



Washington State  
**Traffic Safety Annual Report**

# 2016





WASHINGTON STATE  
2016 TRAFFIC SAFETY  
ANNUAL REPORT

---

2016

**WASHINGTON TRAFFIC SAFETY COMMISSION**  
**621 8<sup>th</sup> Avenue SE, Suite 409**  
**P.O. Box 40944**  
**Olympia, Washington 98504-0944**

**December 21, 2016**

## TABLE OF CONTENTS

|   |           |
|---|-----------|
| <b>EXECUTIVE SUMMARY</b> .....                                  | <b>3</b>  |
| <b>LEGISLATIVE UPDATE</b> .....                                 | <b>6</b>  |
| <b>FISCAL OVERVIEW OF OBLIGATIONS AND EXPENDITURES</b> .....    | <b>9</b>  |
| <b>ASSESSMENT OF STATE PROGRESS</b> .....                       | <b>10</b> |
| <b>COLLISION DATA AND PERFORMANCE MEASURES</b> .....            | <b>13</b> |
| <b>FFY 2016 PERFORMANCE ACTIVITY MEASURES</b> .....             | <b>15</b> |
| <b>FFY 2016 PAID MEDIA CAMPAIGNS</b> .....                      | <b>16</b> |
| <b>SURVEY OF ATTITUDES, AWARENESS, AND BEHAVIOR</b> .....       | <b>17</b> |
| <b>PROGRAM UPDATES</b> .....                                    | <b>20</b> |
| <b>IMPAIRED DRIVING</b> .....                                   | <b>20</b> |
| <b>SPEEDING</b> .....   | <b>32</b> |
| <b>YOUNG DRIVERS</b> .....                                      | <b>36</b> |
| <b>DISTRACTED DRIVING</b> .....                                 | <b>41</b> |
| <b>TRAFFIC DATA SYSTEMS</b> .....                               | <b>45</b> |
| <b>OCCUPANT PROTECTION</b> .....                                | <b>50</b> |
| <b>MOTORCYCLES</b> .....  | <b>56</b> |
| <b>PEDESTRIANS AND BICYCLISTS</b> .....                         | <b>62</b> |
| <b>ROADWAY AND ENGINEERING</b> .....                            | <b>67</b> |
| <b>COMMUNITY PROGRAMS</b> .....                                 | <b>72</b> |
| <b>POLICE TRAFFIC SERVICES</b> .....                            | <b>78</b> |
| <b>OTHER TRAFFIC SAFETY PROJECTS</b> .....                      | <b>81</b> |
| <b>PLANNING AND ADMINISTRATION/TECHNICAL COORDINATION</b> ..... | <b>86</b> |
| <b>CONTACT INFORMATION</b> .....                                | <b>87</b> |
| <b>ACRONYMS</b> .....   | <b>89</b> |



## EXECUTIVE SUMMARY

Washington State is a leader in traffic safety due to its collaboration between traffic safety partners and stakeholders, and its goal of eliminating traffic fatalities and serious injuries on the state's roadways by 2030. The Washington Strategic Highway Safety Plan (SHSP), also known as the Target Zero® plan, utilizes data driven analysis to identify traffic safety priorities to align proven strategies and countermeasures to change driver behavior and save lives.

Washington became one of the first states to implement legal recreational marijuana and the Washington Traffic Safety Commission (WTSC) has been monitoring the potential impact on traffic safety. In response to drug coding limitations in the Fatality Analysis Reporting System (FARS) data, the WTSC collaborated with the Washington State Patrol (WSP) Toxicology Lab in order to abstract full drug results for drivers involved in fatal crashes 2010-2014. These full results continue to be recorded as they are received. While the influence of marijuana on driving impairment remains unknown, the frequency of marijuana as a factor in fatal crashes increased 39 percent in 2014 over the previous five year average. However, in 2015 the number of fatalities involving a THC-positive driver remained stable and as a proportion of fatalities actually decreased. The WTSC continues to monitor this trend and new information as it becomes available.



**Darrin T. Grondel, Director**

In 2015, preliminary data suggests that fatalities on Washington roadways significantly increased from 462 in 2014 to 553, an increase of 20 percent. Nationally, traffic deaths increased 7 percent. Early 2016 estimates released by NHTSA indicate a national increase of 10 percent in traffic deaths compared to the same period last year. In Washington, the first half of 2016 was stable compared to the first half of 2015. The chart below examines fatal crash factors. It shows that the largest percentages occurred in distracted driving (28.5 percent), young drivers ages 21-25 (29.4 percent) and older drivers (34 percent). With the rebounding economy and increases in vehicle miles traveled (VMT), Washington must maintain existing programs and implement new innovations to realize our vision of zero traffic fatalities and serious injuries by 2030.

| Number of Traffic Fatalities in Washington  |      |      |                     |
|---|------|------|---------------------|
|   | 2014 | 2015 | % Change, 2014-2015 |
| <b>All fatal crashes</b>                    | 462  | 553  | 19.7%               |
| <b>Driver Alcohol &gt;.08 (not imputed)</b> | 112  | 110  | -1.8%               |
| <b>Drug Positive Driver</b>                 | 178  | 201  | 12.9%               |
| <b>Marijuana Positive Driver</b>            | 99   | 97   | -2.0%               |
| <b>Speeding</b>                             | 162  | 156  | -3.7%               |
| <b>Distracted Driver</b>                    | 130  | 167  | 28.5%               |
| <b>Unrestrained Passengers</b>              | 108  | 111  | 2.8%                |
| <b>Unlicensed Driver</b>                    | 95   | 109  | 14.7%               |
| <b>Drowsy Driver</b>                        | 16   | 19   | 18.8%               |
| <b>Motorcycles</b>                          | 69   | 73   | 5.8%                |
| <b>Pedestrians</b>                          | 79   | 86   | 8.9%                |

|                                |     |     |        |
|--------------------------------|-----|-----|--------|
| <b>Drivers70+</b>              | 62  | 83  | 33.9%  |
| <b>Heavy Trucks</b>            | 36  | 43  | 19.4%  |
| <b>Bicyclists</b>              | 6   | 14  | 133.3% |
| <b>Young Driver Ages 16-17</b> | 18  | 22  | 22.2%  |
| <b>Young Driver Ages 18-20</b> | 47  | 50  | 6.4%   |
| <b>Young Driver Ages 21-25</b> | 85  | 110 | 29.4%  |
| <b>Young Driver Ages 16-25</b> | 147 | 177 | 20.4%  |

## Washington State 2016 Accomplishments and Challenges

### Distracted Driving

The WTSC continued to support legislation to update Washington’s cell phone/texting laws. HB 2574 would have banned handheld use of electronic devices while driving and expanded the ban on texting to include all ways people interact with their smart phones (social media posts, web searching, games, etc.). An exemption would have allowed device use for emergency services and emergency personnel. The bill passed the House Transportation Committee, but was not brought to the House floor for a vote.

For the third year, Washington made overtime grant funds available for law enforcement agencies to work High Visibility Enforcement (HVE) patrols during the April national distracted driving mobilization. Additional funds were made available to all Washington law enforcement agencies to work local multijurisdictional distracted driving HVE patrols throughout the year. Public Health Seattle/King County accessed grant funds for a fourth year of yet another layer of HVE distracted driving patrols focused in 2016. All results of all these distracted driving projects can be seen in the distracted driving section.

### Young Drivers

This year, the WTSC and the Department of Licensing (DOL) established the Action Council on Young Drivers. The Action Council developed comprehensive novice driver safety legislation which has been submitted to the Governor’s Office for approval. In its draft form, this legislation would require all new drivers to hold a permit for at least 30 days prior to applying for their first driver’s license. It would extend the nighttime driving restriction for intermediate license holders from 1 a.m. to 5 p.m. to 9 p.m. to 5 a.m. Intermediate license holders would be restricted to one non-family passenger for the entire first year they hold this license. Finally, for permit holders under age 18, it would increase the behind-the-wheel practice hours from 50 to 100 hours. Whatever final form this legislation takes, WTSC will continue to work in partnership with DOL to support outreach efforts and help implement a more coordinated young driver safety strategy.

### Tribal Traffic Safety Program

The WTSC hosts the Tribal Traffic Safety Advisory Board (TTSAB). The TTSAB developed a strategic plan that identifies priorities. They identified collecting and sharing of tribal traffic safety data as the most important priority. To that end, they developed “Recording our Past, Protecting our Future” and distributed this video about the importance of traffic crash data.

### Pedestrian Safety Council

The WTSC established the Pedestrian Safety Council this year. The Council is tasked with identifying factors in pedestrian deaths and serious injuries and making recommendations to the state Legislature on strategies that could be implemented to reduce this death toll. The Council is expected to make a report to the Legislature every year until 2019.

## **New Target Zero Public Service Announcements**

In FFY 2016, WTSC created a series of new Public Service Announcements (PSAs) that invite the public to help the state reach its goal of zero traffic deaths and serious injuries. New PSAs were developed on distracted driving, drugged driving, pedestrian safety, young driver safety, child passenger safety, and seat belts. Each PSA features a “man on the street” interview about one of the focus areas. After citizens’ comments are gathered, they learn the startling truth about traffic deaths and then pledge to take action to help the state achieve zero deaths and serious injuries.

## **Governors Highway Safety Association Annual Meeting**

Washington hosted the Governors Highway Safety Association (GHSA) annual meeting at the downtown Seattle Sheraton August 27-31, 2016. With a theme of “Crossroads: The Intersection of Technology and Driver Behavior,” general sessions focused on the ways in which rapidly advancing technologies pose both problems and solutions in highway safety. Nearly 600 highway safety professionals learned the latest information about a myriad of traffic safety topics including autonomous vehicles, drug impaired driving, and older drivers.

## **Local Task Force Highlights**

WTSC funds a network of 17 regional Target Zero Managers (TZMs). They are actively involved in the coordination and fiscal management of many of the WTSC’s grant-funded projects. They coordinate all HVE patrols including “Click It or Ticket,” “Drive Sober or Get Pulled Over,” and “Talk, Text, and Ticket.” In addition, TZMs take on other projects such as Target Zero Teams (TZZT) in King, Snohomish, Pierce, Spokane, and Yakima Counties. TZMs manage speed reduction projects in Thurston, Kitsap, and Chelan-Douglas Counties. The Spokane County TZZM is piloting a project to build pedestrian safety zones in areas where pedestrian deaths and serious injuries have clustered. The TZZM in Clark County is working to decrease impaired driving.

A main focus for TZMs is to bring traffic safety stakeholders together as part of a county or regional task force. In FFY2016, Clark County’s task force expanded from a few law enforcement agencies to a multi-disciplinary group of stakeholders who are passionate about reaching Target Zero. TZMs have built relationships with passionate youth who want to have an active role in promoting positive driving behaviors. Examples of these relationships include the support of youth in Asotin and Thurston Counties as they complete projects for school or community engagement. TZMs across the state have engaged law enforcement and high schools in youth-focused projects such as classroom presentations and educational service projects. Many TZMs partner with their local SafeKids coalition to serve populations in need of child passenger safety education and support. TZMs supported DUI impact panels in many counties, hoping to influence future decision making of DUI offenders.

One important component of each TZZM’s role is to spread the word about traffic safety efforts taking place in their communities. This is done through social media and website postings, paid and earned media, and presentations at community meetings and events. TZMs are always developing [creative](#) ways to reach drivers in Washington with the important message of safe driving. One example is the Whatcom County TZZM who has established a traffic safety blog that is so creative many of his entries are published statewide and internationally.

## **Summary**

The 2016 Annual Report documents and validates Washington’s success and commitment to making our roadways the safest in the nation. This report outlines the accomplishments in each element of Washington’s integrated traffic safety system. Additionally, this report provides a summary of traffic safety investments made throughout the past year, including a 2016 legislative summary.

## LEGISLATIVE UPDATE

Washington’s Traffic Safety Commission leads statewide efforts and builds partnerships to save lives and prevent injuries on our roadways for the health, safety, and benefit of our communities.

### 2016 Traffic Safety Related Legislation

The following information is intended to provide a brief summary of new legislation.

#### Bills that Passed

| Bills that Passed   |   |
|---|---|
| <p>ESHB 2700<br/> <b>Impaired Driving</b><br/>                     Chapter 203, 2016 Laws<br/>                     Effective June 9, 2016<br/>                     (Section 15- effective Jan. 1, 2019)</p> | <p>Currently a DUI offender has 45 days to contest a DOL administrative license suspension after receiving notification from DOL. This bill reduces that time to 30 days, ensuring that the administrative license suspension is “swift and sure,” which is the penalty to most likely create deterrence.</p> <p>This bill requires DOL to toll ignition interlock restrictions so that a person must have a device installed for the total length of the interlock restriction. Previously, some DUI offenders could get a non-restricted license after only serving four months of their one year, five year, or ten year restriction.</p> <p>The bill alleviates law enforcement mandatory arrest and detention requirements when DUI arrestee requires medical treatment and cannot be medically cleared for booking.</p> <p>It prohibits DOL from destroying the record of any driving offense that counts as a DUI prior offense.</p> <p>It makes technical corrections to the 24/7 program.</p> <p>It clarifies that vehicular homicide DUI sentence enhancements are mandatory, must be served in total confinement, and must run consecutively.</p> <p>It fixes the mistake that would have required law enforcement officers to use only doctors or nurses for a blood draw. This language will allow medical assistants to draw blood for law enforcement.</p> |
| <p>HB 2280<br/> <b>Felony DUI Class B</b><br/>                     Chapter 87, 2016 Laws<br/>                     Effective June 9, 2016</p>  | <p>This bill makes felony driving under the influence of intoxicating liquor, marijuana, or any drug a Class B felony instead of a Class C felony. The maximum fine is doubled from \$10,000 to \$20,000 and the maximum prison sentence is doubled from five to 10 years. This allows more time to ensure the offender receives community custody upon release.</p>  |
| <p>SSB 6219<br/> <b>Vehicular Homicide in a Reckless Manner</b><br/>                     Chapter 6, 2016 Laws<br/>                     Effective June 9, 2016</p>   | <p>This bill, informally called Jason Smith’s law, allows a vehicular homicide committed in a reckless manner to receive the same sentencing range as a vehicular homicide committed while DUI. Jason Smith was killed by a suspected Pasco gang member who was driving at speeds exceeding 100 mph while eluding police.</p>   |
| <p>E2SHB 2872<br/> <b>WSP Recruitment and Retention</b><br/>                     Chapter 28, 2016 Laws<br/>                     Effective June 9, 2016<br/>                     (Section 2—effective</p>    | <p>WSP has faced issues with recruitment and retention of troopers. A Joint Transportation Committee recruitment and retention study recommended solutions. This bill helps implement the study’s recommendations. The bill provides a 7 percent raise for troopers in FFY 2016 by raising the amount of the license tab fee that goes into the WSP account from \$20.35 to \$23.60. Future trooper pay will be guided by the average compensation of five large law</p>  |

|   |  |
|---|--|
| July 1, 2017.)  | enforcement agencies in Washington (Seattle, Tacoma, Spokane, and Vancouver Police Departments, and the King County Sheriff's Office). |
| SB 5046<br><b>WTSC</b><br>Effective June 9, 2016            | Corrects a codification error in WTSC's Revised Code of Washington (RCW).  |
| HB 2918<br><b>Traffic Schools</b><br>Effective June 9, 2016 | Allows a city, town, or county to separately establish a traffic school.   |

**Bills that Did Not Pass**

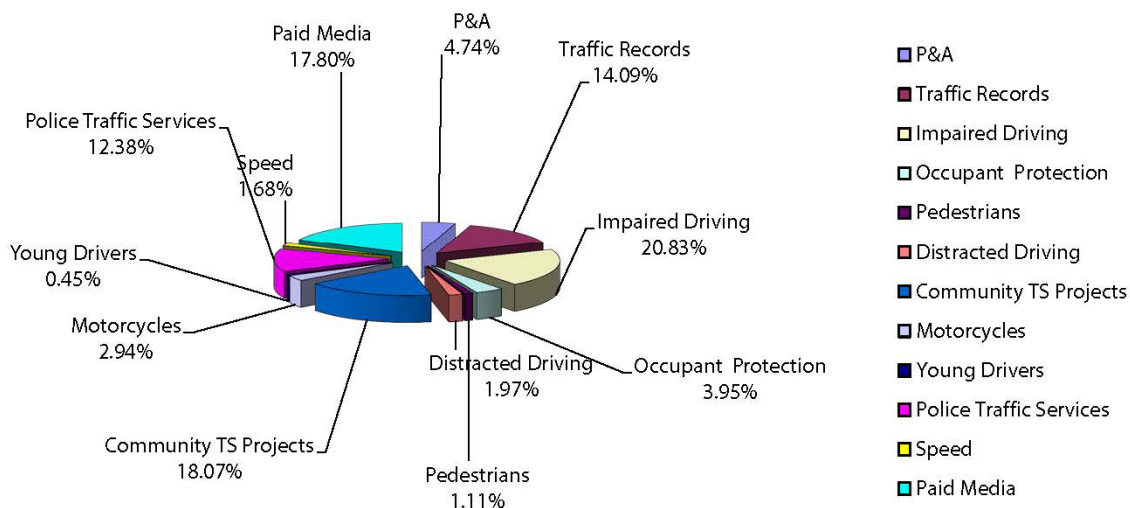
| <b>Distracted Drivers</b>                             |   |
|---|---|
| SHB 2547<br><b>Distracted Driving</b>                 | This bill would prohibit operating a motor vehicle while holding a personal wireless device, including when stopped at a stop sign or stopped because of traffic, but not when stopped at a traffic light. The first finding of a violation would not be reported to insurance or employers. Exceptions are included for making emergency calls, emergency services personnel, transit operators, and commercial vehicle drivers if permitted under 49 USC Sec. 31136.  |
| <b>Impaired Driving</b>                               |   |
| HB 2706/SB 5105<br><b>4<sup>th</sup> DUI Felony</b>   | This bill would make the fourth DUI in 10 years a felony. It also provides an estimated \$475,000 to WTSC to provide grants to organizations within counties for programs to reduce impaired driving.   |
| HB 2279/SB 6198<br><b>Fingerprints for DUI</b>        | This bill requires photographing and fingerprinting for DUI arrestees. While the bill did not pass, a workgroup of WSP, WASCP, Judges, AOC, WAPA are working on issue.  |
| HB 2369/SB 6305<br><b>LCB authority</b>               | This bill modifies the authority of liquor enforcement officers.  |
| <b>Young Drivers</b>                                  |   |
| HB 2417<br><b>III logbook   30 minute drive test</b>  | This bill makes changes to the intermediate driver's license (IDL). In order to apply for an IDL the applicant must have their logbook verified by DOL. The log book must show at least 50 hours of supervised driving practice and at least 10 of those hours must be at night. Also, the bill would require that the driving test include a demonstration by the applicant of driving skills commonly required in the operation of a motor vehicle. The test must take no less than 30 minutes to administer.   |
| HB 2626<br><b>Longer Permit</b>                       | HB 2626 lengthens the time a new driver must hold their learner's permit from a minimum of six months to a minimum of 12 months. Note: Traffic Injury Research Foundation (TIRF) recommends 12 months and 80-120 hours driving recorded in logbooks. (Washington requires 50 hours.)  |
| HB 2627<br><b>Young Driver Safety Training by NSC</b> | This bill, called the Alive at Twenty-Five Act, gives local jurisdictions the opportunity to adopt the program for use with high-risk young drivers who have committed traffic infractions or have been involved in crashes. Local jurisdictions could establish programs by ordinance. Program providers could charge a fee. Local jurisdictions could order young drivers to attend a program as a condition of a suspended sentence or deferral for racing, speed to fast for conditions, speed in excess of the limit, or failure to stop, if the program is within a reasonable distance of the person's residence. Failure to attend would result in termination of the deferral. |
| HB 2628<br><b>Nighttime Restrictions</b>              | HB 2628 would extend the nighttime driving restriction for intermediate license holders from 1 a.m. to 5 p.m. to 9 p.m. to 5 a.m.   |
| HB 2770<br><b>All Driver's Ed regulated by DOL</b>    | HB 2770 would provide consistency in quality of driver's education. It would remove financial assistance to school districts and require DOL to approve driver training curriculum. It would also require instructors be licensed by DOL.   |

|  |  |
|--|--|
| SB 6594<br><b>Train Past 18</b>              | SB 6594 requires a “Risk Prevention Traffic Safety Course” for first-time drivers between ages 18 to 21. It requires DOL to develop this course according to course requirements as outlined in the bill. It also changes instruction permit time to one year from six months and changes nighttime IDL restrictions to 9 p.m. to 5 a.m.   |
| <b>Motorcycles</b>                           |  |
| HB 2393<br><b>MC insurance</b>               | This bill would require liability insurance requirements for motorcycles.  |
| ESSB SB 5623<br><b>Lane sharing</b>          | This bill allows motorcycles to overtake vehicles traveling in the same lane, but only on the left-hand side of the vehicle and only in the left-most lane on state highways. It would allow passing only when the motorcycle is traveling 25 mph or less than 10 mph over the speed of traffic flow. The bill would make it a traffic infraction for a vehicle to intentionally impede or attempt to prevent a motorcyclist from passing as authorized in this act. |
| <b>Emergency Medical Services</b>            |  |
| HB 1009<br><b>EMS at rural amphitheaters</b> | HB 1009 would allow counties providing emergency medical services to locations with a rural amphitheater to impose additional admissions surcharge to help pay for the additional EMS costs associated with events.  |



## FISCAL OVERVIEW OF OBLIGATIONS AND EXPENDITURES

|                         | 402         | 405 | 405b      | 405c      | 405d        | 405f     | Total              | % of Total  |
|-------------------------|-------------|-----|-----------|-----------|-------------|----------|--------------------|-------------|
| P&A                     | \$462,893   |     |           |           |             |          | \$462,893          | 4.7%        |
| Traffic Records         | \$566,858   |     |           | \$808,843 |             |          | \$1,375,701        | 14.1%       |
| Impaired Driving        | \$180,546   |     |           |           | \$1,854,238 |          | \$2,034,784        | 20.8%       |
| Occupant Protection     | \$43,647    |     | \$341,905 |           |             |          | \$385,552          | 3.9%        |
| Pedestrians             | \$48,054    |     |           |           | \$59,999    |          | \$108,053          | 1.1%        |
| Distracted Driving      | \$139,426   |     | \$52,575  |           |             |          | \$192,001          | 2.0%        |
| Community TS Projects   | \$1,642,217 |     | \$122,750 |           |             |          | \$1,764,967        | 18.1%       |
| Motorcycles             | \$106,149   |     |           |           | \$86,900    | \$93,599 | \$286,648          | 2.9%        |
| Young Drivers           | \$44,362    |     |           |           |             |          | \$44,362           | 0.5%        |
| Police Traffic Services | \$681,843   |     | \$103,416 |           | \$423,542   |          | \$1,208,801        | 12.4%       |
| Speed                   | \$96,471    |     | \$67,993  |           |             |          | \$164,464          | 1.7%        |
| Paid Media              |             |     | \$733,469 |           | \$1,004,586 | \$0      | \$1,738,055        | 17.8%       |
| <b>TOTAL</b>            |             |     |           |           |             |          | <b>\$9,766,281</b> | <b>100%</b> |



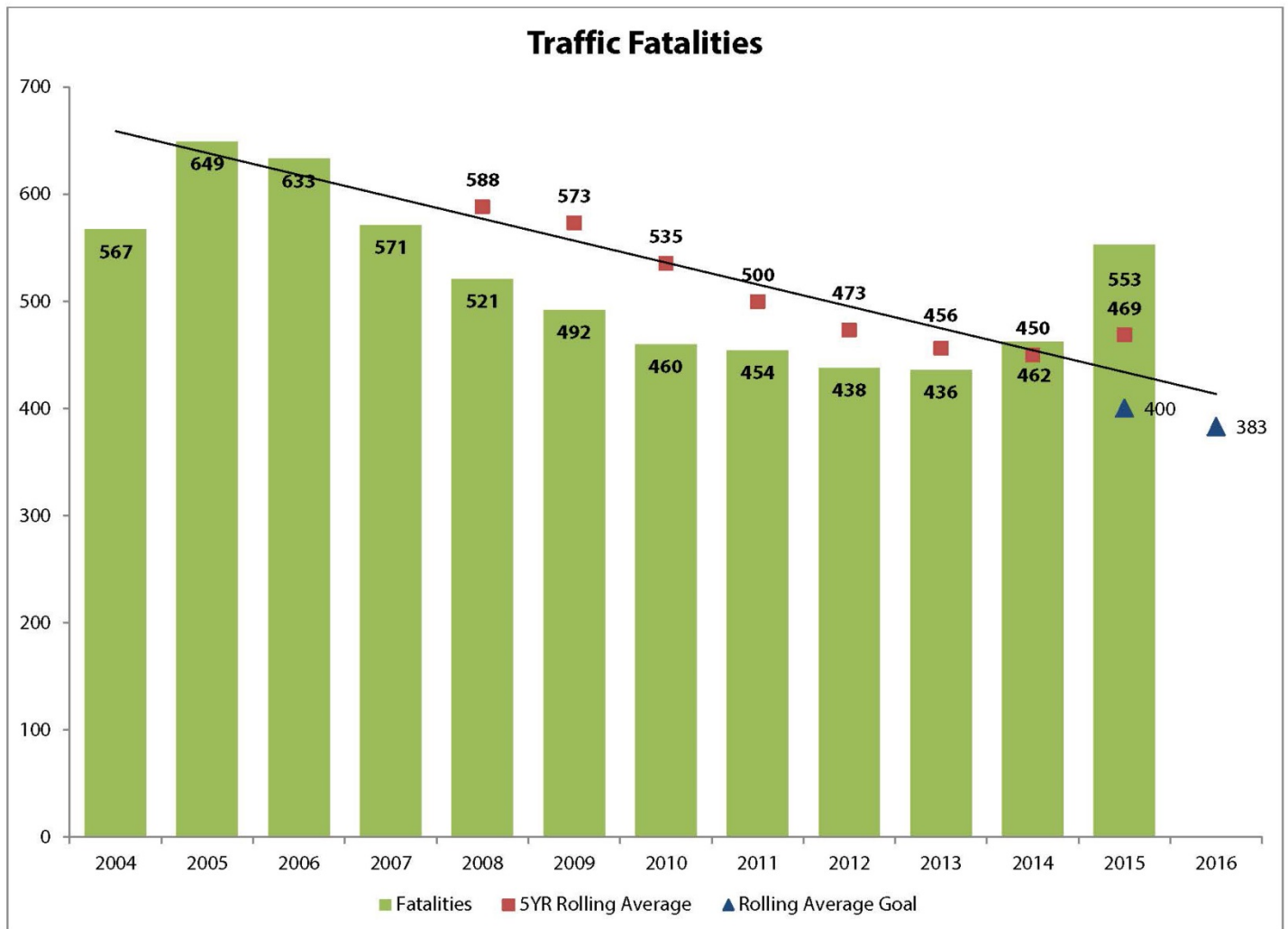


## ASSESSMENT OF STATE PROGRESS

### Traffic Fatalities

**Performance Measure:** Decrease traffic fatalities by 18.3 percent; from the 2011-2015 five-year rolling average of 469, to 383 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 469 fatalities, missing the HSP 2015 goal of 400 by 17.3 percent.

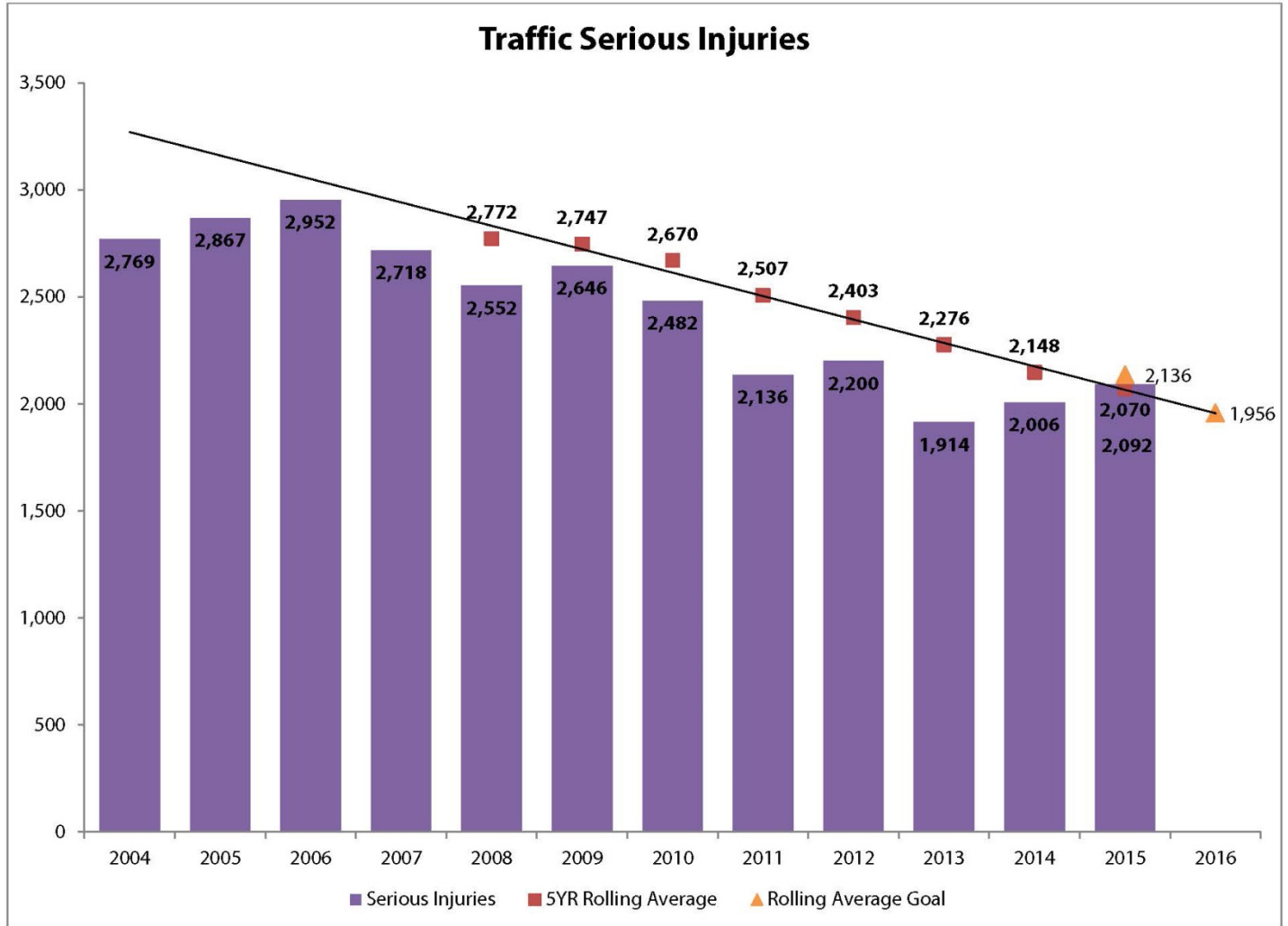


SOURCE: WA FARS

## Traffic Serious Injuries

**Performance Measure:** Decrease serious injuries by 5.5 percent from the 2011-2015 five-year rolling average of 2,070 to 1,956 by December 31, 2016.

**Preliminary Performance Report:** The 2011-2015 rolling average shows there was an average of 2,070 serious injuries, surpassing the HSP 2015 goal of 2,136 by 3.1 percent.

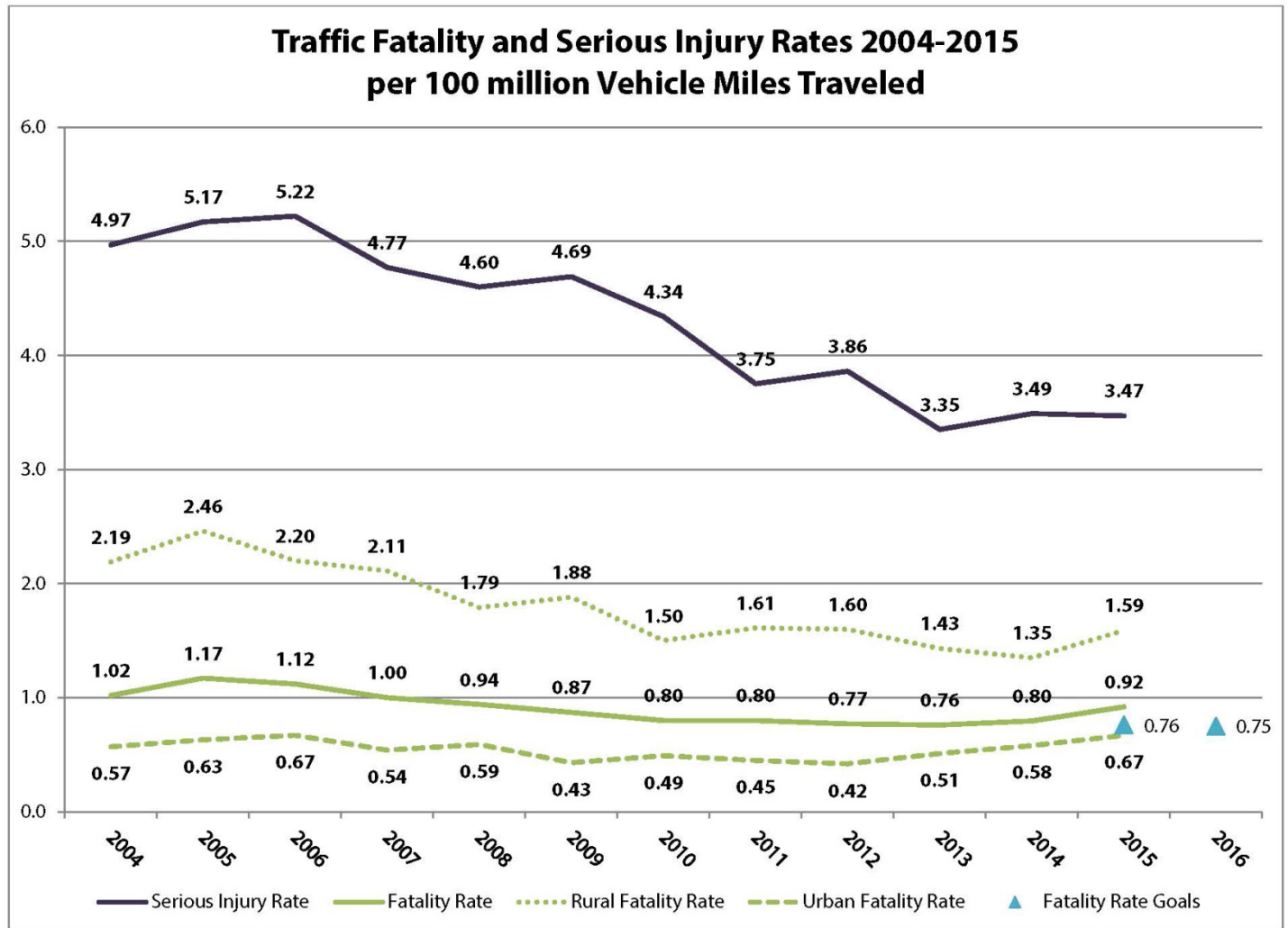


SOURCE: WSDOT

## Fatal and Serious Injury Rates

**Performance Measure:** Decrease the traffic fatality rate by 7.4 percent from the 2011-2015 five-year rolling average of 0.81 to 0.75 by December 31, 2016.

**Performance Report:** The 2015 traffic fatality rate is 0.92, missing the Highway Safety Plan (HSP) 2015 goal of 0.76 by 21.1 percent. The serious injury rate decreased in 2015, down from 3.49 in 2014 to 3.47 in 2015. The rural road fatality rate increased in 2015 from 1.35 to 1.59 and the urban fatality rate increased from 0.58 to 0.67.



SOURCE: WA FARS, WSDOT

## COLLISION DATA AND PERFORMANCE MEASURES

| Outcome Measure   | 2010         | 2011         | 2012         | 2013         | 2014         | 2015*        | 2015 Goal    | 2016 Goal    |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Fatality Rate   | 0.80         | 0.80         | 0.77         | 0.76         | 0.80         | 0.92         | <b>0.76</b>  | <b>0.75</b>  |
| Rural Road Fatality Rate  | 1.50         | 1.61         | 1.60         | 1.43         | 1.35         | 1.59         | ^            | ^            |
| Urban Road Fatality Rate  | 0.49         | 0.45         | 0.42         | 0.51         | 0.58         | 0.67         | ^            | ^            |
| Serious Injury Rate   | 4.34         | 3.75         | 3.86         | 3.35         | 3.49         | 3.47         | ^            | ^            |
| Fatalities  | 460          | 454          | 438          | 436          | 462          | 553          | ^            | ^            |
| <i>5YR Rolling Average</i>                                      | <b>535</b>   | <b>500</b>   | <b>473</b>   | <b>456</b>   | <b>450</b>   | <b>469</b>   | <b>400</b>   | <b>383</b>   |
| Serious Injuries  | 2,482        | 2,136        | 2,200        | 1,914        | 2,006        | 2,092        | ^            | ^            |
| <i>5YR Rolling Average</i>                                      | <b>2,670</b> | <b>2,507</b> | <b>2,403</b> | <b>2,276</b> | <b>2,148</b> | <b>2,070</b> | <b>2,136</b> | <b>1,956</b> |
| Rural Road Fatalities   | 257          | 274          | 271          | 224          | 214          | 263          | ^            | ^            |
| <i>5YR Rolling Average</i>                                      | <b>315</b>   | <b>297</b>   | <b>280</b>   | <b>268</b>   | <b>248</b>   | <b>249</b>   | <b>233</b>   | <b>229</b>   |
| Urban Road Fatalities   | 196          | 178          | 167          | 212          | 246          | 287          | ^            | ^            |
| <i>5YR Rolling Average</i>                                      | <b>218</b>   | <b>199</b>   | <b>189</b>   | <b>185</b>   | <b>200</b>   | <b>218</b>   | <b>162</b>   | <b>159</b>   |
| Fatalities Involving a Driver with BAC $\geq$ .08               | 169          | 157          | 143          | 151          | 132          | 148          | ^            | ^            |
| <i>5YR Rolling Average</i>                                      | <b>195</b>   | <b>182</b>   | <b>172</b>   | <b>165</b>   | <b>150</b>   | <b>146</b>   | <b>132</b>   | <b>115</b>   |
| Fatalities Involving a Drug Positive or Alcohol Impaired Driver | 244          | 214          | 215          | 229          | 229          | 259          | ^            | ^            |
| <i>5YR Rolling Average</i>                                      | <b>272</b>   | <b>252</b>   | <b>239</b>   | <b>234</b>   | <b>226</b>   | <b>229</b>   | <b>205</b>   | <b>194</b>   |
| Serious Injuries Involving a Drug or Alcohol Impaired Driver    | 470          | 479          | 501          | 412          | 375          | 367          | ^            | ^            |
| <i>5YR Rolling Average</i>                                      | <b>566</b>   | <b>536</b>   | <b>509</b>   | <b>486</b>   | <b>447</b>   | <b>427</b>   | <b>453</b>   | <b>406</b>   |
| Speeding Involved Fatalities                                    | 176          | 169          | 162          | 184          | 162          | 156          | ^            | ^            |
| <i>5YR Rolling Average</i>                                      | <b>216</b>   | <b>200</b>   | <b>187</b>   | <b>180</b>   | <b>171</b>   | <b>167</b>   | <b>158</b>   | <b>145</b>   |
| Speeding Involved Serious Injuries                              | 688          | 586          | 579          | 524          | 520          | 515          | ^            | ^            |
| <i>5YR Rolling Average</i>                                      | <b>819</b>   | <b>756</b>   | <b>701</b>   | <b>646</b>   | <b>579</b>   | <b>545</b>   | <b>602</b>   | <b>507</b>   |
| Distracted/Inattentive Driver Involved Fatalities               | 134          | 131          | 121          | 120          | 130          | 167          | ^            | ^            |
| <i>5YR Rolling Average</i>                                      | <b>154</b>   | <b>144</b>   | <b>135</b>   | <b>133</b>   | <b>127</b>   | <b>134</b>   | <b>123</b>   | <b>117</b>   |

^ No performance target set for this outcome.

\* 2015 estimates are based on preliminary data.

| Outcome Measure  | 2010       | 2011       | 2012       | 2013       | 2014       | 2015*      | 2015 Goal  | 2016 Goal  |
|--|------------|------------|------------|------------|------------|------------|------------|------------|
| Number of Drivers age 16-20 Involved in Fatal Crashes          | 63         | 60         | 40         | 68         | 56         | 67         | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>89</b>  | <b>78</b>  | <b>64</b>  | <b>64</b>  | <b>57</b>  | <b>58</b>  | <b>46</b>  | <b>40</b>  |
| Number of Drivers age 16-20 Involved in Serious Injury Crashes | 401        | 337        | 287        | 245        | 237        | 260        | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>449</b> | <b>408</b> | <b>371</b> | <b>344</b> | <b>301</b> | <b>273</b> | <b>285</b> | <b>244</b> |
| Number of Drivers age 21-25 Involved in Fatal Crashes          | 92         | 80         | 83         | 75         | 79         | 98         | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>103</b> | <b>94</b>  | <b>89</b>  | <b>84</b>  | <b>82</b>  | <b>83</b>  | <b>73</b>  | <b>66</b>  |
| Number of Drivers age 21-25 Involved in Serious Injury Crashes | 434        | 363        | 355        | 311        | 320        | 336        | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>469</b> | <b>429</b> | <b>400</b> | <b>379</b> | <b>357</b> | <b>337</b> | <b>342</b> | <b>311</b> |
| Unrestrained Passenger Fatalities                              | 102        | 99         | 99         | 89         | 108        | 111        | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>146</b> | <b>125</b> | <b>114</b> | <b>107</b> | <b>99</b>  | <b>101</b> | <b>77</b>  | <b>66</b>  |
| Unrestrained Passenger Serious Injuries                        | 256        | 211        | 219        | 205        | 202        | 218        | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>290</b> | <b>261</b> | <b>242</b> | <b>237</b> | <b>219</b> | <b>211</b> | <b>188</b> | <b>177</b> |
| Motorcyclist Fatalities  | 68         | 70         | 82         | 73         | 69         | 73         | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>72</b>  | <b>70</b>  | <b>73</b>  | <b>72</b>  | <b>72</b>  | <b>73</b>  | <b>72</b>  | <b>72</b>  |
| Unhelmeted Motorcyclist Fatalities                             | 6          | 0          | 4          | 4          | 0          | 4          | ^          | ^          |
| Unendorsed Motorcyclist Fatalities                             | 21         | 10         | 27         | 18         | 15         | 19         | ^          | ^          |
| Motorcyclist Serious Injuries                                  | 388        | 364        | 404        | 347        | 361        | 403        | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>462</b> | <b>437</b> | <b>427</b> | <b>396</b> | <b>373</b> | <b>376</b> | <b>396</b> | <b>359</b> |
| Pedestrian Fatalities  | 63         | 68         | 75         | 50         | 79         | 86         | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>65</b>  | <b>64</b>  | <b>66</b>  | <b>64</b>  | <b>67</b>  | <b>72</b>  | <b>62</b>  | <b>65</b>  |
| Pedestrian Serious Injuries                                    | 292        | 288        | 337        | 259        | 307        | 287        | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>298</b> | <b>290</b> | <b>299</b> | <b>293</b> | <b>297</b> | <b>296</b> | <b>293</b> | <b>293</b> |
| Bicyclist Fatalities   | 6          | 11         | 12         | 11         | 6          | 14         | ^          | ^          |
| <i>5YR Rolling Average</i>                                     | <b>9</b>   | <b>10</b>  | <b>9</b>   | <b>10</b>  | <b>9</b>   | <b>11</b>  | <b>9</b>   | <b>9</b>   |

^ No performance target set for this outcome.

\* 2015 estimates are based on preliminary data.

| Outcome Measure                       | 2010       | 2011       | 2012       | 2013               | 2014       | 2015*      | 2015 Goal  | 2016 Goal  |
|---------------------------------------|------------|------------|------------|--------------------|------------|------------|------------|------------|
| Bicyclist Serious Injuries            | 117        | 114        | 110        | 82                 | 102        | 107        | ^          | ^          |
| <i>5YR Rolling Average</i>            | <b>116</b> | <b>115</b> | <b>113</b> | <b>107</b>         | <b>105</b> | <b>103</b> | <b>106</b> | <b>103</b> |
| Run-off-the-Road Fatalities           | 200        | 188        | 158        | 189                | 169        | 190        | ^          | ^          |
| <i>5YR Rolling Average</i>            | <b>229</b> | <b>213</b> | <b>196</b> | <b>192</b>         | <b>181</b> | <b>179</b> | <b>167</b> | <b>154</b> |
| Run-off-the-Road Serious Injuries     | 675        | 627        | 612        | 577                | 555        | 617        | ^          | ^          |
| <i>5YR Rolling Average</i>            | <b>806</b> | <b>751</b> | <b>709</b> | <b>670</b>         | <b>609</b> | <b>598</b> | <b>623</b> | <b>547</b> |
| Intersection-Related Fatalities       | 105        | 89         | 75         | 92                 | 109        | 119        | ^          | ^          |
| <i>5YR Rolling Average</i>            | <b>111</b> | <b>103</b> | <b>94</b>  | <b>91</b>          | <b>94</b>  | <b>97</b>  | <b>80</b>  | <b>80</b>  |
| Intersection-Related Serious Injuries | 867        | 757        | 751        | 669                | 705        | 706        | ^          | ^          |
| <i>5YR Rolling Average</i>            | <b>913</b> | <b>855</b> | <b>826</b> | <b>779</b>         | <b>750</b> | <b>718</b> | <b>724</b> | <b>674</b> |
| Observed Daytime Seatbelt Use         | 97.6%      | 97.5%      | 96.9%      | 94.5% <sup>+</sup> | 94.5%      | 94.6%      | ^          | <b>95%</b> |

^ No performance target set for this outcome.

\*2015 estimates are based on preliminary data.

+New data collection methodology implemented, not comparable to years 2012 and prior, new baseline estimate.

## FFY 2016 PERFORMANCE ACTIVITY MEASURES

| Activity Measure   | 4 Grant-Funded Mobilizations, Local Flex & Corridors | Target Zero Teams | Total       |
|--|--|-------------------|-------------|
| Number of seat belt citations issued during grant-funded enforcement activities    | <b>6663</b>  | <b>57</b>         | <b>6720</b> |
| Number of impaired driving arrests made during grant-funded enforcement activities | <b>556</b>   | <b>328</b>        | <b>884</b>  |
| Number of speeding citations issued during grant-funded enforcement activities     | <b>9519</b>  | <b>305</b>        | <b>9824</b> |

## FFY 2016 PAID MEDIA CAMPAIGNS

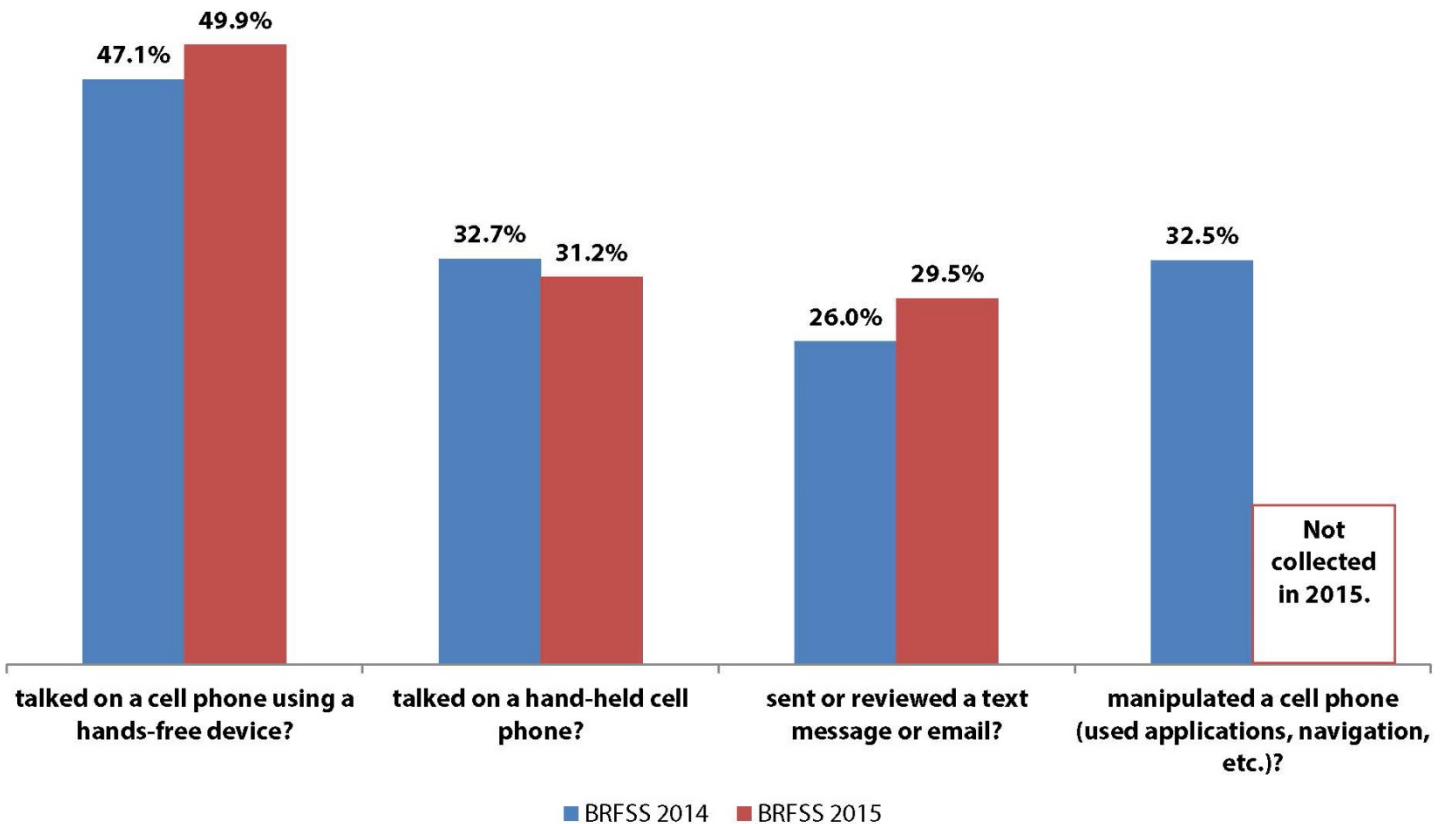
| Campaign   | Fund | Budget    | Results  |
|--|------|-----------|--|
| <b>Target Zero</b><br>Oct. 1, 2015 to Sept. 30, 2016<br>Education                    | 405d | \$282,000 | Radio, TV, digital, partnerships<br>6,417 spots +<br>Over 45 million impressions   |
| <b>Locally Led (Flex)</b><br>Oct. 1, 2015 to Sept. 30, 2016<br>Sustained Enforcement | 405b | \$300,000 | Radio, digital<br>5,955 spots +<br>About 44 million impressions  |
| <b>Teen Driver Safety Week<br/>5 to Drive</b><br>Oct. 21-25, 2015<br>Education       | 402  | \$10,000  | Facebook video ad campaign<br>686,830 impressions<br>251,842 parents of teens reached<br>208,961 video views<br>1,290 "likes"   596 "shares" |
| <b>Holiday DUI</b><br>Nov. 25, 2015 to Jan. 1, 2016<br>National Mobilization         | 405d | \$500,000 | Radio, TV, digital, "Out of Home"<br>campaign materials placed in 487 bars<br>5,388 spots<br>Over 72.5 million impressions                   |
| <b>Distracted Driving</b><br>April 1-14, 2016<br>National Mobilization               | 405b | \$200,000 | Radio, TV, digital<br>5,655 spots<br>Over 29.6 million impressions   |
| <b>Click it or Ticket</b><br>May 23 to June 5, 2016<br>National Mobilization         | 405b | \$263,000 | Radio, TV, cable, Hispanic TV, and digital<br>8,429 spots<br>Over 46.6 million impressions   |
| <b>Motorcycles</b><br>May 1 to September 30, 2016<br>Education and Enforcement       | 405b | \$100,000 | Radio, billboards, social media ad<br>campaign<br>1,494 spots<br>Over 30.5 million impressions   |
| <b>August DUI</b><br>August 19 to September 5, 2016<br>National Mobilization         | 405d | \$200,000 | Radio, TV, cable, Hispanic TV, and digital<br>6,723 spots<br>36.5 million impressions  |



## SURVEY OF ATTITUDES, AWARENESS, AND BEHAVIOR

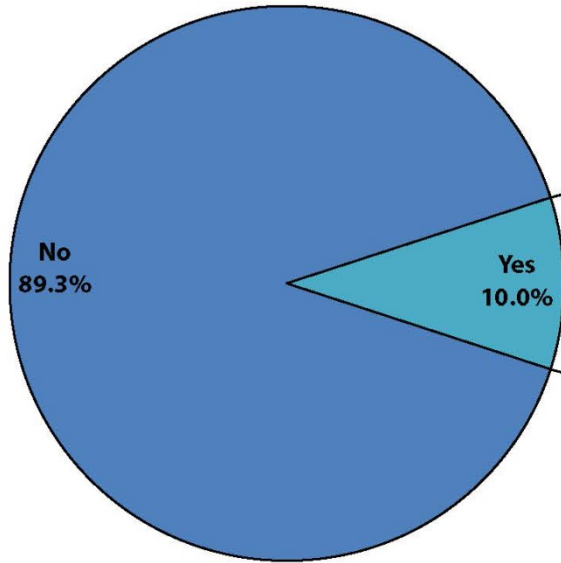
From 2010-2012, WTSC collected intercept survey information from patrons at various DOL locations. In order to maximize resources and increase sample size for more accurate estimates, the data collection effort was transferred to Washington’s Behavioral Risk Factor Surveillance Survey (BRFSS) beginning in 2014. Due to this transition from an intercept methodology to inclusion on the Washington BRFSS, these data were not collected in calendar year 2013 nor are the 2014 results comparable to 2010–2012 results. In 2014, the BRFSS collected information regarding speeding behavior; enforcement deterrent effects for seatbelts, speeding, and driving after drinking; cell phone use while driving; and driving within three hours of consuming marijuana. In 2015, the BRFSS collected high visibility enforcement media awareness, cell phone use while driving, and driving within three hours of consuming marijuana. These results are presented in this section.

### In the past 30 days, have you done any of the following while driving...

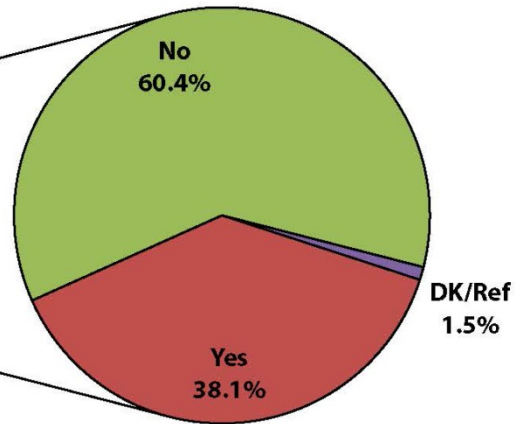


### 2014 Responses

**During the past 30 days, did you use marijuana or hashish (grass, hash, or pot)?**

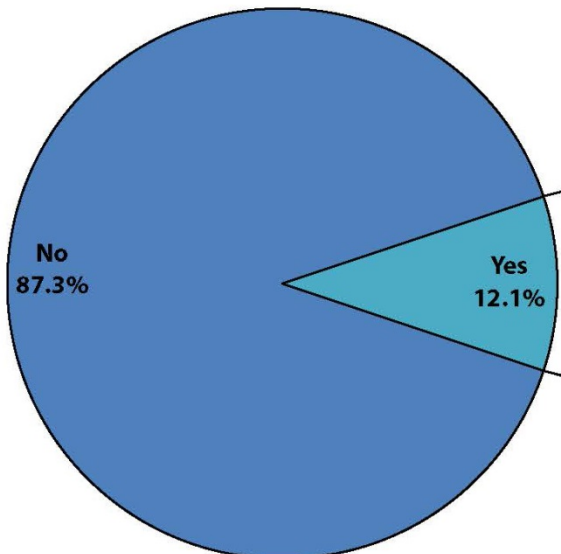


**Thinking about the last 12 months, did you ever drive within approximately three hours after using marijuana or hashish?**

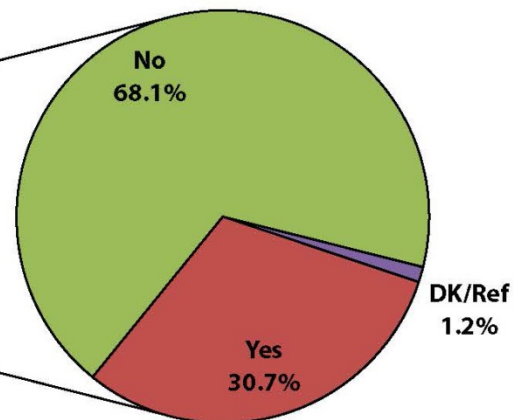


### 2015 Responses

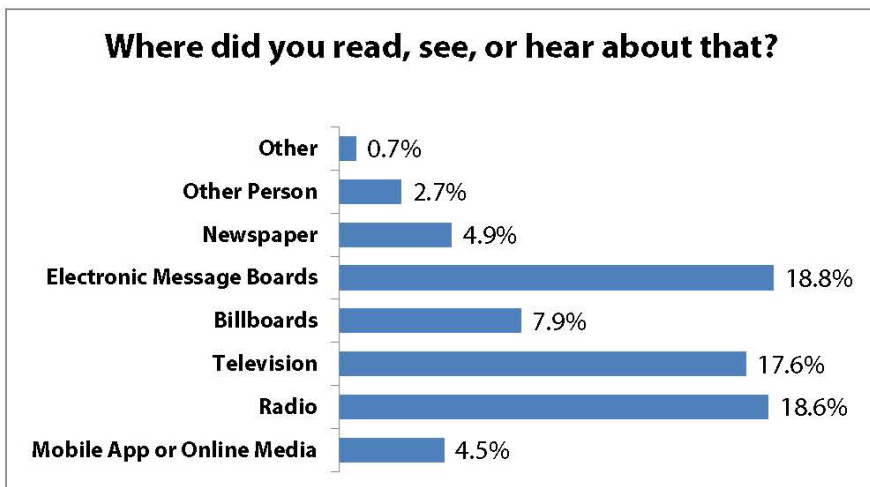
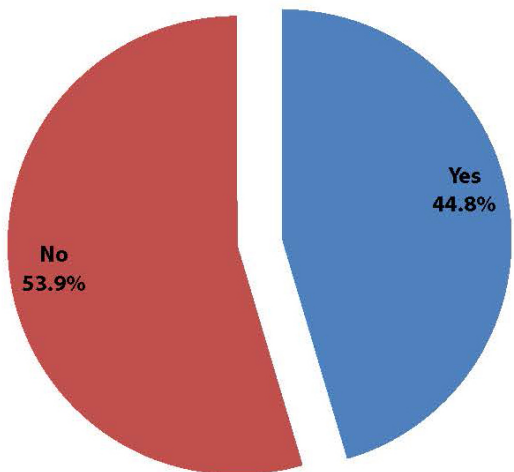
**During the past 30 days, did you use marijuana or hashish (grass, hash, or pot)?**



**Thinking about the last 12 months, did you ever drive within approximately three hours after using marijuana or hashish?**



## In the past 30 days, did you read, see or hear about extra police patrols checking for impaired driving, distracted driving, or not using seatbelts?



Data Source: Washington State Department of Health, Center for Health Statistics, Behavioral Risk Factor Surveillance System, supported in part by the Centers for Disease Control and Prevention, Cooperative Agreement U58/DP006066-01 (2015).

## PROGRAM UPDATES

### IMPAIRED DRIVING

#### Overview

From 2013-2015, impaired drivers (alcohol BAC  $\geq$ .08 or drug-positive) were a factor in 49.4 percent of traffic fatalities and 19.2 percent of serious injuries. Impaired driver-involved fatalities increased 6.5 percent in 2013-2015 (717) compared with 2010-2012 (673). During this same time period, serious injuries involving an impaired driver decreased by 20.4 percent (1,450 to 1,154).

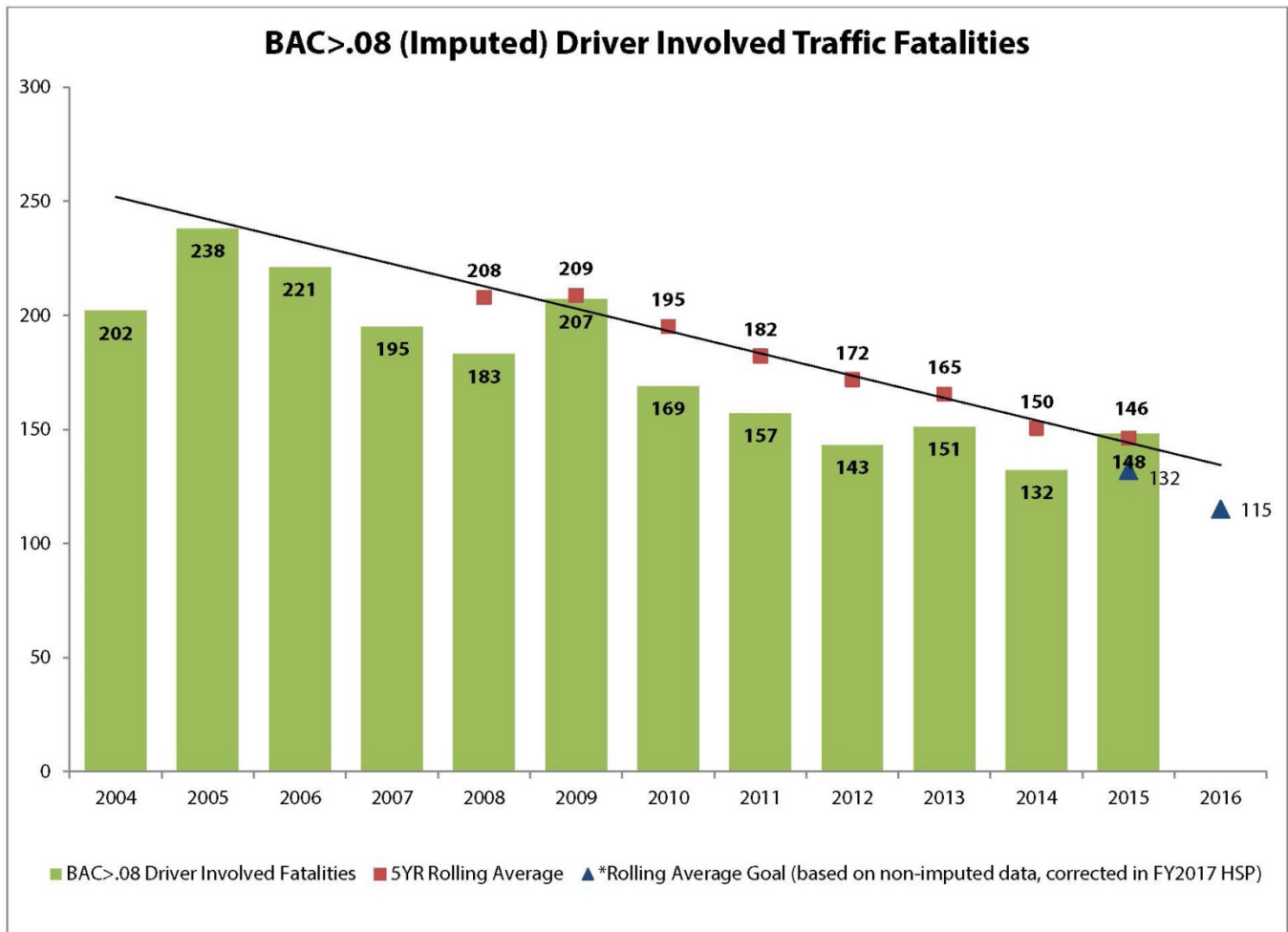
In 2015, 36.4 percent of fatalities involved a drug positive driver and 19.9 percent involved an alcohol-impaired driver, marking the fourth year in a row where drug involvement occurred more frequently than alcohol impairment. This gap continued to significantly widen in 2015. Many drivers were impaired by both drugs and alcohol.

#### Performance Analysis

##### Fatalities Involving a Driver with BAC $>$ .08

**Performance Measure:** Decrease fatalities involving a driver with a BAC $>$ .08 by 21.2 percent from the 2011-2015 five-year rolling average of 146 to 115 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 146 fatalities involving a driver with a BAC $>$ .08, missing the HSP 2015 goal of 132 by 10.6 percent.

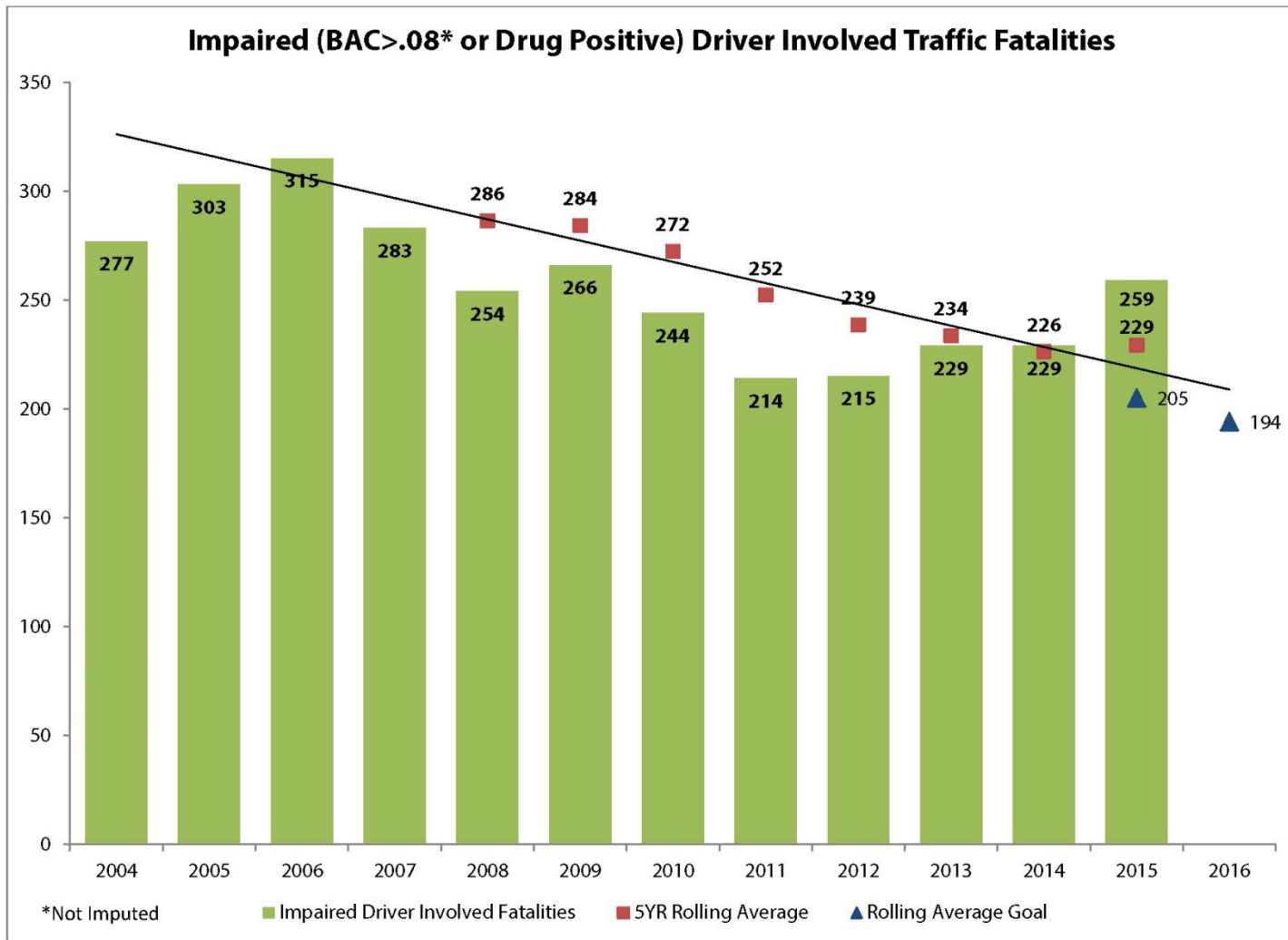


Source: WA FARS

## Fatalities Involving an Alcohol Impaired or Drug Positive Driver

**Performance Measure:** Decrease fatalities involving a drug or alcohol impaired driver by 15.3 percent from the 2011-2015 five-year rolling average of 229 to 194 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 229 fatalities involving a drug or alcohol impaired driver, missing the HSP 2015 goal of 205 by 11.7 percent.

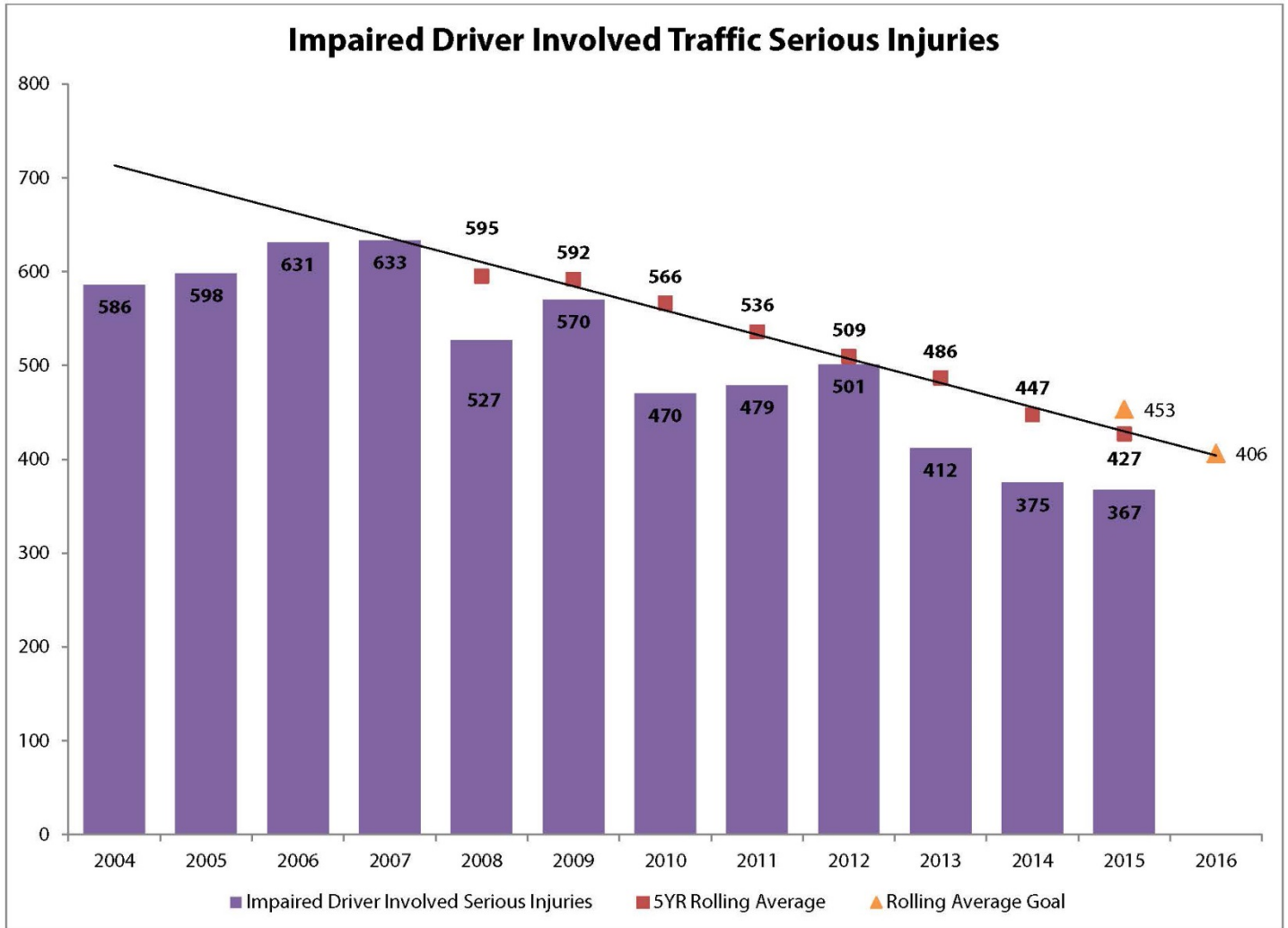


SOURCE: WA FARS

## Serious Injuries Involving a Drug or Alcohol Impaired Driver

**Performance Measure:** Decrease serious injuries involving a drug or alcohol impaired driver by 4.9 percent from the 2011-2015 five-year rolling average of 427 to 406 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 427 serious injuries involving a drug or alcohol impaired driver, achieving the 2015 HSP goal of 453 by 5.7 percent.



SOURCE: WSDOT

## FFY 2016 Impaired Driving Projects

The following projects took place in FFY 2016. These projects were chosen as a result of their anticipated impact on the core outcome measures listed above. Each project aligns with one or more strategies listed in Washington State’s SHSP, Target Zero.

| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| Spokane County TZ Prosecutor   | M6X16-06          | Mark Medalen    |
| <p><b>Description:</b> The Spokane County Prosecutor's Office continues to expand the reach of the Target Zero Prosecutor program in Eastern Washington by providing a strong prosecutorial response to the increased TZT DUI arrests. The Target Zero Prosecutor trains law enforcement and fellow prosecutors, providing legal and procedural updates. The program focuses on advancing blood warrant training, e-warrant coordination, and increasing NO REFUSAL emphasis patrols. This work should be a deterrent for people who think they can get away with impaired driving. Ultimately, it should reduce the number of impaired driving crashes and bring us closer to our Target Zero goal.</p> <p><b>Results:</b> In FFY 2016, the Spokane County Target Zero Prosecutor expanded judicial, probationary, law enforcement, and prosecutorial understanding of current and developing DUI issues by working throughout Eastern Washington in a resource capacity. The program continues to act as a liaison between the state’s prosecutors, law enforcement, judges, and the traffic safety community with the goal of obtaining a greater traffic safety record and more effective prosecutions of DUI and other traffic safety cases. The Prosecutor continues to support Spokane County’s DUI Intensive Supervision Therapeutic Court, which is becoming a state model DUI court.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| MAP-21 405d  | \$150,000         | \$118,461       |

| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| Spokane DUI Court Process, Outcome and Cost-Benefit Evaluation   | M6X16-10          | Edica Esqueda   |
| <p><b>Description:</b> The Spokane DUI Court Process, Outcome and Cost-Benefit Evaluation project was proposed by the Washington State University (WSU) Department of Criminal Justice &amp; Criminology. Its purpose is to examine how well the DUI court team follows written program policies and procedures as intended and whether the court is using best practices as recommended by the National Center for DWI Courts (NCDC). The outcome evaluation seeks to determine if the program improves short- and long-term outcomes for participants, as compared to a matched comparison group of those that do not receive the DUI court service. The core focus of the outcome evaluation is determining if DUI court participants remain DUI free, serve less time in jail/prison, and complete treatment at greater rates than individuals who participate in the traditional system. The cost-benefit analysis assesses the relative costs of managing DUI offenders that participate in the DUI court versus those that process through the regular criminal court.</p> <p><b>Results:</b> The Spokane DUI Court Process, Outcome and Cost-Benefit Evaluation Outcome and Cost Benefit Valuation project is not complete at this time. WSU received a no-cost extension to February 2017, due to a delay in the delivery of data. They are in the final stages of working on the data analysis and report writing now, and expect to have the final report completed and submitted prior to the extended deadline.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| 405d   | \$60,000          | \$57,978        |



| Project Title   | Federal Project # | Program Manager  |            |             |                  |            |                       |      |      |      |                 |      |      |      |                  |      |      |     |                    |     |    |    |                        |     |     |     |                                      |    |    |    |
|---|-------------------|------------------|------------|-------------|------------------|------------|-----------------------|------|------|------|-----------------|------|------|------|------------------|------|------|-----|--------------------|-----|----|----|------------------------|-----|-----|-----|--------------------------------------|----|----|----|
| Impaired Driving HVE (WSP)  | M6X16-01          | Angie Ward       |            |             |                  |            |                       |      |      |      |                 |      |      |      |                  |      |      |     |                    |     |    |    |                        |     |     |     |                                      |    |    |    |
| <p><b>Project Description:</b> The Impaired Driving HVE project funds overtime for the WSP to participate in two statewide mobilizations and local flex patrols with the goal of reducing impaired driving fatalities and serious injuries. This grant worked in conjunction with the local law enforcement overtime grant M5X16-02, M6X16-02 and was supported by funds for media in project M5PEM16-01 to warn drivers in advance of the patrols.</p> <p><b>Results:</b></p> <table border="1"> <thead> <tr> <th></th> <th>Holiday DUI</th> <th>Labor Day DSOGPO</th> <th>Local Flex</th> </tr> </thead> <tbody> <tr> <td><b>Overtime Hours</b></td> <td>2914</td> <td>1495</td> <td>1338</td> </tr> <tr> <td><b>Contacts</b></td> <td>5412</td> <td>2887</td> <td>1724</td> </tr> <tr> <td><b>Citations</b></td> <td>3714</td> <td>1493</td> <td>989</td> </tr> <tr> <td><b>DUI Arrests</b></td> <td>134</td> <td>62</td> <td>44</td> </tr> <tr> <td><b>Speed Citations</b></td> <td>711</td> <td>682</td> <td>429</td> </tr> <tr> <td><b>Occupant Protection Citations</b></td> <td>91</td> <td>89</td> <td>69</td> </tr> </tbody> </table> |                   |                  |            | Holiday DUI | Labor Day DSOGPO | Local Flex | <b>Overtime Hours</b> | 2914 | 1495 | 1338 | <b>Contacts</b> | 5412 | 2887 | 1724 | <b>Citations</b> | 3714 | 1493 | 989 | <b>DUI Arrests</b> | 134 | 62 | 44 | <b>Speed Citations</b> | 711 | 682 | 429 | <b>Occupant Protection Citations</b> | 91 | 89 | 69 |
|   | Holiday DUI       | Labor Day DSOGPO | Local Flex |             |                  |            |                       |      |      |      |                 |      |      |      |                  |      |      |     |                    |     |    |    |                        |     |     |     |                                      |    |    |    |
| <b>Overtime Hours</b>   | 2914              | 1495             | 1338       |             |                  |            |                       |      |      |      |                 |      |      |      |                  |      |      |     |                    |     |    |    |                        |     |     |     |                                      |    |    |    |
| <b>Contacts</b>   | 5412              | 2887             | 1724       |             |                  |            |                       |      |      |      |                 |      |      |      |                  |      |      |     |                    |     |    |    |                        |     |     |     |                                      |    |    |    |
| <b>Citations</b>  | 3714              | 1493             | 989        |             |                  |            |                       |      |      |      |                 |      |      |      |                  |      |      |     |                    |     |    |    |                        |     |     |     |                                      |    |    |    |
| <b>DUI Arrests</b>  | 134               | 62               | 44         |             |                  |            |                       |      |      |      |                 |      |      |      |                  |      |      |     |                    |     |    |    |                        |     |     |     |                                      |    |    |    |
| <b>Speed Citations</b>  | 711               | 682              | 429        |             |                  |            |                       |      |      |      |                 |      |      |      |                  |      |      |     |                    |     |    |    |                        |     |     |     |                                      |    |    |    |
| <b>Occupant Protection Citations</b>  | 91                | 89               | 69         |             |                  |            |                       |      |      |      |                 |      |      |      |                  |      |      |     |                    |     |    |    |                        |     |     |     |                                      |    |    |    |
| Fund Source   | Amount Approved   | Amount Expended  |            |             |                  |            |                       |      |      |      |                 |      |      |      |                  |      |      |     |                    |     |    |    |                        |     |     |     |                                      |    |    |    |
| 405d  | \$476,000         | \$403,663        |            |             |                  |            |                       |      |      |      |                 |      |      |      |                  |      |      |     |                    |     |    |    |                        |     |     |     |                                      |    |    |    |

| Project Title   | Federal Project #     | Program Manager  |  |             |                  |                       |       |       |                 |       |       |                  |       |     |                    |     |     |                        |     |     |                                      |    |    |
|---|-----------------------|------------------|--|-------------|------------------|-----------------------|-------|-------|-----------------|-------|-------|------------------|-------|-----|--------------------|-----|-----|------------------------|-----|-----|--------------------------------------|----|----|
| Impaired Driving HVE (Local Law Enforcement)  | M5X16-02,<br>M6X16-02 | Angie Ward       |  |             |                  |                       |       |       |                 |       |       |                  |       |     |                    |     |     |                        |     |     |                                      |    |    |
| <p><b>Project Description:</b> The Impaired Driving HVE project funded overtime for local law enforcement agencies to participate in two statewide mobilizations with the goal of reducing impaired driving fatalities and serious injuries. This grant worked in concert with the WSP overtime grant M6X 16-01 and was dependent upon media support funded in projects M5PEM 16-01 to warn drivers in advance of the patrols.</p> <p><b>Results:</b></p> <table border="1"> <thead> <tr> <th></th> <th>Holiday DUI</th> <th>Labor Day DSOGPO</th> </tr> </thead> <tbody> <tr> <td><b>Overtime Hours</b></td> <td>1,604</td> <td>1,562</td> </tr> <tr> <td><b>Contacts</b></td> <td>3,674</td> <td>3,625</td> </tr> <tr> <td><b>Citations</b></td> <td>1,492</td> <td>628</td> </tr> <tr> <td><b>DUI Arrests</b></td> <td>109</td> <td>127</td> </tr> <tr> <td><b>Speed Citations</b></td> <td>422</td> <td>615</td> </tr> <tr> <td><b>Occupant Protection Citations</b></td> <td>18</td> <td>37</td> </tr> </tbody> </table> |                       |                  |  | Holiday DUI | Labor Day DSOGPO | <b>Overtime Hours</b> | 1,604 | 1,562 | <b>Contacts</b> | 3,674 | 3,625 | <b>Citations</b> | 1,492 | 628 | <b>DUI Arrests</b> | 109 | 127 | <b>Speed Citations</b> | 422 | 615 | <b>Occupant Protection Citations</b> | 18 | 37 |
|   | Holiday DUI           | Labor Day DSOGPO |  |             |                  |                       |       |       |                 |       |       |                  |       |     |                    |     |     |                        |     |     |                                      |    |    |
| <b>Overtime Hours</b>   | 1,604                 | 1,562            |  |             |                  |                       |       |       |                 |       |       |                  |       |     |                    |     |     |                        |     |     |                                      |    |    |
| <b>Contacts</b>   | 3,674                 | 3,625            |  |             |                  |                       |       |       |                 |       |       |                  |       |     |                    |     |     |                        |     |     |                                      |    |    |
| <b>Citations</b>  | 1,492                 | 628              |  |             |                  |                       |       |       |                 |       |       |                  |       |     |                    |     |     |                        |     |     |                                      |    |    |
| <b>DUI Arrests</b>  | 109                   | 127              |  |             |                  |                       |       |       |                 |       |       |                  |       |     |                    |     |     |                        |     |     |                                      |    |    |
| <b>Speed Citations</b>  | 422                   | 615              |  |             |                  |                       |       |       |                 |       |       |                  |       |     |                    |     |     |                        |     |     |                                      |    |    |
| <b>Occupant Protection Citations</b>  | 18                    | 37               |  |             |                  |                       |       |       |                 |       |       |                  |       |     |                    |     |     |                        |     |     |                                      |    |    |
| Fund Source   | Amount Approved       | Amount Expended  |  |             |                  |                       |       |       |                 |       |       |                  |       |     |                    |     |     |                        |     |     |                                      |    |    |
| 405d  | \$400,000             | \$249,213        |  |             |                  |                       |       |       |                 |       |       |                  |       |     |                    |     |     |                        |     |     |                                      |    |    |

| Project Title<br>Paid Media- Target Zero and Impaired Driving  | Federal Project #<br>M5PEM16-01,<br>M6X16-12 | Program Manager<br>Shelly Baldwin |
|--|--|-----------------------------------|
| <p><b>Description:</b> The communications goal for mobilizations is to reach our primary target demographic. As part of a proven strategy, this grant funds paid media as a component of the impaired driving HVE campaigns (including marijuana and other drugs). Paid media includes TV, radio, online ads (including social media), and outdoor billboards.</p> <p><b>Results:</b></p> <p><b>Target Zero:</b> This year we began to market the idea of Target Zero to the driving public. We used Target Zero messaging in all paid media campaigns, allowing it to be the umbrella covering all messaging to build a year-long traffic safety campaign. We asked citizens what they felt was an acceptable number of traffic fatalities and serious injuries in our state...and for their family. Copy included the following: "So what is Target Zero? It is our state goal to reduce traffic deaths and serious injuries to zero by 2030. Zero deaths in your family, zero deaths in our state." The initiative used TV, radio, and digital outlets to purchase 6,417 spots (paid and bonus) and garner over 45 million impressions.</p> <p><b>Holiday DUI:</b> The Holiday DUI campaign reached men 21 - 34 years old with a campaign designed to speak to them at decision-making times, reaching them on their way to social gatherings and while out at the bar, holiday parties or sporting events. The media campaign ran from November 16, 2015, to January 1, 2016. We developed a unique partnership with ridesharing company, Uber, to help fund the campaign, allowing us to deploy our messages directly to bars in Seattle, Spokane, Yakima, Tri-Cities, and Vancouver. The program included bathroom mirror clings, vinyl bathroom stall posters, coasters, and table toppers. The message used the National Highway Traffic Safety Administration (NHTSA) developed snowman series combined with a "First Ride Free Up to \$20" Uber offer. This program placed our messages in 487 locations and we received a bonus week of time that the campaign ran. In addition, we bought 5,388 spots (paid and bonus) on TV, radio, and digital outlets. The entire campaign garnered over 75.5 million impressions.</p> <p><b>Summer DUI:</b> Washington continues to see historic decreases in alcohol impaired driving, but also historic increases in drug impaired driving. Therefore, the Summer/Labor Day DUI campaign focused on the message: "Drunk, Drugs, or High, It's a DUI." We targeted this message primarily at young male drivers who were between ages 21 and 34. The purchase ran August 15 to September 5, 2016. The strategy employed radio, digital outlets, TV, cable, and Hispanic television. The purchased 6,723 spots (paid and bonus) garnered more than 36.5 million impressions. Radio and TV utilized WTSC's newly developed "Drunk, Drugs, or High, It's a DUI" PSAs and recorded DJ reads. A partnership with the Seattle Mariners provided live in-game graphics and voiceovers at games, as well as posters displayed throughout the stadium.</p> |  |                                   |
| Fund Source<br>405d  | Amount Approved<br>\$1,037,000               | Amount Expended<br>\$1,004,586    |

| Project Title  | Federal Project # | Program Manager |                |          |              |                |                               |     |                       |              |      |     |     |              |                    |   |   |           |            |   |   |           |
|--|-------------------|-----------------|----------------|----------|--------------|----------------|-------------------------------|-----|-----------------------|--------------|------|-----|-----|--------------|--------------------|---|---|-----------|------------|---|---|-----------|
| Bellingham Police Department Targeted DUI Project  | AL16-03           | Edica Esqueda   |                |          |              |                |                               |     |                       |              |      |     |     |              |                    |   |   |           |            |   |   |           |
| <p><b>Description:</b> The Bellingham Police Department (BPD) Targeted DUI Project increases DUI patrols by scheduling two officers to work aggressive nighttime enforcement. The BPD project goal is to reduce nighttime crashes in the city of Bellingham by 6 percent. Nighttime crashes are those that occur between 6:00 p.m. and 6:00 a.m. The 6 percent goal was chosen as it matched the statewide goal for the Target Zero Program. To accomplish this, officers signed up for overtime shifts for DUI patrols. BPD coordinated with the WSP and the Whatcom County Sheriff's Office so their units could plan to focus more of their enforcement further out on the rural roadways, increasing the effectiveness of the patrols. BPD also worked to publicize the patrols in order to exemplify the strategy of HVE. Their strategies will include Facebook posts and alerts on their new variable message board. This is the second year funding has been provided for this project.</p> <p><b>Results:</b> BPD exceeded their nighttime crash reduction goal by achieving an 8 percent reduction from 388 nighttime crashes in FFY 2015 to 357 in FFY 2016. They also increased DUI arrests by 20 percent from 214 in FFY 2015 to 257 in FFY 2016. Bellingham had two vehicular assaults and no fatal crashes in both years.</p> |                   |                 |                |          |              |                |                               |     |                       |              |      |     |     |              |                    |   |   |           |            |   |   |           |
| <table border="1"> <thead> <tr> <th>Performance</th> <th>FFY 2015</th> <th>FFY 2016</th> <th>Percent Change</th> </tr> </thead> <tbody> <tr> <td>Night Time Collisions</td> <td>388</td> <td>357</td> <td>8% reduction</td> </tr> <tr> <td>DUIs</td> <td>214</td> <td>257</td> <td>20% increase</td> </tr> <tr> <td>Vehicular assaults</td> <td>2</td> <td>2</td> <td>No change</td> </tr> <tr> <td>Fatalities</td> <td>0</td> <td>0</td> <td>No change</td> </tr> </tbody> </table>   |                   |                 | Performance    | FFY 2015 | FFY 2016     | Percent Change | Night Time Collisions         | 388 | 357                   | 8% reduction | DUIs | 214 | 257 | 20% increase | Vehicular assaults | 2 | 2 | No change | Fatalities | 0 | 0 | No change |
| Performance  | FFY 2015          | FFY 2016        | Percent Change |          |              |                |                               |     |                       |              |      |     |     |              |                    |   |   |           |            |   |   |           |
| Night Time Collisions  | 388               | 357             | 8% reduction   |          |              |                |                               |     |                       |              |      |     |     |              |                    |   |   |           |            |   |   |           |
| DUIs   | 214               | 257             | 20% increase   |          |              |                |                               |     |                       |              |      |     |     |              |                    |   |   |           |            |   |   |           |
| Vehicular assaults   | 2                 | 2               | No change      |          |              |                |                               |     |                       |              |      |     |     |              |                    |   |   |           |            |   |   |           |
| Fatalities   | 0                 | 0               | No change      |          |              |                |                               |     |                       |              |      |     |     |              |                    |   |   |           |            |   |   |           |
| <table border="1"> <thead> <tr> <th>Activity</th> <th>FFY 2016</th> </tr> </thead> <tbody> <tr> <td>Hours Worked</td> <td>304.2</td> </tr> <tr> <td>DUI arrests on grant overtime</td> <td>37</td> </tr> <tr> <td>Hours per DUI Arrests</td> <td>8.22</td> </tr> </tbody> </table>   |                   |                 | Activity       | FFY 2016 | Hours Worked | 304.2          | DUI arrests on grant overtime | 37  | Hours per DUI Arrests | 8.22         |      |     |     |              |                    |   |   |           |            |   |   |           |
| Activity   | FFY 2016          |                 |                |          |              |                |                               |     |                       |              |      |     |     |              |                    |   |   |           |            |   |   |           |
| Hours Worked   | 304.2             |                 |                |          |              |                |                               |     |                       |              |      |     |     |              |                    |   |   |           |            |   |   |           |
| DUI arrests on grant overtime  | 37                |                 |                |          |              |                |                               |     |                       |              |      |     |     |              |                    |   |   |           |            |   |   |           |
| Hours per DUI Arrests  | 8.22              |                 |                |          |              |                |                               |     |                       |              |      |     |     |              |                    |   |   |           |            |   |   |           |
| Fund Source  | Amount Approved   | Amount Expended |                |          |              |                |                               |     |                       |              |      |     |     |              |                    |   |   |           |            |   |   |           |
| 402  | \$31,784          | \$24,776        |                |          |              |                |                               |     |                       |              |      |     |     |              |                    |   |   |           |            |   |   |           |

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| Thurston County Party Intervention Patrol   | AL16-02           | Jerry Noviello  |
| <p><b>Description:</b> The Thurston County Prosecuting Attorney's Office declined to accept this grant award at the start of the fiscal year. Funds were redirected to a Party Intervention Patrol (PIP) project hosted by the Sumner Police Department. This project used multijurisdictional, HVE combined with brief intervention and screening of youth arrested.</p> <p><b>Results:</b> From May-September, six PIPs were conducted in Pierce County. These patrols were multi-agency and had a specific geographic target each night. Zero underage drinking parties were discovered by the PIP enforcement teams. The planning team is evaluating its enforcement model and will implement changes moving into the next fiscal year.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| 402   | \$25,000          | \$22,264        |

| Project Title  | Federal Project #           | Program Manager             |
|--|-----------------------------|-----------------------------|
| Okanogan Community Coalition<br>Underage Enforcement   | AL16-04                     | Edica Esqueda               |
| <p><b>Description:</b> The Okanogan Community Coalition (OCC) proposed to expand the current city of Omak project, which modifies the PIP model to accommodate rural challenges. The project included Washington Fish and Wildlife, WSP, and Colville Tribal Police to allow the project to cover a broader geographic area. The OCC worked with local law enforcement agencies to ensure each event met HVE requirements and used local and social media before, during, and after the event to publicize the patrols.</p> <p><b>Results:</b> OCC increased public awareness of HVE enforcement patrols using local and social media before, during, and after each event. They also built collaboration with more agencies which provided for additional jurisdiction coverage. Their activity included three PIP enforcement patrols, six compliance check operations, five patrols focused around school events such as senior skip day, prom and graduation. They conducted outreach by attending “Back to School – Listen2yourSelfie” presentations and “Pokémon go in the Park.” The goal of the project was to maintain gains achieved during a prior prevention grant in previous years. OCC reports that the average rate of past 30 day alcohol use among high school students was maintained at 12 percent. In addition they report that the percentage of students who say they do not ride in a car with someone who has been using alcohol was also maintained.</p> |                             |                             |
| Fund Source<br>402   | Amount Approved<br>\$50,000 | Amount Expended<br>\$47,917 |

| Project Title  | Federal Project #            | Program Manager             |
|--|------------------------------|-----------------------------|
| Vancouver and Clark County Impaired<br>Driving Enforcement   | M6X16-09                     | Edica Esqueda               |
| <p><b>Description:</b> The Vancouver Police Department coordinates this regional evidence-based project based on a multi-agency initiative to reduce and prevent impaired driving fatalities in Clark County. They developed a coalition of partners focusing on impaired driving issues while monitoring other traffic safety concerns such as distracted driving and pedestrian safety. The coalition had representation from local law enforcement, judicial, prosecutorial, release supervision partners, therapeutic courts, liquor control board, and media partners. The project was designed to be similar to TZT.</p> <p><b>Results:</b> The Vancouver Police Department DUI Enforcement project conducted DUI enforcement events at the Vancouver Fourth of July Celebration, Battle Ground Harvest Days, the Washougal Motocross, and Vancouver Brewfest. They developed and provided in-service training for citizen volunteers in DUI detection, personal safety, and procedures for reporting a live incident to officers on duty. A new module on impaired driving detection was developed for future citizen academy training. The project provided wet lab training to prosecutors, and sent officers and prosecutors to the 2015 WTSC Traffic Safety Conference and 2016 GHSA Annual Meeting.</p> <p>All HVE campaigns were coupled with media and outreach efforts by the Vancouver Police Department’s Public Information Officer (PIO). The PIO purchased media bus tail and digital ads to promote the DUI enforcement. A media release explaining the focus of the enforcement, dates, and participating agencies preceded each enforcement event and was published in the local newspaper. Other media components included social media announcements on the Vancouver Police Department Facebook and Twitter pages. Lastly, as part of the St. Patrick’s Day campaign, a partnership with UBER reduced ride rates to Vancouver/Clark County residents as a tool to keep impaired drivers off the roadway.</p> |                              |                             |
| Fund Source<br>405d  | Amount Approved<br>\$150,000 | Amount Expended<br>\$63,136 |

|  |                               |                                 |
|--|-------------------------------|---------------------------------|
| Project Title<br>Seattle Police Department Impaired Driving Initiative | Federal Project #<br>M6X16-08 | Program Manager<br>Mark Medalen |
|--|-------------------------------|---------------------------------|

**Description:** Seattle Police Department (SPD) is the largest law enforcement agency in the state of Washington with 1,200+ commissioned officers. This grant provides the SPD with impaired driving enforcement trainings including Advanced Roadside Impaired Driving Enforcement (ARIDE), Standard Field Sobriety Testing (SFST) and refreshers, DUI refreshers, and Drug Recognition Expert (DRE) Field Certifications. By increasing the number of SPD officers trained, SPD hopes to see increases in DUI arrests and reductions in fatal and serious injury crashes in Seattle and beyond.

**Results:** Overall, for each quarter of the grant that was actively being worked, there was an average of 8.67 percent increase in the number of DUI arrests over that same period from the previous year.

With these grant funds SPD was able to conduct the following trainings:

- 2 SFST classes with wet labs - 43 SPD Officers, 2 Bellevue PD officers and 2 toxicologists
- 2 ARIDE classes - 30 SPD officers, 3 WSP, 2 KCSO, 1 Bellevue PD
- 6 - 4-hour SW classes - 48 SPD officers, 4 KCSO
- 2 - 4 hour DUI courtroom testimony classes - 9 SPD officers, 2 KCSO, 1 Bellingham PD
- 6 BAC operator classes - 4 SPD officers, 3 UWPDP, 2 Bellevue PD, 1 Duvall PD
- 27 BAC Refresher classes - 120 SPD Officers, 11 UWPDP
- Prosecutor SFST introduction and demonstration class w/wet lab - 13 prosecutors
- Assisted with SFST class for Skagit Valley College, 28 park ranger students
- Presented at a spring forum at Children's Hospital regarding adolescent addiction for parents - 50 attendees
- Prosecutor boot camp at CJTC w/ Moses Garcia -30 prosecutors
- UWPDP SFST refresher class at UWPDP - 11 UWPDP officers
- Taught DRE School in July - 7 officers and troopers

|                     |                             |                             |
|---------------------|-----------------------------|-----------------------------|
| Fund Source<br>405d | Amount Approved<br>\$60,000 | Amount Expended<br>\$55,930 |
|---------------------|-----------------------------|-----------------------------|

|  |                               |                                  |
|--|-------------------------------|----------------------------------|
| Project Title<br>Home Safe Bar Program | Federal Project #<br>M6X16-11 | Program Manager<br>Edica Esqueda |
|--|-------------------------------|----------------------------------|

**Description:** The Home Safe Bar Program increases the involvement of Liquor Cannabis Board (LCB) enforcement during impaired driving crackdowns. This collaborative effort addresses the licensees identified during the enforcement effort with an educational emphasis on laws, historical data associated with the establishment, and results from the crackdown. The approach assists in achieving the goal of compliance that will lead to a reduction of impaired driving.

**Results:** This funding was used to allow the Liquor Cannabis board to support county-level Home Safe Bar Programs. The program incorporated law enforcement leaders and LCB enforcement officers together to address areas of concern in Pierce and Spokane Counties.

|                     |                             |                             |
|---------------------|-----------------------------|-----------------------------|
| Fund Source<br>405d | Amount Approved<br>\$25,000 | Amount Expended<br>\$15,211 |
|---------------------|-----------------------------|-----------------------------|

| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| Traffic Safety Resource Prosecutor<br>(King County)  | M6X16-04          | Mark Medalen    |
| <p><b>Description:</b> The Traffic Safety Resource Prosecutor (TSRP) program is identified in the Target Zero plan as a best practice to reduce the incidence of impaired driving. TSRPs have access to the state’s experts in BAC testing, toxicology, SFST, Ignition Interlock, and DRE programs. These programs comprise the bulk of the issues, which make DUI cases scientifically complex and are often the topic of defense counsel challenges. Easy access to these resources on behalf of statewide prosecutors is a tremendous benefit for our state’s many prosecutors. This grant continues to expand the state’s TSRP program through online training and resources with the Training Unit of the King County Sheriff’s Office.</p> <p><b>Results:</b> Hands-on training of 134 hours was provided to 3,396 class participants—law enforcement officers, prosecutors, and judges across the state in a variety of areas of impaired driving enforcement and legal updates.</p> <p>The state of the DUI law is continually changing. Legal marijuana and electronic warrants for blood draws are just two of the major challenges in DUI prevention and conviction. The many legal changes and court opinions have created an even greater need for basic training for law enforcement officers and prosecutors as the fundamental protocol for enforcement and prosecution of DUIs and other impaired driving crimes has changed dramatically. The TSRP program is actively offering assistance at all levels from training, policy input, supporting programs to alleviate the strain of an increase in search warrants, legal argument and brief drafting, and legislative proposals.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| 405d   | \$170,000         | \$151,993       |

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| Traffic Safety Resource Prosecutor<br>(Statewide)   | M6X16-03          | Mark Medalen    |
| <p><b>Description:</b> The TSRP program is identified in the Target Zero plan as a best practice to reduce the incidence of impaired driving. One of the state’s TSRPs is housed in the Municipal Research and Services Center (MRSC). The TSRPs have access to the state’s experts in BAC testing, toxicology, SFST, Ignition Interlock, and DRE programs. These programs comprise the bulk of the issues, which make DUI cases scientifically complex and are often the area’s defense counsel challenge. Easy access to these resources on behalf of statewide prosecutors is a tremendous benefit for our state’s many prosecutors.</p> <p><b>Results:</b> FFY 2016 continued the very active demand for the specialized services of the TSRP program. Hands-on training of 134 hours was provided to 1,107 participants—law enforcement officers, prosecutors, and judges across the state in a variety of areas of impaired driving enforcement and legal updates.</p> <p>The state of the DUI law is continually changing. Legal marijuana and electronic warrants for blood draws are just two of the major challenges in DUI prevention and conviction. The many legal changes and court opinions have created an even greater need for basic training for law enforcement officers and prosecutors as the fundamental protocol for enforcement and prosecution of DUIs and other impaired driving crimes has changed dramatically. The TSRP program is actively offering assistance at all levels from training, policy input, supporting programs to alleviate the strain of an increase in search warrants, legal argument and brief drafting, and legislative proposals.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| 405d  | \$170,000         | \$165,011       |

| Project Title  | Federal Project # | Program Manager |       |        |         |       |                          |     |     |     |                           |   |   |   |                    |    |     |     |                        |    |    |     |                                      |    |   |    |
|--|-------------------|-----------------|-------|--------|---------|-------|--------------------------|-----|-----|-----|---------------------------|---|---|---|--------------------|----|-----|-----|------------------------|----|----|-----|--------------------------------------|----|---|----|
| Eastern WA TZT   | M6X16-07          | Edica Esqueda   |       |        |         |       |                          |     |     |     |                           |   |   |   |                    |    |     |     |                        |    |    |     |                                      |    |   |    |
| <p><b>Description:</b> TZT in Yakima and Spokane Counties use the proven HVE model, which are multijurisdictional patrols combined with media outreach to educate the public about the dangers of impaired driving and the reasons for these patrols. Media efforts will provide educational information quarterly in high fatality and serious injury locations by use of billboards, bus ads, variable message boards, public service announcements, and earned media events. This project will also utilize the Home Safe Bar Program - education and compliance visits by local law enforcement officers and LCB officers on the evenings of enforcement patrols in high crash areas. The program will take place monthly in at least one of these two counties. The TZT project also gives the local media the opportunity to ride along with patrol officers to learn more about the project and generate stories to educate the public. All local efforts will be reviewed and evaluated at monthly local task force meetings. The task force is comprised of representatives from engineering, law enforcement, education, prevention, health, insurance, and citizens working toward Target Zero goals.</p> <p><b>Results:</b></p> <table border="1"> <thead> <tr> <th></th> <th>Yakima</th> <th>Spokane</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td><b>Number of Patrols</b></td> <td>110</td> <td>110</td> <td>220</td> </tr> <tr> <td><b>Number of Agencies</b></td> <td>3</td> <td>4</td> <td>7</td> </tr> <tr> <td><b>DUI Arrests</b></td> <td>95</td> <td>100</td> <td>195</td> </tr> <tr> <td><b>Speed Citations</b></td> <td>62</td> <td>40</td> <td>102</td> </tr> <tr> <td><b>Occupant Protection Citations</b></td> <td>40</td> <td>1</td> <td>41</td> </tr> </tbody> </table> |                   |                 |       | Yakima | Spokane | Total | <b>Number of Patrols</b> | 110 | 110 | 220 | <b>Number of Agencies</b> | 3 | 4 | 7 | <b>DUI Arrests</b> | 95 | 100 | 195 | <b>Speed Citations</b> | 62 | 40 | 102 | <b>Occupant Protection Citations</b> | 40 | 1 | 41 |
|  | Yakima            | Spokane         | Total |        |         |       |                          |     |     |     |                           |   |   |   |                    |    |     |     |                        |    |    |     |                                      |    |   |    |
| <b>Number of Patrols</b>   | 110               | 110             | 220   |        |         |       |                          |     |     |     |                           |   |   |   |                    |    |     |     |                        |    |    |     |                                      |    |   |    |
| <b>Number of Agencies</b>  | 3                 | 4               | 7     |        |         |       |                          |     |     |     |                           |   |   |   |                    |    |     |     |                        |    |    |     |                                      |    |   |    |
| <b>DUI Arrests</b>   | 95                | 100             | 195   |        |         |       |                          |     |     |     |                           |   |   |   |                    |    |     |     |                        |    |    |     |                                      |    |   |    |
| <b>Speed Citations</b>   | 62                | 40              | 102   |        |         |       |                          |     |     |     |                           |   |   |   |                    |    |     |     |                        |    |    |     |                                      |    |   |    |
| <b>Occupant Protection Citations</b>   | 40                | 1               | 41    |        |         |       |                          |     |     |     |                           |   |   |   |                    |    |     |     |                        |    |    |     |                                      |    |   |    |
| Fund Source  | Amount Approved   | Amount Expended |       |        |         |       |                          |     |     |     |                           |   |   |   |                    |    |     |     |                        |    |    |     |                                      |    |   |    |
| 405d   | \$148,000         | \$113,000       |       |        |         |       |                          |     |     |     |                           |   |   |   |                    |    |     |     |                        |    |    |     |                                      |    |   |    |

| Project Title  | Federal Project # | Program Manager |  |         |          |            |   |    |       |    |     |       |   |     |                |   |   |                    |    |     |                      |   |    |             |   |    |        |    |       |     |    |     |
|--|-------------------|-----------------|--|---------|----------|------------|---|----|-------|----|-----|-------|---|-----|----------------|---|---|--------------------|----|-----|----------------------|---|----|-------------|---|----|--------|----|-------|-----|----|-----|
| WSP Impaired Driving Section   | M6X16-05          | Mark Medalen    |  |         |          |            |   |    |       |    |     |       |   |     |                |   |   |                    |    |     |                      |   |    |             |   |    |        |    |       |     |    |     |
| <p><b>Description:</b> The WSP Impaired Driving Section (IDS) administers impaired driving and traffic safety projects primarily focused on strategies designed to further Target Zero goals. This grant provides assistance to the IDS to manage the statewide DREs, Ignition Interlock Device (IID), and SFST programs, and manage/operate the Mobile Impaired Driving Unit (MIDU) at events statewide.</p> <p><b>Results:</b></p> <p><b>FFY2016</b></p> <table border="1"> <thead> <tr> <th></th> <th>Classes</th> <th>Students</th> </tr> </thead> <tbody> <tr> <td>DRE School</td> <td>2</td> <td>16</td> </tr> <tr> <td>ARIDE</td> <td>19</td> <td>263</td> </tr> <tr> <td>DITEP</td> <td>6</td> <td>131</td> </tr> <tr> <td>DRE Instructor</td> <td>1</td> <td>4</td> </tr> <tr> <td>Drugs/DUI Overview</td> <td>32</td> <td>649</td> </tr> <tr> <td>Field Certifications</td> <td>2</td> <td>16</td> </tr> <tr> <td>Final Exams</td> <td>2</td> <td>16</td> </tr> <tr> <td>Public</td> <td>53</td> <td>3,272</td> </tr> <tr> <td>BAC</td> <td>15</td> <td>106</td> </tr> </tbody> </table> |                   |                 |  | Classes | Students | DRE School | 2 | 16 | ARIDE | 19 | 263 | DITEP | 6 | 131 | DRE Instructor | 1 | 4 | Drugs/DUI Overview | 32 | 649 | Field Certifications | 2 | 16 | Final Exams | 2 | 16 | Public | 53 | 3,272 | BAC | 15 | 106 |
|  | Classes           | Students        |  |         |          |            |   |    |       |    |     |       |   |     |                |   |   |                    |    |     |                      |   |    |             |   |    |        |    |       |     |    |     |
| DRE School   | 2                 | 16              |  |         |          |            |   |    |       |    |     |       |   |     |                |   |   |                    |    |     |                      |   |    |             |   |    |        |    |       |     |    |     |
| ARIDE  | 19                | 263             |  |         |          |            |   |    |       |    |     |       |   |     |                |   |   |                    |    |     |                      |   |    |             |   |    |        |    |       |     |    |     |
| DITEP  | 6                 | 131             |  |         |          |            |   |    |       |    |     |       |   |     |                |   |   |                    |    |     |                      |   |    |             |   |    |        |    |       |     |    |     |
| DRE Instructor   | 1                 | 4               |  |         |          |            |   |    |       |    |     |       |   |     |                |   |   |                    |    |     |                      |   |    |             |   |    |        |    |       |     |    |     |
| Drugs/DUI Overview   | 32                | 649             |  |         |          |            |   |    |       |    |     |       |   |     |                |   |   |                    |    |     |                      |   |    |             |   |    |        |    |       |     |    |     |
| Field Certifications   | 2                 | 16              |  |         |          |            |   |    |       |    |     |       |   |     |                |   |   |                    |    |     |                      |   |    |             |   |    |        |    |       |     |    |     |
| Final Exams  | 2                 | 16              |  |         |          |            |   |    |       |    |     |       |   |     |                |   |   |                    |    |     |                      |   |    |             |   |    |        |    |       |     |    |     |
| Public   | 53                | 3,272           |  |         |          |            |   |    |       |    |     |       |   |     |                |   |   |                    |    |     |                      |   |    |             |   |    |        |    |       |     |    |     |
| BAC  | 15                | 106             |  |         |          |            |   |    |       |    |     |       |   |     |                |   |   |                    |    |     |                      |   |    |             |   |    |        |    |       |     |    |     |



|              |            |              |
|--------------|------------|--------------|
| SFST         | 62         | 574          |
| Wet Lab      | 13         | 408          |
| <b>TOTAL</b> | <b>207</b> | <b>5,455</b> |

The goal of the WSP’s IDS is to use the MIDU during at least 30 DUI emphasis patrols throughout the year in consultation with WSP districts, local allied police agencies, TZT, TZMs, and Law Enforcement Liaisons (LEL). In addition, the MIDU is also used at community events, fairs, recruitment events, and other community service functions to better inform the motoring public about impaired driving issues.

From October 1, 2015, to September 30, 2016, the MIDU was deployed 25 times to assist DUI emphasis patrols around the state of Washington. During this time 115 DUIs were processed inside the MIDU.

| Fund Source | Amount Approved | Amount Expended |
|-------------|-----------------|-----------------|
| 405d        | \$435,000       | \$324,080       |

# SPEEDING

## Overview

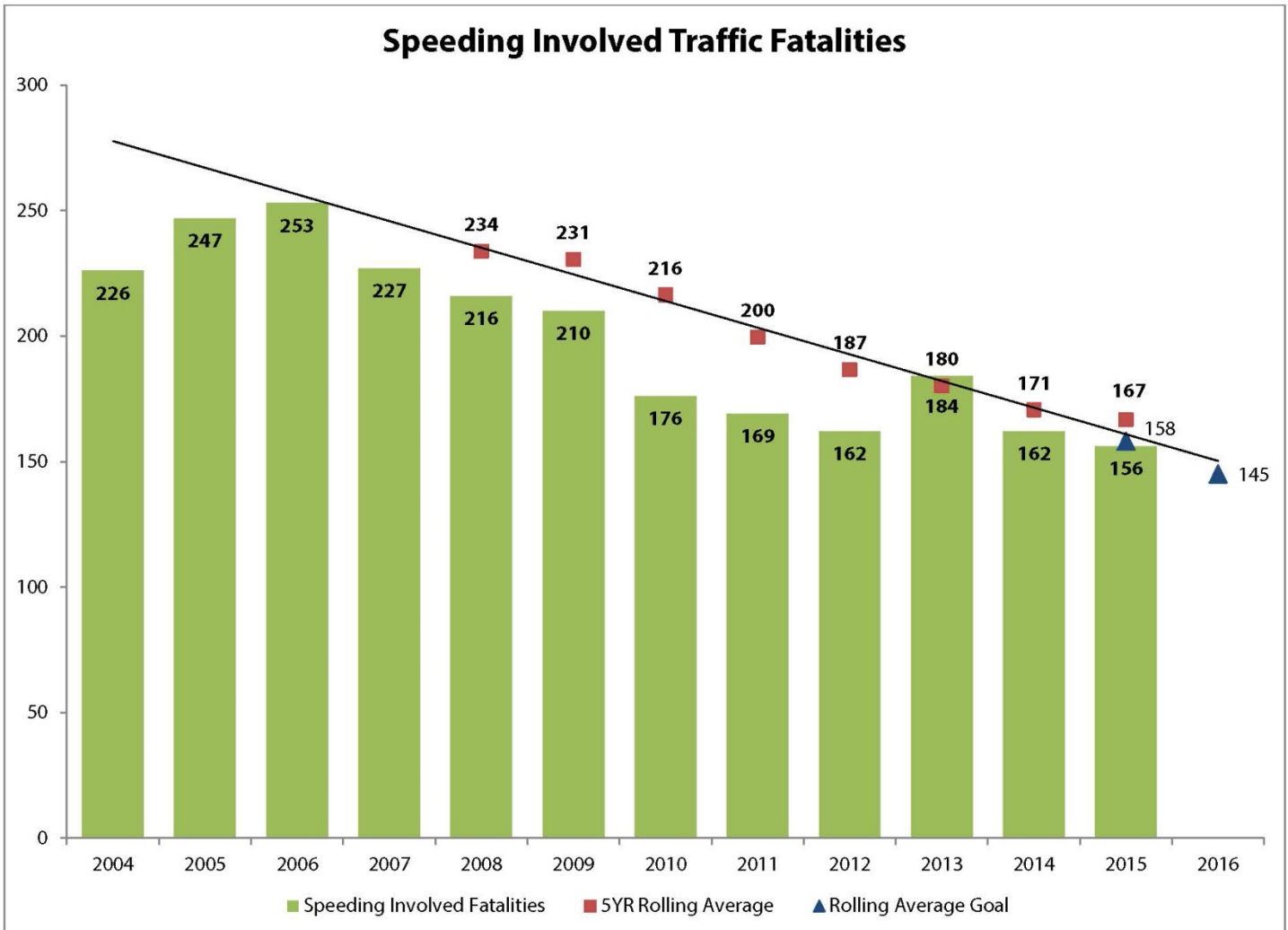
From 2013-2015, speeding was a factor in 34.6 percent of traffic fatalities and 25.9 percent of serious injuries. Speeding involved fatalities decreased 1.0 percent in 2013-2015 (502) compared to 2010-2012 (507). During this same time period, speeding involved serious injuries decreased by 15.9 percent (1,853 to 1,559).

## Performance Analysis

### Speeding Involved Fatalities

**Performance Measure:** Decrease speeding involved fatalities by 13.2 percent from the 2011-2015 five-year rolling average of 167 to 145 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there 167 speeding involved fatalities, missing the HSP 2015 goal of 158 by 5.7 percent.

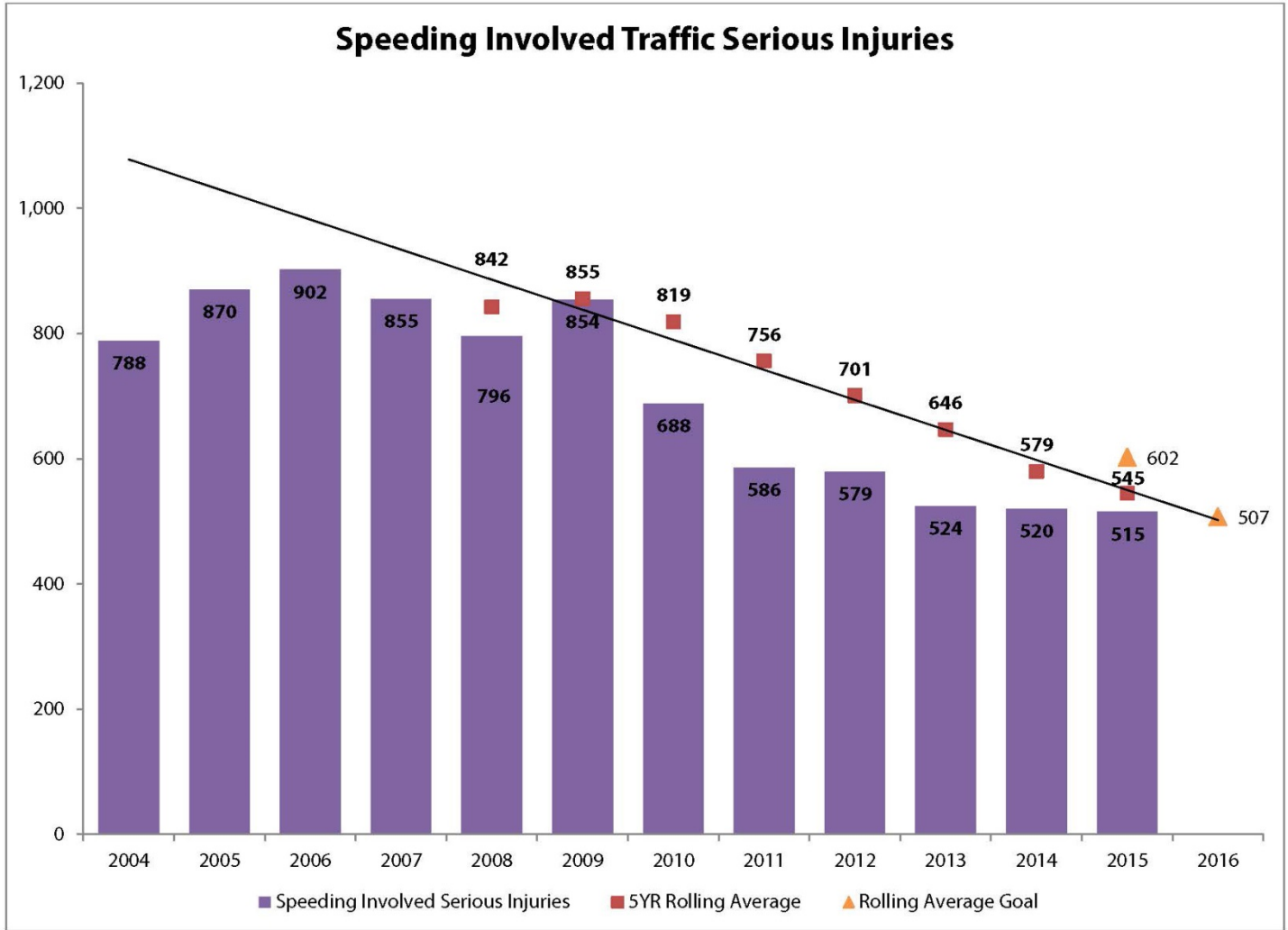


SOURCE: WA FARS

## Speeding Involved Serious Injuries

**Performance Measure:** Decrease speeding involved serious injuries by 13.2 percent from the 2011-2015 five-year rolling average of 545 to 507 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there 545 speeding involved serious injuries, achieving the HSP 2015 goal of 602 by 9.5 percent.



SOURCE: WA FARS

## FFY 2016 Speeding Projects

| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| Local Speed Projects   | SE16-02           | Jerry Noviello  |
| <p><b>Description:</b> This project built on what was learned with the two county-level speed pilot projects in FFY2015 and developed two additional projects in other areas. The selection of these additional areas was done through collaboration with the Washington State Department of Transportation (WSDOT) and included the implementation of engineering, education, and enforcement components.</p> <p><b>Results:</b> The two projects that were created with this funding were in the city of Auburn and WTSC Region 12, hosted by Wenatchee Police Department. Both projects included a combination of enforcement and outreach utilizing paid and earned media as well as roadside electronic messaging signs.</p> <p>Due to weather related constraints, WTSC Region 12 conducted the bulk of its patrols in June. During the month of June, 284.5 hours of overtime speed enforcement was paid for with these funds. That enforcement resulted in 805 contacts, of which 401 were for speeding, 1 DUI arrest, and 17 arrests for other offenses.</p> <p>Auburn Police Department conducted all of their overtime enforcement between July and September. In these months, 191.5 hours of overtime enforcement was conducted. That enforcement resulted in 717 contacts, of which 531 were for speeding.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| 402  | \$80,000          | \$75,894        |

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| Thurston County Speed Reduction Project   | M1*SE16-02        | Jerry Noviello  |
| <p><b>Description:</b> The Thurston County speed reduction project is a community-level pilot project aimed at identifying and implementing interventions that hold promise for reducing speed-caused fatal and serious injury collisions. In the second year of this pilot project, Thurston County will utilize a combination of education, engineering, and enforcement to reduce speeding throughout the county. The SHSP identifies speeding as a level one priority and the third largest cause of fatal collisions. The Thurston speed eradication team's project is based on the best practice corridor model and incorporates a strong evaluation that will be developed in collaboration with the WTSC Research and Data Division. This project also includes the purchase of two additional mobile speed feedback signs to be utilized by local law enforcement or engineers.</p> <p><b>Results:</b> Enforcement campaigns were conducted throughout the fiscal year, focusing on spring-summer. Public outreach included paid and donated radio ads that ran in conjunction with the enforcement periods, as well as locally led outreach from a high school student who made speed reduction a priority for a service project. This outreach included interviews with media, stakeholder groups, and school presentations at many high schools in Thurston County.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| 405b  | \$51,000          | \$35,388        |

|   |   |   |
|---|---|---|
| <p>Project Title<br/>Kitsap County Speed Reduction Project</p>  | <p>Federal Project #<br/>M1*SE16-01</p> | <p>Program Manager<br/>Jerry Noviello</p> |
| <p><b>Description:</b> The Kitsap County Speed Reduction Project is a community-level pilot project aimed at identifying and implementing interventions that hold promise for reducing speed-caused fatal and serious injury collisions. In the second year of this pilot project, Kitsap County will utilize a combination of education, engineering, and enforcement to reduce speeding throughout the county. The SHSP identifies speeding as a level one priority and the third largest cause of fatal collisions. The Thurston speed eradication team’s project is based on the best practice corridor model and incorporates a strong evaluation that will be developed in collaboration with the WTSC Research and Data Division.</p> <p><b>Results:</b> Enforcement and public outreach campaigns were conducted throughout the fiscal year. These patrols were multijurisdictional and were supported by all local, county, and state law enforcement agencies in Kitsap County. During FFY2016, there were over 180 hours of overtime worked on this project, and 23 hours of regular time that was donated by participating agencies. The results of these enforcement efforts include: 629 contacts, of which 348 were for speeding, 2 DUI arrests, and 6 arrests for other offenses.</p> |   |   |
| <p>Fund Source<br/>405b</p>   | <p>Amount Approved<br/>\$40,000</p>     | <p>Amount Expended<br/>\$32,605</p>       |

# YOUNG DRIVERS

## Overview

Among drivers involved in fatal collisions, drivers age 16 - 25 have higher incidences of speeding, improper passing, and impairment compared to drivers ages 26 and older.

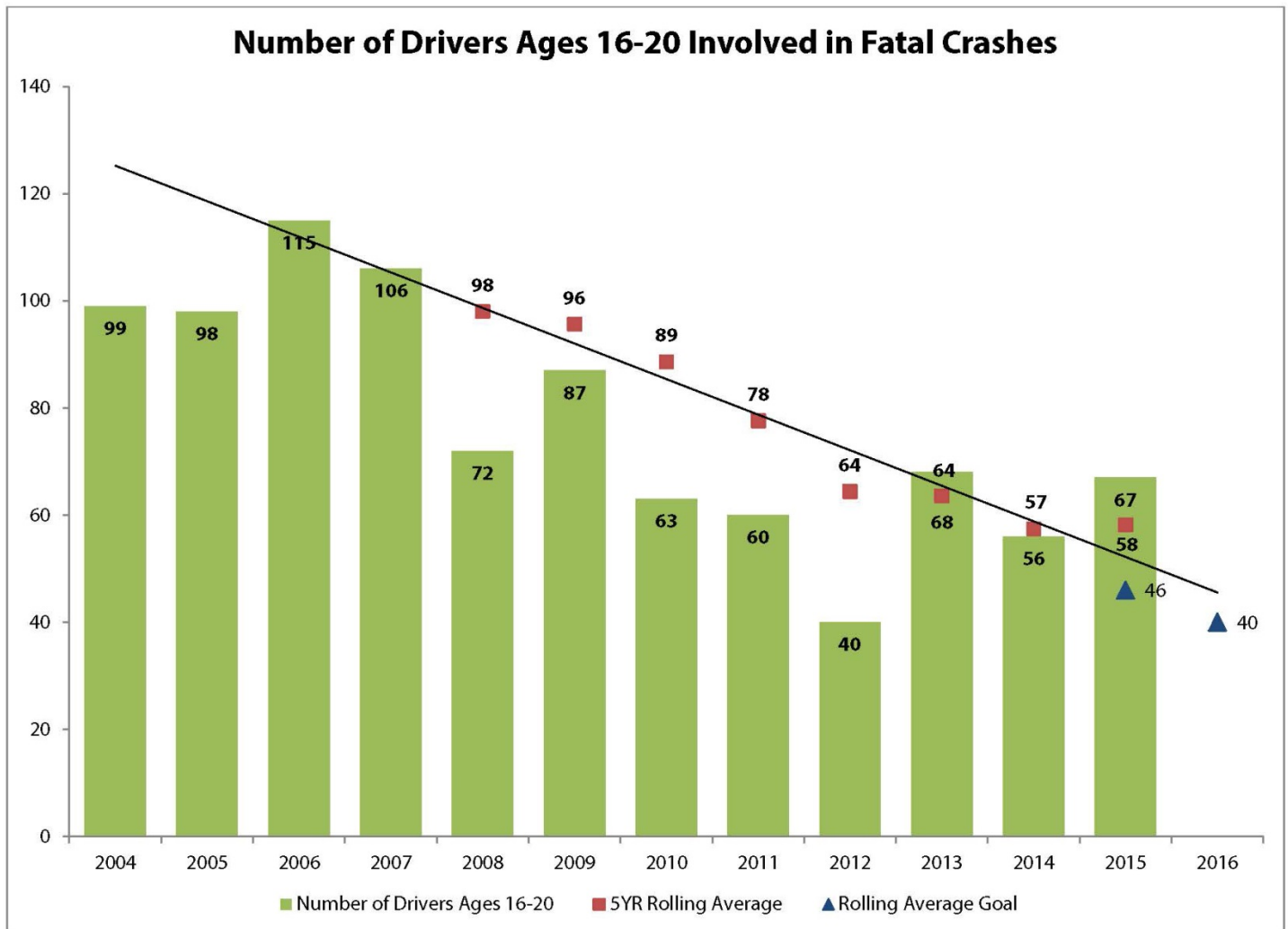
From 2013-2015, 32.7 percent of traffic fatalities and 34.1 percent of serious injuries involved drivers age 16-25. Young driver involved fatalities increased 8.7 percent compared to 2010-2012 (436 to 474). During this same time period, young driver involved serious injuries decreased by 17.4 percent (2,482 to 2,049).

## Performance Analysis

### Drivers Age 16 - 20 Involved in Fatal Crashes

**Performance Measure:** Decrease the number of drivers age 16 - 20 involved in fatal collisions by 31 percent from the 2011-2015 five-year rolling average of 58 to 40 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 58 drivers age 16 - 20 involved in fatal collisions, missing the HSP 2015 goal of 46 by 26.1 percent.

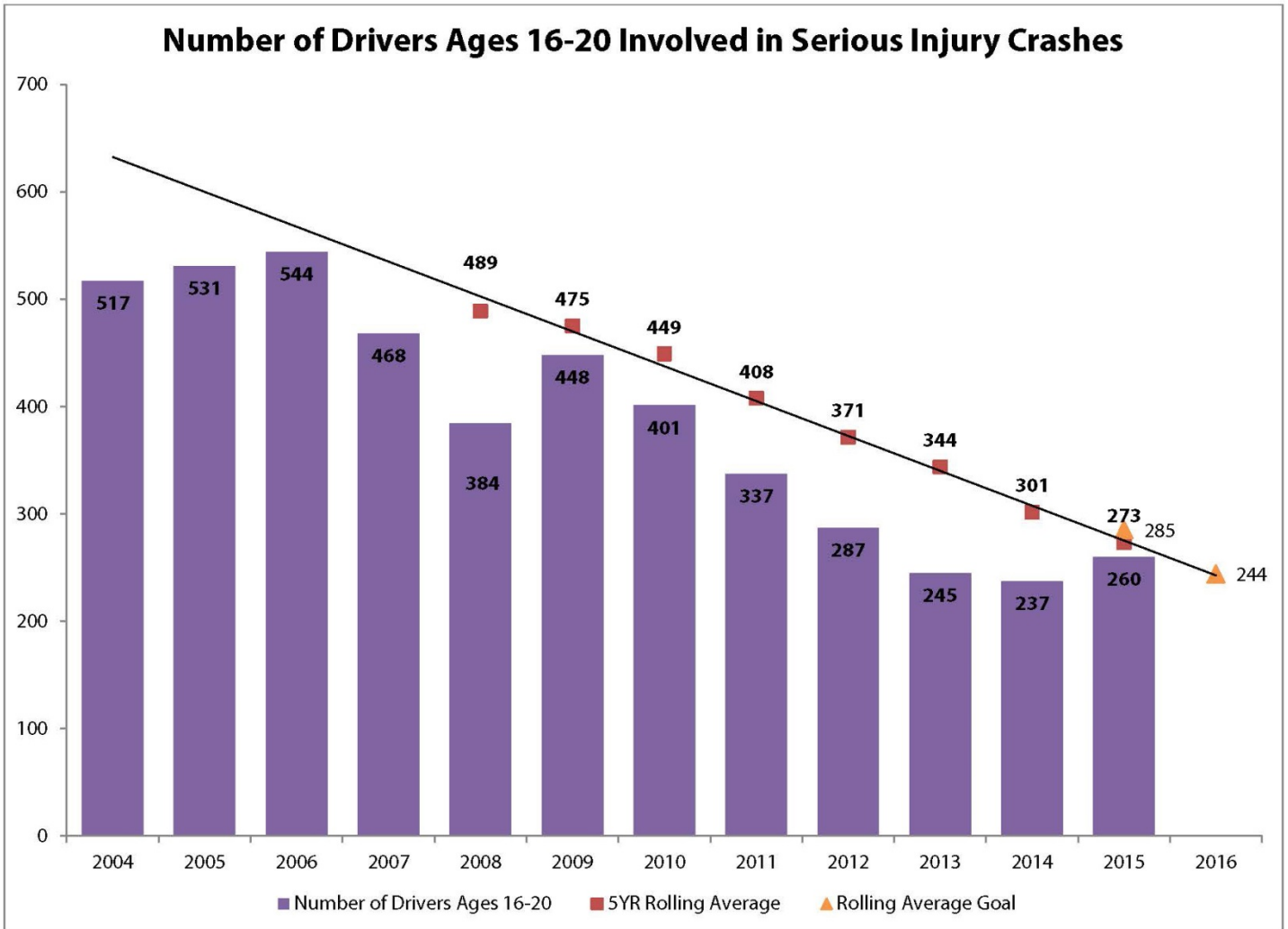


SOURCE: WA FARS

## Drivers Age 16 - 20 Involved in Serious Injury Crashes

**Performance Measure:** Decrease the number of drivers age 16 - 20 involved in serious injury collisions by 10.6 percent from the 2011-2015 five-year rolling average of 273 to 244 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 273 drivers age 16 - 20 involved in serious injury collisions, achieving the HSP 2015 goal of 285 by 4.2 percent.



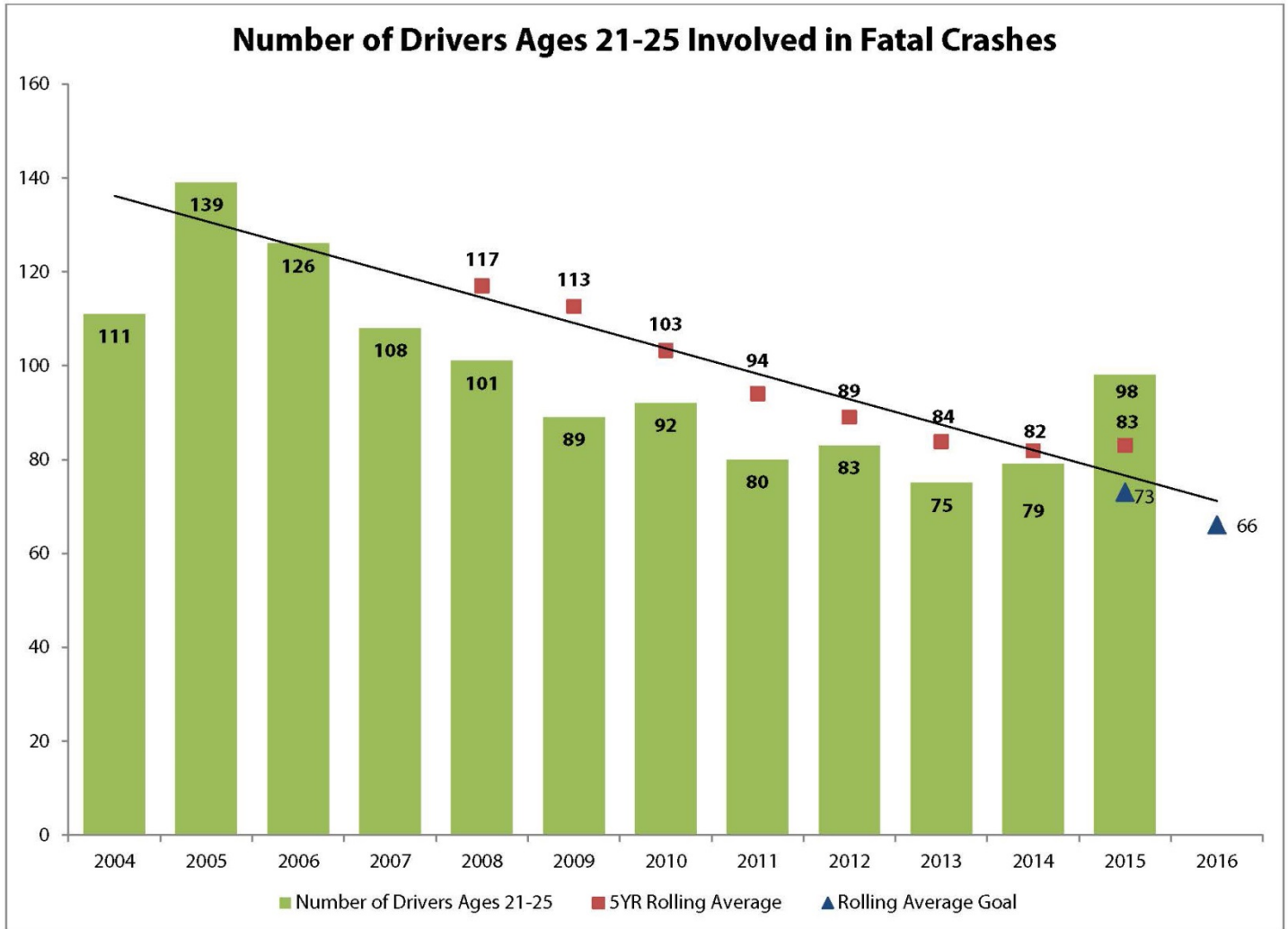
SOURCE: WSDOT



## Drivers Age 21 - 25 Involved in Fatal Crashes

**Performance Measure:** Decrease the number of drivers age 21-25 involved in fatal collisions by 20.5 percent from the 2011-2015 five-year rolling average of 83 to 66 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 83 drivers age 21-25 involved in fatal collisions, missing the HSP 2015 goal of 73 by 13.7 percent.

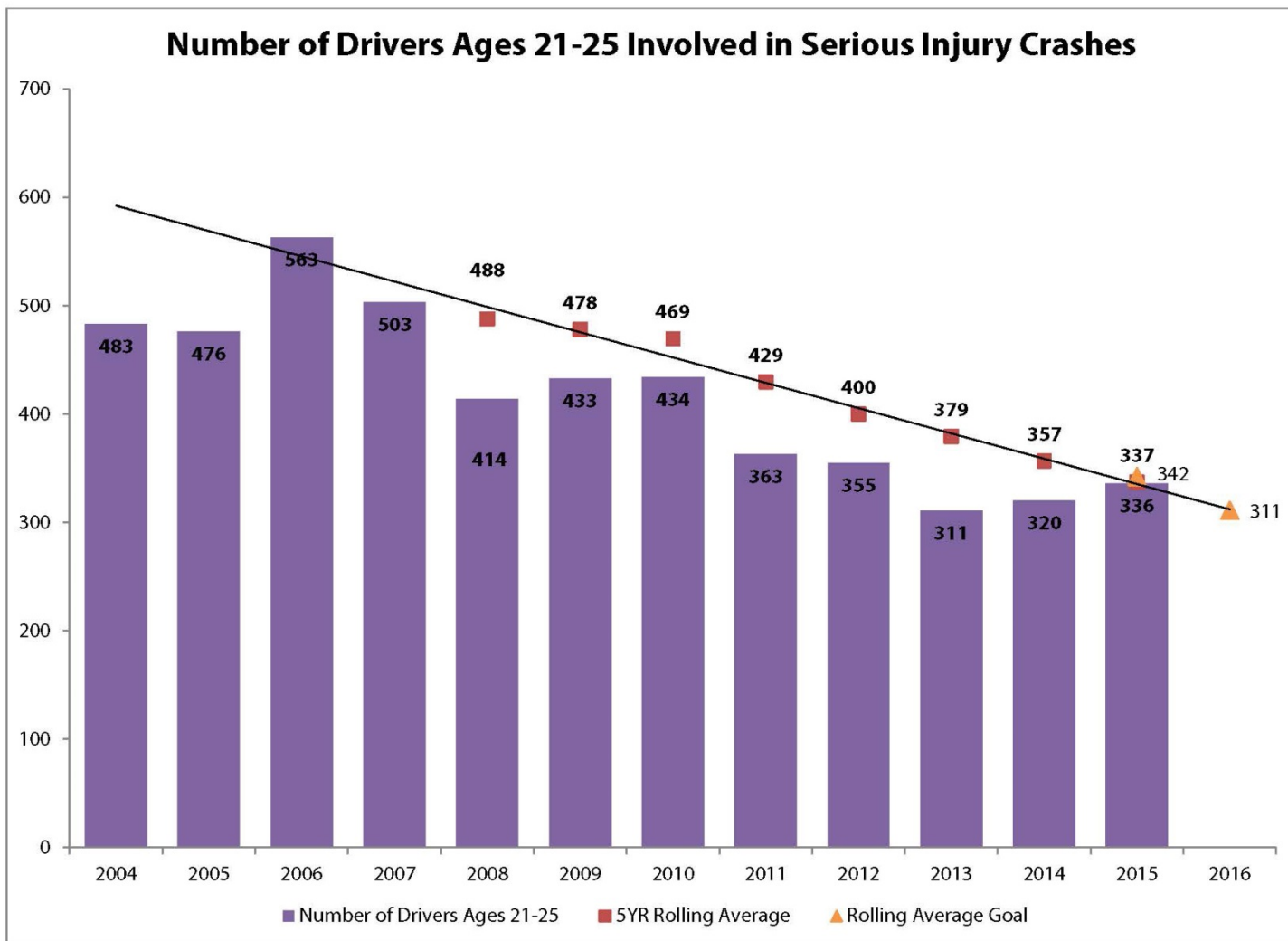


SOURCE: WA FARS

## Drivers Age 21-25 Involved in Serious Injury Crashes

**Performance Measure:** Decrease the number of drivers age 21-25 involved in serious injury collisions by 7.7 percent from the 2011-2015 five-year rolling average of 337 to 311 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 337 drivers age 21-25 involved in serious injury collisions, achieving the HSP 2015 goal of 342 by 1.5 percent.



SOURCE: WSDOT

## FFY 2016 Young Driver Projects

| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| Young Driver Program   | CP16-12           | Angie Ward      |
| <p><b>Project Description:</b> Funds for this project support tasks directly connected to strategies in the Young Driver section of the Target Zero Plan. The Action Council on Young Drivers provides guidance, as its work is coordinated around the Results Washington Young Driver Initiative. Work includes supporting DOL efforts to improve driver education, testing, and the drivers guide, parental involvement, public outreach to parents and young people, and HVE focused on young driver safety.</p> <p><b>Results:</b> The project funded \$10,000 for a social media buy geared toward parents for National Teen Driver Safety Week. Media buy results can be viewed in the Paid Media Results Summary table on page 8. The project also produced a distracted driving video, "Sam Thompson's Story," and distributed it to all the driver education programs in the state. Twenty thousand Intermediate Driver License Law Cards were printed and made available for law enforcement, driver training schools, and parents. Fifty thousand "Student Driver" window clings were printed for distribution to parents and driver training programs. The project also funded advanced driver training for DOL personnel to expand knowledge, awareness, and experience with United Kingdom driver education standards.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| 402  | \$50,000          | \$44,362        |

| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| State Farm High School Grants  | N/A               | Angie Ward      |
| <p><b>Project Description:</b> This project provides \$500 in grants to student groups in high schools throughout the state. These student groups conduct peer-led educational activities that meet certain criteria around distracted driving and impaired driving.</p> <p><b>Results:</b> During the 2015-16 school year, 92 high schools received grants through this cooperative project with State Farm. There were 49 teen alcohol and 43 distracted driving grant projects completed.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| State Farm   | \$50,000          | \$47,000        |

# DISTRACTED DRIVING

## Overview

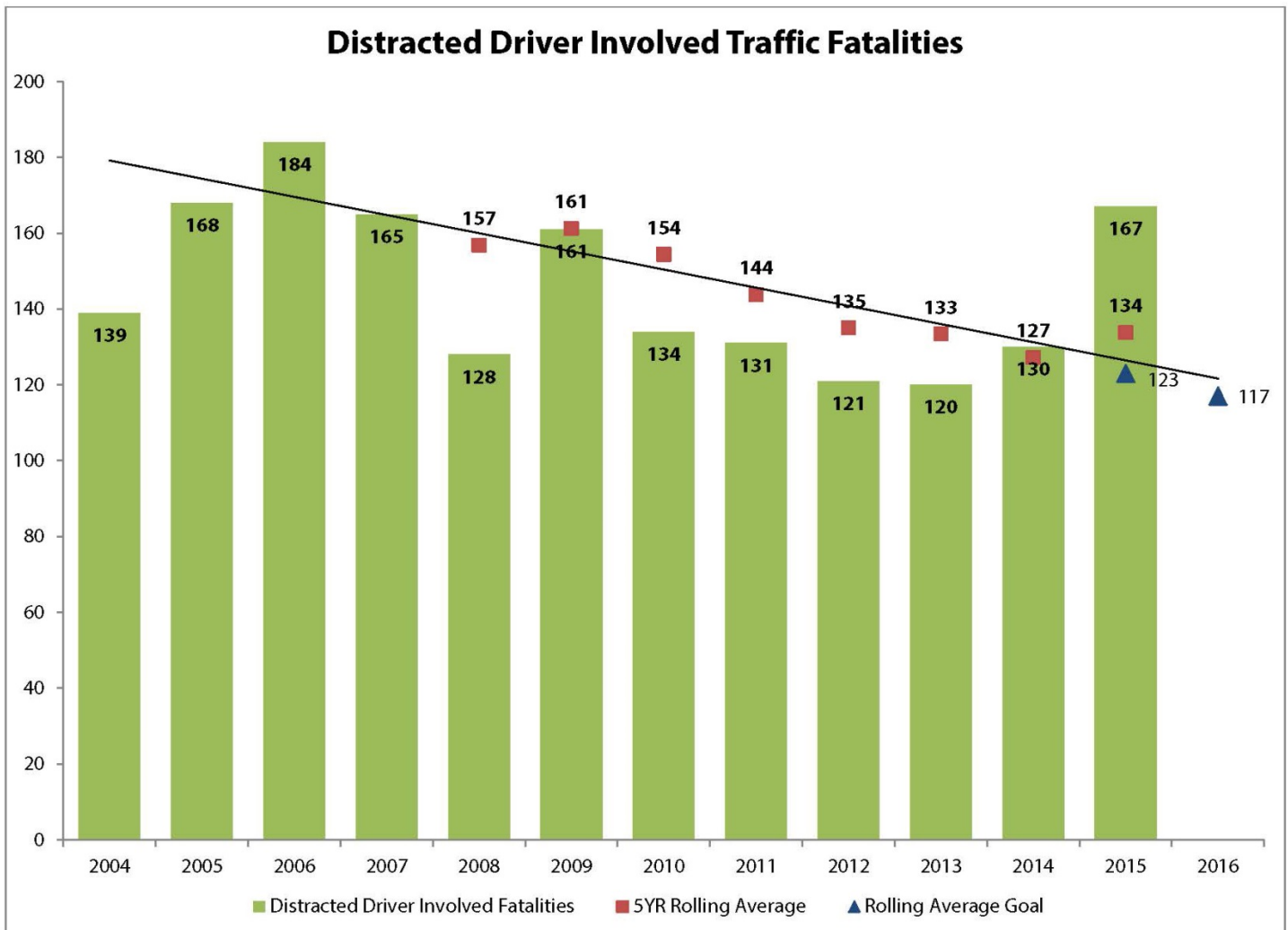
From 2013-2015, distracted driving was a factor in 28.7 percent of traffic fatalities and 27.7 percent of serious injuries. Distracted driver involved fatalities increased 8 percent in 2013-2015 (417) compared with 2010-2012 (386). Due to a coding change in 2012, serious injuries involving distracted drivers cannot be compared to earlier years.

## Performance Analysis

### Distracted Driver Involved Fatalities

**Performance Measure:** Decrease distracted driver involved fatalities by 12.7 percent from the 2011-2015 five-year rolling average of 134 to 117 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 134 distracted driver involved fatalities, missing the HSP 2015 goal of 123 by 8.9 percent.



SOURCE: WA FARS

## FFY 2016 Distracted Driving Projects

| Project Title  | Federal Project # | Program Manager |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |
|--|-------------------|-----------------|-----------------------|-------|-----------------|-------|------------------|-------|--------------------|---|------------------------|-----|--------------------------------------|-----|
| Distracted Driving HVE (Local Law Enforcement)   | DD16-02           | Angie Ward      |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |
| <p><b>Project Description:</b> The distracted driving project funded HVE overtime for local law enforcement agencies to participate in one national mobilization with the goal of reducing distracted driving. This grant worked in conjunction with the WSP Traffic Safety Block Grant, M7*PT16-01. Paid advertising was coordinated and purchased through a separate project, M1*PM 16-01, in an effort to warn the public in advance about these extra patrols.</p> <p><b>Results:</b></p> <table border="1"> <tbody> <tr> <td><b>Overtime Hours</b></td> <td>1,142</td> </tr> <tr> <td><b>Contacts</b></td> <td>3,406</td> </tr> <tr> <td><b>Citations</b></td> <td>2,271</td> </tr> <tr> <td><b>DUI Arrests</b></td> <td>1</td> </tr> <tr> <td><b>Speed Citations</b></td> <td>324</td> </tr> <tr> <td><b>Occupant Protection Citations</b></td> <td>194</td> </tr> </tbody> </table> |                   |                 | <b>Overtime Hours</b> | 1,142 | <b>Contacts</b> | 3,406 | <b>Citations</b> | 2,271 | <b>DUI Arrests</b> | 1 | <b>Speed Citations</b> | 324 | <b>Occupant Protection Citations</b> | 194 |
| <b>Overtime Hours</b>  | 1,142             |                 |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |
| <b>Contacts</b>  | 3,406             |                 |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |
| <b>Citations</b>   | 2,271             |                 |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |
| <b>DUI Arrests</b>   | 1                 |                 |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |
| <b>Speed Citations</b>   | 324               |                 |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |
| <b>Occupant Protection Citations</b>   | 194               |                 |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |
| Fund Source  | Amount Approved   | Amount Expended |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |
| 402  | \$150,000         | \$98,877        |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |

| Project Title   | Federal Project # | Program Manager |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |     |                                     |     |
|---|-------------------|-----------------|-----------------------|-------|-----------------|-------|------------------|-------|--------------------|----|------------------------|-------|--------------------------------------|-----|-------------------------------------|-----|
| Distracted Driving HVE (WSP)  | M7*PT16-01        | Angie Ward      |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |     |                                     |     |
| <p><b>Project Description:</b> This project funded HVE overtime for WSP to participate in one national mobilization with the goal of reducing distracted driving. This grant worked in conjunction with DD 16-02, funding for local law enforcement to work this same national campaign, and M1*PM 16-02 which funded paid advertising to warn the public in advance of these extra distracted driving patrols.</p> <p><b>Results:</b></p> <table border="1"> <tbody> <tr> <td><b>Overtime Hours</b></td> <td>1,926</td> </tr> <tr> <td><b>Contacts</b></td> <td>5,039</td> </tr> <tr> <td><b>Citations</b></td> <td>3,520</td> </tr> <tr> <td><b>DUI Arrests</b></td> <td>10</td> </tr> <tr> <td><b>Speed Citations</b></td> <td>1,293</td> </tr> <tr> <td><b>Occupant Protection Citations</b></td> <td>433</td> </tr> <tr> <td><b>Cell Phone/Texting Citations</b></td> <td>612</td> </tr> </tbody> </table> |                   |                 | <b>Overtime Hours</b> | 1,926 | <b>Contacts</b> | 5,039 | <b>Citations</b> | 3,520 | <b>DUI Arrests</b> | 10 | <b>Speed Citations</b> | 1,293 | <b>Occupant Protection Citations</b> | 433 | <b>Cell Phone/Texting Citations</b> | 612 |
| <b>Overtime Hours</b>   | 1,926             |                 |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |     |                                     |     |
| <b>Contacts</b>   | 5,039             |                 |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |     |                                     |     |
| <b>Citations</b>  | 3,520             |                 |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |     |                                     |     |
| <b>DUI Arrests</b>  | 10                |                 |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |     |                                     |     |
| <b>Speed Citations</b>  | 1,293             |                 |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |     |                                     |     |
| <b>Occupant Protection Citations</b>  | 433               |                 |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |     |                                     |     |
| <b>Cell Phone/Texting Citations</b>   | 612               |                 |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |     |                                     |     |
| Fund Source   | Amount Approved   | Amount Expended |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |     |                                     |     |
| 405d  | \$150,000         | \$129,252       |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |     |                                     |     |

| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| Paid Media – Distracted Driving HVE  | M1*PM16-01        | Shelly Baldwin  |
| <p><b>Description:</b> The communications goal for mobilizations is to reach our primary target demographic. As part of a proven strategy, this grant would fund paid media as a component of the “Click It or Ticket” seat belt HVE campaigns and support locally led flex campaigns. Paid media would include TV, radio and online ads, and outdoor billboards.</p> <p><b>Results:</b> The distracted driving paid media campaign ran from March 28 to April 14, 2016. It was targeted to adults 18 to 34 years old with a skew towards women. The buy purchased 5,655 spots (paid and bonus) and garnered 43,797,349 impressions. The radio creative strategy strived to create an organic, “everyone is talking about it” feel by using DJ recorded spots which allowed the message to be delivered in many different voices that spoke directly to that radio station’s audience. Purchased 30-second spots with Total Traffic reports used “End of Conversation” radio PSA from NHTSA. On TV and social media, we used “Manifesto” (NHTSA) in English and Spanish.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| 405b   | \$100,000         | \$84,684        |

| Project Title   | Federal Project # | Program Manager |                       |     |                 |       |                  |       |                 |     |                    |   |                             |     |                          |     |
|---|-------------------|-----------------|-----------------------|-----|-----------------|-------|------------------|-------|-----------------|-----|--------------------|---|-----------------------------|-----|--------------------------|-----|
| King County Distracted Driving Prevention   | M1*DD16-01        | Angie Ward      |                       |     |                 |       |                  |       |                 |     |                    |   |                             |     |                          |     |
| <p><b>Project Description:</b> Multijurisdictional, HVE addressing distracted driving was coordinated by the King County TZMs. Enforcement patrols were preceded by a paid and earned media campaign. Law enforcement officers supported media outreach by providing interviews, quotes, and ride-along opportunities. The program was assisted by community partners from local government, health and traffic safety organizations, schools, and local businesses and aided in developing educational resources that increased message reach.</p> <p><b>Results:</b> The enforcement work paired with community education and outreach through media releases, law enforcement interviews, social media posts, bus ads, and traffic report sponsorship helped the task force accomplish the three goals of the project. Goal 1: Decrease unsafe driving behaviors related to cell phone distraction; Goal 2: Increase the number of contacts by law enforcement officers and troopers for cell phone use; Goal 3: Increase motorist perception that using a handheld cell phone or texting while driving will result in a citation.</p> <p>Bus ads were developed and distributed to routes that went through jurisdictions with participating law enforcement agencies. These ads were visible during the entire month of April, which also coincided with the statewide cell phone distraction campaign from April 1-14, 2016.</p> <p>Results of the enforcement campaign were very strong overall with agencies averaging over three contacts per hour. Phase 1 of enforcement (April 15 – 30, 2016) and Phase 2 (September 1 – 30, 2016) produced the following activity:</p> <table border="1"> <tbody> <tr> <td><b>Overtime Hours</b></td> <td>460</td> </tr> <tr> <td><b>Contacts</b></td> <td>1,535</td> </tr> <tr> <td><b>Citations</b></td> <td>1,189</td> </tr> <tr> <td><b>Warnings</b></td> <td>583</td> </tr> <tr> <td><b>DUI Arrests</b></td> <td>5</td> </tr> <tr> <td><b>Cell Phone Citations</b></td> <td>399</td> </tr> <tr> <td><b>Texting Citations</b></td> <td>146</td> </tr> </tbody> </table> <p>Although both phases of the campaign were run as “zero tolerance” for cell phone usage among drivers, of the 583 warnings issued, 14 percent were related to cell phone use. Thirty-seven drivers</p> |                   |                 | <b>Overtime Hours</b> | 460 | <b>Contacts</b> | 1,535 | <b>Citations</b> | 1,189 | <b>Warnings</b> | 583 | <b>DUI Arrests</b> | 5 | <b>Cell Phone Citations</b> | 399 | <b>Texting Citations</b> | 146 |
| <b>Overtime Hours</b>   | 460               |                 |                       |     |                 |       |                  |       |                 |     |                    |   |                             |     |                          |     |
| <b>Contacts</b>   | 1,535             |                 |                       |     |                 |       |                  |       |                 |     |                    |   |                             |     |                          |     |
| <b>Citations</b>  | 1,189             |                 |                       |     |                 |       |                  |       |                 |     |                    |   |                             |     |                          |     |
| <b>Warnings</b>   | 583               |                 |                       |     |                 |       |                  |       |                 |     |                    |   |                             |     |                          |     |
| <b>DUI Arrests</b>  | 5                 |                 |                       |     |                 |       |                  |       |                 |     |                    |   |                             |     |                          |     |
| <b>Cell Phone Citations</b>   | 399               |                 |                       |     |                 |       |                  |       |                 |     |                    |   |                             |     |                          |     |
| <b>Texting Citations</b>  | 146               |                 |                       |     |                 |       |                  |       |                 |     |                    |   |                             |     |                          |     |

received a warning related to cell phone use while driving and another 46 drivers were warned for texting or other device manipulation. Officers noted that they were unable to write a citation for cell phone usage due to “gray areas” within the state’s laws.

In a 2013 study, Harborview Injury Prevention and Research Center observed 9 percent of drivers were distracted by their phone, compared to 8.4 percent in 2014. In 2016, WTSC observed 8.4 percent of drivers were distracted by cell phones. Specific to texting or typing into a phone, Harborview’s 2014 study showed 3 of 5 distracted drivers were texting or typing; WTSC’s 2016 study showed 3 of 4.

| Fund Source | Amount Approved | Amount Expended |
|-------------|-----------------|-----------------|
| 405b        | \$85,000        | \$52,575        |



# TRAFFIC DATA SYSTEMS

## Overview

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

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

- Traffic fatalities (WTSC)
- All collisions (WSDOT)
- Citation/adjudication information (Washington Administrative Office of the Courts (AOC))
- Licensed drivers and registered vehicles (Washington DOL)
- Commercial motor vehicles (Washington DOL, WSP, WSDOT)
- Injury surveillance systems (Washington Department of Health (DOH))
- Roadway information (WSDOT)
- Location information via Geographic Information Systems (Various Agencies)

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

## Performance Measures

| <b>Crash - Timeliness</b>  | <b>July 2014 – May 2015<br/>Baseline</b> | <b>July 2015 – May 2016<br/>Actual</b> |
|--|--|--|
| Average number of days from the time of a collision until the report is received by WSDOT for processing to other agencies   | 7 Days                                   | 5 Days                                 |
| <p>When the state’s collision database was created in 2001, the sole method of report entry was manual. This manual entry required a great deal of manpower and causes significant delays in processing reports. Washington State is engaged in a number of orchestrated projects aimed at replacing manual, hand-entry methods with automated processing and filing services. These projects contribute significantly to the reduction of time between the occurrence of a collision and the availability of data to other agencies such as the WSP for their public disclosure and DOL for their drivers’ records. Between July 2014 and May 2015, the average number of days from the time of a collision until its availability for processing by other agencies was five days, which was actually a decrease from seven days only a year earlier.</p> |  |  |
| <p><b>Calculation Method</b></p> <p>The date/time the report is received in WSDOT’s system (column C), minus the date of the collision (column B) is the number of days (column D) for each report. Then average that number for all reports – both electronic and on paper - submitted in the timeframe.</p>  |  |  |

| <b>Injury Surveillance - Completeness</b>  | <b>2013 Baseline</b> | <b>2014 Actual</b> |
|--|----------------------|--------------------|
| Number of incident reports submitted by Emergency Medical Service (EMS) agencies   | 621,577              | 703,578            |
| <p>The total number of EMS-run incident reports submitted to the DOH Washington EMS Information System (WEMSIS) increased by 82,001, for a 13.2 percent increase. These are current numbers for the calendar years as of June 2016. The most recent year of complete information is 2014, so that is the year we are using as the actual. This increase has been driven through outreach on the benefits of reports, funded by Traffic Records Committee (TRC) grants in the last few years.</p> |                      |                    |
| <p><b>Calculation Method</b><br/>A total of submitted incident reports by all agencies, by incident date.</p>  |                      |                    |

### Washington’s Traffic Records Committee

The Washington TRC is a partnership of federal, state, local, and tribal stakeholders from transportation, law enforcement, criminal justice, injury surveillance, and health. This statewide stakeholder forum was created to foster collaboration and to facilitate the planning, coordination, and implementation of projects to improve the state’s traffic data system through the execution of its TRC Strategic Plan.

|  |
|--|
| <p><b>MISSION</b><br/>The Washington TRC supports the reduction of fatalities and serious injuries on Washington State roadways to achieve the state’s goal of Target Zero by providing timely, accurate, integrated, and accessible traffic records data.</p>   |
| <p><b>VISION</b><br/>Washington will have a centralized electronic traffic records access system that enables the discovery of life-saving strategies by providing users with quality traffic records data when, where, and in the form they need it.</p>  |
| <p><b>GOALS</b></p> <ul style="list-style-type: none"> <li>• Remove barriers to data sharing and integration.</li> <li>• Provide quality data, analysis, and tools to customers.</li> <li>• Sustain high levels of collaboration and acquired knowledge within the TRC.</li> <li>• Identify and secure targeted investments to sustain TRC initiatives.</li> </ul> |

### FFY 2017 Traffic Data Systems Projects

| Project Title<br>WTSC Research & Data Division  | Federal Project #<br>TR16-02 | Program Manager<br>Staci Hoff |
|---|------------------------------|-------------------------------|
| <p><b>Project Description:</b> Washington’s Target Zero Plan is data driven. The Research and Data Division of the Washington Traffic Safety Commission seeks to provide customers timely, accurate, and appropriate access to data. The state uses this data to identify emerging traffic safety trends, conduct research and analysis, and evaluate the effectiveness of various traffic safety countermeasure projects. This research and analytical support for traffic safety professionals statewide is vital to achieve the Target Zero vision. These funds cover the costs of conducting the statewide seat belt and distracted driving observation surveys and adding additional questions on the Behavioral Risk Factor</p> |                              |                               |

## Surveillance Survey.

**Results:** The results of the 2015 BRFSS traffic safety module have been analyzed and included in this annual report. On the 2016 BRFSS, we continued the collection of cell phone use while driving and driving after marijuana use. Those 2016 data will be available late in 2017. The 2016 seat belt observation survey was conducted in July. The 2016 seat belt use report will be released in March 2017. An independent seat belt observation study was conducted on the Colville Indian Reservation. The results of that work are pending publication with the Transportation Research Board and the results will be presented at the annual meeting in January 2017. The Research and Data Division developed and employed methodology for the random selection of intersection sites for observing distracted driving behavior. In total, 300 intersections comprising a representative state sample in every county were observed in August 2016. The full report is pending release in December 2016.

|                       |                              |                              |
|-----------------------|------------------------------|------------------------------|
| Fund Source<br>405(c) | Amount Approved<br>\$180,000 | Amount Expended<br>\$179,919 |
|-----------------------|------------------------------|------------------------------|

|                                  |                                |                                |
|----------------------------------|--------------------------------|--------------------------------|
| Project Title<br>Traffic Records | Federal Project #<br>M3DA16-01 | Program Manager<br>Debi Besser |
|----------------------------------|--------------------------------|--------------------------------|

This Traffic Records grant is a package of projects, approved by the Washington TRC, that support improvements in Washington State's six traffic-related data systems: Crash, Roadway, Vehicle, Driver, Citation & Adjudication, and Injury Surveillance.

| Sub-grantee  | Project Results  | Amount Approved | Amount Expended |
|--|--|-----------------|-----------------|
| Washington Traffic Safety Commission<br>M3DA16-01(a)                 | Provided training on Statewide Electronic Collision & Ticket Online Record System (SECTOR) to 238 law enforcement personnel and 32 prosecutors across the state.   | \$ 70,000       | \$55,509        |
| Washington Association of Sheriffs and Police Chiefs<br>M3DA16-01(b) | Continued supporting the expansion of SECTOR use by providing 325 scanners and 357 printers to 117 different local law enforcement agencies. Coordinated 33 law enforcement training sessions and five prosecutor training sessions.   | \$ 185,000      | \$183,371       |
| Washington State Patrol<br>M3DA16-01(c)                              | During six months of funding, the contract SECTOR programmer completed:<br>1) A complete re-design of the SECTOR Back Office which provided better visibility to ticket and collision trends and activity, and<br>2) Implemented a revised "ticket void" process to become compliant with state law. | \$ 98,000       | \$93,908        |
| Washington State Patrol  | Previously structured as three projects, these projects were combined and  | \$ 355,951      | \$132,315       |

|  |  |                              |          |
|--|--|------------------------------|----------|
| M3DA16-01(d)   | achieved the following results:<br>1) Transitioned the WSP's enforcement database from the WSDOT environment to the WSP environment.<br>2) Adapted a WSDOT tool and located 270,000 records using a combination of batch coding and staff overtime work.<br>3) Completely revamped the Collision Analysis Tool to provide significantly enhanced search and analysis tools and added a data visualization component.                                     |                              |          |
| Washington State Patrol<br>M3DA16-01(e)              | Although no funds were spent, the initial planning and procurement work was done to add a mapping component to SECTOR to gather x/y coordinates at the location of collisions and potentially tickets, while streamlining officer workload.  | \$ 250,000                   | \$0      |
| Washington Traffic Safety Commission<br>M3DA16-01(f) | Emerging project funds were used to develop the eTRIP Strategic Plan to focus and direct the future development of SECTOR and associated systems. High impact projects identified in this plan for future implementation include capturing the x/y location at the scene of a collision, and the development of a completely electronic DUI arrest packet.   | \$ 49,026                    | \$10,779 |
| Washington Traffic Safety Commission<br>M3DA16-01(g) | TRC supported 3-4 members of our eTRIP Operations team in learning about traffic systems across the country at the annual Traffic Records Forum in 2015 and 2016. They were sent to both forums due to a change in Forum timing. Originally, this funding would have also covered training and associated travel for TRC advisory members, rule changes prevented this from happening. We also continued maintenance and enhancement of our TRC website. | \$ 24,000                    | \$6,798  |
| Washington Department of Health<br>M3DA16-01(h)      | Washington DOH is strategically building a syndromic surveillance system that meets the needs of multiple partners, including the WTSC. This will provide a robust data system, allowing the extraction and analysis of traffic safety specific emergency department data.   | \$136,210                    | \$67,210 |
| Fund Source<br>405c                                  | Amount Approved<br>\$1,176,187   | Amount Expended<br>\$555,871 |          |

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| FARS Maintenance  | M3DA16-02         | Debi Besser     |
| <p><b>Description:</b> The funds for this grant support 40 percent of a full time employee's salary for the FARS analyst position.</p> <p><b>Results:</b> This funding ensures timely and accurate maintenance of FARS data, which is a federally required program, and is crucial to informed decision making.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| 405c  | \$30,000          | \$24,423        |

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| Geospatial Analysis of Statewide Collision Data   | M3DA16-03         | Debi Besser     |
| <p><b>Description:</b> This grant funds a project position at WTSC to enhance current geospatial analysis capabilities of traffic records data for all WTSC and TRC partners.</p> <p><b>Results:</b> Major accomplishments include:</p> <ul style="list-style-type: none"> <li>• Award winning map of Native American traffic fatality disparities by county at Geographic Information Systems (GIS) Day 2016</li> <li>• Supporting TZMs and other local programs with customized map products upon request</li> <li>• Colville reservation roadway inventory for seat belt survey</li> <li>• Municipality intersection inventory and sampling for distracted driving survey</li> <li>• Batch geocoding process and review for WSP enforcement database</li> <li>• FARS records 100 percent geo-located and process improvements to the FARS program</li> </ul> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| 405c  | \$88,000          | \$86,856        |

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| Data Integration Team – Linking Datasets  | M3DA16-04         | Debi Besser     |
| <p><b>Description:</b> This grant funds a position that serves as the coordinator and analyst of WTSC's crash-health linkage project, as well as providing funding to purchase software to support the linkage. This position leads efforts to develop a comprehensive, integrated traffic records system and lead the Data Integration Subcommittee.</p> <p><b>Results:</b> Through a very tedious process of trial and error, the Data Integration Position tested three linkage methods – SAS programming, LinkPlus, SAS Data Quality Software (Data Flux), and finalized a long-term and sustainable method for linking four traffic records systems: Crash, Health, Licensing, and Toxicology.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| 405c  | \$160,200         | \$141,693       |

# OCCUPANT PROTECTION

## Overview

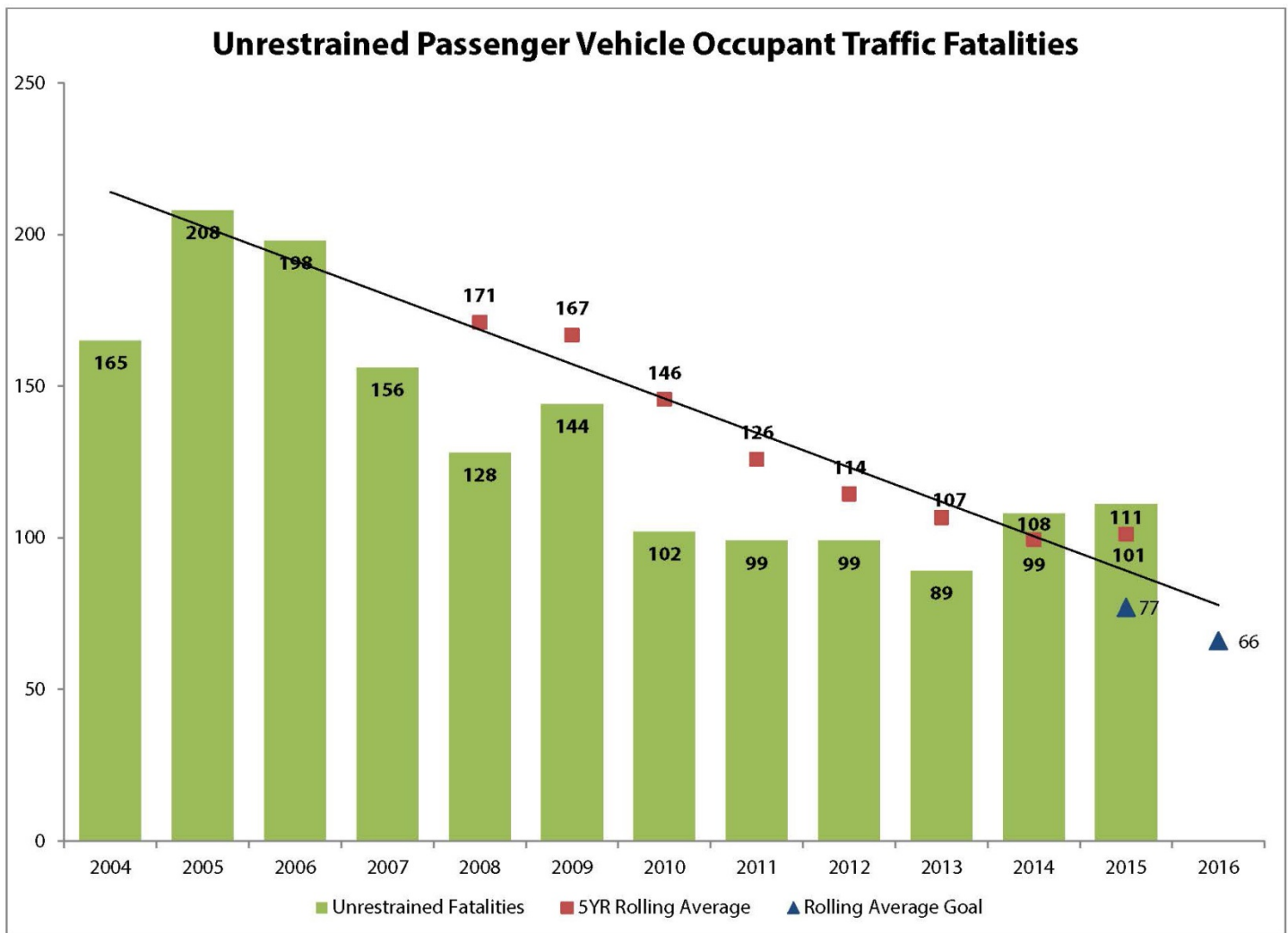
From 2013-2015, 21.2 percent of fatally injured persons and 10.4 percent of seriously injured persons were not restrained at the time of the crash. Unrestrained passenger fatalities increased 2.7 percent in 2013-2015 (308) compared with 2010-2012 (300). During this same period, unrestrained passenger serious injuries decreased by 8.9 percent (686 to 625).

## Performance Analysis

### Unrestrained Vehicle Occupant Fatalities

**Performance Measure:** Decrease unrestrained passenger fatalities by 34.7 percent from the 2011-2015 five-year rolling average of 101 to 66 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 101 unrestrained passenger fatalities, missing the HSP 2015 goal of 77 by 31.2 percent.

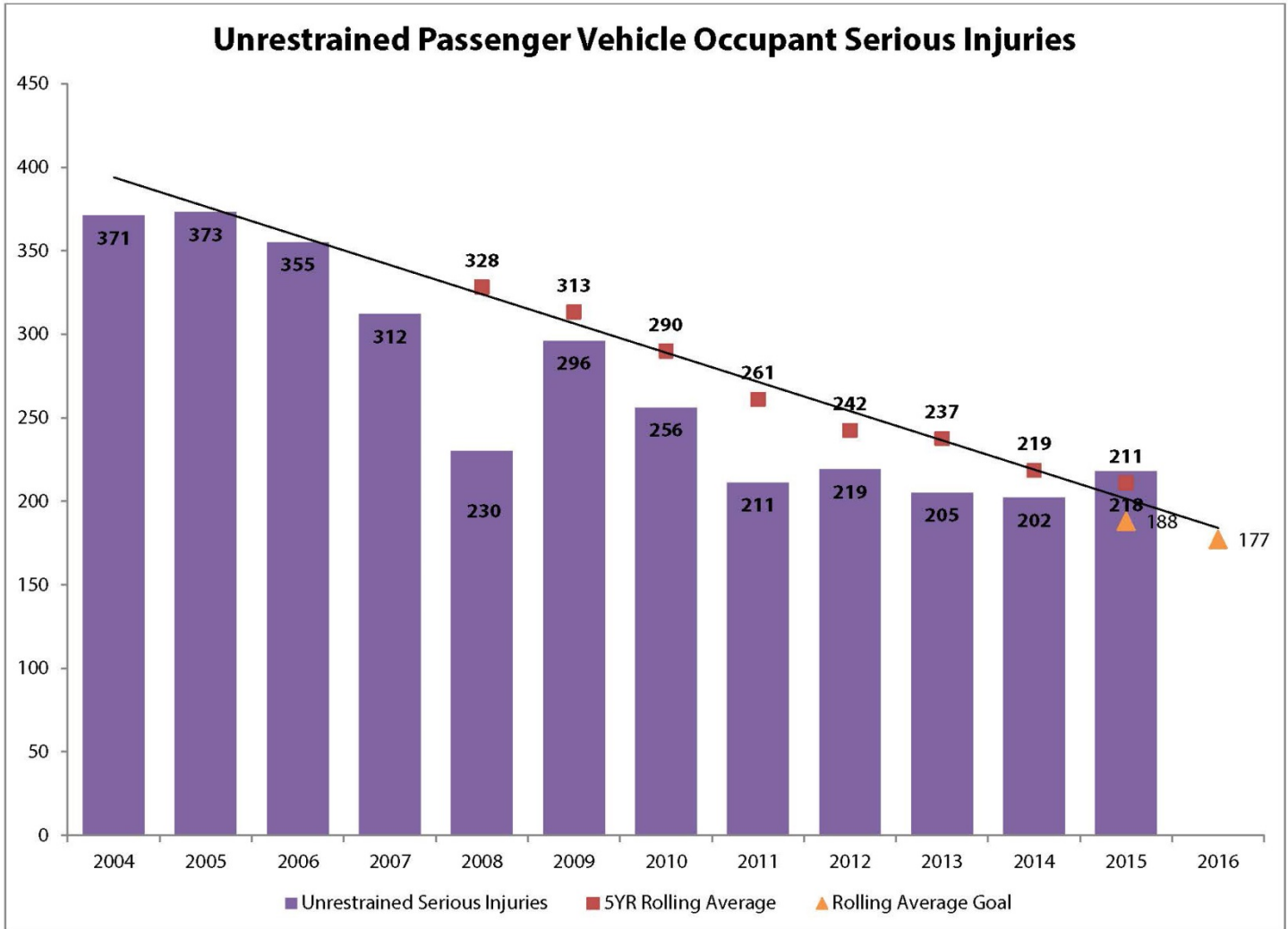


SOURCE: WA FARS

## Unrestrained Vehicle Occupant Serious Injuries

**Performance Measure:** Decrease unrestrained passenger serious injuries by 16.1 percent from the 2011-2015 five-year rolling average of 211 to 177 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 211 unrestrained passenger fatalities, missing the HSP 2015 goal of 188 by 12.2 percent.



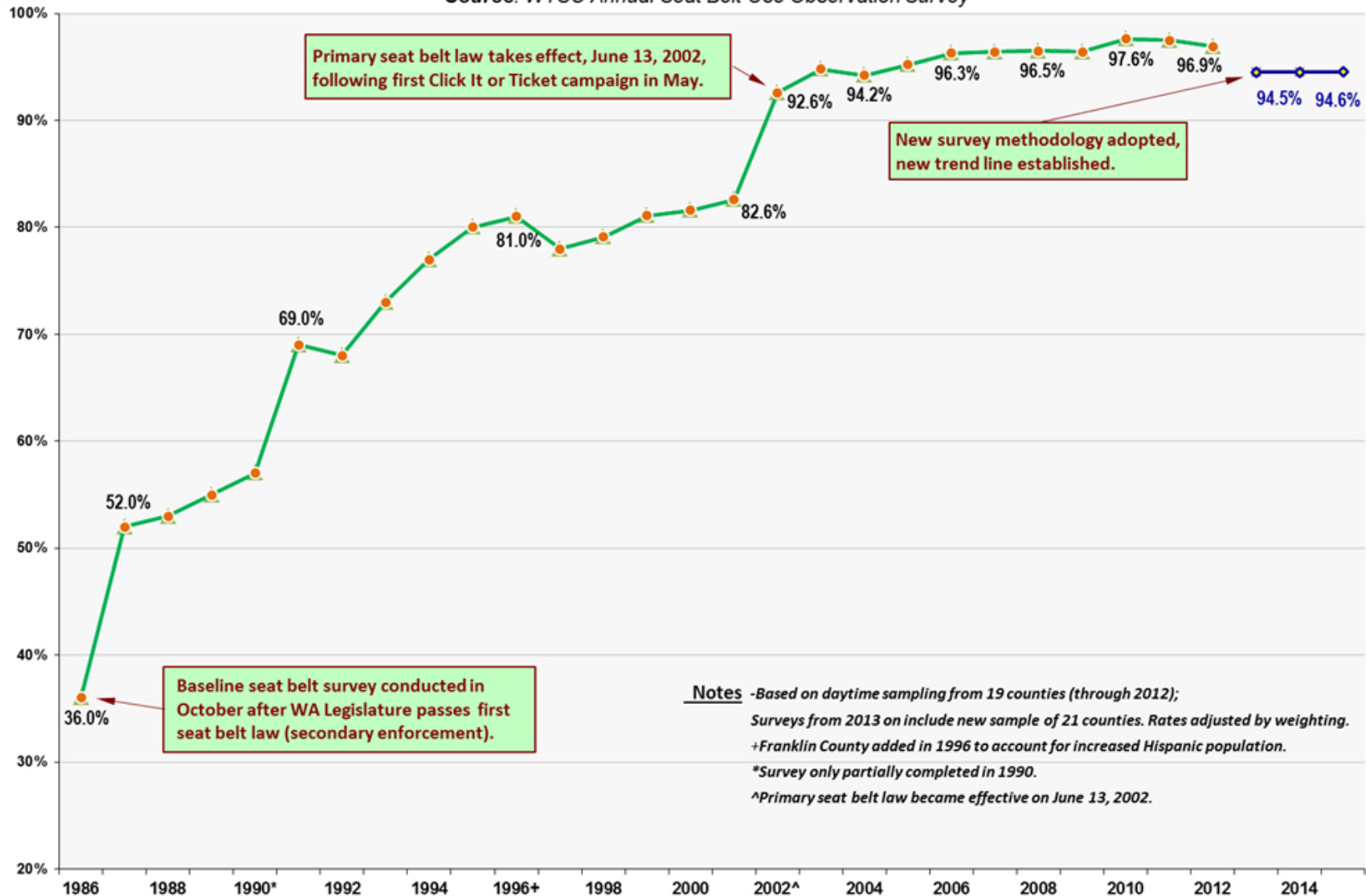
SOURCE: WSDOT



### Observed Seat Belt Use Rates in Washington, 1986-2015

By Year, Percent of Front-Seat Motorists Observed Using Restraints

Source: WTSC Annual Seat Belt Use Observation Survey



**NOTE:** Please see the note on the following page for important information about this chart.

**Note:** This note applies to the graph on the proceeding page. In 2013, WTSC implemented a new methodology for conducting the seat belt observation survey. This change in methodology was a requirement of all states, directed by NHTSA, and this resulted in an entirely new selection of survey sites, as well as the addition of approximately 50 sites. The weighting formula also changed. The result of this new methodology was a slight decline in the statewide seat belt use rate estimate (from 96.9 percent in 2012 to 94.5 percent in 2013). This decline does not represent a decrease in statewide seat belt use, but rather is due to the change in methodology. The new methodology results in a more accurate estimate with greater confidence. The statistical level of accuracy with the new methodology is nearly double what it was under the old methodology.

County-level results should be interpreted with caution. The seat belt use survey was designed for a statewide estimate and therefore, the selection of major and minor road segments in each sampled county reflected the statewide proportion of these road segments. In reality, the proportion of major and minor road segments in each county varies. In order to produce accurate county-level estimates, the proportion of major and minor road segments observed should match each county's unique proportion. This issue will be addressed in 2018 when the site sample is reselected.

### FFY 2016 Occupant Protection Projects

| Project Title<br>Statewide Child Passenger Safety (CPS) Program  | Federal Project #<br>M1CPS16-01 | Program Manager<br>MJ Haught |
|--|---------------------------------|------------------------------|
| <p><b>Description:</b> The Statewide CPS Program maintains and supports an active network of child restraint inspection stations, maintains a sufficient number of CPS technicians, and increases driver awareness and enforcement of Washington’s child restraint laws.</p> <p><b>Results:</b> The project manager of Washington’s CPS program participated in 125 activities, reached 160,344 people through various media outlets, and distributed 1,621 pieces of material. During FFY 2016, there were 12 Child Passenger Safety Technician (CPST) training courses held throughout Washington in the following counties: Clallam, Clark, Grant, Lewis, Okanogan, Pierce (2 courses held), San Juan, Skagit, Snohomish, Spokane, and Walla Walla. The courses resulted in gaining 107 new car seat technicians.</p> <p>Between October 1, 2015 and September 30, 2016, child passenger safety technicians representing the 32 active teams in Washington reached their communities in 4,512 different child passenger safety events. Through their efforts:</p> <ul style="list-style-type: none"> <li>• 5,575 car seats were inspected</li> <li>• 2,678 seats were provided to families in need</li> <li>• 99,227 people were reached with education</li> <li>• 47,063 pieces of educational material were distributed</li> </ul> <p>Washington currently has 415 nationally certified car seat technicians; 21 of which are certified instructors and nine are technician proxy. The focus continues to be to recruit and train dedicated individuals and partner with supportive agencies. This program initiated a law enforcement program on Washington’s Child Restraint Law (RCW 46.61.687). The curriculum was taught in the classroom and made available online. There have been 3,721 officers trained and the online training is available on the Criminal Justice Training Commission’s (CJTC) website as an enriched learning opportunity.</p> |                                 |                              |
| Fund Source<br>405b  | Amount Approved<br>\$270,000    | Amount Expended<br>\$242,830 |

| Project Title   | Federal Project # | Program Manager |                       |       |                 |       |                  |       |                    |    |                        |     |                                      |     |                                     |     |
|---|-------------------|-----------------|-----------------------|-------|-----------------|-------|------------------|-------|--------------------|----|------------------------|-----|--------------------------------------|-----|-------------------------------------|-----|
| WSP   | M1PT16-01         | Angie Ward      |                       |       |                 |       |                  |       |                    |    |                        |     |                                      |     |                                     |     |
| <p><b>Project Description:</b> The seat belt mobilization project funded overtime for WSP to participate in the national/statewide seat belt mobilization with the goal of increasing restraint use and reducing vehicle occupant fatalities and serious injuries. This grant worked in concert with the local law enforcement agencies' project, M1HVE 16-01, and was dependent upon the media support outlined in project M1*PM16-01 to warn the public of the coming patrols.</p> <p><b>Results:</b></p> <table border="1"> <tr> <td><b>Overtime Hours</b></td> <td>1,527</td> </tr> <tr> <td><b>Contacts</b></td> <td>3,971</td> </tr> <tr> <td><b>Citations</b></td> <td>2,508</td> </tr> <tr> <td><b>DUI Arrests</b></td> <td>13</td> </tr> <tr> <td><b>Speed Citations</b></td> <td>994</td> </tr> <tr> <td><b>Occupant Protection Citations</b></td> <td>887</td> </tr> <tr> <td><b>Cell Phone/Texting Citations</b></td> <td>248</td> </tr> </table> |                   |                 | <b>Overtime Hours</b> | 1,527 | <b>Contacts</b> | 3,971 | <b>Citations</b> | 2,508 | <b>DUI Arrests</b> | 13 | <b>Speed Citations</b> | 994 | <b>Occupant Protection Citations</b> | 887 | <b>Cell Phone/Texting Citations</b> | 248 |
| <b>Overtime Hours</b>   | 1,527             |                 |                       |       |                 |       |                  |       |                    |    |                        |     |                                      |     |                                     |     |
| <b>Contacts</b>   | 3,971             |                 |                       |       |                 |       |                  |       |                    |    |                        |     |                                      |     |                                     |     |
| <b>Citations</b>  | 2,508             |                 |                       |       |                 |       |                  |       |                    |    |                        |     |                                      |     |                                     |     |
| <b>DUI Arrests</b>  | 13                |                 |                       |       |                 |       |                  |       |                    |    |                        |     |                                      |     |                                     |     |
| <b>Speed Citations</b>  | 994               |                 |                       |       |                 |       |                  |       |                    |    |                        |     |                                      |     |                                     |     |
| <b>Occupant Protection Citations</b>  | 887               |                 |                       |       |                 |       |                  |       |                    |    |                        |     |                                      |     |                                     |     |
| <b>Cell Phone/Texting Citations</b>   | 248               |                 |                       |       |                 |       |                  |       |                    |    |                        |     |                                      |     |                                     |     |
| Fund Source   | Amount Approved   | Amount Expended |                       |       |                 |       |                  |       |                    |    |                        |     |                                      |     |                                     |     |
| 405b  | \$133,000         | \$103,416       |                       |       |                 |       |                  |       |                    |    |                        |     |                                      |     |                                     |     |

| Project Title   | Federal Project # | Program Manager |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |                                     |     |
|---|-------------------|-----------------|-----------------------|-------|-----------------|-------|------------------|-------|--------------------|---|------------------------|-----|--------------------------------------|-----|-------------------------------------|-----|
| WTSC  | M1HVE16-01        | Angie Ward      |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |                                     |     |
| <p><b>Project Description:</b> The seat belt mobilization project funded overtime for local law enforcement agencies to participate in the national/statewide seat belt mobilization with the goal of increasing restraint use and reducing vehicle occupant fatalities and serious injuries. This grant worked in concert with the WSP mobilization project, M1PT 16-01, and was dependent upon the media support outlined in project M1*PM16-01 to warn the public of the coming patrols.</p> <p><b>Results:</b></p> <table border="1"> <tr> <td><b>Overtime Hours</b></td> <td>1,105</td> </tr> <tr> <td><b>Contacts</b></td> <td>3,541</td> </tr> <tr> <td><b>Citations</b></td> <td>2,224</td> </tr> <tr> <td><b>DUI Arrests</b></td> <td>3</td> </tr> <tr> <td><b>Speed Citations</b></td> <td>411</td> </tr> <tr> <td><b>Occupant Protection Citations</b></td> <td>705</td> </tr> <tr> <td><b>Cell Phone/Texting Citations</b></td> <td>402</td> </tr> </table> |                   |                 | <b>Overtime Hours</b> | 1,105 | <b>Contacts</b> | 3,541 | <b>Citations</b> | 2,224 | <b>DUI Arrests</b> | 3 | <b>Speed Citations</b> | 411 | <b>Occupant Protection Citations</b> | 705 | <b>Cell Phone/Texting Citations</b> | 402 |
| <b>Overtime Hours</b>   | 1,105             |                 |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |                                     |     |
| <b>Contacts</b>   | 3,541             |                 |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |                                     |     |
| <b>Citations</b>  | 2,224             |                 |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |                                     |     |
| <b>DUI Arrests</b>  | 3                 |                 |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |                                     |     |
| <b>Speed Citations</b>  | 411               |                 |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |                                     |     |
| <b>Occupant Protection Citations</b>  | 705               |                 |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |                                     |     |
| <b>Cell Phone/Texting Citations</b>   | 402               |                 |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |                                     |     |
| Fund Source   | Amount Approved   | Amount Expended |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |                                     |     |
| 405b  | \$130,000         | \$99,075        |                       |       |                 |       |                  |       |                    |   |                        |     |                                      |     |                                     |     |

| Project Title<br>Paid Media – Click It or Ticket  | Federal Project #<br>M1*PM16-01 | Program Manager<br>Shelly Baldwin |
|---|---------------------------------|-----------------------------------|
| <p><b>Description:</b> The communications goal for mobilizations is to reach our primary target demographic. As part of a proven strategy, this grant would fund paid media as a component of the “Click It or Ticket” seat belt HVE campaigns and support locally led flex campaigns. Paid media would include TV, radio and online ads, and outdoor billboards.</p> <p><b>Results:</b> The “Click it or Ticket” paid media campaign ran from May 16 to June 5, 2016. It was targeted to adults 18 - 34 with a secondary focus on rural residents over 55. The campaign purchased radio, digital, TV, cable, and Hispanic TV. Both radio and digital ads were used to reach the rural residents. The buy purchased 8,429 spots (paid and bonus) and garnered over 46.6 million impressions. The radio campaign used “Birds of a Feather” along with DJ recorded spots allowing the message to be delivered in a variety of different voices. The main message was, “When you buckle up, you are twice as likely to survive a crash. So buckle up –your family is waiting for you.” On TV, in addition to using the “Fake-a-Rooney” ad, we ran our “Click It or Ticket” live in-game graphics and voiceovers during Seattle Mariner games. For social media we created a series of PSAs. These PSAs featured various drivers filming a “selfie” explaining why they wear seatbelts, followed by seat belt statistics such as the fact that “you have a 90 percent chance of being struck by lightning, but only a 50 percent chance of surviving a car crash if you’re not buckled up.”</p> |                                 |                                   |
| Fund Source<br>405b   | Amount Approved<br>\$263,000    | Amount Expended<br>\$222,893      |

# MOTORCYCLES

## Overview

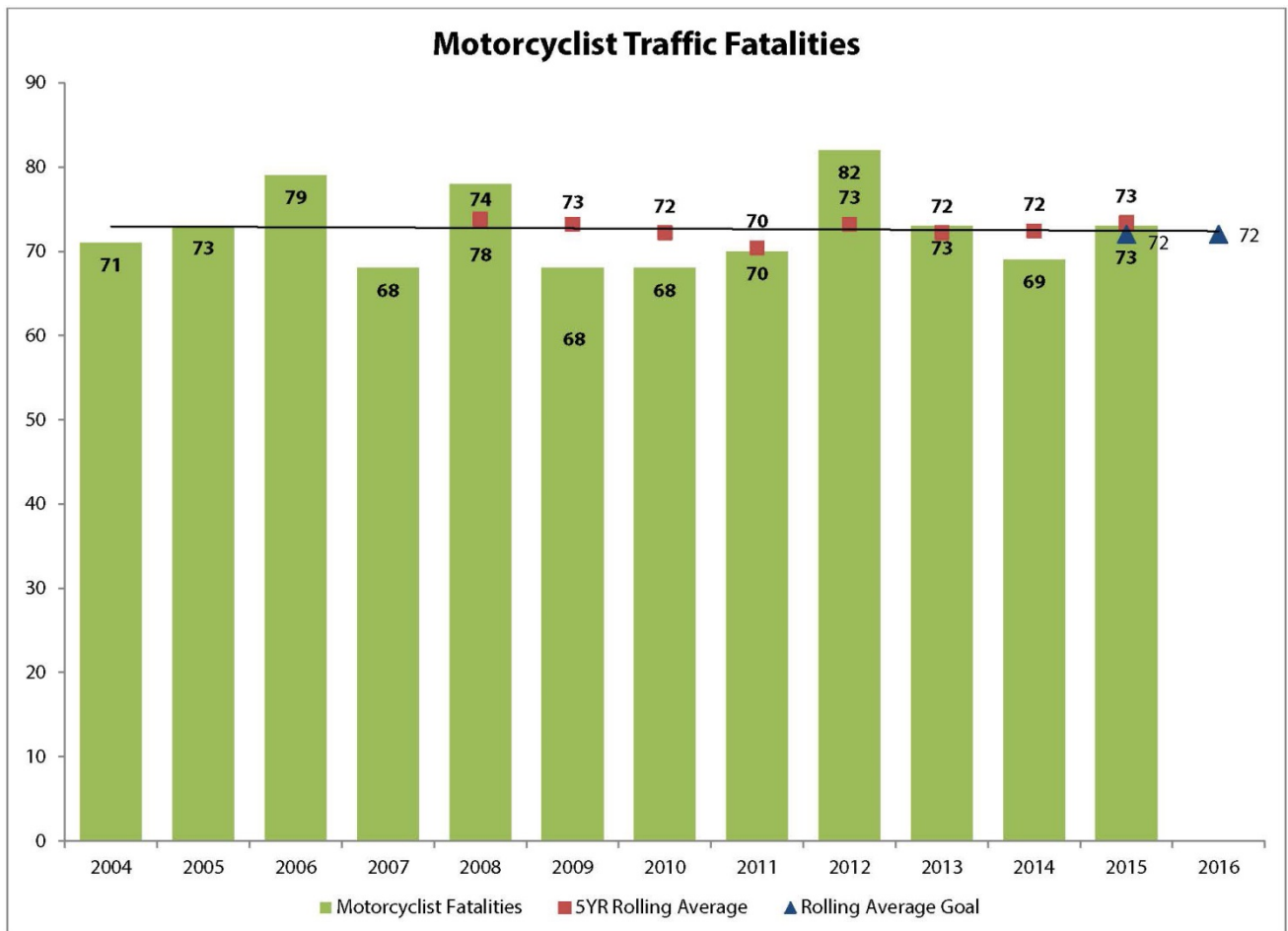
From 2013-2015, motorcyclist fatalities comprised 14.8 percent of statewide traffic fatalities. This represents a 2.3 percent decrease in motorcyclist fatalities (215) from 2010-2012 (220). During this same time period, motorcyclist serious injuries decreased by 3.9 percent (1,156 to 1,111). From 2013-2015, 24.3 percent of fatal motorcyclists were alcohol impaired and 39.8 percent were drug positive, similar to impairment rates among other drivers involved in fatal crashes.

## Performance Analysis

### Motorcyclist Fatalities

**Performance Measure:** Decrease motorcyclist fatalities by 1.4 percent from the 2011-2015 five-year rolling average of 73 to 72 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 73 motorcyclist fatalities, missing the HSP 2015 goal of 72 by 1.4 percent. Among the motorcyclist fatalities in 2015, four were unhelmeted, and 19 were unendorsed.

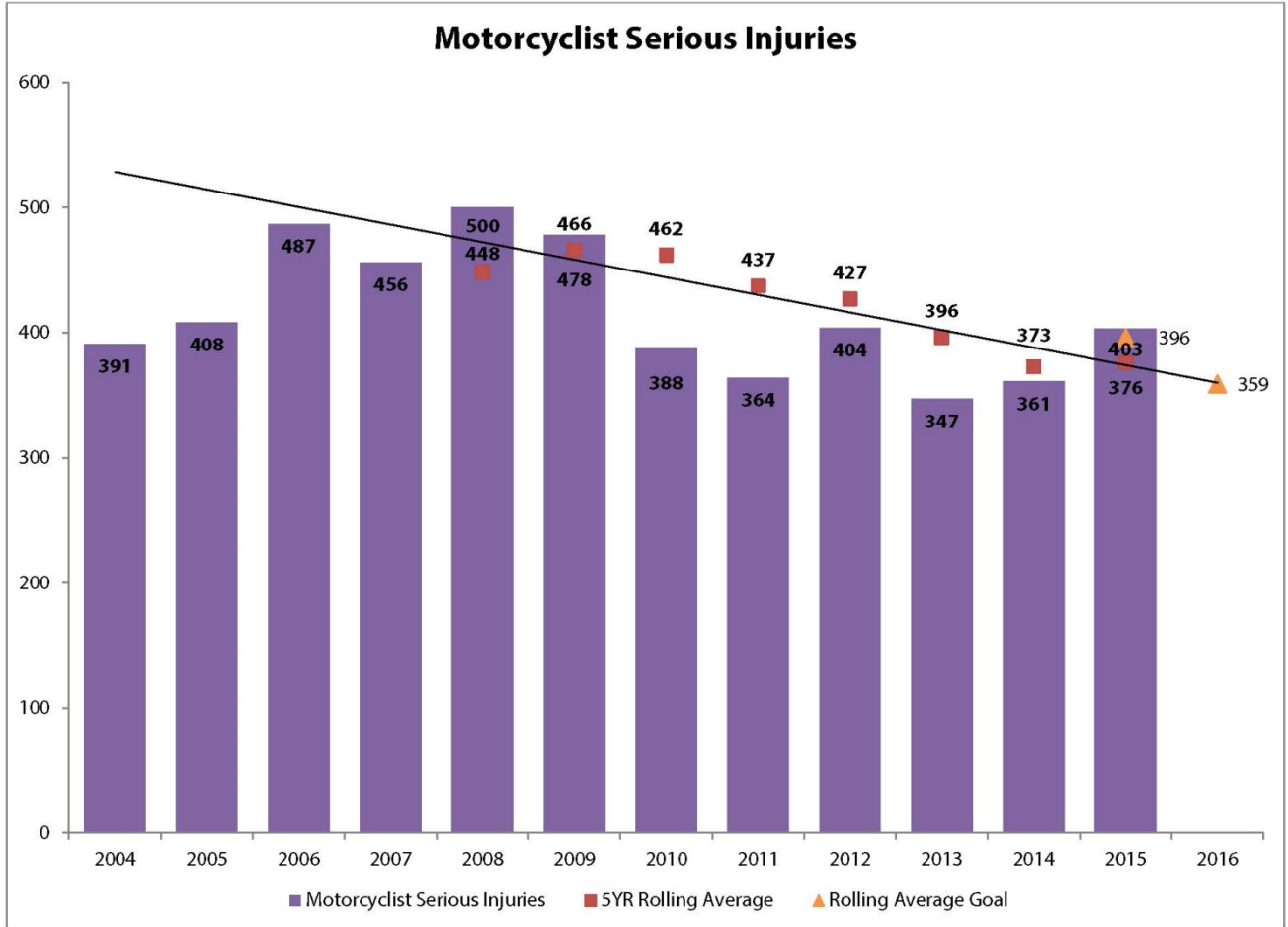


SOURCE: WA FARS

## Motorcyclist Serious Injuries

**Performance Measure:** Decrease motorcyclist serious injuries by 4.5 percent from the 2011-2015 five-year rolling average of 376 to 359 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 376 motorcyclist serious injuries, achieving the HSP 2015 goal of 396 by 5.1 percent.



SOURCE: WSDOT

## FFY 2016 Motorcycle Projects

| Project Title<br>Motorcycle HVE Patrols (Local Law Enforcement)  | Federal Project #<br>MC16-02 | Program Manager<br>Mark Medalen |
|--|------------------------------|---------------------------------|
| <p><b>Description:</b> This grant follows the data and addresses those motorcycle safety issues and crash-contributing factors not covered by NHTSA MAP-21 funding regulations. These issues include impaired riding, speeding, rider awareness, running off the road, and messaging. These dangerous behaviors will be addressed through the proven HVE model of education (including program branding, media buy, and social media) followed by extra law enforcement patrols. This grant provides the overtime funding for local law enforcement agencies in Pierce, King, and Snohomish Counties, and works in conjunction with project M7*PT16-01 and M7*PM16-01.</p> <p><b>Results:</b> Overtime patrols occurred July 29 to August 14, 2016. Patrol locations followed data maps that were created and distributed showing the fatal and serious injury motorcycle crashes in the three counties from 2011-2015. The three counties saw a combined total of 25 law enforcement agencies including WSP participating in the motorcycle safety enforcement. WSP, Snohomish (5 agencies), King (12 agencies), and Pierce (7 agencies). Emphasis Patrol Activity Logs show traffic stops of both motorcycles and other motor vehicles for infractions/citations including speeding, impaired driving, reckless driving, equipment violations, seatbelts, and texting/cell phone usage. Citations were also written for no valid driver license, driving with a suspended license, no motorcycle license endorsement, and no insurance. Motorcycles and motor vehicles were also impounded.</p> <p>Purchased media including billboards, live radio reads, and social media advertised and supported the enforcement activity. A news release was distributed to media outlets gaining good coverage for the patrols.</p> <p>The "It's A Fine Line" campaign continues to gain social media followers online. The performance reports from our media buying firm show a growing audience. The law enforcement campaign saw an increase in driver and rider awareness. Serious injury and fatality data for motorcycle riders in the three counties are being reviewed each year to see if this campaign reduces crashes.</p> |                              |                                 |
| Fund Source<br>402   | Amount Approved<br>\$50,000  | Amount Expended<br>\$49,805     |

| Project Title<br>Motorcycle HVE Patrols (WSP)   | Federal Project #<br>M7*PT16-01 | Program Manager<br>Mark Medalen |
|---|---------------------------------|---------------------------------|
| <p><b>Description:</b> The motorcycle mobilization project funds overtime for WSP to participate in a statewide motorcycle mobilization with the goal of addressing motorcycle crash-contributing factors. These issues include impaired riding, speeding, rider awareness, and messaging. These dangerous behaviors will be addressed through the proven HVE model of education (including program branding, media buy, and social media) followed by extra law enforcement patrols. This grant works in conjunction with project MC16-02 and M7*PM16-01.</p> <p><b>Results:</b> Overtime patrols occurred July 29 - August 14, 2016, in King, Pierce, and Snohomish Counties. Patrol locations followed data maps that were created and distributed showing the fatal and serious injury motorcycle crashes in the three counties from 2011-2015. WSP coordinated their efforts with 24 local law enforcement agencies: Snohomish (5), King (12), and Pierce (7). WSP troopers worked a total</p> |                                 |                                 |



of 602.45 overtime hours with 1,642 contacts during these emphasis patrols. Of the 1,642 contacts made by WSP, 54 were motorcycles. WSP activity highlights included 896 speeding tickets, 195 aggressive drivers, 83 no insurance, 47 drivers without valid operator’s license, and 14 texting and 25 cell phone tickets.

Purchased media including billboards, live radio reads, and social media ads advertised and supported the enforcement activity. A news release was distributed to media outlets gaining good coverage for the patrols.

The “It’s A Fine Line” campaign continues to gain social media followers online. The CMA performance reports show the growth each month where we are expanding our audience. The law enforcement campaign saw an increase in driver and rider awareness. Serious injury and fatality data for motorcycle riders in the three counties are being reviewed each year to see if this campaign reduces crashes.

|             |                 |                 |
|-------------|-----------------|-----------------|
| Fund Source | Amount Approved | Amount Expended |
| 405d        | \$50,000        | \$48,030        |

|                          |                   |                 |
|--------------------------|-------------------|-----------------|
| Project Title            | Federal Project # | Program Manager |
| Paid Media - Motorcycles | M7*PM16-01        | Shelly Baldwin  |

**Description:** The communications goal for mobilizations is to reach our primary target demographic. As part of a proven strategy, this grant would fund paid media as a component of the motorcycle rider impairment HVE campaigns. Paid media would include TV, radio and online ads, and outdoor billboards.

**Results:** A summer motorcycle safety campaign ran in Pierce, King, and Snohomish Counties. The media buy extended before and after the July 29 to August 14, 2016, enforcement period. The creative messaging included a new video on motorcycle rider road skills produced with Special Forces at Joint Base Lewis-McChord. Radio spots were aired on Total Traffic and iHeart Radio. Billboards were placed in 20 locations throughout the three counties. Social media outreach included 21 weeks of sponsored Facebook posts and Google Word ads, featuring a different message every week. The campaign garnered more than 30.5 million impressions.

|             |                 |                 |
|-------------|-----------------|-----------------|
| Fund Source | Amount Approved | Amount Expended |
| 405d        | \$100,000       | \$86,900        |

|  |                   |                 |
|--|-------------------|-----------------|
| Project Title                            | Federal Project # | Program Manager |
| DOL Washington Motorcycle Safety Program | M9MT16-01         | Mark Medalen    |

**Description:** DOL administers the Washington Motorcycle Safety Program responsible for providing rider training and education programs throughout the state to increase motorcycle safety on Washington’s roads. Training and motorist awareness programs are implemented through this grant following the NHTSA recommendations and funding eligibility. More information on their program can be found at <http://www.dol.wa.gov/driverslicense/motorcycles.html>

**Results:**

Project 1: Direct Mailings

In reviewing motorcycle fatality information in Washington, we see that each year approximately 74 percent of the fatalities had no endorsement and/or no training. In response to this statistic, the goal

of this project was to increase the number of endorsed and trained riders by sending two postcard mailings, the first to owners of registered motorcycles who do not have an endorsement, and the second to endorsed riders who have not taken a training course. For the first mailing, which focused on unendorsed motorcycle owners, DOL was able to cross match 20,070 individuals who had motorcycles registered in their name, but no endorsement on their license. For our second postcard mailing we identified 26,700 endorsed riders with no training on their record.

#### Project 2: Exposure Survey Data Collection

To better understand the beliefs and behaviors of Washington riders, and thereby continue to effectively focus training and outreach efforts, this project's goal was to attain motorcycle exposure data from a sampling of Washington riders. Surveys were sent out to 4,000 riders statewide, representing a variety of demographics. To date, DOL has received over 1,100 mail-in responses and over 500 electronic responses. This amounts to an uncommonly high survey response rate of approximately 35 percent. DOL is currently analyzing the results. The extensive data from this survey will be used to focus training and outreach efforts to ensure we are effectively meeting the needs of Washington riders as we head toward Target Zero.

#### Project 3: State Motorcycle Safety Administrator's Conference

This project focused on the importance of connecting and collaborating with other state motorcycle safety programs and motorcycle safety trainers to determine what initiatives, best practices, or actions Washington could utilize to improve its Motorcycle Safety Program, increase rider safety, and decrease motorcycle collisions and fatalities.

September 21 to 24, seven representatives from the program and agency attended the annual National Association of SMSA Conference in Portland, Oregon. We participated in a variety of ways, presenting breakout sessions and professional development workshops, moderating sessions, attending meetings representing Washington's Motorcycle Safety Program, and attending general sessions and breakout sessions for all four conference tracks: Administration, Rider Training and Education, Instructor Training, Range Training.

#### Project 4: Temporary Road Signage

In an effort to provide motorcycle safety messaging directly to riders during high crash times of year, and on highly travelled motorcycle routes, this project involved placing temporary motorcycle safety and awareness road signs across the state.

During the period of this grant, seven road signs were placed throughout the state at the following locations:

| <b>Events</b>                                | <b>Location</b>    | <b>Sign Placement</b>                        | <b>Duration</b> |
|--|--------------------|--|-----------------|
| Christian Motorcyclists Association & July 4 | Hyak / Easton      | Snoqualmie Pass                              | June 30-July 11 |
| Pendleton Bike Week A                        | Plymouth           | Interstate 82 north of Columbia River        | July 19-25      |
| Pendleton Bike Week B                        | Wallula Junction   | US 12 east of Wallula Junction               |                 |
| PNW Trike-In                                 | Packwood, WA       | US 12 / Packwood RV Park                     | Aug. 16-22      |
| Rally in the Gorge                           | Hood River, OR     | Intersection of bridge and Lewis & Clark Hwy | Aug. 23-29      |
| Beacon Rock State Park                       | Hwy 14             | Hwy 14 @ Kueffler Rd                         | Aug. 23-29      |
| PNW HOG Rally                                | Spokane Valley, WA | Mirabeau Park Hotel                          | Aug. 23-29      |

|  |                 |      |                 |
|--|-----------------|------|-----------------|
| Summer destination routes  | Gold Bar        | US 2 | Aug. 1-31       |
| <p>The signs promoted both motorcycle safety and motorist awareness. ABATE ran an article in its July magazine about this project, thanking the agency for its work to increase motorist awareness and promote safer motorcycling.</p> |                 |      |                 |
| Fund Source  | Amount Approved |      | Amount Expended |
| 405f   | \$78,500        |      | \$53,009        |

|  |                   |                 |
|--|-------------------|-----------------|
| Project Title  | Federal Project # | Program Manager |
| MAP-21 Motorcycle Training and Awareness   | M9MT16-02         | Mark Medalen    |
| <p><b>Description:</b> The goal of the Motorcycle Safety Program is to reduce and eventually eliminate the number of motorcycle crashes that result in serious injuries and fatalities. This project works in coordination with DOL’s training and motorist awareness projects as part of the Washington Motorcycle Safety Program. We plan to increase the number of endorsed and trained riders on Washington’s roads and to educate motorists about motorcycle issues and increase motorist awareness of motorcycles.</p> <p><b>Results:</b> The “It’s A Fine Line” campaign continues to gain social media followers online. The vendor’s performance reports show the growth each month where we are expanding our audience. Videos were produced showing the importance of getting training at the beginner and advanced rider levels.</p> <p>Our programs continue to promote motorist awareness of motorcycles, encourage rider training and education for all rider levels, and reduce those crash causation factors present in motorcycle fatalities. Project materials included original videos, website and social media including Facebook, Twitter, and YouTube marketing, road signs reading “Watch Out For Motorcycles,” outreach to motorcycle clubs and dealers including in-store digital signage and print materials, and content distribution for club newsletters.</p> <p>As of October 31, 2016, there were 71 motorcycle crash fatalities in Washington for this calendar year. This is a higher number of fatalities than in recent years at the 10 month mark. A majority of these fatal crashes are single vehicle (another motor vehicle was not involved) and caused by rider error. We are looking at the number of registered motorcycles and endorsed riders to see if this has increased. We will continue working to educate riders about the safety benefits of training, and importance of riding safe, sober, endorsed, and within your skills.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| 405f   | \$61,000          | \$40,590        |

# PEDESTRIANS AND BICYCLISTS

## Overview

### Pedestrians

From 2013-2015, pedestrians comprised 14.8 percent of statewide traffic fatalities. This represents a 4.4 percent increase in pedestrian fatalities (215) from 2010-2012 (206). During this same time period pedestrian serious injuries decreased by 7 percent (917 to 853).

### Bicycles

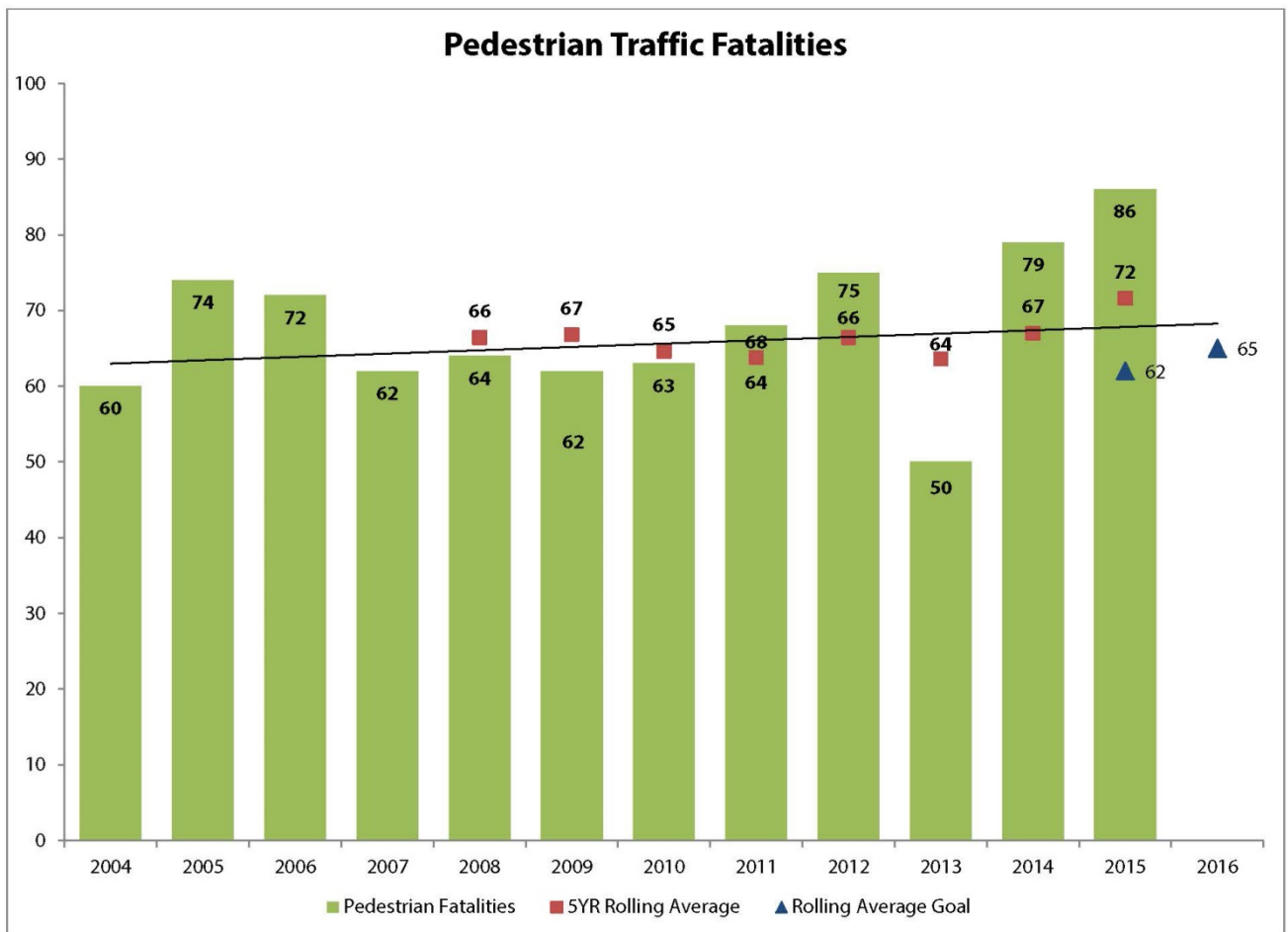
From 2013-2015, bicyclists comprised 2.1 percent of statewide traffic fatalities. This represents a 6.9 percent increase in bicyclist fatalities (31) from 2010-2012 (29). During this same time period bicyclist serious injuries decreased by 14.7 percent (341 to 291).

## Performance Analysis

### Pedestrian Fatalities

**Performance Measure:** Decrease pedestrian fatalities by 9.7 percent from the 2011-2015 five-year rolling average of 72 to 65 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 72 pedestrian fatalities, missing the HSP 2015 goal of 62 by 16.1 percent.

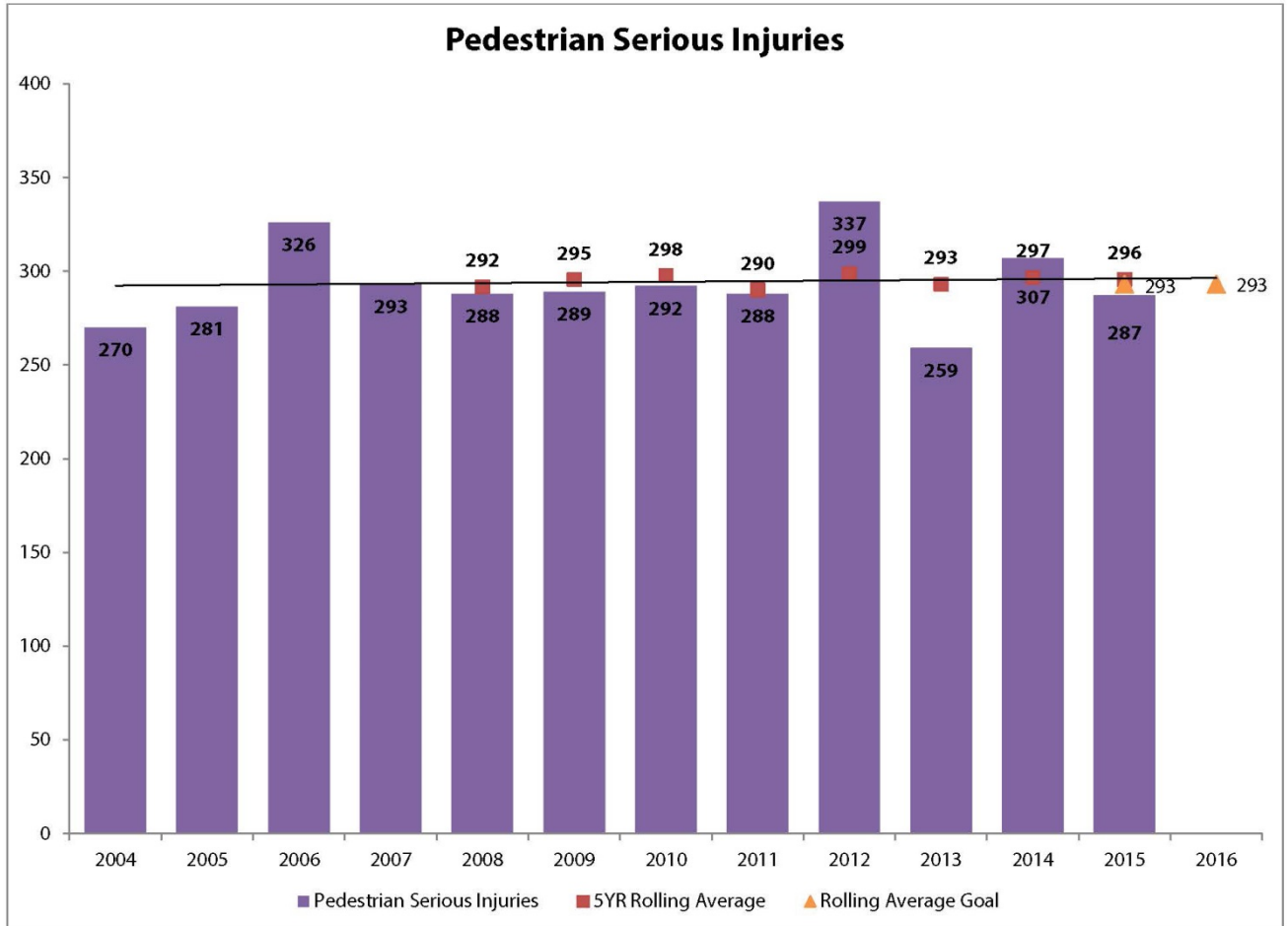


SOURCE: WA FARS

## Pedestrian Serious Injuries

**Performance Measure:** Decrease pedestrian serious injuries by 1 percent from the 2011-2015 five-year rolling average of 296 to 293 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 296 pedestrian serious injuries, missing the HSP 2015 goal of 293 by 1 percent.

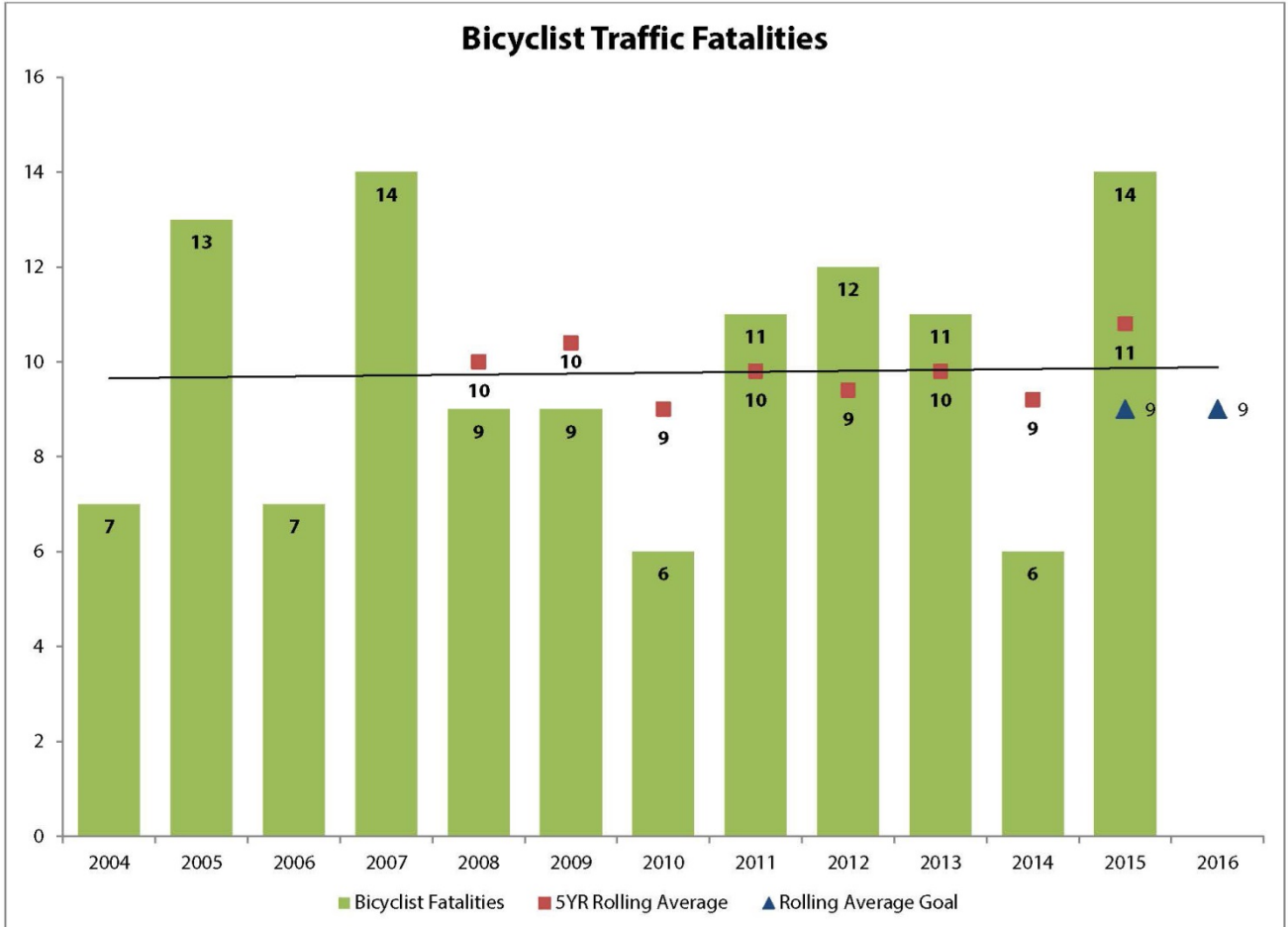


SOURCE: WSDOT

## Bicyclist Fatalities

**Performance Measure:** Decrease bicyclist fatalities by 18.2 percent from the 2011-2015 five-year rolling average of 11 to 9 by December 31, 2016.

**Preliminary Performance Report:** The 2011-2015 rolling average shows there was an average of 11 bicyclist fatalities, missing the HSP 2015 goal of 9 by 22.2 percent.

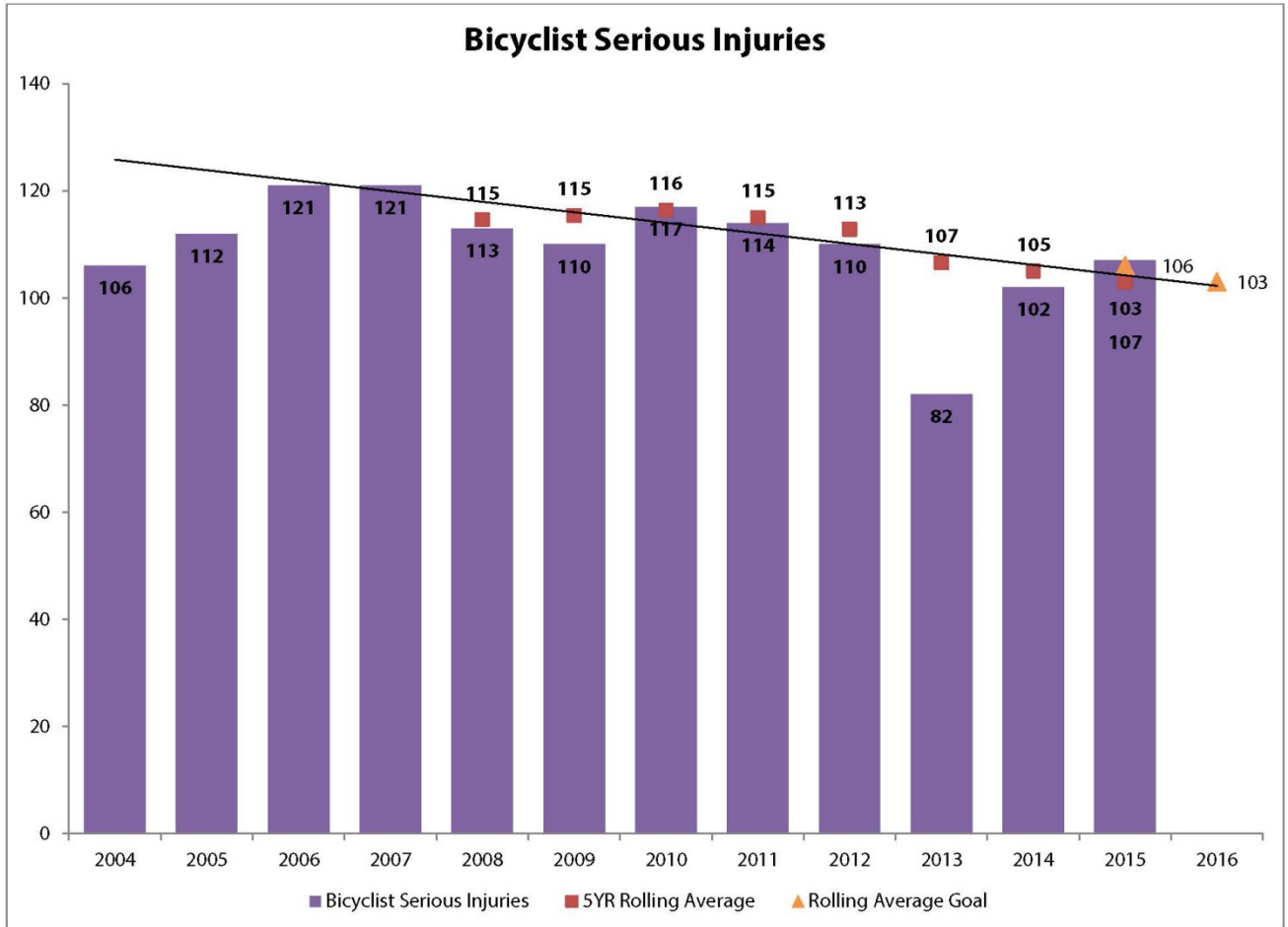


SOURCE: WA FARS

## Bicyclist Serious Injuries

**Performance Measure:** Maintain or decrease bicyclist serious injuries from the 2011-2015 five-year rolling average of 103 by December 31, 2016.

**Preliminary Performance Report:** The 2011-2015 rolling average shows there was an average of 103 bicyclist serious injuries, achieving the HSP 2015 goal of 106 by 2.8 percent.



SOURCE: WSDOT

## FFY 2016 Pedestrian and Bicycle Projects

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| Cooper Jones Committee  | PS16-02           | MJ Haught       |
| <p><b>Description:</b> These funds are made available in cooperation with stakeholders and independent representatives to promote bicycle and pedestrian safety, meeting the requirement of RCW 43.59.150.</p> <p><b>Results:</b> During FFY2016, no meeting occurred and no funds were expended.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| 402   | \$2,000           | \$0             |

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| WSDOT Pedestrian Safety Project   | M7*PS16-01        | MJ Haught       |
| <p><b>Description:</b> WSDOT and WTSC collaborated together to identify a location in the state to conduct a targeted pedestrian safety project. Spokane was the location for FFY 2016. This work followed targeted engineering enhancements implemented by WSDOT and/or the local public works or transportation department.</p> <p><b>Results:</b> The greatest success of this project was that there were no pedestrian fatalities in the City of Spokane during the campaign. The educational campaign began in March, and WSP and Spokane Police Department went out each month to help with educating citizens. Both WSP and Spokane Police Department participated in emphasis patrols throughout the campaign. During the patrols, law enforcement officer worked 391.6 hours, made 671 contacts, and wrote 628 infractions/citations. Radio, television, and bus tail ads were placed throughout the year in support of the campaign.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| 405d  | \$60,000          | \$59,999        |

| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| School Zone Safety Grants  | N/A               | MJ Haught       |
| <p><b>Description:</b> These grant funds are collected from tickets issued in marked school zones throughout Washington. Fines are doubled for school zone violations, with half of the fine deposited in the School Zone Safety Account to be allocated to projects that enhance school zone safety. Funds are used by local law enforcement to purchase equipment for use when enforcing speeds in school zones. Additionally, elementary and middle schools may apply for mini grants each fiscal year for equipment for their crossing guard teams.</p> <p><b>Results:</b> Thirty-two law enforcement grants and 142 crossing guard grants were awarded during FFY 2016.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| State - SZ   | \$500,000         | \$200,242       |



# ROADWAY AND ENGINEERING

## Overview

From 2013-2015, 37.8 percent of traffic fatalities and 29.1 percent of serious injuries involved a run-off-the-road event. Run-off-the-road fatalities increased by 0.4 percent compared to 2010-2012 (546 to 548). During this same time period, run-off-the-road serious injuries decreased by 8.6 percent (1,914 to 1,749).

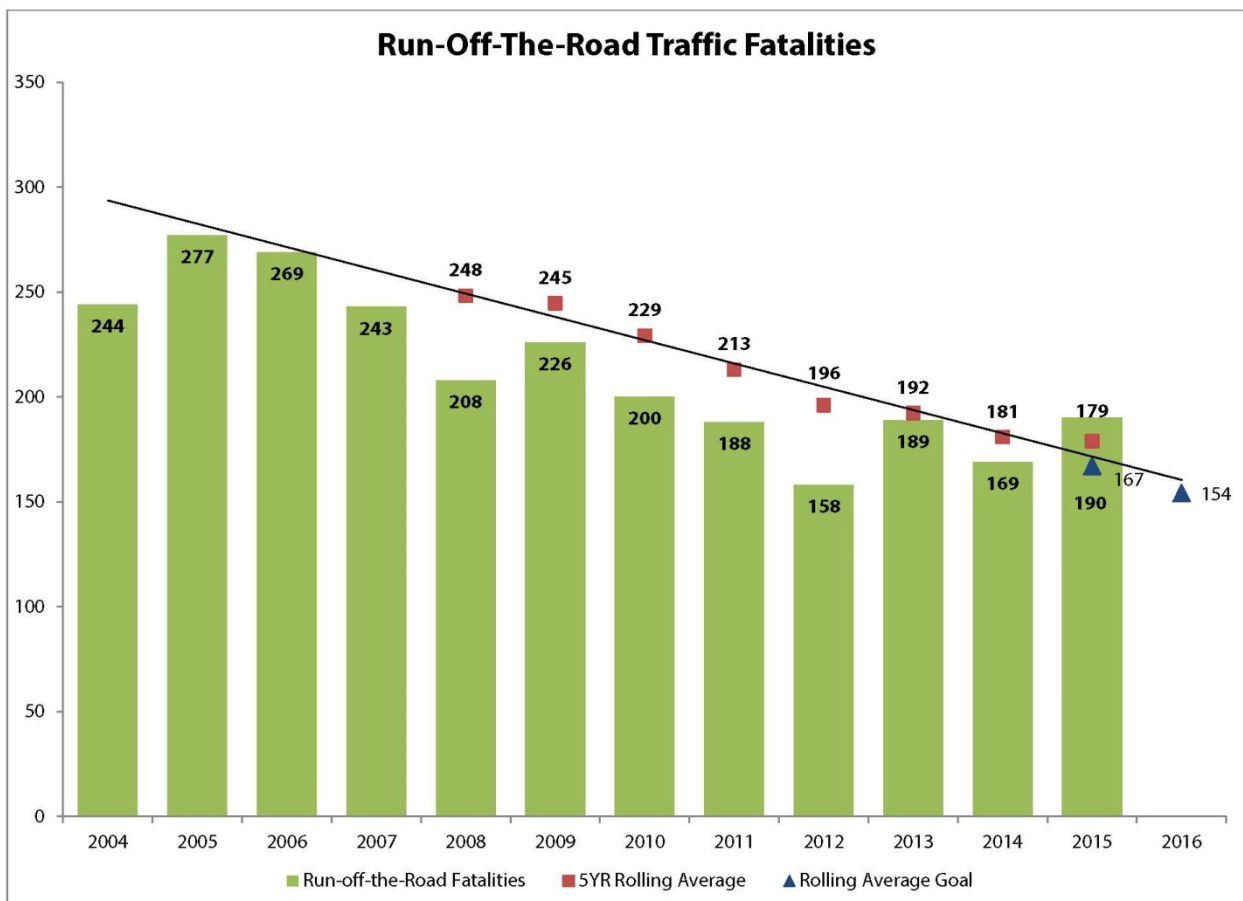
From 2013-2015, 22.5 percent of traffic fatalities and 34.6 percent of serious injuries were intersection-related. Intersection-related fatalities increased 19 percent compared to 2010-2012 (269 to 320). During this same time period, intersection-related serious injuries decreased by 12.4 percent (2,375 to 2,080).

## Performance Analysis

### Run-off-the-Road Fatalities

**Performance Measure:** Decrease run-off-the-road fatalities by 14 percent from the 2011-2015 five-year rolling average of 179 to 154 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 179 run-off-the-road fatalities, missing the HSP 2015 goal of 167 by 7.2 percent.

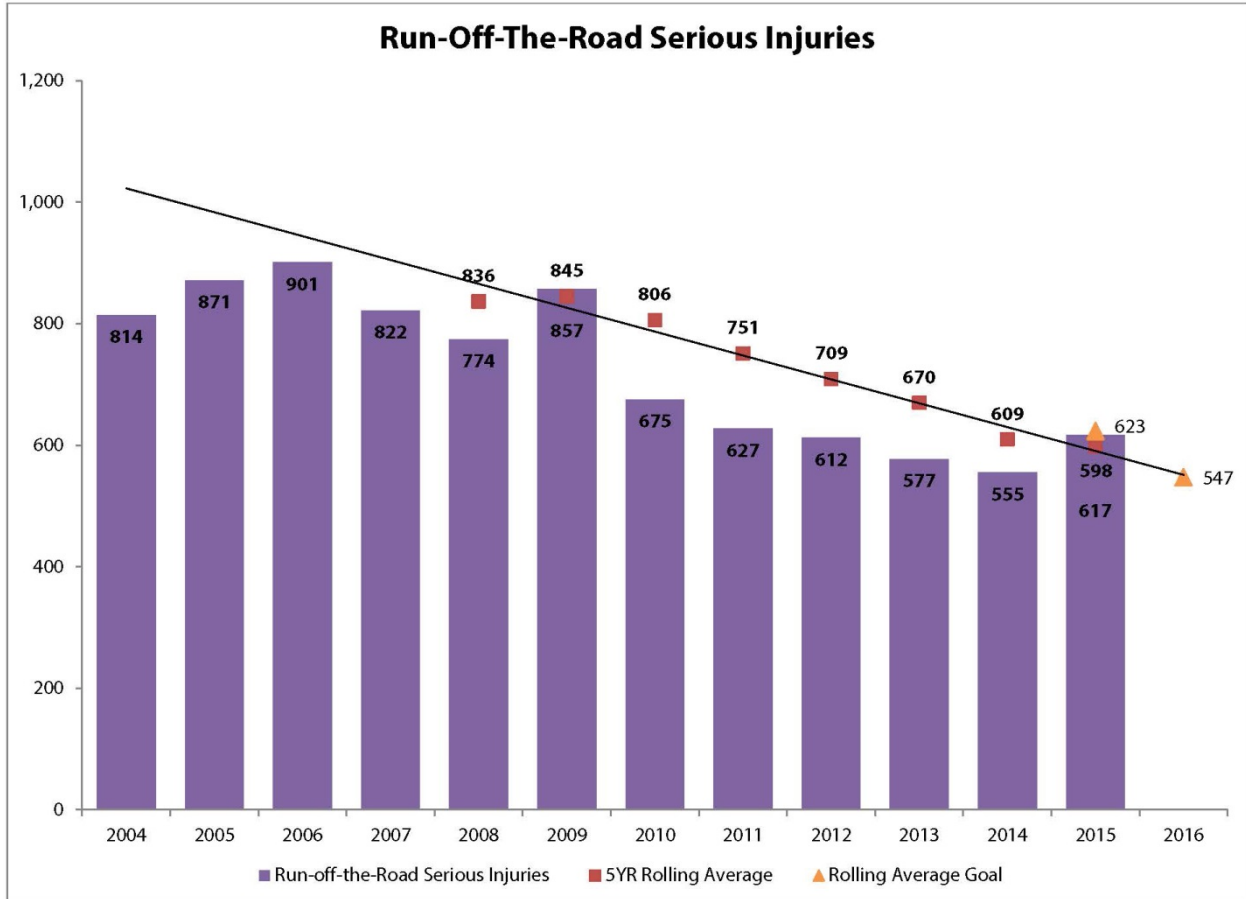


SOURCE: WA FARS

## Run-off-the-Road Serious Injuries

**Performance Measure:** Decrease run-off-the-road serious injuries by 8.5 percent from the 2011-2015 five-year rolling average of 598 to 547 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 598 run-off-the-road serious injuries, achieving the HSP 2015 goal of 623 by 4 percent.

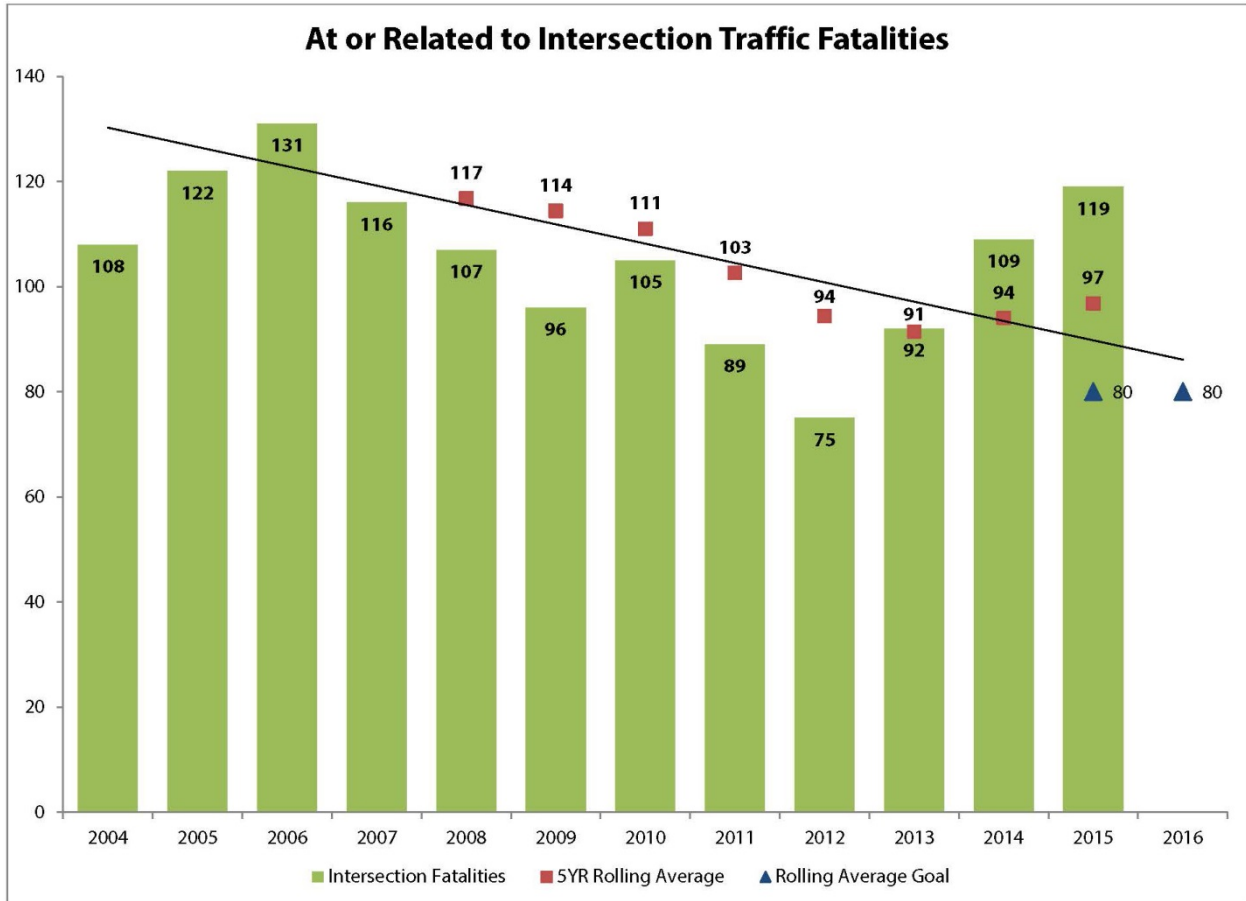


SOURCE: WSDOT

## Intersection-Related Fatalities

**Performance Measure:** Decrease intersection-related fatalities by 17.5 percent from the 2011-2015 five-year rolling average of 97 to 80 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 97 intersection-related fatalities, missing the HSP 2015 goal of 80 by 21.3 percent.

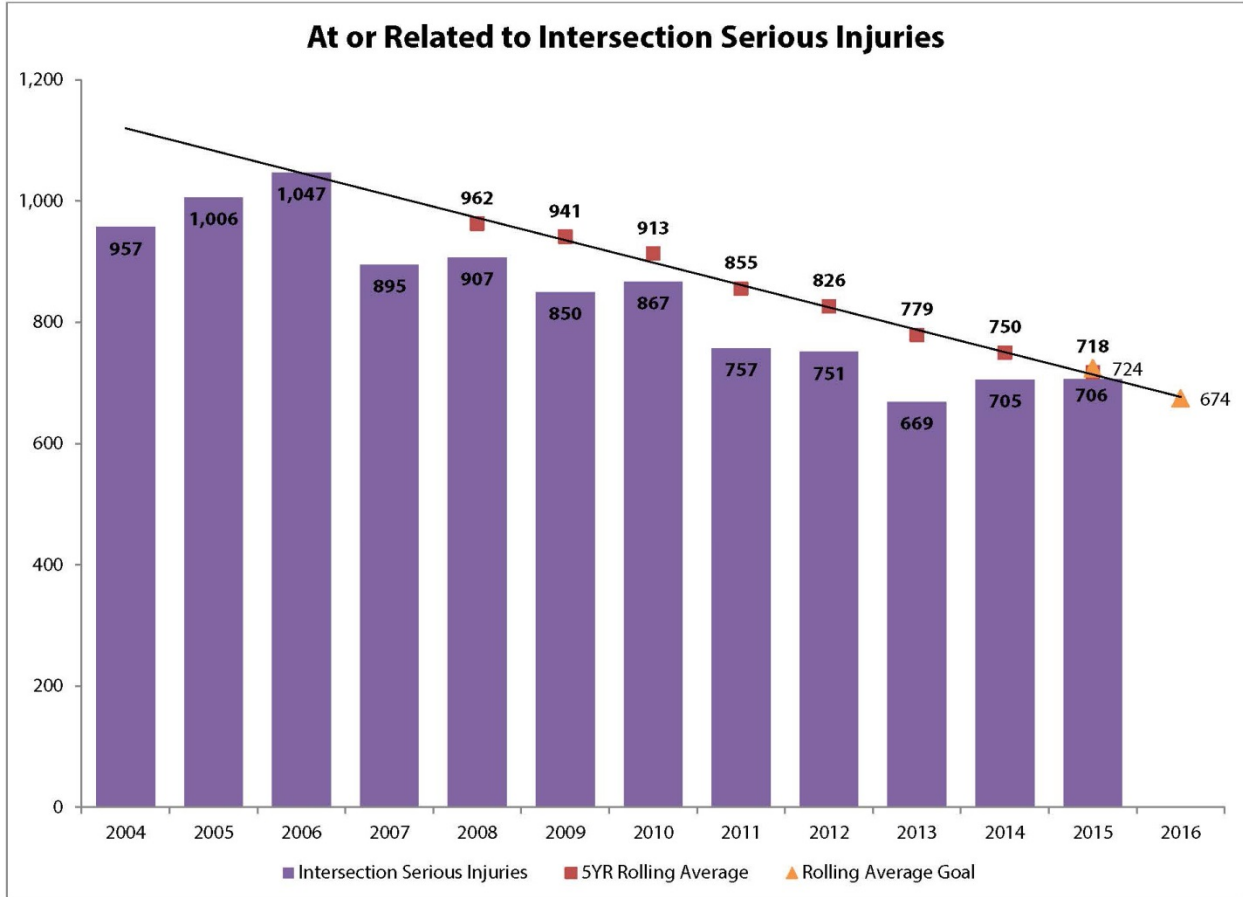


SOURCE: WA FARS

## Intersection-Related Serious Injuries

**Performance Measure:** Decrease intersection-related serious injuries by 6.1 percent from the 2011-2015 five-year rolling average of 718 to 674 by December 31, 2016.

**Performance Report:** The 2011-2015 rolling average shows there was an average of 717 intersection-related serious injuries, achieving the HSP 2015 goal of 724 by 0.8 percent.



SOURCE: WSDOT

## FFY 2016 Roadway and Engineering Project

---

|   |                                 |                                 |
|---|---------------------------------|---------------------------------|
| Project Title<br>WSDOT Roadway Improvement  | Federal Project #<br>164HE16-01 | Program Manager<br>Mark Medalen |
| <p><b>Description:</b> This grant funds critical traffic safety engineering projects carried out by the WSDOT. Individual projects selected for this funding address high-priority roadway problems to improve safety and reduce traffic fatalities and serious injuries.</p> <p><b>Results:</b> In FFY 2016, this funding assisted WSDOT during interchange improvements at US2/Bickford Avenue.</p> |                                 |                                 |
| Fund Source<br>164HE  | Amount Approved<br>\$392,235    | Amount Expended<br>\$392,235    |

## COMMUNITY PROGRAMS

### Overview

#### Target Zero Managers

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

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

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

#### Tribal Traffic Safety

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

This data prompts us to take action. In alignment with RCW 43.376, which outlines Washington's Centennial Accord, we are expanding our partnerships with the 29 federally-recognized tribes in the state.

#### Other Community Programs

Additional projects with localized impact were selected for funding for FFY 2016. The proposals for these projects were submitted by local entities and include programs to provide community outreach, education, and technology.

#### Performance Analysis

A separate analysis of performance for this section is not included here. The key indicators of performance for these projects are the overall outcome measures listed at the beginning of the Annual Report. These outcome measures include total fatalities, fatalities per VMT, and total serious injuries. In addition, the success of individual projects authorized under local programs is determined by its impact on the individual program areas those projects are intended to address.

## FFY 2016 Community Program Projects

| Project Title   | Federal Project # | Program Manager |                       |     |                 |     |                  |     |                    |   |                        |     |                                      |    |                                     |    |
|---|-------------------|-----------------|-----------------------|-----|-----------------|-----|------------------|-----|--------------------|---|------------------------|-----|--------------------------------------|----|-------------------------------------|----|
| Traffic Safety Corridor Program   | CP16-02           | Angie Ward      |                       |     |                 |     |                  |     |                    |   |                        |     |                                      |    |                                     |    |
| <p><b>Project Description:</b> The Traffic Safety Corridor Program was a joint effort between WTSC, WSDOT, and WSP, as well as many local partner agencies. This program is locally coordinated and works to reduce fatal and serious injury collisions on short stretches of roadway with low-cost, short-term solutions. This grant funded extra enforcement patrols and educational efforts for the Lake City Way project in Seattle.</p> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>• Overall, fatal/serious crashes = down 41 percent</li> <li>• Failing to yield (#1 Behavior for total and fatal/serious)</li> <li>• Down 15 percent all crashes, down 38 percent fatal/serious crashes</li> <li>• Failing to yield to pedestrians/cyclists (#2 Behavior for fatal/serious)</li> <li>• Down 50 percent all crashes, down 100 percent fatal/serious crashes</li> </ul> <table border="1"> <tbody> <tr> <td><b>Overtime Hours</b></td> <td>240</td> </tr> <tr> <td><b>Contacts</b></td> <td>434</td> </tr> <tr> <td><b>Citations</b></td> <td>400</td> </tr> <tr> <td><b>DUI Arrests</b></td> <td>0</td> </tr> <tr> <td><b>Speed Citations</b></td> <td>125</td> </tr> <tr> <td><b>Occupant Protection Citations</b></td> <td>75</td> </tr> <tr> <td><b>Cell Phone/Texting Citations</b></td> <td>28</td> </tr> </tbody> </table> <p><b>Overall Program Results (37 projects over 25 years):</b></p> <ul style="list-style-type: none"> <li>• Total collisions down 7 percent</li> <li>• Total injuries down 12 percent</li> <li>• Alcohol-related collisions down 14 percent</li> <li>• Fatal and serious injury collisions down 29 percent</li> <li>• Costs to society (based on collisions) have dropped from \$34.4 million per year to \$25.7 million per year, a savings of \$8.7 million per year per project</li> <li>• Projected number of lives saved = 290</li> <li>• Average project funding (2 years) = \$279,000</li> </ul> |                   |                 | <b>Overtime Hours</b> | 240 | <b>Contacts</b> | 434 | <b>Citations</b> | 400 | <b>DUI Arrests</b> | 0 | <b>Speed Citations</b> | 125 | <b>Occupant Protection Citations</b> | 75 | <b>Cell Phone/Texting Citations</b> | 28 |
| <b>Overtime Hours</b>   | 240               |                 |                       |     |                 |     |                  |     |                    |   |                        |     |                                      |    |                                     |    |
| <b>Contacts</b>   | 434               |                 |                       |     |                 |     |                  |     |                    |   |                        |     |                                      |    |                                     |    |
| <b>Citations</b>  | 400               |                 |                       |     |                 |     |                  |     |                    |   |                        |     |                                      |    |                                     |    |
| <b>DUI Arrests</b>  | 0                 |                 |                       |     |                 |     |                  |     |                    |   |                        |     |                                      |    |                                     |    |
| <b>Speed Citations</b>  | 125               |                 |                       |     |                 |     |                  |     |                    |   |                        |     |                                      |    |                                     |    |
| <b>Occupant Protection Citations</b>  | 75                |                 |                       |     |                 |     |                  |     |                    |   |                        |     |                                      |    |                                     |    |
| <b>Cell Phone/Texting Citations</b>   | 28                |                 |                       |     |                 |     |                  |     |                    |   |                        |     |                                      |    |                                     |    |
| Fund Source   | Amount Approved   | Amount Expended |                       |     |                 |     |                  |     |                    |   |                        |     |                                      |    |                                     |    |
| 402   | \$60,000          | \$22,947        |                       |     |                 |     |                  |     |                    |   |                        |     |                                      |    |                                     |    |

| Project Title<br>Local Traffic Safety Task Forces<br>(TZMs)   | Federal Project #<br>CP16-03 | Program Manager<br>Jerry Noviello |
|---|------------------------------|-----------------------------------|
| <p><b>Description:</b> Traffic safety projects are most effective when planned, coordinated, and led by local communities. The WTSC funds 17 regional TZMs to facilitate local projects. Current activities consist of coordinating enforcement and media campaigns, strategic planning, monitoring local data to identify emerging trends, leading planning and outreach efforts for the local traffic safety coalition, compiling activity reports, and managing other traffic safety projects.</p> <p><b>Results:</b> The key indicators of performance for the local task forces are the overall outcome measures listed in the other program sections of this annual report. This funding was also used to provide professional development opportunities for all 17 TZMs.</p> |                              |                                   |
| Fund Source   | Amount Approved              | Amount Expended                   |
| 402   | \$350,000                    | \$350,000                         |
| State – TZM   | \$668,000                    | \$696,088                         |
|   | <b>\$1,018,000</b>           | <b>\$1,046,088</b>                |

| Project Title<br>Tribal Traffic Safety Program  | Federal Project #<br>CP16-10 | Program Manager<br>MJ Haught |
|---|------------------------------|------------------------------|
| <p><b>Description:</b> The WTSC Tribal Traffic Safety Program uses these funds to engage or reengage with tribes in Washington through the Tribal Traffic Safety Advisory Board (TTSAB). This year, the TTSAB continued to build on the successes of implementing its FFY2015 strategic plan. The funds support implementing tactics among the 29 federally recognized tribes as advised and developed by TTSAB.</p> <p><b>Results:</b> The TTSAB developed and approved a strategic plan for FFY2016. During planning discussions, it was agreed that the most significant problem to attack in 2016 was collection and sharing of crash data in Indian Country. Data sharing efforts centered on creating and distributing a video, "Recording Our Past, Protecting Our Future." Another project was the creation and distribution of print and digital versions of a brochure, "Civil and Criminal Jurisdiction in Indian Country." The 2016 Canoe Journey was hosted by the Nisqually Indian Tribe, whose reservation is located a few miles from Olympia, Washington. The TTSAB had a traffic safety booth, offering the posters and rack cards developed last year on the top factors in Native American traffic fatalities in Washington: seat belts, pedestrian safety, impaired driving, speeding, and child passenger safety.</p> <p>Using a WTSC grant, Eastern Washington University (EWU) conducted six tribal traffic safety assessments in 2015. Based on the assessments, EWU developed a Tribal Traffic Safety Model, centering on a committee that varies with the existing government structure of each tribe. The TTSAB developed a Request for Proposals that would fund one or two Traffic Safety Leaders who would develop and support a Target Zero Traffic Safety Committee on his/her respective reservation.</p> |                              |                              |
| Fund Source   | Amount Approved              | Amount Expended              |
| 402   | \$49,000                     | \$28,810                     |



| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| Colville Traffic Safety Coordination Project  | CP16-13           | MJ Haught       |
| <p><b>Description:</b> This project benefited the Confederated Tribes of the Colville Reservation (CTCR) by funding custom, culturally-relevant educational materials such as rack cards, posters, vinyl banners, PSA videos, and a small air buy. Funds also covered the cost of registration for and travel to car seat technician training.</p> <p><b>Results:</b> To support “Click It or Ticket” enforcement during the national HVE campaign in May, seat belt education occurred reservation-wide and a media buy used culturally relevant creative assets, custom developed by CTCR and a radio station.</p> <p>The CTCR traffic safety grant manager worked with the statewide CPS project manager to coordinate the four-day course required for certification as a CPS technician. The course included a publicized car seat event for the public. The course graduates included five new CTCR technicians.</p> <p>After paying for the course instructors’ time and expenses, the grant funds allowed three CTCR people involved with traffic safety to attend the 2016 Tribal-State Transportation Conference.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| 402   | \$15,000          | \$7,359         |

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| Pasco Citywide Traffic Upgrade  | CP16-14           | Myke Gable      |
| <p><b>Project Description:</b> The proposed project combined educational outreach to increase driver awareness to change driver behavior and to provide accurate traffic/driver behavior data for specific locations to support law enforcement efforts. The educational outreach uses portable speed feedback signs, along with limited use of billboard-type message banners, to communicate traffic safety messages at specific locations where adverse driver behaviors are most prevalent.</p> <p><b>Results:</b> The city of Pasco acquired and installed four stealth radar data collection units at multiple locations around the city to collect and develop driver behavior pattern databases to assist law enforcement officers. The data is being collected, analyzed by city traffic engineers, and passed to law enforcement for their use in coordinated enforcement efforts. The use of billboard-type message banners was not able to be completed due to the change in project manager in the middle of the grant cycle, but this allowed for the purchase of another speed feedback sign to complement the previously-purchased signs.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| 402   | \$20,000          | \$19,836        |

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| Law Enforcement Liaison Program   | PT16-02           | Edica Esqueda   |
| <p><b>Description:</b> This project supports WTSC’s Law Enforcement Liaisons (LELs) program and establishes a Statewide LEL position. The LELs serve as important links to the law enforcement community in Washington. There are LELs across Washington State paired with local TZMs. LELs assist the local TZMs with enforcement planning and media campaigns, strategic planning, compiling activity reports, and assisting in the management of local traffic safety projects. The statewide LEL encourages law enforcement officers and leaders to support the enforcement of traffic safety laws, particularly those dealing with impaired driving, occupant protection, and speed management. Additional activities include collaboration with other highway safety partners and stakeholders.</p> <p><b>Results:</b> In 2016, there were 19 LELs assisting 17 TZMs across the state. The LELs assisted in the implementation of the emphasis patrol performance metric and coordinated the briefings for the seat belt and DUI emphasis patrols. LELs also organized national “Click it or Ticket” and “Drive Sober or Get Pulled Over” mobilizations when TZMs were absent. Several LELs attended the Traffic Safety Conference, the LEL meeting at the WTSC, and the TZM/LEL workshop.</p> <p>This year in efforts to prioritize partnerships and cultivate new programs, a Statewide LEL contract position was added to the program. The Statewide LEL conducted an LEL listening tour reaching approximately 75 percent of local LELs, finished work on Statewide Pro Active Traffic Survey, attended the LEL Professional Development Training in Oklahoma City, Oklahoma, presented at a AAA school district training meeting in Lynnwood, Washington, and assisted with the development of the statewide “LEL Best Practices” points for success document.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| 402   | \$100,000         | \$52,888        |

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| WSP Court Scheduling Project  | PT16-05           | Debi Besser     |
| <p><b>Description:</b> Prosecutors around the state are responsible for scheduling court appearances for the law enforcement officers (LEO), but currently are using inefficient manual processes such as emailing Excel spreadsheets to try to avoid scheduling on days off. This project would have created a secure, centralized location to allow law enforcement agencies statewide to provide their schedules to prosecutors in an automated manner.</p> <p><b>Results:</b> It was determined by the grantee that this project was actually not needed and would not achieve the intended results, so an agreement was never signed and no funds were expended.</p> |                   |                 |
| Fund Source   | Amount Approved   | Amount Expended |
| 402   | \$10,000          | \$0             |

| Project Title   | Federal Project #           | Program Manager             |
|---|-----------------------------|-----------------------------|
| Seattle Department of Transportation (SDOT) Innovative Traffic Safety Education Project   | M1*CP16-03                  | MJ Haught                   |
| <p><b>Description:</b> Using creative and unique outreach techniques, the project engages low-income and minority residents of central and southeast Seattle to increase awareness of traffic safety issues such as speeding, pedestrian safety, young drivers, and intersection-related collisions. Seattle Department of Transportation (SDOT) pairs these educational efforts with targeted enforcement in the same areas.</p> <p><b>Results:</b> During FFY 2016, SDOT contracted with the Coalition for Immigrants, Refugees, and Communities of Color (CIRCC), an emerging local organization that serves many diverse, historically underrepresented communities. Through CIRCC, SDOT worked with nine language access leaders who are engaged with various communities: Cambodian, Filipino, Vietnamese, Chinese, African American, Eritrean, Latino, Somali, and Ethiopian. Throughout the year, project team members attended more than 20 local community festivals and events to engage with these diverse communities. Simple traffic safety tip cards were developed to distribute at these events, and were translated into Khmer, Somali, Spanish, Tagalog, Vietnamese, Chinese, Amharic, Oromo, and Tigrinya. They focused on four simple tips and made use of graphics to convey the issues across languages. Through these events, the project team reached thousands of community members in central and southeast Seattle (the target geographies) to share safe travel tips and build broader awareness and support behind Seattle’s Vision Zero efforts.</p> |                             |                             |
| Fund Source<br>405b   | Amount Approved<br>\$45,000 | Amount Expended<br>\$30,621 |

| Project Title  | Federal Project #            | Program Manager              |
|--|------------------------------|------------------------------|
| Locally-Led “Flex” Enforcement Paid Media  | M1*PM16-01                   | Shelly Baldwin               |
| <p><b>Description:</b> The communications goal for mobilizations is to reach our primary target demographic. As part of a proven strategy, this grant would fund paid media as a component of the “Click It or Ticket” seat belt HVE campaigns and support locally led flex campaigns. Paid media would include TV, radio and online ads, and outdoor billboards.</p> <p><b>Results:</b> Regional TZM patrols were matched with digital, and where feasible, radio PSAs to support their enforcement emphasis (DUI, Speed, or Distracted). The key to these media buys was to raise awareness of the local enforcement efforts to amplify the patrols effects. We began the digital campaign buying Google, Facebook and Twitter ads, but after assessing the results, we transitioned to Facebook only because it was outperforming the others. The campaign purchased 3,035 spots and garnered 29 million impressions.</p> |                              |                              |
| Fund Source<br>405b  | Amount Approved<br>\$300,000 | Amount Expended<br>\$252,671 |

## POLICE TRAFFIC SERVICES

### Overview

Law enforcement agencies in Washington play a central role in the state's overall traffic safety program. Enforcing the state's laws is one of the most effective ways to educate and ultimately impact the behaviors of Washington citizens. The Police Traffic Services program focuses on providing state, county, municipal, and tribal law enforcement agencies with the traffic safety hardware necessary to effectively enforce traffic laws.

### FFY 2016 Police Traffic Services Projects

| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| Northwest Association of Tribal Enforcement Officers (NATEO) Program   | CP16-11           | MJ Haught       |
| <p><b>Description:</b> This grant allowed the Northwest Association of Tribal Enforcement Officers (NATEO) to conduct a request for proposals among tribal police departments for equipment, officer scholarships for traffic safety training, and public information efforts. This grant helps build needed relationships with tribal police departments.</p> <p><b>Results:</b> This grant continued to be an excellent avenue to enhance tribal-state relations by offering an alternative avenue to the Washington Association of Sheriffs and Police Chiefs (WASPC) for tribes to obtain traffic safety police equipment. The Police Department of the Chehalis Confederated Tribes continued to be an exceptional traffic safety partner by administering the grant for equipment, education, and training, available to tribal police departments. As usual, most of the tribes applying for funding were the smaller, less affluent tribes in Washington, such as Nooksack Indian Tribe, Makah Tribe, Shoalwater Bay Tribe, and Skokomish Indian Tribe, who are arguably the most in need of assistance. An exciting development this year was tribes' requesting scholarships for training. The awarded grants reflect a growing knowledge and awareness of the importance of traffic safety in Indian Country.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| 402  | \$40,000          | \$26,422        |

| Project Title   | Federal Project # | Program Manager |
|---|-------------------|-----------------|
| Washington Association of Sheriffs and Police Chiefs  | PT16-01           | Edica Esqueda   |
| <p><b>Description:</b> WASPC represents over 280 Washington police agencies. This grant provides specialized enforcement training and equipment relating to traffic safety. The number of grant applicants increases each year, helping maintain focus on traffic safety as a primary enforcement activity. This year's grant will also assist agencies with equipment (bar code scanners and in-vehicle printers) to transition to SECTOR, the state's electronic ticketing and collision reporting program. Grant recipients provide WASPC a report of their total fatalities, injuries, crashes, and property damage collisions. A final report is compiled by WASPC and provided to WTSC.</p> <p><b>Results:</b> The WASPC Traffic Committee met in January 2016 and distributed a total of \$371,000 to law enforcement agencies across Washington State. There were 71 awards given. Funds were awarded</p> |                   |                 |

for equipment grants and mini grants. In July 2016, WASPC awarded \$37,598 in emergency funds. This was a result of agencies not fully expending their grant funds or completely turning down grant funds. Funds were to be used for the purchase of radars and field sobriety tests (FSTs). Thirty-nine agencies were awarded funds.

|                    |                              |                              |
|--------------------|------------------------------|------------------------------|
| Fund Source<br>402 | Amount Approved<br>\$400,000 | Amount Expended<br>\$396,352 |
|--------------------|------------------------------|------------------------------|

|  |  |                               |
|--|--|-------------------------------|
| Project Title<br>Local "Flex" High Visibility Enforcement Projects (Local Law Enforcement) | Federal Project #<br>M7*PT 16-02<br>PT 16-03 | Program Manager<br>Angie Ward |
|--|--|-------------------------------|

**Project Description:** This project funded the officer overtime component of locally scheduled and organized HVE mobilizations focused on DUI, distracted driving, seat belt violations, and speeding throughout the year. These multijurisdictional patrols were coordinated on the local level by TZMs and LELs, and worked in conjunction with the WSP. Funds for WSP overtime are in project M7\*PT 16-01 and M6X 16-01. Funds for media and educational efforts to publicize the extra enforcement are in project M\*PM 16-01 and M5PEM 16-01.

**Results:**

|                                      |       |
|--------------------------------------|-------|
| <b>Overtime Hours</b>                | 1,337 |
| <b>Contacts</b>                      | 2,439 |
| <b>Citations</b>                     | 398   |
| <b>DUI Arrests</b>                   | 37    |
| <b>Speed Citations</b>               | 657   |
| <b>Occupant Protection Citations</b> | 64    |
| <b>Cell Phone/Texting Citations</b>  | 44    |

|                            |   |                              |
|----------------------------|---|------------------------------|
| Fund Source<br>405d<br>402 | Amount Approved<br>\$500,000<br>(\$300,000/\$200,000) | Amount Expended<br>\$343,281 |
|----------------------------|---|------------------------------|

|   |                              |                                 |                               |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |       |                                     |     |
|---|------------------------------|---------------------------------|-------------------------------|-----------------------|-------|-----------------|-------|------------------|-------|--------------------|----|------------------------|-------|--------------------------------------|-------|-------------------------------------|-----|
| Project Title<br>Local "Flex" High Visibility Enforcement Projects (WSP)  |                              | Federal Project #<br>M7*PT16-01 | Program Manager<br>Angie Ward |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |       |                                     |     |
| <p><b>Project Description:</b> This project funded the trooper overtime component of locally scheduled and organized HVE mobilizations focused on DUI, distracted driving, seat belt violations, and speeding throughout the year. These multijurisdictional patrols were coordinated on the local level by TZMs and LELs, and worked in conjunction with local law enforcement agencies. Funds for local law enforcement overtime were in projects PT 16-03 and M7*PT 16-02. Funds for media and educational efforts to publicize the extra enforcement were in project M*PM 16-01 and M5PEM 16-01.</p> <p><b>Results:</b></p> <table border="1"> <tr> <td><b>Overtime Hours</b></td> <td>1,203</td> </tr> <tr> <td><b>Contacts</b></td> <td>3,001</td> </tr> <tr> <td><b>Citations</b></td> <td>2,345</td> </tr> <tr> <td><b>DUI Arrests</b></td> <td>11</td> </tr> <tr> <td><b>Speed Citations</b></td> <td>1,203</td> </tr> <tr> <td><b>Occupant Protection Citations</b></td> <td>2,346</td> </tr> <tr> <td><b>Cell Phone/Texting Citations</b></td> <td>128</td> </tr> </table> |                              |                                 |                               | <b>Overtime Hours</b> | 1,203 | <b>Contacts</b> | 3,001 | <b>Citations</b> | 2,345 | <b>DUI Arrests</b> | 11 | <b>Speed Citations</b> | 1,203 | <b>Occupant Protection Citations</b> | 2,346 | <b>Cell Phone/Texting Citations</b> | 128 |
| <b>Overtime Hours</b>   | 1,203                        |                                 |                               |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |       |                                     |     |
| <b>Contacts</b>   | 3,001                        |                                 |                               |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |       |                                     |     |
| <b>Citations</b>  | 2,345                        |                                 |                               |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |       |                                     |     |
| <b>DUI Arrests</b>  | 11                           |                                 |                               |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |       |                                     |     |
| <b>Speed Citations</b>  | 1,203                        |                                 |                               |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |       |                                     |     |
| <b>Occupant Protection Citations</b>  | 2,346                        |                                 |                               |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |       |                                     |     |
| <b>Cell Phone/Texting Citations</b>   | 128                          |                                 |                               |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |       |                                     |     |
| Fund Source<br>405d   | Amount Approved<br>\$100,000 | Amount Expended<br>\$102,980    |                               |                       |       |                 |       |                  |       |                    |    |                        |       |                                      |       |                                     |     |

|   |                             |                              |                                  |
|---|-----------------------------|------------------------------|----------------------------------|
| Project Title<br>Kent Police Department Data Driven Enforcement Project   |                             | Federal Project #<br>PT16-04 | Program Manager<br>Edica Esqueda |
| <p><b>Description:</b> The Kent Police Department will deploy high visibility enforcement in three geographic "hot spot" areas determined by traffic collisions, DUI arrests, other traffic enforcement issues, and overall crime statistics. The Kent Police Department will utilize Data Driven Approaches to Crime and Traffic Safety (DDACTS) to improve traffic safety priority one issues in Kent and reduce crime statistics and trends.</p> <p><b>Results:</b> The DDACTS program conducted 318 hours of overtime emphasis patrols. Ninety hours of in-kind activity was conducted by the Kent Police Department. Weekly high visibility enforcement was conducted in the three identified enforcement zones throughout the city on a rotating basis. Although crime and collision numbers were trending down in the last quarter of the year, there was no significant decrease in collisions and intelligence-led policing crimes in the three identified DDACTS enforcements zones. Toward the end of the project year, each Kent Police Department patrol squad designated an officer to work one hour per week in the identified DDACTS zones.</p> |                             |                              |                                  |
| Fund Source<br>402  | Amount Approved<br>\$33,400 | Amount Expended<br>\$32,602  |                                  |

## OTHER TRAFFIC SAFETY PROJECTS

The following projects have been selected for funding in FFY 2016. These projects either facilitate the implementation of other projects directly related to reductions in traffic deaths and serious injuries or streamline processes the WTSC uses to carry out Washington's traffic safety program.

| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| General Communications   | CP16-06           | Erica Stineman  |
| <p><b>Description:</b> This grant is requested annually to support communications efforts common to two or more WTSC programs or over-arching initiatives, such as our web presence with various support subscriptions, and stakeholder and general public outreach.</p> <p><b>Results:</b> In FFY 2016, this grant was used to pay for various subscription-based tools to support communications initiatives and other WTSC program areas, work done to the agency website, print jobs, and purchasing stock images to use for numerous communications items such as web pages, in-house graphic design work, and informational documents.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| 402  | \$30,000          | \$19,783        |

| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| Target Zero Awards Program   | CP16-07           | Erica Stineman  |
| <p><b>Description:</b> This project funded the biennial Target Zero Awards. As WTSC increasingly asks for multidiscipline and inter-organization cooperation to reach the objectives of Target Zero, it is important to keep traffic safety professionals motivated through recognition of excellence.</p> <p><b>Results:</b> The Target Zero Awards Program took place during the 2015 Target Zero Partners Meeting held on December 8, 2015, at the Great Wolf Lodge in Grand Mound, Washington. There were 12 award recipients in the categories of impaired driving, occupant protection, distracted driving, traffic data systems, and speeding. Recipients also included three "Lifetime Achievement" awards given to individuals who had spent many years dedicated to making Washington's roads safer.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| 402  | \$25,000          | \$19,055        |

| Project Title   | Federal Project #         | Program Manager |
|---|---------------------------|-----------------|
| News Media and Creative   | M1*CP16-01,<br>M7*CP16-02 | Erica Stineman  |
| <p><b>Description:</b> The communications goal for mobilizations is to reach our primary target demographic. As part of a proven strategy, this grant funds news media, outreach, and publicity efforts as a component of HVE campaigns.</p> <p><b>Results:</b> This fund was used to pay for news media outreach and publicity during statewide HVE campaigns and additional news-worthy events that occurred during the year. A portion of this grant was used to pay for the development of new creative assets. WTSC Communications worked with a</p> |                           |                 |

contractor to produce a series of new social media videos for “Click It or Ticket,” six new Target Zero TV and radio PSAs. We also worked with a contractor to develop new logo and branding for Target Zero.

|               |                 |                 |
|---------------|-----------------|-----------------|
| Fund Source   | Amount Approved | Amount Expended |
| 405b, 405d II | \$300,000       | \$62,247        |

|   |                   |                 |
|---|-------------------|-----------------|
| Project Title   | Federal Project # | Program Manager |
| 2016 Governor’s Highway Safety Association Annual Meeting | CP16-08           | Shelly Baldwin  |

**Description:** The GHSA selected Washington as the host state for the 2016 Annual Meeting. This is the national conference for state highway safety offices and provides a critical opportunity to highlight Washington’s traffic safety successes and learn from other states’ best practices. While GHSA handles the majority of costs and logistics, the association requires that host states cover some costs related to the production of conference materials and other expenses.

**Results:** Washington hosted the GHSA annual meeting at the downtown Seattle Sheraton August 27 to 31, 2016. With a theme of “Crossroads: The Intersection of Technology and Driver Behavior,” general sessions focused on the ways in which rapidly advancing technologies pose both problems and solutions in highway safety. Nearly 600 highway safety professionals learned the latest information about a myriad of traffic safety topics including autonomous vehicles, drug impaired driving, and older drivers. NHTSA Administrator Mark Rosekind revealed the latest traffic fatality trends, reminding attendees that 94 percent of crashes are due to human behavior.

WTSC coordinated the event with GHSA, including providing volunteers to staff the registration desk, staff the office, and ensure each session had needed support. This grant funded printing for the conference program, audio-visual and office equipment rentals, and speaker fees.

|             |                 |                 |
|-------------|-----------------|-----------------|
| Fund Source | Amount Approved | Amount Expended |
| 402         | \$60,000        | \$50,000        |



| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| Emerging Projects  | CP16-04           | Myke Gable      |
| <p><b>Description:</b> The WTSC regularly receives requests for project funding outside of the annual grant process. These projects respond to changing dynamics in our state's traffic safety environment and emerging issues not previously known or anticipated. This grant funds worthy projects that align with the Target Zero Plan to accomplish its stated traffic safety outcomes.</p> <p><b>Results:</b> The Emerging Projects fund was used to cover various expenses that came up throughout the year. This included travel costs for conferences and contract work on a law enforcement assessment.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| 402  | \$75,000          | \$63,842        |

| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| DOL Knowledge Exam Rewrite Project   | M1*CP16-02        | Myke Gable      |
| <p><b>Project Description:</b> The DOL written driver's exam question bank was determined to be below national standards in both the number of test questions per test and the size of the question bank. The question bank did not have a sufficient number of questions to get good rotation of questions (only 94 total questions). This grant helped improve DOL's Driver Training Program by adding test questions specific to Target Zero priority areas, which affect the DOL Results Washington goal of improving Young Driver traffic safety and DOL's Target Zero strategies. Since this project was scalable, it allowed DOL to develop new test questions up to any specific established funding level. The grant funds were to be used to develop and program approximately 35 new questions, have new questions validated by a licensed psychometric specialist, and produce the questions in their various paper and electronic forms.</p> <p><b>Results:</b> DOL developed a set of new examination questions, selected a psychometric specialist, and submitted the new questions to the psychometric specialist for review. DOL then began translation and configuration work with its testing vendor. They designed and deployed posters announcing the new tests and updated the state Driver Guide to support the new test questions. Costs for the psychometric specialist costs were lower than anticipated, allowing for a greater number of questions to be developed and submitted for review (approximately 80). The project met the goal of improving the driver testing process and increasing driver knowledge around Target Zero priority one fatal and serious injury factors related to distracted driving, driving impairment, and other traffic safety situations. Although the project was slightly delayed due to the need to correct quality issues with the test questions, the project stayed within acceptable limits. The new questions were released to the state driver licensing offices and the contract/school driver testing locations on August 15, 2016.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| 405b   | \$100,000         | \$29,882        |

| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| Target Zero Plan Revision  | CP16-09           | Myke Gable      |
| <p><b>Project Description:</b> The Federal Highway Administration (FHWA) requires each state to update its SHSP every five years. Washington has established a three-year update cycle, and the last update was completed in 2013. This project provided funding for resources necessary to complete the 2016 Target Zero SHSP update project. The Target Zero Plan guides traffic safety efforts in Washington by laying out priority areas and specific intervention/prevention strategies. This project ensured the state meets the FHWA requirements through a well-established funded project planning effort.</p> <p><b>Results:</b> The 2015-2016 Target Zero SHSP Update Project was approved by the Project Steering Committee, Co-Sponsors, WTSC Commissioners, including the WTSC Director, WSDOT Secretary of Transportation, WSP Chief, the DOL Director, FHWA, and the Governor’s Office. The final SHSP includes data and priorities to focus traffic safety investments, lays out practices, strategies, and projects which can be used by all levels of organizations and governments, and includes new infographics and other useful new data charts. The project team wanted to ensure good documentation of the SHSP development process, so it was closely-monitored throughout development and the documentation has been collected and filed for future reference. Additionally, the evaluation of the SHSP update process using the self-assessment criteria in USDOT FHWA SHSP Evaluation Process Model Report #FHWA-SA-12-035 was submitted to FHWA as part of its approval process.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| 402  | \$85,000          | \$73,476        |

| Project Title  | Federal Project # | Program Manager |
|--|-------------------|-----------------|
| Grants Management System   | CP16-15           | Debbie Johnson  |
| <p><b>Description:</b> The WTSC receives and manages funds from multiple sources. These include NHTSA grants, state funds including the Washington State School Zone Safety Account, and private funds (i.e. State Farm). These funds are distributed to various entities in the state based on a competitive awards process. To date, the information has been provided, received, and maintained using a combination of methods. This system automates the grants process, significantly reducing the handling and storing of paper documents, the amount of hours required to manage grants, decreasing the amount of errors, lost documents or files, and simplifying the application process. This could potentially result in an increase in the amount of applications received. Implementing this system will allow a greater percentage of WTSC funding and resources to be appropriated to traffic safety projects.</p> <p><b>Results:</b> The WTSC grants management system project team has been working tirelessly with the selected grants management system vendor, to design and implement WTSC Electronic Management System (WEMS) for staff and grantees to use to manage their grants. Grant proposals for FFY 2017 were submitted, evaluated, and awarded using the system. The project team continues to work with the vendor to configure the system to be used on a wider scale in the future. Additional future functionality will include invoicing/payments, reporting, and third-party contracting.</p> |                   |                 |
| Fund Source  | Amount Approved   | Amount Expended |
| 402  | \$220,000         | \$224,318       |

|   |                                      |                                       |
|---|--------------------------------------|---------------------------------------|
| <p>Project Title<br/>Washington State Traffic Safety Conference</p>   | <p>Federal Project #<br/>CP16-05</p> | <p>Program Manager<br/>Myke Gable</p> |
| <p><b>Description:</b> Washington's traffic safety community consists of a variety of public, private, and non-profit organizations spread across the transportation, health, criminal justice, licensing, community advocacy, and therapeutic services fields. This project funds an event for these partners to come together to enhance coordination of efforts and discuss emerging problems and solutions.</p> <p><b>Results:</b> The event took place October 13-15, 2015, at the DoubleTree Hotel in SeaTac. The conference was a huge success and provided a venue to balance opportunities for each discipline to promote ideas among peers while enhancing coordination across disciplines. There were over 500 people in attendance.</p> |                                      |                                       |
| <p>Fund Source<br/>402</p>  | <p>Amount Approved<br/>\$150,000</p> | <p>Amount Expended<br/>\$107,386</p>  |

## PLANNING AND ADMINISTRATION/TECHNICAL COORDINATION

### Overview

The following project table presents the operational costs incurred by the WTSC to manage the state’s traffic safety program. These projects include the costs for salaries and benefits, travel for training and project-related events, and a small portion for miscellaneous goods and services.

|  |  |   |
|--|--|---|
| <p>Project Title<br/>Planning &amp; Administration</p>   | <p>Federal Project #<br/>AL16-01, CP16-01, DD16-01,<br/>MC16-01, OP16-01, PS16-01,<br/>SE16-01, TR16-01, PA16-01</p> | <p>Program Manager<br/>Chris Madill</p> |
| <p><b>Project Description:</b> This project is the federal share of costs to support WTSC employees’ salaries and benefits for executive, administrative, research, and programs and services staff.</p> |  |   |
| <p>Fund Source<br/>402</p>   | <p>Amount Approved<br/>\$1,800,000</p>   | <p>Amount Expended<br/>\$1,773,575</p>  |

## CONTACT INFORMATION

---

621 8<sup>th</sup> Avenue SE, Suite 409  
PO Box 40944  
Olympia, WA 98504

Phone: 360-753-6197  
Fax: 360-586-6489  
Web: [www.wtsc.wa.gov](http://www.wtsc.wa.gov)

**Darrin Grondel**  
Director

**Vacant**  
Deputy Director

### Commissioners

**Jay Inslee**  
Governor

**Rosemary Brinson Siipola**  
Association of Washington Cities

**John Wiesman**  
Department of Health

**Pat Kohler**  
Department of Licensing

**Kevin Quigley**  
Department of Social & Health Services

**Roger Millar**  
Department of Transportation

**Judge James P. Swanger**  
Judiciary

**Randy Dorn**  
Superintendent of Public Instruction

**Vacant**  
Washington State Association of  
Counties

**Chief John Batiste**  
Washington State Patrol

### WTSC Program Staff

Myke Gable, Program Director  
360-725-9875  
[mgable@wtsc.wa.gov](mailto:mgable@wtsc.wa.gov)

#### COMMUNICATIONS

Shelly Baldwin, Legislative & Media Relations Manager  
360-725-9889  
[sbaldwin@wtsc.wa.gov](mailto:sbaldwin@wtsc.wa.gov)

Erica Stineman, Communications Consultant  
360-725-9893  
[estineman@wtsc.wa.gov](mailto:estineman@wtsc.wa.gov)

#### IMPAIRED DRIVING

Mark Medalen, Program Manager  
360-725-9878  
[mmedalen@wtsc.wa.gov](mailto:mmedalen@wtsc.wa.gov)

Edica Esqueda, Program Manager  
360-725-9886  
[eesqueda@wtsc.wa.gov](mailto:eesqueda@wtsc.wa.gov)

#### SPEEDING PROGRAM

Jerry Noviello, Program Manager  
360-725-9897  
[jnoviello@wtsc.wa.gov](mailto:jnoviello@wtsc.wa.gov)

#### YOUNG DRIVERS

Angie Ward, Program Manager  
360-725-9888  
[award@wtsc.wa.gov](mailto:award@wtsc.wa.gov)

#### CHILD PASSENGER SAFETY

Scott Waller, Program Manager  
360-725-9885  
[swaller@wtsc.wa.gov](mailto:swaller@wtsc.wa.gov)

#### DISTRACTED DRIVING

Angie Ward, Program Manager  
360-725-9888  
[award@wtsc.wa.gov](mailto:award@wtsc.wa.gov)

#### MOTORCYCLE SAFETY

Mark Medalen, Program Manager  
360-725-9878  
[mmedalen@wtsc.wa.gov](mailto:mmedalen@wtsc.wa.gov)

#### PEDESTRIAN & BICYCLE SAFETY

Scott Waller, Program Manager  
360-725-9885  
[swaller@wtsc.wa.gov](mailto:swaller@wtsc.wa.gov)

**CORRIDOR SAFETY**

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

**TARGET ZERO TRAFFIC SAFETY TASK FORCES**

Jerry Noviello, Program Manager  
360-725-9897  
jnoviello@wtsc.wa.gov

**TRIBAL TRAFFIC SAFETY**

Scott Waller, Program Manager  
360-725-9885  
swaller@wtsc.wa.gov

**POLICE TRAFFIC SERVICES**

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

**Traffic Records Committee**

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

**Research and Data Division**

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

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

**Fatality Analysis Reporting System (FARS)**

Geneva Hawkins, FARS Analyst  
360-725-9892  
ghawkins@wtsc.wa.gov

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

**Traffic Safety Legislation**

Shelly Baldwin, Legislative & Media Relations Manager  
360-725-9889  
sbaldwin@wtsc.wa.gov

**Administrative Staff**

Geri Nelson, Executive Assistant  
360-725-9898  
gnelson@wtsc.wa.gov

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

Debbie Johnson, Finance Director  
360-725-9887  
djohnson@wtsc.wa.gov

Tammy Bahr, Fiscal Analyst  
360-725-9896  
tbahr@wtsc.wa.gov

## ACRONYMS

This table provides a list of common acronyms used throughout this document.

| ACRONYMS |   |
|----------|---|
| AOC      | Administrative Office of the Courts                           |
| ARIDE    | Advanced Roadside Impaired Driving Enforcement                |
| BAC      | Blood Alcohol Content   |
| BPD      | Bellingham Police Department                                  |
| BRFSS    | Behavioral Risk Factor and Analysis Survey                    |
| CIOT     | Click It or Ticket  |
| CIRCC    | Coalition for Immigrants, Refugees, and Communities of Color  |
| CJTC     | Criminal Justice Training Center                              |
| CMA      | Creative Media Alliance                                       |
| CPS      | Child Passenger Safety  |
| CPST     | Child Passenger Safety Technician                             |
| CTCR     | Confederated Tribes of the Colville Reservation               |
| DOH      | Department of Health  |
| DOL      | Department of Licensing                                       |
| DRE      | Drug Recognition Expert                                       |
| DSOGPO   | Drive Sober Or Get Pulled Over                                |
| DUI      | Driving Under the Influence                                   |
| DWI      | Driving While Impaired  |
| EMS      | Emergency Medical Services                                    |
| EWU      | Eastern Washington University                                 |
| FARS     | Fatality Analysis Reporting System                            |
| FFY      | Federal Fiscal Year   |
| FHWA     | Federal Highway Administration                                |
| FST      | Field Sobriety Test   |
| GHSA     | Governor’s Highway Safety Association                         |
| GIS      | Geographic Information Systems                                |
| HSP      | Highway Safety Plan   |
| HVE      | High Visibility Enforcement                                   |
| IDL      | Intermediate Driver License                                   |
| IDS      | Impaired Driving Section                                      |
| IID      | Ignition Interlock Device                                     |
| LEL      | Law Enforcement Liaison                                       |
| LCB      | Liquor and Cannabis Board                                     |
| MAP-21   | Moving Ahead for Progress in the 21 <sup>st</sup> Century Act |
| MIDU     | Mobile Impaired Driving Units                                 |
| MRSC     | Municipal Research and Services Center                        |
| NATEO    | Northwest Association of Tribal Enforcement Officers          |
| NCDC     | National Center for DWI Courts                                |
| NHTSA    | National Highway Traffic Safety Association                   |
| OCC      | Okanogan Community Coalition                                  |
| PAS-D    | Programs and Services Division                                |
| PIP      | Party Intervention Patrols                                    |

|        |  |
|--------|--|
| PSA    | Public Service Announcement                              |
| RAD-D  | Research and Data Division                               |
| RCW    | Revised Code of Washington                               |
| SDOT   | Seattle Department of Transportation                     |
| SECTOR | Statewide Electronic Collision and Ticket Online Records |
| SFST   | Standard Field Sobriety Testing                          |
| SHSP   | Strategic Highway Safety Plan or Target Zero             |
| SPD    | Seattle Police Department                                |
| TIRF   | Traffic Injury Research Foundation                       |
| TRC    | Traffic Records Committee                                |
| TSRP   | Traffic Safety Resource Prosecutor                       |
| TTSAB  | Tribal Traffic Safety Advisory Board                     |
| TZM    | Target Zero Manager                                      |
| TZT    | Target Zero Team   |
| VMT    | Vehicle Miles Traveled                                   |
| WASPC  | Washington Association of Sheriffs and Police Chiefs     |
| WSU    | Washington State University                              |
| WEMS   | Washington Enterprise Management System                  |
| WEMIS  | Washington EMS Information System                        |
| WIDAC  | Washington Impaired Driving Advisory Council             |
| WSDOT  | Washington State Department of Transportation            |
| WSP    | Washington State Patrol                                  |
| WTSC   | Washington Traffic Safety Commission                     |





