama Nation roads and the state highways and county roads that cut across the Reservation are not designed 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 so they can get to work or access 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)	$54,950	$14,779	

Project: Kent Pacific Highway (SR99) South Walker and Roller Safety Program

The project will focus on reducing the overall number of walker and roller serious injuries and/or deaths due to driver and walker and/or roller collisions along south Pacific Highway between mileposts 6.15 and 24.17. This stretch of road is among the most dangerous in Washington State. The project will focus on these main topic areas:

- Education of the community surrounding Pacific Highway South on walker and roller safety measures and laws. This will include developing and distributing a bike helmet fact sheet distributed through community organizations, law enforcement, and other community partners. Also, the project will work to ensure educational materials are accessible and transcreated in appropriate languages. Project managers will research and engage community partners to support this effort including local businesses, Feet First, Washington Bikes, Bike/Ped advisory boards, residents, schools, and other partners as appropriate.
- Education and engagement of law enforcement serving Pacific Highway South on current walker and roller safety issues. Including education of resources for low or no cost bike helmets within the community and proper helmet fitting.
- Research walker and roller law curriculum for training law enforcement officers and then customize it for Washington State and local laws.
- Fund enforcement and education of walker and roller safety to motor vehicle drivers along Pacific Highway South and provide education to walkers and rollers on safety best practices.
- Create a baseline understanding of walker/roller safety issues using data from observational surveys conducted along Pacific Highway South pre/post enforcement of driver behavior around walkers/rollers.

Intended Subrecipients

The City of Kent will coordinate this project to provide services for six cities bisected by Pacific Highway (SR 99) South - Federal Way, Kent, Des Moines, SeaTac, Burien, and Tukwila.

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405h Nonmotorized Safety	405h Nonmotorized Safety (FAST)	$118,400	$29,600	

Project: Asotin County Let's Walk Safely!

This project will focus on increasing public awareness and education regarding safety of walkers. The stretch of Bridge Street in Clarkston, Washington, at the center of this project has had multiple vehicle strikes of walkers and rollers with several serious injuries. Additionally, individuals with views of Bridge Street from their offices talk about the dozens of near misses that happen every day. The advertisements and PSAs will be delivered as three unique eight-week campaigns throughout the year, designed to keep messaging fresh with a fall launch campaign in October (Pedestrian Safety Month), a spring campaign, and a summer campaign. The project will include the engagement of project ambassadors (individuals with disabilities that "live" the challenges as walkers and/or rollers in the project's service area) to participate in the advertising campaign as well as in community outreach and networking events. In the first year, there will be messages introducing the community to the challenges individuals with disabilities face every day in the community as they maneuver through roadways in a safe way. In the second year, the community will have further opportunities – building on the year one foundation - to think, act, and participate in the process of being a part of the solution. (E.g., "What can I do to help keep walkers and rollers safe.") Through the campaigns, they will learn how they can improve the safety experience for walkers and rollers – especially those individuals with disabilities -- as well as connecting to the message of "Let's do this together" ... Let's Walk and Roll Safely!

Intended Subrecipients
Asotin County Department of Community Services will coordinate this project that affects walkers, rollers, and drivers in Clarkston, Washington. Individuals whose walking and rolling safety is affected by their mobility, vision, hearing, and/or cognitive disabilities are a key focus population for this project.

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)	$110,392	$27,598	

Project: Tacoma Driver Awareness Campaign

The city of Tacoma has actively pursued increasing walker and roller safety. Recent efforts include updating the Safe Routes to Schools Action Plan and adoption by the Tacoma City Council in February 2020 of a Vision Zero goal for traffic-related fatalities and serious injuries for the city. For its next step, the city of Tacoma hopes to develop and implement a driver speed awareness campaign. Building off WTSC's "Together We Get There" campaign, grant funds will be used to hire a consultant to create and implement a driver speed awareness campaign focused on the need to slow down, drive the speed limit, and be alert for walkers and/or rollers. The campaign will focus on the positive community norm that most people do drive the speed limit. With input and guidance from a focus group, the consultant will develop messages to use in the campaign and graphics for a variety of paid media and outreach materials. Further, messaging will be translated and transcreated to reach all drivers.

The driver speed awareness campaign will be executed citywide, but there will be focused outreach in specific areas of the city based on crash data, speed limits, equity indicators, and proximity to schools, parks, and business districts. Free promotional materials such as yard signs will be distributed in these targeted areas along with an increase of concentrated paid media.

Intended Subrecipients
The city of Tacoma will coordinate this project.

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)	$76,500	$19,125	

Project: Thurston County Mobile Traffic Garden

In partnership with Intercity Transit's Walk N Roll youth education program and Thurston County Target Zero, the Child Care Action Council's Safe Kids Thurston County program will create a new walker and roller education program for pre-K and elementary school students in Thurston County. The temporarily installed, pop-up traffic gardens will provide a child size version of the public street networks children will encounter while biking or walking. Each traffic garden provides children a safe and fun environment to learn and practice being safe as walkers without the stress of motor vehicles. Pop-up traffic gardens teach students the rules of the road and to respect all road users as they learn how to navigate street networks and watch for others doing the same. The mobile traffic garden kit will be created out of lightweight materials and will be easy to set-up and transport. The program will target elementary schools,

preschools, summer camps, and events in communities where families have been challenged by decades of discrimination and disinvestment, along with those of low-income and English as second language speakers. It will also prioritize some rural areas not previously served by walking and bicycling education programs.

Intended Subrecipients

The Child Care Action Council will coordinate this project in partnership with Intercity Transit and Thurston County and will provide services to school districts and public gatherings across Thurston 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)	$38,535	$9,634	

Project: Wenatchee Community Walker and Roller Safety Project

This project will support education and enforcement to increase walker and roller safety in three locations in the city where walkers and rollers have elevated levels of risk of being struck by a vehicle.

Funds will be used for officer training and for high visibility enforcement and the development of a media campaign. Key partners include but are not limited to city and county agencies, the downtown association, school administrators and staff, Confluence Health Security and Emergency preparedness Director, and Target Zero task force members.

Funds will be used to enforce laws designed to protect vulnerable users at two elementary schools with a focus on reducing speeding in the school zones, failure to yield right of way to walkers and/or rollers, crossing mid-block, and illegal parking in roadway to drop off and pick up students.

Another identified safety concern is the City of Wenatchee's ordinance where it is illegal to ride a bicycle, skateboard, or other wheeled mode of transportation on the sidewalks in the Central Business District. Funds will be used to contact those violators and hand out printed materials about the city ordinance as well as information on safe bicycle riding on city streets.

Our third identified walker safety concern is the conflict between walkers and vehicle traffic at the Wenatchee Valley Hospital. Education and enforcement will be conducted to address vehicles not yielding the right of way to walkers and rollers in the crosswalk, and walkers crossing the road mid-block. In addition, there is a safety concern with vehicles making a right turn on a red light where it is posted illegal to do so.

The Wenatchee Police Department will coordinate this project with the assistance of the Region 12 TZM.

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)	$50,000	$12,500	

Project: Fife Walk, Run and Roll Public Safety Announcement

The Fife Parks, Recreation, and Aquatics Department (PRA) proposes to reduce walker and roller crashes with vehicles via an educational program. The project will educate young people through engaging activities, such as summer camp activities, traffic gardens, and online content. Fife PRA will also reach drivers through online and printed content, as well as interactive signage within parks that will help drivers learn more about keeping our roadways safe for everyone. We will connect this signage with the existing WTSC's "Together We Get There" campaign to help citizens make positive choices while traveling on or near Fife parks. The project coordinator will oversee the staff hiring and training for all roles within this program and will also be coordinating all deliverables for grant review. The Fife Police Department and the Tacoma Fire Department will assist with some educational components for this project, particularly those aimed at youth.

Intended Subrecipients
The city of Fife will coordinate this project.

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)	$36,242	$9,061	

Project: Longview Pedestrian/Cyclist Safety Program

This project will be used for the development of a walker and roller safety program utilizing a bike patrol as the mechanism for service delivery. Bike patrols are highly visible and provide an opportunity to create positive perceptions about law enforcement. Simultaneously, it enables

the officers to interact with citizens in a positive and nonthreatening manner. Funds will be used for officer training, program implementation, HVE, and the development of a media campaign. The Longview Police Department will implement a prevention-focused approach to walkers and roller safety utilizing education and outreach, enforcement, and a media campaign in addition to the bicycle patrol. The Longview Police Department has identified a staff member to take on the role of coordinator for the 24-month project. The coordinator will oversee scheduling bike patrol trainings, school presentations, and public safety events in the community. The coordinator will collaborate with other partners in implementing educational programs and community events. Key partners in the project include but are not limited to: Target Zero Task Force members, school district administrators and staff, Community Prevention and Wellness Initiative (CPWI) Coalition members, and various partners such as BNSF Railway, the Port of Longview, Operation Lifesaver, Cowlitz 2 Fire & Rescue, the Cowlitz County Council of Governments, and other community partners that assist with Safety City Program.

Intended Subrecipients
The Longview Police Department will coordinate this project.

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)	$82,636	$20,659	

Project: Renton Safer Access to Neighborhood Destinations (SAND)

The city of Renton's Safer Access to Neighborhood Destinations (SAND) program is a neighborhood-specific educational engagement campaign that will help address traffic safety concerns directly from the comments and feedback within Renton's neighborhood. Three purposeful engagement campaigns will be directed at three target groups: school-aged children, young drivers ages 16-18, and adults. Each group will go through a different method of asking where people prefer to walk, bike, or roll in their neighborhood; learn about traffic safety methods; and then identify the priorities that they think are the most important to address.

The city's Recreation and Neighborhoods division will be a key partner in the engagement processes. The Renton Innovation Zone and King County Local Services have shown interest in participation where the program overlaps in their areas of expertise.

Coupled with the results from the city's Local Road Safety Plan, which focuses on prevention of fatal and serious injury collisions, the results of engagement activities will result in a neighborhood map denoting traffic concerns as well as preferred routes to walk, bike, and roll.

With people in the community co-creating a neighborhood-focused traffic safety map, it encourages use of the safer routes, increases situational awareness, and promotes adherence to safe traffic laws. The program will arm children, young drivers, and adults with traffic safety knowledge to help them make positive, life-saving decisions.

Intended Subrecipients
The city of Renton will coordinate this project.

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)	$137,200	$34,300	

Project: Slow and Safe Seattle: Education That Saves Lives

This project will launch and sustain an educational campaign aimed at people driving to increase awareness of speed limits (and why lower speeds can save lives) and to increase awareness and compliance of state law around every intersection being a legal crossing for walkers and rollers. These are two of the top contributing factors to serious and fatal crashes in Seattle, year over year. Grant funding will enable hiring of a marketing/communications consultant to develop a multicultural multimedia awareness campaign around those two components. As well, they will work with community-based organization(s) (to be determined) on a pedestrian yielding compliance study to inform a positive community norms-based communications effort.

Intended Subrecipients
The city of Seattle will coordinate this project.

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)	$129,625	$32,406	

Project: Bellingham Protecting Mobility for All

Police training and education is needed to ensure officers are current on changes to Washington State laws regarding walkers, rollers, and school zones and that they are current regarding current best community engagement practices for protecting vulnerable users.

The Bellingham Police Department will use seven strategies to address to drive down the number of seriously injured or killed bicycle riders or pedestrians in the city. They will use law enforcement as well as a mix of proactive community engagement to provide on-going and continuous information, encouragement, recognition, inspiration, and celebration of improved conditions for walking and rolling in Bellingham. This project will leverage the success of Bellingham's Travel With Care public safety campaign, by including public safety announcements and videos by local police officers and profiles of community members who walk and roll in Bellingham on a mix of paid and public media.

Intended Subrecipients
Bellingham Police Department

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)	$71,500	$17,875	

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 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
2022	APM-1 Distracted/Inattentive Driver Involved Fatalities	2022	2018-2022	113.2

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

Progress: **Met**
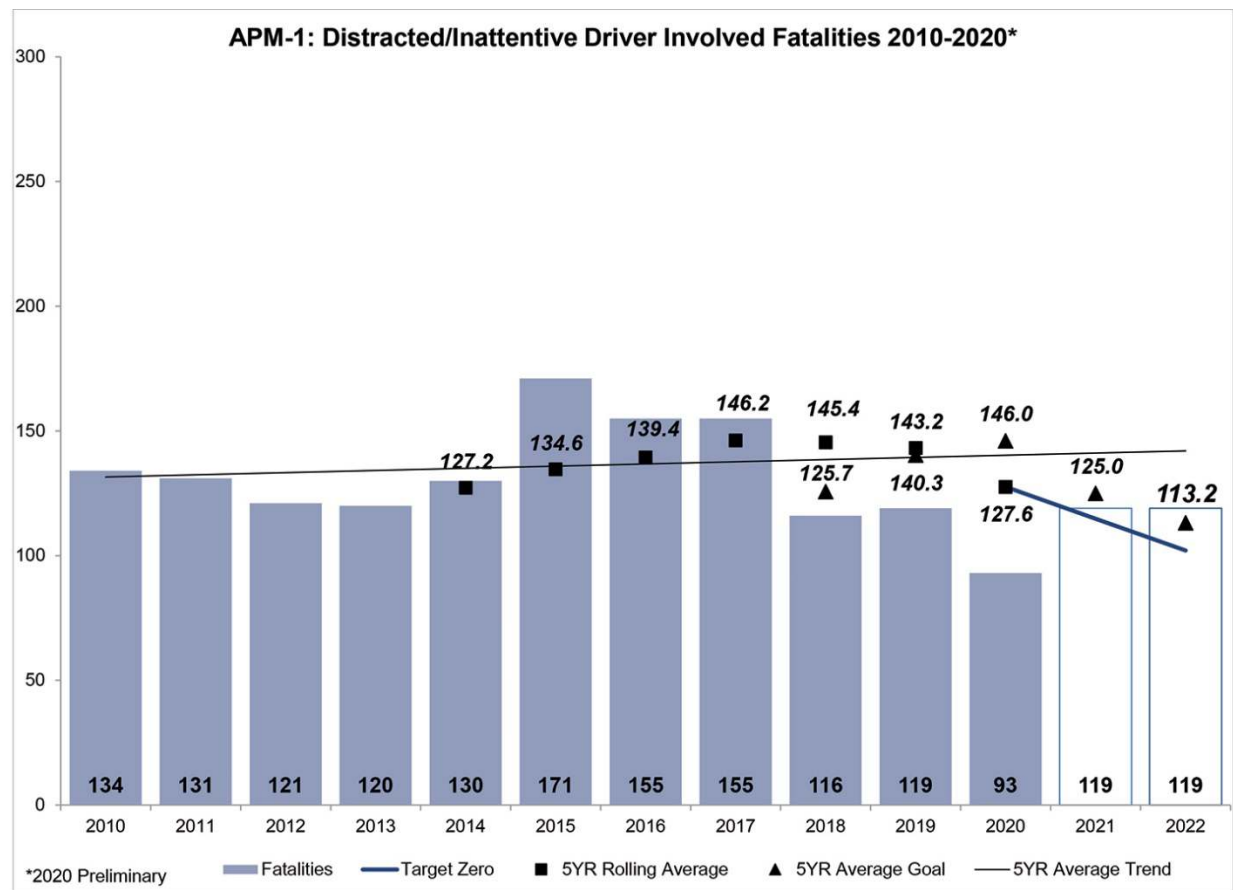
Program Area-Level Report

The 2021 target included in the FFY 2021 HSP for distracted/inattentive driver involved fatalities was 125.0 (2017-2021 rolling average value). This target was set equal to the five-year rolling average imputing future calendar years equal to the most recent preliminary calendar year of data available at the time the target was set. In other words, the preliminary 2019 number at the time was 118 fatalities, so both 2020 and 2021 calendar year targets were set equal to 118 and the resulting value of the five-year rolling average 2017-2021 was calculated as the target. According to the revised trend line used to develop the 2022 target for FFY 2022, it appears that the FFY 2021 HSP target will be met. To reach the 2017-2021 rolling average target of 125.0, the total number of distracted/inattentive driver involved fatalities in 2021 would have to be less than 142. Given historical trends since Washington began enforcing the revised distracted driving law in 2018, it is unlikely 2021 fatality numbers will be higher than 142 so we consider this target met.

Performance Plan 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
2022	APM-1 Distracted/Inattentive Driver Involved Fatalities	2022	2018-2022	113.2

Performance Target Justification

Fewer miles were traveled in 2020 due to the COVID-19 pandemic, but there was an increase in overall fatalities. The impacts from the COVID-19 pandemic played a role in distracted driving traffic fatalities that left unclear conclusions about the fatality data. On one hand we saw a dramatic decrease in deaths in distracted driving—almost a 40 percent reduction. However, the 2020 observation study reported an increase in people driving distracted. In 2016 and 2017 the rate of those who were observed driving distracted was 9.2 percent. This rate went down to 8.2 percent in 2018 and down again in 2019 to 6.8 percent. However, in 2020 the rate was up to 9.4 percent. The enhanced enforcement and education surrounding in 2017 ensured its immediate and positive effect on reducing distracted driving fatalities; however, the pandemic severely reduced community project work and traffic enforcement. We have nothing to compare 2020 to because the pandemic event was unprecedented. Besides the pandemic, there was another change in December 2019 that impacted distracted driving reporting. The Police Traffic Collision Report (PTCR) form was modified by changing the location of where law enforcement reported inattention. This change may have been the reason for less distracted driving fatalities being reported. The calendar year targets 2021-2022 are set equal to the 2019 final value of fatalities and therefore the five-year rolling average target is 113.2, which is slightly higher than the Target Zero line but lower than the linear trend line.

Program Description

From 2018 to 2020, 325 people died in crashes involving distraction in Washington. This number reflects a decrease of 68 deaths from the 393 reported in 2019 reflecting the deaths from 2017 to 2019.

The decrease in deaths began in 2018, after a year of implementing the primary law of Driving Under the Influence of Electronics Act and the secondary law of Driving Dangerously Distracted that took effect on July 23, 2017. Washington had the lowest number of fatalities in the last 15 years with 90 deaths. The 2020 data shows a dramatic decrease in deaths in distracted driving—almost 40 percent. The impact of the COVID-19 pandemic and changes to the PTCR may have been the reason for fewer distracted driving fatalities.

Linkage Between Program Areas

Summary of Distracted Driving Countermeasures, Activities, and Projects		
Countermeasure	**Activity**	**Project**
Increase Driver's Awareness of the Dangers of Distraction when using Advanced Driver Assistance Systems (ADAS)	Educational Campaign on Correct use of ADAS and Repeat Survey to Measure the Impact	Social Media ADAS Distraction Campaign and Survey
Traffic Safety Enforcement	Conduct Enforcement	King County Distracted Driving Prevention Campaign
		Distracted Driving TSEP-Local
		Distracted Driving TSEP-WSP
	Conduct Education	Distracted Driving TSEP Media Campaign This project is described in the Communications Chapter
Employer Toolkit Engagement	Marketing Plan Development and Support	Distracted Driving Toolkit Marketing Plan Development and Support
	Marketing Position to Support the Execution of the Marketing Plan	Execution of the Toolkit Marketing Plan

From 2018 to 2020, 325 people died in crashes involving distraction in Washington. This number reflects a decrease of 68 deaths from the 393 reported in 2019 reflecting the deaths from 2017 to 2019.

The decrease in deaths began in 2018, after a year of implementing the primary law of Driving Under the Influence of Electronics Act and the secondary law of Driving Dangerously Distracted that took effect on July 23, 2017. Washington has the lowest number of fatalities in the last 15 years with 90 deaths. The 2020 data shows a dramatic decrease in deaths in distracted driving—almost 40 percent. The impact of the COVID-19 pandemic and changes to the PTCR may have been the reason for less distracted driving fatalities.

Crashes Involving Distracted Drivers

- In 2020 distracted driver-involved fatalities decreased 24 percent. However, the largest distracted driver-involved fatality reductions in 2020 were in the months January – March, prior to significant COVID-19 response and traffic reductions.
- Distracted driver-involved fatalities occurring January – March were less than half of what occurred in 2019, yet April and August – October had increases in distracted driver-involved fatalities. These monthly patterns reveal that the reduction of fatalities in 2020 was likely due to the implementation of PTCR coding changes.
- Serious injuries involving a distracted driver decreased 29 percent. An analysis of serious injury data revealed a significant relationship when comparing the reporting of speeding versus distraction in crashes; when speeding involvement in crashes is high, distraction involvement is low.
- Since driver speeding and distraction result in similar crash characteristics (loss of control, leaving the roadway, overcorrecting, etc.), speeding may "overshadow" distracted driving in crash investigation. Speeding as a factor in fatal crashes did not change much but increased 18 percent among serious injuries.
- Among both fatalities and serious injuries involving a distracted driver, August emerged as a historically deadly and dangerous month, representing a shift from previous years marking July as the deadliest month. VMT data show people were increasing travel during the month of August 2020 possibly due to "COVID fatigue." More data will be needed to determine if permanent adjustments to summertime programming and enforcement is needed, or if this monthly shift was unique to 2020.

Distracted Driving Enforcement

- Washington law enforcement issued more distracted driving citations during the April 2019 enforcement campaign than any other month since Washington's first "texting" law became a primary offense in 2010. By contrast, the least amount of tickets issued in one month (a 95 percent reduction from the previous year) occurred in April 2020, the month following the Governor's initial Stay Home, Stay Healthy order.

- Washington conducted a distracted driving HVE campaign in September 2020 – partially in response to rising crash trends. One-third of all distracted driving citations issued in 2020 occurred in August, September, and October.
- Using an electronic device while driving is a primary traffic offense, and despite over 20,000 citations issued in 2020, there was still a 44 percent decrease compared to citations issued in 2019. There was a change of less than 3 percent in the number of second and subsequent offenses issued in 2020. Even during COVID-19 restrictions, law enforcement was able to apprehend and penalize frequent violators of distracted driving laws.

Statewide Distracted Driving Observation Survey

- The statewide distracted driver rate increased from 6.8 to 9.4 percent of all drivers. Although this change to the statewide rate was not statistically significant, the results certainly indicate an overall increase in this high-risk behavior.
- Distracted driving behavior on city streets soared from less than one of every ten drivers to nearly one of every five drivers, an increase that is statistically significant. A similar double-the-rate increase occurred on county roads.
- On city streets, cell phone use (holding the phone and phone to ear) while driving increased from 6.3 percent to 11.7 percent of drivers, an 86 percent increase. On county roads, cell phone use increased from 4.8 percent to 6 percent of all drivers, a 25 percent increase. Cell phone use on state routes remained the same at 4.2 percent.
- The frequency at which drivers were observed engaging in non-cell phone related distraction more than doubled on city streets and more than tripled on county roads. There was a slight decrease in the frequency of non-cell phone related distraction on state routes.
- Changes in distracted driving behavior may be explained by substantial decreases in distracted driving enforcement, VMT, and an increase in extreme vehicle speeds.

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 PCN 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.
- Only one-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

WTSC conducted a survey through the King County Distracted Driving Prevention Campaign. Due to the pandemic, the survey was not conducted in 2020. 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 are below:

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

- 8 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 a ticket cost of $124.

- o 59 percent would stop at a ticket cost of $240+.
- o 56 percent would stop if the ticket was reported to insurance.

Hispanic Subpopulation Data Improvements (2018-2019)

- There were 21 data points where King County Hispanics:
  - o Were more regularly obeying the law.
  - o Were more fearful of disobeying the law.
  - o 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/wp-content/uploads/dlm_uploads/2021/03/Distracted-Driving-in-WA-State-During-COVID.pdf
- 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, the ADAS has become much more commonplace in our vehicles. Some of the most common ADAS features include:

- ACC (adaptive cruise control) – controls the speed of the car, both acceleration and braking, based on driver settings and in response to vehicles ahead on the road.
- FCW (forward collision warning) - alerts the driver when a forward collision is imminent.
- AEB (automatic emergency braking) – applies the brakes automatically when a forward collision is imminent.
- LDW (lane departure warning) – alerts the driver when they cross lane markings without a turn signal.
- LKA (lane keeping assist) – 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, 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, the Insurance Institute for Highway Safety 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/).

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

Business Community – This focus population includes businesses that require their employees to drive for work. WTSC has produced 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. A 2019 survey revealed that only one-third of Washingtonians report having a policy focused on distracted driving at their workplace.

People with Limited English Proficiency 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.

Drivers in High Priority/Risk Areas – Indicated by collision, fatality, and serious injury data.

Drivers with ADAS 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: Increase Driver's Awareness of 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 ACC and 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 unsafe behaviors. With more awareness, drivers can make better decisions and not be distracted by other, non-driving behaviors when using this technology.

Rationale for Countermeasure Selection

ACC and LKA use technology to reduce the number of crashes. However, when drivers become comfortable with this technology in their vehicles they reduce their attention on the road, potentially leading to crashes.

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.

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) reduce the instance of distracted driving crashes by helping drivers with vehicles with these features to remain focused on the road and; (2) help them reap the benefits these technologies provide when used appropriately.

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: Educational Campaign on Correct use of ADAS and Repeat Survey to Measure the Impact

Develop materials and implement an educational campaign in a pilot area. Then measure beliefs of these drivers regarding attention needed when using ACCand LKA to see if the campaign was effective.

Project: Social Media ADAS Distraction Campaign and Survey

Implement the Strategic Communications Plan developed in FFY 2021 in a pilot area, then use the same survey that established the baseline to measure the change in the pilot area vs. the rest of the state.

Intended Subrecipients

WTSC will administer project funds to hire a contractor to implement the communications plan.

Funding Sources

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

Countermeasure: Traffic Safety Enforcement

The Distracted Driving 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 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 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, strengthen partnerships within regions, and foster creativity in enforcing distracted driving laws.

Project: King County Distracted Driving Prevention Campaign

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 TSEP in Chapter 15.

Intended Subrecipients

Washington Traffic Safety Commission

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 to 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 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 NHTSA 402	Police Traffic Services (FAST)	$100,000	$25,000	$0

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: Distracted Driving TSEP Media Campaign

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	$0

Countermeasure: Employer Toolkit Engagement

This countermeasure will focus on creating a communications and engagement plan and hiring a person to market to businesses the distracted driving policy toolkit. This policy toolkit was developed in 2020 and was placed in a website for businesses to access.

Projected Safety Impacts
Promoting and supporting employers with the workplace tools to:

- Market the toolkit to let workplaces know that this toolkit is available.
- Test the toolkit.
- Educate employees about the dangers of distracted driving.
- Build culture change across their organization.
- Help employers understand their responsibility to maintain a healthy workplace for their employees.
- Maximize the number of employers writing and implementing distracted driving policies.
- Train and maintain conversations with employees about distracted driving.

- Educate employees how to speak up to prevent distracted driving.
- Encourage and engage leadership to be models for the policy and enforce it.

Rationale for Countermeasure Selection

The 2019 survey on distracted driving revealed that only 30 percent of respondents reported having a distracted driving policy at their workplace. This indicates an opportunity. The toolkit is intended to help employers that do not have a distracted driving policy or have an ineffective policy to create a policy and shape the culture of their organizations to ensure that policy, expectations, and practice are aligned. Engagement and outreach are needed to market the distracted driving policy toolkit. This policy toolkit was developed in 2020 and was placed in a website for businesses to access.

References

Washington Strategic Highway Safety Plan: Target Zero 2019:

- DIS.3.1 Encourage employer and other agencies to adopt anti-distracted driving policies (R, WTSC).
- DIS.3.3 Educate commercial vehicle and fleet drivers about the dangers of distracted driving (R, WTSC).
- DIS.3.4 Encourage the implementations of employer-based programs that prevent distracted driving (U).

Activity: Marketing Plan Development and Support

Develop a marketing plan for outreach and engagement of businesses, including support materials to facilitate marketing.

Project: Distracted Driving Toolkit Marketing Plan Development and Support

Develop a marketing plan for outreach and engagement of businesses, including support materials to facilitate marketing.

Intended Subrecipients

PathForward Communications

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	$33,500	$8,375	$

Activity: Marketing Position to Support the Execution of the Marketing Plan

Hire a marketing/business development professional to roll out the marketing plan for the toolkit. This position will conduct outreach, engage, and support businesses across the state to implement a distracted driving policy according to the Toolkit.

Project: Execution of the Toolkit Marketing Plan

Hire a marketing/business development professional to roll out the marketing plan for the toolkit. This position will reach out to, engage, and support businesses across the state to implement a distracted driving policy according to the Toolkit.

Intended Subrecipients

Consultant to be hired to fill this position.

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Community Traffic Safety (FAST)-Flex	$75,000	$0	$75,000

Chapter 14: Research and Data

The research and data program seeks to support the informed development of traffic safety program areas problem identification, countermeasure implementation, and program evaluation. The research and data program uses several sources of data to help drive investment decisions.

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

The research and data program is linked to the following Performance Measures and Targets:

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-1 Number of Traffic fatalities (FARS)	2022	2018-2022	437.3
2022	C-2 Number of Serious Injuries in Traffic Crashes (state crash data files)	2022	2018-2022	1,819.5
2022	C-3 Fatalities/VMT (FARS, FHWA)	2022	2018-2022	0.730

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

Program Description

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. That data must be 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 to reach our goal of Target Zero.

Linkage Between Program Areas

Summary of Distracted Driving Countermeasures, Activities, and Projects		
Countermeasure	**Activity**	**Project**
Conduct Research Using Traffic Records Data	Perform Research and Analysis	RADD Support
		WSU Drugged Driving Research
		Observational Surveys

	Collect and Analyze Survey Data	Statewide Traffic Safety Survey

Problem Identification

Traffic safety professionals need access to complete and accurate information. Even when data or information is available, it must be analyzed or explained to be consumable. Traffic safety data and information is diverse and complex, spanning multiple data systems and disciplines, such as crash data and different kinds of hospital data. Measures must be consistent over time to confidently interpret changes in trends.

Focus Populations

Traffic safety professionals engaged in targeted program planning and resource allocation is this program's focus population. Professionals engaged in research activities across different disciplines that intersect with traffic safety (engineering, public health, etc.) are partners in carrying out the work.

Projected Safety Impacts

The research and data program delivers information for accurate and timely identification of traffic safety problems and informed implementation and evaluation of countermeasures.

Countermeasure: Conduct Research Using Traffic Records Data

This strategy seeks to provide traffic safety professionals with the information needed to make informed programming decisions and evaluate the effectiveness of those efforts.

Rationale for Countermeasure Selection

Quality data, research, and evaluation are the foundation for traffic safety programs. Data must be analyzed appropriately to support the identification, implementation, and evaluation of effective traffic safety countermeasure strategies. Traffic safety professionals across the state require analytical support to reach our goal of Target Zero.

References

Link to SHSP: https://targetzero.com/
Link to Research & Data website: https://wtsc.wa.gov/research-data/

Activity: Perform Research and Analysis

Conduct research and analysis to create new knowledge or use existing knowledge in new and creative ways.

Project: RADD Support

This project will support RADD in purchasing the necessary software licenses, data products, journal articles, and other items or equipment needed to conduct research. Some pre-planned

data products and services for FFY 2022 include purchasing death data and state-added question fees on the Behavioral Risk Factor Surveillance Survey – both through the DOH. Software licenses are purchased through the state master contract.

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	Traffic Records (FAST)	$15,000	$3,750	$0

Project: WSU Drugged Driving Research

This project is intended to continue work initiated by the WTSC to standardize detailed drug information provided by the WSP Tox Lab for further analysis of drug involvement in fatal crashes. WSU will provide senior-level research staff to finish the standardization process, identify potentially impairing drugs found among drivers involved in fatal crashes, and conduct further research and analysis regarding the impact of these potentially impairing drugs in fatal crashes. WTSC will use these results to refine our definition of drug involvement in fatal crashes, enabling us to identify drivers "potentially impaired by drugs" rather than drivers simply "positive for any drug" regardless of that drug's potential to impair safe driving.

Intended Subrecipients

Washington State University

Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act NHTSA 402	Traffic Records (FAST)	$85,000	$21,250	$0

Activity: Collect and Analyze Survey Data

Surveys are used to measure naturalistic driving and occupant behaviors, collect self-reported information and demographics, and provide measures to meet the problem identification and project/program evaluation needs of program managers and other traffic safety stakeholders.

Project: Observation Surveys

WTSC has used the state procurement process to secure a vendor responsible for conducting observation surveys on behalf of the agency. The contractor performs the annual seat belt observation survey used to qualify for 405b funding for occupant protection. WTSC also performs ad-hoc observation surveys to measure other high-risk driver behaviors in the natural driving environment. This project will cover collection and analysis of the annual seat belt observation survey, the annual distracted driver observation survey (conducted since 2016), and an ad-hoc speeding driver observation survey conducted on local (city and county jurisdiction) roadways.

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	Traffic Records (FAST)	$170,000	$42,500	

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).

Intended Subrecipients
Washington Traffic Safety Commission

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	

Chapter 15: Traffic Records

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

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
2022	Number of Emergency Department Visit Records Reported	2022	2022	100%

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

Progress: **In Progress**

Program Area-Level Report

During the reporting period, one new hospital has been promoted to production. As such, 96 of 101 hospitals (95 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 (ED), 31 (86 percent) have 100 percent ED coverage in NSSP ESSENCE. As of March 2021, the RHINO program estimates that approximately 97 percent of statewide ED visits (excluding Veteran Administration (VA) visits) and more than 99 percent of inpatient hospitalizations (excluding VA and Madigan inpatient visits) are now being reported to production in NSSP ESSENCE.

Performance Plan Targets

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	Number of ED visit records reported	2021	2021	100%
2022	Number of ED visit records reported	2022	2022	100%

Washington hospitals are required by law to submit ED data to the RHINO.

Program Description

The traffic records program aids all traffic safety programs by improving traffic records data. Without a cohesive and robust traffic records program, data-driven funding decisions cannot be made. The mission of the traffic records program is to enhance transportation safety through coordinated projects to provide more timely, accurate, complete, uniform, integrated, and accessible traffic records data.

Linkage Between Program Areas

Summary of Traffic Records Countermeasures, Activities, and Projects		
Countermeasure	**Activity**	**Agency and Project**
Traffic Data Systems Improvement	Improve the Data Attributes of Core Traffic Records Systems	AOC – DOL Data Exchange Enhancement
		AOC Law Table Cleanup
		DOH RHINO
		DOH WEMSIS
		DOL S2S Data Cleanup
		OFM Traffic Records Data Integration
		WSP SECTOR 24x7
		WSP Washington Requests for Electronic Collision Records Replacement
		WTSC Traffic Records Training and Coordination

Problem Identification

The traffic records program brings together core traffic records systems partners and provides grants for improving timely, accurate, complete, uniform, integrated, and accessible traffic records data for crash, driver, vehicle, roadway, injury surveillance, and citation and adjudication data systems. Potential barriers to the success of the traffic records program include:

- Archaic systems can hinder the success of the traffic records program. Traffic records systems are comprised of the software, processes, equipment, and staff that create, manage, and analyze traffic records data. Over time, technology improves, systems become outmoded, and databases degrade.

- Irrelevant, incorrect, or incomplete data can hinder the success of the traffic records program. WTSC programs allocate funds based on data generated by traffic records systems. Without a cohesive, robust traffic records program, data-driven funding decisions cannot be made.
- An ineffectual TRGC can hinder the success of the traffic records program. The TRGC is comprised of stakeholders and partner agencies who represent the core safety databases of crash, driver, vehicle, roadway, injury surveillance, and citation and adjudication. Without an actively engaged TRGC, proper deployment of knowledge and resources cannot effectively occur.
- The 2019 Traffic Records Assessment yielded 13 recommendations which must be addressed by the traffic records program.

Countermeasure: Traffic Data Systems Improvement

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

Projected Safety Impacts

If the traffic records program can fulfill its mission, then there are a number of projected impacts:

- Up-to-date data systems that will contribute to the success of the traffic records program. Even though systems will still become outdated over time, the traffic records program can mitigate associated challenges by actively pursuing projects that upgrade, enhance, and replace outdated systems.
- Relevant, correct, or complete data that will contribute to the success of the traffic records program. Since WTSC programs allocate funds based on data generated by traffic records systems, a cohesive, robust traffic records program can contribute to data-driven funding decisions.
- An effective, engaged TRGC that will contribute to the success of the traffic records program. An actively engaged TRGC can ensure proper deployment of knowledge and resources across projects and partner agencies.
- Fulfilled Assessment Recommendations from the 2019 Traffic Records Assessment.

Rationale for Countermeasure Selection

Without a cohesive and robust traffic records program, data-driven funding decisions cannot be made.

References

- 23 CFR § 1300.22
- 23 U.S. Code § 405(c)

Activity: Improve the Data Attributes of Core Traffic Records Systems

The TRGC determines which traffic records projects are submitted for NHTSA funding. Per federal regulation, projects must make measurable improvements to the attributes of the core traffic records systems.

Project: Administrative Office of the Courts - DOL Data Exchange Enhancement

The purpose of this project is for the Administrative Office of the Courts (AOC) to collect, integrate, and exchange required data elements related to traffic citations to the DOL, which will significantly improve efficiency for the superior and limited jurisdiction courts while promoting data completeness, timeliness and accuracy for records transmitted to DOL on impaired driving cases, including:

- DUI
- Physical Control
- Minor in Possession of drug, alcohol, or firearms
- Negligent driving vulnerable user
- Vehicular homicide
- Vehicular assault

Quantifiable and Measurable Improvement

Driver Accuracy – Number of driver-related laws updated and transmitted to DOL.

Traffic Records Assessment Recommendation Implementation

Improve data quality control programs for driver data systems. Washington did not meet the advisory ideal regarding the questions, "Are there accuracy performance measures tailored to the needs of systems managers and data users?" This project will advance that ideal. It will allow a process of exchanging citation data between the courts and DOL to be automated through a data exchange and will improve the accuracy, completeness, and timeliness of the crucial data required by DOL.

Improve data quality control programs for citation and adjudication systems – This project will implement and incorporate automated and manual processes to perform data integrity checks for completeness, accuracy, and timeliness for data exchange with DOL through the FORMSITE application.

Intended Subrecipients

Administrative Office of the Courts

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405c Data Program	405c Data Program (FAST)	$411,017	$102,754	

Project: AOC Law Table Cleanup

The AOC faces backlogs for the law table cleanup and data quality issues. The issue impacts 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 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 all citation-related data customers downstream.

Quantifiable and Measurable Improvement
Citation and Adjudication Accuracy – Number of local ordinance law tables updated and exchanged with Judicial Information System.

Traffic Records Assessment Recommendation Implementation
Improve the data quality control programs for citation and adjudication data systems. Washington did not meet the advisory ideal regarding the questions, "Are there accuracy performance measures tailored to the needs of the citation/adjudication systems managers and data users?" This project will advance that ideal via citation and adjudication accuracy. It will continue to address its backlog of law tables that need to be updated, and pave the way for an electronic update process between AOC and DOL.

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)	$130,383	$32,596	

Project: DOH RHINO

The purpose of this project is to conduct surveillance for traffic-related injury across Washington State in partnership with the WTSC. The RHINO program has assembled a substantial quantity of data from ED, hospitals, urgent care clinics and a large number of outpatient clinics across the state. In previous years of this project, the DOH has explored the data, improved its quality, and developed ESSENCE queries, dashboards, and definitions for traffic-related injury. DOH will continue to focus on maintaining existing data feeds and the quality of those while also working on integrating the data with other traffic injury surveillance systems, leveraging combined datasets to do more robust traffic injury surveillance, and disseminating observations to inform traffic injury prevention efforts.

Quantifiable and Measurable Improvement
Injury surveillance completeness. Percent of ED records submitted to the RHINO/Essence database.

Traffic Records Assessment Recommendation Implementation
Improve the data quality control programs for injury surveillance data systems. The RHINO program will continue to onboard and maintain ED data while continually working toward a goal of collecting 100 percent of non-federal ED visits. Additionally, we will work toward improving completeness of our data by establishing a data quality management process. This process will assist RHINO in maintaining awareness of any data quality concerns requiring action and will include the development and routine preparation of data quality reports. Such reports will be aimed at data users such that visibility of existing data quality issues is improved.

Improve the interfaces with the injury surveillance data systems. DOH will work on integration of ED data with other DOH datasets useful for traffic injury surveillance (e.g., emergency medical services, hospital discharge, and trauma registry). DOH will also explore the feasibility of establishing an interface among these critical injury surveillance systems to reduce the resource burden of performing periodic, one-to-one linkages between datasets.

Improve the applicable guidelines for injury surveillance data systems. DOH will explore the feasibility of calculating and incorporating standard injury severity indicators into the RHINO dataset. Additionally, DOH will investigate supplementing RHINO data with hospital charge information by joining RHINO data with Washington's hospital discharge dataset, the Comprehensive Hospital Abstract Reporting System (CHARS). CHARS contains charge information for observation and inpatient visits. Healthcare charges can serve as an additional proxy for injury severity.

Improve the traffic records system capacity to integrate data. DOH will continue to work with the OFM to integrate RHINO data with other traffic injury surveillance datasets through the Traffic Records Integration Project (TRIP). This will include establishing a data sharing

agreement, establishing a data governance framework and process, and provisioning of RHINO datasets for the project. This will improve integration of ED data with crash records and other dataset relevant to traffic injuries. Additionally, DOH will work on integration of ED data with other DOH datasets useful for traffic injury surveillance (e.g., EMS, hospital discharge, and trauma registry). This work will remove barriers to data sharing, enhance data quality assurance, increase timeliness of data analyses, and increase the number of traffic injury questions that can be answered than would be possible with the RHINO dataset alone.

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)	$156,781	$39,195	

Project: DOH WEMSIS

Continuing our work on motor vehicle crash (MVC) surveillance, the DOH Washington EMS Information System (WEMSIS) program proposes developing MVC-related EMS key performance indicators (KPIs). These KPIs will be informed by the findings of the MVC outcomes analysis funded in prior grant periods, as well as input from county medical program directors and WTSC staff. Following development, the MVC KPIs will be incorporated into WEMSIS KPI, data submission, and data quality reports. Grant funds will also support continuing data quality monitoring and reporting. We also propose an assessment of the MVC incident location data within WEMSIS for further analysis, including a data quality summary and geocoding of addresses.

Quantifiable and Measurable Improvement
Injury Surveillance Completeness – Percent of WEMSIS submitting agency receiving regular data quality reports.

Traffic Records Assessment Recommendation Implementation
Improve the data quality control programs for injury surveillance data systems. Washington partially met the advisory ideal regarding the question, "Are there completeness performance measures tailored to the needs of the EMS system managers and data users?" This project will advance that ideal via injury surveillance completeness. It will continue work on WEMSIS data quality control, as well as add elements that are specific to MVC injury surveillance.

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)	$173,039	$43,260	

Project: DOL State-to-State Data Cleanup

The purpose of this project is to utilize one customer service specialist project staff to review records, perform data cleanup, fraud detection, and licensing verification when DOL implements the State-to-State (S2S) Verification Service. 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.

Quantifiable and Measurable Improvement

Driver Accuracy and Completeness – Number of S2S driver records reconciled and updated.

Traffic Records Assessment Recommendation Implementation

Improve the data quality control programs for driver data systems - Washington did not meet the advisory ideal regarding the question, "Are there completeness performance measures tailored to the needs of the data managers and data users?" This project will advance that ideal. The 2020 implementation of the S2S Verification System allowed DOL to use an automated check and validation system through agency software, The Driver and Vehicle System project (DRIVES). When a new state joins the American Association of Motor Vehicle Administrators S2S Verification System, DOL's software processes broken pointers and reconciles missing actions. This allows DOL staff to focus on more complex records that need manual intervention. This additional level of quality control ensures all data associated with a record does, in fact, belong to that record. It also allows DOL to accurately track and report on quantifiable, measurable progress improvements in the completeness of information contained in the S2S database.

Intended Subrecipients

Department of Licensing

Funding Sources

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: OFM Traffic Records Data Integration

WTSC formed a partnership with OFM to transfer management and governance of the integrated traffic records program. 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, trauma, and adjudication. Other data will be included as available.

Quantifiable and Measurable Improvement
Crash Integration. Number of external data systems/sources successfully linked to crash.

Traffic Records Assessment Recommendation Implementation
Improve the Data Quality Control Programs for Crash Data Systems - Data quality reports are being developed that will be provided to agencies supplying data for the TRIP. Crash data is currently included in TRIP. These reports will also be shared with the TRGC as needed or requested.

Improve the Data Quality Control Programs for Driver Data Systems - Data quality reports are being developed that will be provided to agencies supplying data for the TRIP. Ignition interlock driver licensing data is currently included in TRIP. These reports will also be shared with the TRGC as needed or requested.

Improve the Data Quality Control Programs for Citation and Adjudication Systems - Data quality reports are being developed that will be provided to agencies supplying data for the TRIP. Citation and adjudication information from the AOC is planned for TRIP inclusion in FFY 2022. These reports will also be shared with the TRGC as needed or requested.

Improve the Traffic Records System Capacity to Integrate Data - The TRIP program has developed and continues to manage a data governance plan. As additional data sharing agreements are negotiated and implemented the governance program evolves. The program is also developing data quality reports for data providers. And most important, the TRIP is integrated core traffic records data systems.

Intended Subrecipients
Office of Financial Management

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405c Data Program	405c Data Program (FAST)	$262,189	$65,547	

Project: WSP 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 Improvement
Crash Timeliness -- Reduced response time for service interruptions from 63 hours to 30 minutes on weekends, and from 15 hours to 30 minutes after hours.

Traffic Records Assessment Recommendation Implementation
Improve the Data Quality Control Programs for Crash Data Systems. Washington partially met the advisory ideal regarding the question, "Are there timeliness performance measures tailored to the needs of the data managers and data users?" This project will advance that ideal. It will help improve the data quality of crash timeliness by providing tech support to SECTOR system users after hours and on weekends and assisting to resolve system service interruptions.

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: WSP Washington Requests for Electronic Collision Records Replacement

The main goal of the project is to replace the current aging Washington Requests for Electronic Collision Records (WRECR) system with a state-of-the-art records management system designed with robust technology and advanced analytical and reporting capabilities.

Quantifiable and Measurable Improvement
Crash Accessibility - Survey of principal users to assess (a) their ability to obtain the data or other services requested, and (b) their satisfaction with the timeliness of the response to their request.

Traffic Records Assessment Recommendation Implementation
Improve the data quality control programs for crash data systems. Washington partially met the advisory ideal regarding the question, "Are there accessibility performance measures tailored to the needs of the data managers and data users?" This project will advance that ideal via crash accessibility. It will replace outdated WSP reporting systems/interfaces, and provide law enforcement with an updated, more user-friendly means of access to their reported data.

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)	$140,000	$35,000	

Project: WTSC Traffic Records Training and Coordination

The purpose of this project is to coordinate the technical assistance and training needs of WTSC, grantees, and partner agencies. This is accomplished by providing access to all relevant and applicable traffic records related training opportunities for the TRGC and its committees, namely the annual Traffic Records Forum presented by the Association of Transportation Safety Information Professionals. This also accomplished by maintaining a software license to Box as a collaboration tool for TRGC and its committees.

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	Traffic Records	$20,000	$5,000	

Chapter 16: Evidence-Based TSEP

Grant 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: 2020 Seat Belt Citations	558
A-2 Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities: 2020 Impaired Driving Arrests	1071
A-3 Number of Speeding Citations Issued During Grant-Funded Enforcement Activities: 2020 Speeding Citations	6616

Planned activities that collectively constitute an evidence-based TSEP:

Planned Project TSEP Name	Fed Project Number
Local TSEP - Distracted	DD22-04
WSP TSEP - Distracted	PT22-04
Motorcycle TSEP – Local	164AL22-02
Motorcycle TSEP - WSP	164AL22-01
WSP TSEP Speed	PT22-05
King County DD Project	DD22-03
Spokane CSO – DUI Officer Project	PT22-07
Kent-Pacific Hwy S Walk/Roll Program	FHX22-07
Wenatchee Community Walker/Roller Safety	FHX22-10
Bellingham Protecting Mobility 4 All	FHX22-11
Longview Pedestrian & Cyclist Safety Program	FHX22-12

Planned Project HVE Name	Fed Project Number
WSP High Visibility Enforcement OP – Click It or Ticket	M1HVE22-01
Conduct HVE DUI Education and Enforcement – Winter Holiday	PT22-05
Conduct HVE DUI Education and Enforcement - Summer	PT22-05

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. WTSC'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 SHSP 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 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 grants can be found in the relevant program area sections of the SHSP.

Deployment of Resources

WTSC allocates funding to state and local law enforcement agencies to participate in multi-jurisdictional mobilizations in conjunction with paid and news media efforts. Funding for these traffic safety enforcement projects 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 (VMT 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, staff capacity, 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 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 grants.

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, Washington transitioned to using an online tool for enforcement data collection. This new method continues to be improved through 2021 and provides 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 17: Proposed Projects, Funding, and Funding Sources

Project #	Description	Amount	Fed to Local	State Match
402 Fast Act Funds				
Alcohol				
AL22-01	Alcohol Program Coordination	$156,108		$39,027
Community Traffic Safety				
CP22-01	Community & Corr Program Coordination	$1,001,099		$250,275
CP22-02	Transforming TS Culture with PCN-Pilot	$370,000	$370,000	$92,500
CP22-03	TZM Contracts	$614,000	$614,000	$153,500
CP22-04	Tribal Traffic Safety Coordinator - Collville	$74,912	$74,912	$18,728
CP22-05	Tribal Traffic Safety Coordinator - Yakama Nation	$93,841	$93,841	$23,460
CP22-06	Tribal TS Strategic Planning and Education	$38,000		$9,500
CP22-07	Neighborhood House-Most Steer Clear	$80,000	$80,000	$20,000
CP22-08	Impaired Driving Communications Plan	$300,000		$75,000
CP22-09	WEMS Maintenance, Upgrades and Support	$200,000		$50,000
CP22-10	Target Zero Implementation Plan Coordination	$25,000		$6,250
CP22-11	Grow Positive Parental Driving, Teaching Behaviors	$60,000		$15,000
CP22-12	Develop Vehicle Tech Systems Driver Ed Materials	$30,000		$7,500

CP22-13	High School TS Culture Curriculum Pilot	$10,000		$2,500
		$2,896,852	**$1,232,753**	**$724,213**
Distracted Driving				
DD22-01	Distracted Driving Program Coordination	$58,860		$14,715
DD22-02	Social Media ADAS Distraction Campaign & Survey	$100,000		$25,000
DD22-03	King Co Distracted Driving Prevention Campaign	$95,000	$95,000	$23,750
DD22-04	Distracted Driving TSEP - Local	$300,000	$300,000	$75,000
		$553,860	**$395,000**	**$138,465**
Motorcycle Safety				
MC22-01	Motorcycle Safety Tech Coordination	$24,696		$6,174
Planning & Administration				
PA22-01	Planning & Administration	$675,000		$675,000
Occupant Protection				
OP22-01	Occupant Protection Technical Coordination	$41,153		$10,288
OP22-02	Washington CPS Program Delivery	$180,730	$180,730	$45,183
OP22-03	CPS Data Collection	$25,000	$25,000	$6,250
		$246,883	**$205,730**	**$61,721**
Paid Advertising				
PM22-01	Distracted Driving TSEP Media Campaign	$400,000		$100,000
PM22-02	Motorcycle TSEP Media Campaign	$100,000		$25,000
		$500,000		**$125,000**
Pedestrian/Bicycle Safety				
PS22-01	Ped Safety Program Coordination	$61,596		$15,399
Police Traffic Services				

PT22-01	Police Traffic Program Coordination	$24,960		$6,240
PT22-02	Statewide & Local LEL Program	$162,000	$60,000	$40,500
PT22-03	WASPC Speed & Impairment Enforcement Prog	$300,000	$300,000	$75,000
PT22-04	Distracted Driving TSEP - WSP	$100,000		$25,000
PT22-05	WSP TSEP - Speed	$100,000		$25,000
PT22-06	Locally Driven DUI Enforcement Project	$300,000	$300,000	$75,000
PT22-07	Seattle Police Department Impaired Driving Training	$50,000	$50,000	$12,500
PT22-08	Sokane County Sheriff Officer Dedicated DUI Officer	$77,500	$77,500	$19,375
		$1,114,460	**$787,500**	**$278,615**
Traffic Records				
TR22-01	Traffic Records Program Coordination	$406,528		$101,632
TR22-02	RADD Support	$15,000		$3,750
TR22-03	WSU Drugged Driving Research	$85,000		$21,250
TR22-04	Observational Surveys	$170,000		$42,500
TR22-05	WTSC Traffic Records Training & Coordination	$20,000		$5,000
		$696,528		**$174,132**
Total 402 Fast Act Funds		**$6,925,983**	**$2,620,983**	**$2,237,746**
405b OP High (Fast Act Funds)				
Community CPS Services				
M1CPS22-01	CPS Safety Mini-Grant Program	$112,200		$28,050
HVE				
M1HVE22-01	WSP HVE Block Grant - CIOT	$150,000		$37,500
Total 405b OP High (Fast Act Funds)		**$262,200**		**$65,550**

405b OP High Flex (Fast Act Funds)				
Community Traffic Safety				
M1*CP22-01	Transforming TS Culture with PCN-Pilot	$100,000		$25,000
Paid Advertising				
M1*PM22-01	DUI HVE Media Campaign	$200,000		$50,000
Traffic Records				
M1*TR22-01	Statewide Traffic Safety Survey	$200,000		$50,000
Total 405b OP High Flex		**$500,000**		**$125,000**
405c Data Programs (Fast Act Funds)				
Data Programs				
M3DA22-01	AOC - DOL Data Exchange Enhancement	$411,017		$102,754
M3DA22-02	AOC Law Table Cleanup	$130,383		$32,596
M3DA22-03	DOH - RHINO	$156,781		$39,195
M3DA22-04	DOH - WEMSIS	$173,039		$43,260
M3DA22-05	DOL - State to State Cleanup	$84,900		$21,225
M3DA22-06	OFM Traffic Records Data Intigration	$262,189		$65,547
M3DA22-07	WSP - Sector 24/7 Support	$9,605		$2,401
M3DA22-08	WSP - WRECR Replacement	$140,000		$35,000
Total 405C Data Programs (Fast Act Funds)		**$668,000**		**$167,000**
405d Impaired Driving Low (Fast Act Funds)				
Impaired Driving				
M6X22-01	WSP HVE Block Grant - Impaired Driving	$350,000		$87,500
M6X22-02	WSP Imparied Driving Block Project - MIDU	$187,500		$46,875

M6X22-03	WSP Impaired Driving Block Project - DRE Program	$275,000		$68,750
M6X22-04	TSRP - Municipal Research & Services Center	$193,415		$48,354
M6X22-05	TSRP - Seattle Prosecuting Attorneys Office	$189,417		$47,354
M6X22-06	State TSRP	$191,415		$47,854
M6X22-07	WSP Tox Lab Support	$245,689		$61,422
M6X22-08	Kent DUI Court	$100,000		$25,000
M6X22-09	Des Moines DUI Court	$50,000		$12,500
M6X22-10	Spokane Municipal DUI Court	$63,000		$15,750
M6X22-11	Training & Support for DUI Courts	$100,000		$25,000
Total 405d Impaired Driving Low Fast Act Funds		**$1,945,436**		**$486,359**
405d Impaired Driving Low (Flex Fast Act Funds)				
Community Traffic Safety				
FDL*CP22-01	TZM Professional Development & Support	$147,000		$36,750
FDL*CP22-02	News Media and Communications Support	$370,000		$92,500
FDL*CP22-03	Website Maintenance & Support	$50,000		$12,500
FDL*CP22-04	Together We Get There Brand Development	$350,000		$87,500
FDL*CP22-05	TZM Communications Lead	$100,000		$25,000
FDL*CP22-06	TSRP Support	$70,000		$17,500
FDL*CP22-07	TTI's Teens in the Driver Seat	$30,000		$7,500
FDL*CP22-08	Execution of the Toolkit Marketing Plan	$75,000		$18,750
Total FDL*CP		**$1,192,000**		**$298,000**

Total 405d Imp Driving Low Flex Fast Act Funds		**$1,192,000**		**$298,000**
405d 24/7 Sobriety Fast Act Funds				
Community Traffic Safety				
F24*CP22-01	TZM PCN Training	$60,000		$6,250
F24*CP22-02	TZM PCN Project Support	$10,000		$7,000
F24*CP22-03	Distracted Driving Toolkit Marketing Plan Development & Support	$33,500		$2,500
Total F24*CP		**$103,500**		**$25,875**
Total 24/7 Sobriety Fast Act Funds		**$103,500**		**$25,875**
405f Motorcycle Safety Fast Act Funds				
Motorcycle Program				
M9X22-01	WTSC's Motorcycle Safety Program	$44,543		$11,136
M9X22-02	DOL Motorcycle Safety Program	$45,000		$11,250
Total 405f Motorcycle Safety Fast Act Funds		**$89,543**		**$22,386**
405h Non-Motorized Fast Act Funds				
Non-Motorized				
FHX22-01	Tri-Cities Walker Safety Project	$60,000		$15,000
FHX22-02	Yakima Nation Bicycle & Walker Safety Program	$59,117		$14,779
FHX22-03	Tacoma Driver Awarness Campaign	$76,500		$19,125
FHX22-04	Slow & Safe Seattle Education That Saves Lives	$129,625		$32,406
FHX22-05	Thurston County Mobile Traffic Garden	$38,535		$9,634

FHX22-06	Kent-Pacific Hwy (SR99) South Walker & Roller Program	$118,400		$29,600
FHX22-07	Renton-Safer Access to Neighborhood Destinations	$137,200		$34,300
FHX22-08	Fife - Walk, Roll & Run Public Safety Announcement	$36,242		$9,061
FHX22-09	Wenatchee Community Walker & Roller Safety Project	$50,000		$12,500
FHX22-10	Bellingham Protecting Mobility For All	$71,500		$17,875
FHX22-11	Longview Pedestrian/Cyclist Safety Program	$82,636		$20,659
FHX22-12	Asotin County-Let's Walk Safely	$110,392		$27,598
Total 405h Non-Motorized Fast Act Funds		**$970,147**		**$242,537**
164 Transfer Funds				
164 Alcohol				
164AL22-01	Motorcycle TSEP - WSP	$100,000	$70,000	
164AL22-02	Motorcycle TSEP - Local	$150,000	$150,000	
164AL22-03	DUI HVE Media Campaign	$300,000		
164AL22-04	WSP Impaired Driving Block Project - Ignition Interlock Program	$515,000	$154,500	
164AL22-05	Spokane County Sheriffs Office Dedicated DUI Officer	$77,500	$77,500	
Total 164 Transfer		**$1,331,500**	**$567,500**	
TOTAL ALL FFY 2022 PROJECTS		**$14,499,223**	**$3,072,983**	**$3,845,431**

Chapter 18: 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	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	Issaquah Police	Jefferson County	Kalama Police

Department	Department	Sheriff's Office	Department
Kenmore Police Department	Kennewick Police Department	Kent Police 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 Department
Redmond Police Department	Republic Police 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	Walla Walla Police Department	Warden Police Department
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		