Washington State

Highway Safety Plan

2018

WASHINGTON Traffic Safety COMMISSION

WASHINGTON STATE 2018 HIGHWAY SAFETY PERFORMANCE PLAN

WASHINGTON TRAFFIC SAFETY COMMISSION
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INTRODUCTION

The Washington Traffic Safety Commission (WTSC) is our state's designated highway safety office. We share a vision with numerous other state and local public agencies. That vision is to reduce traffic fatalities and serious injuries to zero by 2030. The WTSC Director is the Governor's Highway Safety Representative, which is a designated position each state is required to have in order to qualify for federal traffic safety funding. Our Commission is made up of 25 employees and 10 Commissioners chaired by Washington's Governor, Jay Inslee. The Commissioners are the heads of various state agencies or represent other organizations with an interest and responsibility in making our roads safer for everyone. They represent the four Es, Education, Enforcement, Engineering, and Emergency Medical Services (EMS). Agencies represented on the Commission include the Washington State Patrol (WSP), the Washington State Department of Transportation (WSDOT), Department of Health (DOH), Department of Licensing (DOL), Department of Social and Health Services (DSHS), and the Office of Superintendent of Public Instruction (OSPI). In addition, the Washington State Association of Counties, Association of Washington Cities, and the Judiciary are represented.

Washington is a national leader in traffic safety. We work with communities and tribes to identify and help resolve traffic safety issues. This work includes:

- Gathering, analyzing, and reporting data on traffic deaths in Washington
- Conducting public education campaigns
- Distributing state and federal traffic safety grants

Most of our funding comes from the National Highway Traffic Safety Administration (NHTSA), but we also utilize state funding to support traffic safety projects. We use these funds to award grants to state and local governments, tribes, law enforcement, and non-profit organizations for traffic safety projects that change driver behavior and help us realize the Target Zero© vision.

MISSION STATEMENT

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.

HIGHWAY SAFETY PLANNING

This section provides a description of the data sources and processes used by Washington State to:

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

The Washington State Strategic Highway Safety Plan (SHSP), known as Target Zero, and the Highway Safety Plan (HSP) are directly linked

Our agency's HSP is directly linked to Washington's SHSP. The SHSP, often referred to as the Target Zero Plan, is the statewide guiding document that governs traffic safety investments throughout Washington.

The HSP adopts all of the evidence-based, proven countermeasures and performance measures directly from the Target Zero Plan. The Target Zero SHSP goes through a significant review and update every three years, with the most recent revision cycle concluding in the summer of 2016. The HSP, as well as evidence-based strategies, performance measures, and performance targets, are updated annually during the period between full SHSP reviews. The process we use for the HSP is the same as the SHSP process where we identify problems, define performance measures, and select evidence-based countermeasures. Our primary sources for evidence-based strategies are NHTSA *Countermeasures That Work*, the National Cooperative Highway Research Program (NCHRP) series, and scientifically sound evidence-based research regarding strategies not already identified by the Governor's Highway Safety Association (GHSA) or the NCHRP.

The SHSP (and the HSP) process - many partners

Many traffic safety partners come together to develop Washington State's SHSP – Target Zero. The plan coordinates state traffic safety programs, aligns priorities and strategies, and establishes a common language and approach to traffic safety efforts across Washington State. The Target Zero traffic safety partnership is co-led by WTSC and WSDOT.

The 2016 update of Target Zero was the fifth version of the plan since its inception in 2000. The update involved various levels of groups and organizations, each providing recommendations to the next, with the Governor giving final approval to the plan. Twenty-one public and non-profit organizations were represented on one or more of the project committees, as represented by this graphic:

The 2016 revision of the Target Zero Plan kicked off in May 2015, and generally followed the process and structure created during the 2013 revision, but took into account lessons learned during the previous revision, with improved processes and a more detailed final product. The following describes in detail the various groups involved in the revision process:

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

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

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

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

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

To gather input from a larger stakeholder group, a Target Zero Partner's Meeting was held in December 2015. At that meeting, over 180 individuals involved in traffic safety across the state reviewed the latest data and provided input on strategies for addressing the state's traffic safety priority areas. Then, in early spring 2016, a draft of the plan was sent out for external review by tribes, state agencies, other stakeholders, and the general public. Feedback was reviewed, changes made, and the Steering Committee then endorsed the plan. We provided Governor Inslee with a copy for his review, approval, and signature in August 2016.

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

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

Washington Traffic Safety Commission Technical Advisory Committee

The Washington Traffic Safety Commission Technical Advisory Committee (TAC) reviews and makes recommendations to the commissioners regarding the WTSC staff-proposed HSP and consists of:

- A representative from each Commission organization, and
- Representatives of key traffic safety stakeholder groups, including the tribes, NHTSA, the Federal Motor Carrier Safety Administration, and the Federal Highway Administration

Washington Impaired Driving Advisory Council

Washington Impaired Driving Advisory Council (WIDAC) was formed in June 2009 and is composed of 14 signing agency representatives, an expanded group of advisory members, and agency staff. WIDAC membership includes all appropriate stakeholders and meets the membership requirements of the Moving Ahead for Progress in the 21st Century Act (MAP-21). Stakeholders include representatives from the highway safety office, law enforcement, prosecution, adjudication and probation, driver licensing, treatment/rehabilitation, ignition interlock programs, data and traffic records, public health, and communication. The statewide Impaired Driving Plan, developed by WIDAC, uses the most current version of the Impaired Driving section in the Target Zero Plan. It provides in-depth information specific to impaired driving and organizes the information in accordance with the general areas stated in NHTSA's Uniform Guidelines for State Highway Safety Programs No. 8—Impaired Driving. This approach meets MAP-21 requirements for a qualifying impaired driving strategic plan.

Washington Traffic Records Committee

The Washington Traffic Records Committee (TRC) is a statewide stakeholder group with representatives from the transportation, law enforcement, criminal justice, and health professions. This cross-disciplinary team leads efforts to improve the quality and usefulness of the data in traffic safety related data systems across the state. TRC's work includes implementing projects that streamline data collection and processing, and enhance timeliness, accessibility, and integration among the various data sources. Their goal is to improve decision making for key programs and support policy decisions with solid data. Each year, TRC evaluates data systems grant proposals that are submitted through WTSC's annual grants process, to develop a package of projects consistent with the TRC Strategic Plan while satisfying federal requirements. This project list and funding recommendations become the following fiscal year's spending plan for Washington's Section 405c – State Traffic Safety Information System Improvement Grants.

HSP/SHSP Traffic Safety Problem Identification and Priority Level Assignments

In any endeavor, addressing the biggest issues first will provide the most favorable results. Eliminating deaths and serious injuries on our roadways is no different. To focus efforts, the primary factors in fatal and serious injury traffic crashes have been grouped into three Priority Levels. The levels are based on the percentage of traffic fatalities and serious injuries associated with each factor. Priority Level One includes the factors associated with the largest number of fatalities and serious injuries in the state. Each of these factors was involved in at least 30 percent of the traffic fatalities or serious injuries between 2012 and 2014. Traffic Data Systems, EMS and Trauma Response, and Evaluation, Analysis, and Diagnosis, while not causes of fatalities, are considered Level One priorities because of the potential for these systems to significantly improve our deployment of resources to address traffic fatal and serious injury crashes.

Priority Level Two factors, while frequent, are not seen as often as Priority Level One items. Level Two factors were seen in at least 10 percent of traffic fatalities or serious injuries.

Priority Level Three factors are associated with less than 10 percent of fatalities and serious injuries. We believe if we address the more common factors in Priority Levels One and Two, such as impairment, speeding, and lane departure collisions, Level Three numbers will decrease as well. The resulting impact of focusing on Level One and Level Two will make our roads safer.

The priority levels established for the SHSP consider both fatality and serious injury numbers. The SHSP maintains the importance of addressing fatalities, while encouraging consideration for, and strengthening of, serious injury data.

Priorities (Percent Fatalities/Percent Serious Injuries)

Priority Level One

- Impairment Involved (Driver or Non-Motorist) (56.6 percent/22.3 percent)
- Lane Departure (56.1 percent/38.5 percent)
- Speeding Involved (38 percent/26.5 percent)
- Young Drivers ages 16-25 Involved (31.7 percent/33.6 percent)
- Intersection Related (20.7 percent/34.8 percent)
- Traffic Data Systems (N/A)
- EMS and Trauma Response (N/A)
- Evaluation, Analysis, and Diagnosis (N/A)

Priority Level Two

- Distraction Involved (Driver or Non-Motorist) (29.6 percent/22.9 percent)
- Unrestrained Vehicle Occupants (22.2 percent/10.2 percent)
- Unlicensed Driver Involved (18.6 percent/not available)
- Motorcyclists (16.8 percent/18.1 percent)
- Pedestrians (15.3 percent/14.8 percent)
- Older drivers ages 70+ Involved (12.1 percent/8.6 percent)

Priority Level Three

- Heavy Truck Involved (9.1 percent/5.2 percent)
- Drowsy Driver Involved (2.9 percent/3.2 percent)
- Bicyclists (2.2 percent/4.8 percent)

Other Monitored Emphasis Areas

- Work Zone (0.2 percent/1.6 percent)
- Wildlife (0.5 percent/0.8 percent)
- School Bus Involved (0 percent/0.2 percent)
- Vehicle-Train (0.2 percent/0.1 percent)

Data Sources Used to Identify State Traffic Safety Problems, Performance Measures, and Identify Evidence-Based Strategies

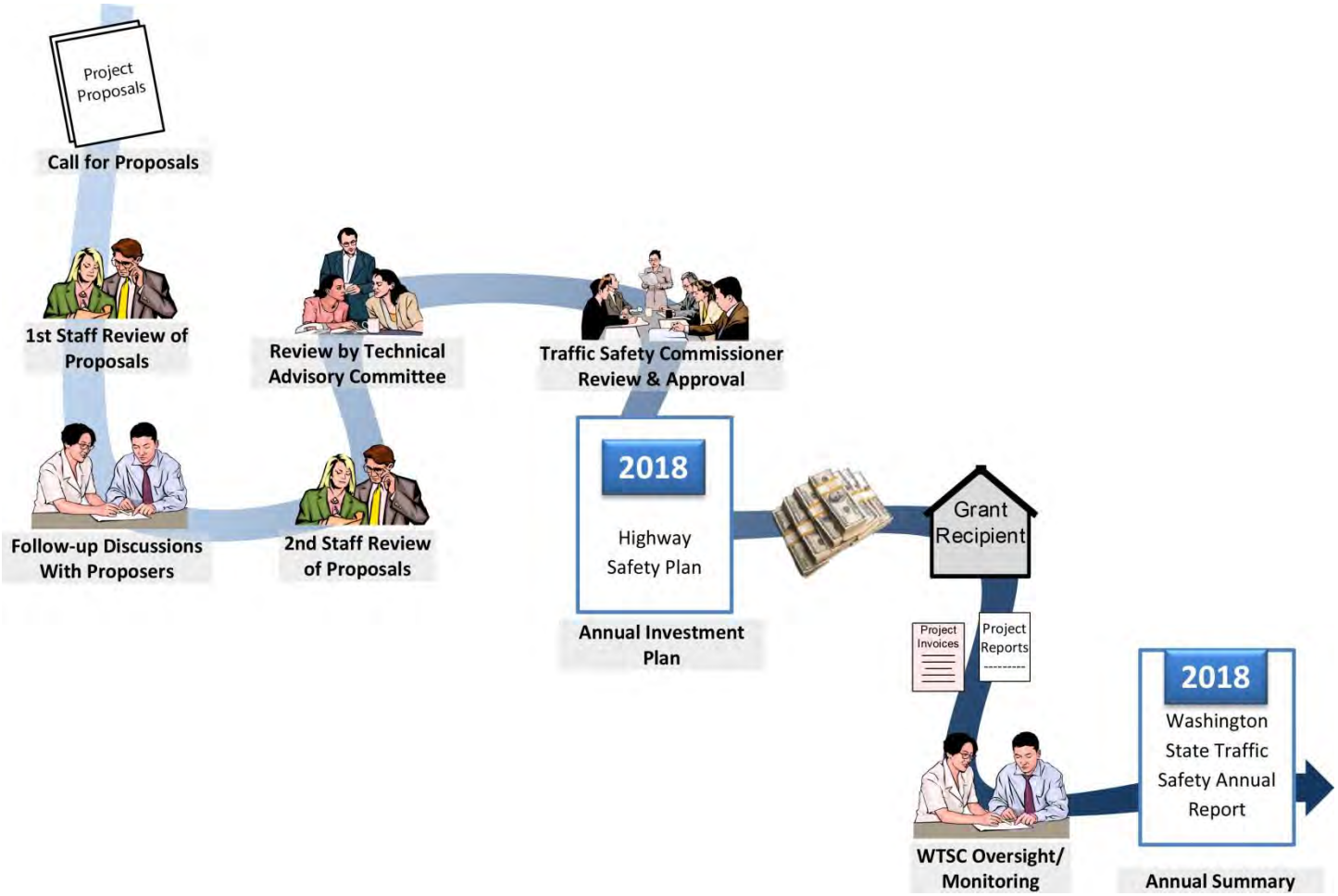
In order to identify traffic safety problems unique to Washington, we utilized the following primary data systems:

- Traffic Fatalities – Fatal Analysis Reporting System (FARS and FARS-ARF) and WA-FARS
- All Collisions – Collision Location and Analysis System (CLAS)
- Licensed Drivers and Registered Vehicles - Driver Database and Vehicle Register
- Commercial Motor Vehicles – Motor Carrier Management Information System (MCMIS) and Aspen Software
- Injury Surveillance Systems – Washington EMS Information System (WEMSIS), Trauma Registry, and Comprehensive Hospital Abstract Reporting System (CHARS)
- Roadway Information – Transportation and Information Planning Support (TRIPS)
- Location Information via Geographic Information Systems (GIS) - WSDOT Multi-Modal Layer
- Observational surveys

Project Development

WTSC widely distributes the annual announcement of grant availability via email, at meetings and conferences, and publishes the announcement on the WTSC website. This announcement is a call for proposals, explains allowable costs which can be funded by the grants and, most importantly, lists our goals and priority areas. Project proposals that address Target Zero high-priority problem areas and employ a proven strategy are given preference in the evaluation process.

All grant applications are initially reviewed by the WTSC Deputy Director and Program Director. Each proposal is then assigned to a Program Manager for further review. The Program Managers study individual proposals and present them to the WTSC staff. The staff makes priority and funding recommendations, which are then sent to the TAC for consideration. The TAC reviews current data, proposed goals, and project applications, and makes funding recommendations to the WTSC Director. The Director presents the recommendations to the Commissioners for approval. The following diagram illustrates how this process works:



Evidence-Based Enforcement Plan

Washington's SHSP establishes High Visibility Enforcement (HVE) as one of its hallmark strategies. Executing effective HVE requires enforcement efforts targeted to the appropriate behavioral areas and locations coupled with meaningful media and public education outreach. The agency's evidence-based enforcement plan outlines a three-step strategy to ensure effectiveness: Data Analysis, Resource Allocation, and Project Oversight. The strategy starts with an annual analysis of fatality and serious injury data to identify problems and ultimately allocate funding to projects through the annual grants process. This in-depth analysis produces the HSP Performance Report and the Performance Analysis contained within each program area, which in turn drives the allocation of resources to the areas of greatest need. Following analysis and resource allocation, WTSC staff work closely with grant recipients to ensure projects are implemented successfully, making mid-year adjustments as new data trends and changing traffic safety priorities emerge. The result is an evidence-based HVE program designed to address the areas and locations at highest risk and with the greatest potential for improvement. There are two primary ways in which this plan is implemented: Target Zero Teams (TZTs) and National and Locally-Led Mobilizations.

Target Zero Teams

TZTs are a high-visibility, data-driven DUI enforcement partnership between WTSC, WSP, local law enforcement, prosecutors, local traffic safety taskforces, and the Washington State Liquor and Cannabis Board (LCB). These teams run in King, Pierce, Snohomish, Spokane, and Yakima Counties, representing 62 percent of the state's population. These counties account for nearly half of the state's traffic deaths and 57 percent of serious injuries. Enforcement efforts are coupled with media and public education outreach designed to let the public know about the increased enforcement, increasing their awareness of the likelihood of being caught. Outreach efforts include using billboards, bus tail ads, variable message boards, public service announcements, and earned media events. The teams use geo-coded crash data, 911 calls from citizens reporting DUI drivers, DUI arrests, traffic stops, and liquor violations to determine the locations and times that are most in need of enforcement efforts. This data is updated every 42 days to allow the teams to adjust the patrol areas based on most current data.

National and Locally-Led Mobilizations

The agency allocates funding to state and local law enforcement to participate in multijurisdictional mobilizations in conjunction with paid and news media efforts. The enforcement campaigns include two campaigns for DUI: Holiday and Drive Sober or Get Pulled Over (DSOGPO); and one for seat belts, Click It or Ticket (CIOT). Funding for these campaigns is allocated to locations throughout the state using data-weighted scores based on fatalities, serious injuries, and exposure (Vehicle Miles Traveled (VMT), population). Enforcement is coordinated with national- and state- level media buys to ensure strong media and public education outreach. WTSC staff and local coordinators may make mid-year adjustments to law enforcement allocations in response to changing priorities or emerging needs. This design allows the evidence-based enforcement program to follow emerging data trends and remain flexible in order to target investments to the areas of greatest need.

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

ELEMENTS OF THE PERFORMANCE PLAN

Overview

The following section presents the overall outcome measures used to track the success of Washington's traffic safety efforts. A detailed description of each program area follows the overall outcome measures and includes:

- An overview and background description
- A performance analysis
    - Historical look at performance for each outcome measure
    - Performance targets for the coming year
- A list of planned investment projects for 2018
- A funding summary

Highway Safety Performance Measures and Targets

Beginning with the 2015 HSP, targets are set based on five year rolling averages. The five year rolling average linear trend is monitored against the Target Zero line, a straight line to zero in the year 2030 from the most recent five year rolling average. Beginning in 2018, WSDOT and WTSC must set safety targets in accordance with 23 CFR Part 490 for the Highway Safety Improvement Program (HSIP) and 23 CFR Part 1300 for the HSP. Performance targets set in the HSIP must be identical to targets set in the HSP for three common performance measures; C-1 Traffic Fatalities, C-2 Traffic Serious Injuries, and C-3 Traffic Fatality Rate. For these three common measures, 2018 targets are set on the target zero line. For all other HSP performance measures, targets are set on the linear trend line. In the event of an increasing trend, the target is set equal to the most recent five year rolling average (maintenance goal). The exception is unhelmeted motorcyclist fatalities where the target is always set at zero due to the state's helmet law.

The Target Zero line is aspirational and achievable, but is based on a vision. Using five-year rolling averages to set annual targets in the HSP compensates for calendar year fluctuations and creates a more performance-based method, rather than the vision-based method employed in the SHSP. Washington State may be making acceptable progress on performance measures, while at the same time not meeting the aggressive Target Zero goal to reach zero fatalities and serious injuries by 2030.

In addition to the performance measures, WTSC submitted a proposal in 2016 to the Washington State DOH to include a set of traffic safety questions on the Behavioral Risk Factor Surveillance System (BRFSS) survey. This proposal was accepted and data collection began on January 1, 2017. The 2017 BRFSS is collecting data on cell phone use while driving and driving within three hours of consuming marijuana. This same information was collected on the 2016 BRFSS. Data from the 2016 BRFSS survey may be available for reporting in the 2017 Annual Report. These questions were not accepted for the 2018 BRFSS, but the DOH has agreed to biennial rotation of this question module (to be collected in 2019, 2021, etc.).

Data Challenges

In addition to challenges surrounding the timeliness of FARS and FARS-ARF data described elsewhere, the way in which certain performance measures are defined causes additional discrepancies between Washington State and National traffic safety performance management. Every three years when the SHSP, Target Zero is updated, the Data Analyst Group reviews all the emphasis area definitions to ensure we are measuring what we believe our programs are affecting. For example, in the 2016 edition of Target Zero, the older driver definition was modified to include drivers ages 70+, down from ages 75+ as the data demonstrated that this definition revision was necessary to better describe the issue.

The table below describes any data definition discrepancies between Washington State traffic safety performance management set in the SHSP and measures required to be reported in the HSP. WTSC relies on the FARS Analytical Reference Guide to determine exactly how the national definitions are queried in FARS, however during this review WTSC discovered discrepancies between the guide and the numbers reported on the State Traffic Safety Information (STSI) webpages (see unhelmeted motorcyclists as an example). One definition discrepancy, unrestrained passenger vehicle occupants, could not be reconciled and the national numbers could not be reproduced for some years.

WTSC recommends that a workgroup be formed to review the national measure definitions to include feedback from states on how state measure definitions are derived from FARS. In addition, NHTSA should provide the FARS query language/definitions used to produce the information published on the STSI related to each HSP required measure. Finally, WTSC recommends that all FARS reference materials be reconciled to ensure these definitions are consistent between all potential sources of performance measure definition information.

Performance Measure	Target Zero Definition	National Definition (for HSP)
Passenger Vehicle Occupants – Unrestrained	Includes additional body types for medium/heavy pickups, both known and unknown (67, 78) when not towing a trailer. Includes all occupants in all seating positions for the passenger vehicle body types. Includes improper use of safety belts and child seats.	Excludes medium/heavy pickups >10,000 lbs. Includes code 79=Unknown light/medium/heavy truck when not towing a trailer, but excludes 78=Unknown medium/heavy truck. Other discrepancies are unknown as WTSC could not reproduce discrepant years and the actual definition is not provided (the definition provided in the FARS Analytical Reference Guide does not produce the numbers published on the STSI)
Motorcyclist Fatalities	Includes body types 80, 82-83 (excludes 81-mopeds (motorized bicycles), 88-other motored cycle (mini-bike, scooter, pocket MC), and 89-unknown motored cycle type.	Body types 80-89, includes mopeds, mini-bikes, pocket motorcycles, and unknown motored cycle types.
Unhelmeted Motorcyclist Fatalities	Includes helmet misuse, non-DOT compliant helmet use, and other helmets (e.g. bike helmets).	Includes only no helmet used. WTSC was able to reproduce NHTSA counts using only code 17 (no helmet used). This definition is in conflict with what is published in the FARS Analytical Reference Guide in the "not used" classification.
Number of Drivers ages <=20	Counts the number of fatalities involving a driver ages 16-20 (licensed age). Does not include any drivers age 15 or younger. It is important to separate issues related to teen drivers, versus other young driver scenarios, such as off-road vehicle operation like ATVs.	Includes all drivers under age 21, which, for example, includes cases of adolescents (unlicensed) operating ATVs or other off-road vehicles. From 2006-2016, five "drivers" ages 7-12, two aged 14, and fifteen 15-year old drivers are included in the national counts.
Pedestrian Fatalities	Includes person types "pedestrian" and "persons on personal conveyances". In 2014, one fatality was incorrectly coded as bicyclist; this was corrected for Washington data, but not NHTSA data. Washington data is shown for 2014.	Excludes persons on personal conveyances (such as wheelchairs, skateboards, etc.) and classifies them as "Other", not considered in any non-motorist performance measure.

Performance Measures and Targets

WA-FARS unit is managed by WTSC. The WA-FARS unit provides information on fatal crashes and traffic fatalities for the state in addition to providing the same information for the NHTSA FARS national database. WA-FARS information is analyzed quarterly following a three month delay to allow for all potential crash information to be reported, including toxicology outcomes and death records. For example, the first full year preliminary file is produced in April each year for the previous calendar year, and quarterly thereafter until the data becomes final. Ultimately, WA-FARS final data (exactly one year following a calendar year) matches the final NHTSA FARS, released approximately 20-22 months following a calendar year.

The ability of the WA-FARS unit to track information in more real-time results in differences between the preliminary WA-FARS fatality counts and the NHTSA FARS-ARF fatality counts. For performance reporting (comparing targets to baselines), the FARS-ARF (NHTSA) is used as required in order to ensure national consistency. However, for additional performance measures (APMs), WTSC relies on the best available data, which is WA-FARS. Both preliminary counts for 2015 (FARS-ARF and WA-FARS) are shown below. For target setting, only the best data is considered and FARS-ARF is not used.

Outcome Measure	2011 (FARS)	2012 (FARS)	2013 (FARS)	2014 (FARS)	2015 (FARS-ARF)	2015 (WA-FARS)	2016 (WA-FARS)	*2018 Target*
C-1) Traffic Fatalities (FARS)	454	438	436	462	568	551	537	^
5YR Rolling Average	***499.6***	***473.0***	***456.0***	***450.0***	***471.6***	***468.2***	***484.8***	***415.5***
C-2) Serious Traffic Injuries (State)	2,135	2,199	1,917	2,005	n/a	2,100	2,209	^
5YR Rolling Average	***2,506.2***	***2,402.4***	***2,275.4***	***2,146.8***	***n/a***	***2,071.2***	***2,086.0***	***1,788.0***
C-3) Fatality Rate (FARS/FHWA)	0.797	0.774	0.762	0.796	0.95	0.924	0.882	^
5YR Rolling Average	***0.883***	***0.837***	***0.802***	***0.787***	***0.816***	***0.811***	0.828	***0.709***
C-4) Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	99	99	89	107	113	112	107	^
5YR Rolling Average	***125.0***	***114.2***	***106.4***	***99.2***	***101.4***	***101.2***	***102.8***	***79.9***
C-5) Alcohol-Impaired Driver Involved Fatalities (FARS – Imputed)	157	143	151	132	148	n/a	n/a	^
5YR Rolling Average	***182.2***	***171.8***	***165.4***	***150.4***	***146.2***	***n/a***	***n/a***	***114.2***
APM-1) Alcohol-Impaired Driver Involved Fatalities (WA-FARS)	135	127	127	112	n/a	110	131	^

5YR Rolling Average	***165.2***	***153.8***	***146.0***	***130.6***	***n/a***	***122.2***	***121.4***	***95.9***
APM-2) Drug Positive Driver Involved Fatalities (WA-FARS)	125	145	154	178	n/a	201	220	^
5YR Rolling Average	***154.8***	***147.8***	***148.2***	***153.2***	***n/a***	***160.6***	***179.6***	***169.6***
APM-3) Fatalities Involving a Drug Positive and/or Alcohol-Impaired Driver (WA-FARS)	214	215	229	229	n/a	258	277	^
5YR Rolling Average	***252.2***	***238.6***	***233.6***	***226.2***	***n/a***	***229.0***	***241.6***	***214.9***
C-6) Speeding Related Fatalities (FARS)	169	162	184	162	156	157	153	^
5YR Rolling Average	***199.6***	***186.6***	***180.2***	***170.6***	***166.6***	***166.8***	***163.3***	***140.5***
C-7) Motorcyclist Fatalities (FARS)	72	83	73	69	77	75	82	^
5YR Rolling Average	***72.4***	***75.2***	***73.6***	***73.4***	***74.8***	***74.4***	***76.4***	***76.2***
C-8) Unhelmeted Motorcyclist Fatalities	0	4	4	0	4	3	3	***0***
C-9) Drivers ages 20 or Younger Involved in Fatal Crashes (FARS)	61	40	70	58	71	71	67	^
5YR Rolling Average	***79.8***	***65.8***	***65.2***	***59.0***	***60.0***	***60.0***	***61.2***	***44.7***
C-10) Pedestrian Fatalities (FARS)	64	71	49	76*	85	84	84	^
5YR Rolling Average	***61.4***	***63.6***	***60.8***	***64.2***	***69.0***	***68.8***	***72.8***	***72.8***
C-11) Bicyclist Fatalities (FARS)	11	12	11	6*	14	14	17	^
5YR Rolling Average	***9.8***	***9.4***	***9.8***	***9.4***	***10.8***	***10.8***	***12.0***	***11.9***
APM-4) Distracted/Inattentive Driver Involved Fatalities (WA-FARS)	131	121	120	130	n/a	171	156	^
5YR Rolling Average	***143.8***	***135.0***	***133.4***	***127.2***	***n/a***	***134.6***	***139.6***	***125.7***
B-1) Observed Seat Belt Use of Front Seat Occupants in Passenger Vehicles	97.5%	96.9%	94.5%+	94.5%	n/a	94.6%	94.7%	***≥95%***

.^No target set.
*A FARS coding error was discovered in 2014 (a bicyclist was actually a pedestrian). These numbers have been corrected for all WA State data publications. NHTSA FARS notified but no change was made. The correct number is reported here.
+New seat belt observation methodology; new trend line.

Performance Measure Identifier	Performance Measures and Targets
C-1	Decrease traffic fatalities by 11.9 percent from the FARS-ARF 2011-2015 baseline rolling average of 471.6 to 415.5 by December 31, 2018.
C-2	Decrease serious injuries by 14.3 percent from the 2012-2016 baseline rolling average of 2,086.0 to 1,788.0 by December 31, 2018.
C-3	Decrease the traffic fatality rate by 13.1 percent from the FARS-ARF 2011-2015 baseline rolling average of 0.816 to 0.709 by December 31, 2018.
C-4	Decrease unrestrained passenger fatalities by 21.2 percent from the FARS-ARF 2011-2015 baseline rolling average of 101.4 to 79.9 by December 31, 2018.
C-5	Decrease fatalities involving a driver with a BAC≥.08 (imputed) by 21.9 percent from the FARS-ARF 2011-2015 baseline rolling average of 146.2 to 114.2 by December 31, 2018.
APM-1	Decrease fatalities involving a driver with a BAC≥.08 (actual) by 21.0 percent from the WA-FARS 2012-2016 baseline rolling average of 121.4 to 95.9 by December 31, 2018.
APM-2	Decrease fatalities involving a drug positive driver by 5.6 percent from the WA-FARS 2012-2016 baseline rolling average of 179.6 to 169.6 by December 31, 2018.
APM-3	Decrease fatalities involving a driver with a BAC≥.08 (actual) or drug positive driver by 11.1 percent from the WA-FARS 2012-2016 baseline rolling average of 241.6 to 214.9 by December 31, 2018.
C-6	Decrease speeding involved fatalities by 15.7 percent from the FARS-ARF 2011-2015 baseline rolling average of 166.6 to 140.5 by December 31, 2018.
C-7	Maintain a flat or decreasing trend of motorcyclist fatalities by achieving a rolling average of 76.2 by December 31, 2018. This represents a 1.9 percent increase from the FARS-ARF 2011-2015 baseline (74.8), but is a 0.3 percent decrease from the most recent best available data (WA-FARS 2012-2016 average, 76.4).
C-8	Decrease unhelmeted motorcyclist fatalities by 100 percent from the FARS-ARF 2015 baseline calendar year of 4 to 0 by December 31, 2018.
C-9	Decrease the number of drivers ages 20 or younger involved in fatal collisions by 25.5 percent from the FARS-ARF 2011-2015 baseline rolling average of 60.0 to 44.7 by December 31, 2018.
C-10	Maintain a flat or decreasing trend of pedestrian fatalities by achieving a rolling average of 72.8 by December 31, 2018. This represents a 5.5 percent increase from the FARS-ARF 2011-2015 baseline (69.0), but is a maintenance goal from the most recent best available data (WA-FARS 2012-2016 average, 72.8).
C-11	Maintain a flat or decreasing trend of bicyclist fatalities by achieving a rolling average of 11.9 by December 31, 2018. This represents a 10.2 percent increase from the FARS-ARF 2011-2015 baseline (10.8), but is a 0.8 percent decrease from the most recent best available data (WA-FARS 2012-2016 average, 12.0).
APM-4	Decrease distracted/inattentive driver involved fatalities by 10.0 percent from the WA-FARS 2012-2016 baseline rolling average of 139.6 to 125.7 by December 31, 2018.
B-1	Maintain an observed seat belt use rate of ≥95%

Performance Measure Identifier	HSP-FFY2016 Preliminary Performance Report
C-1	Preliminary 2012-2016 rolling average shows there were an average of 484.8 fatalities, missing the HSP 2016 target of 383 by 26.6 percent.
C-2	Preliminary 2012-2016 rolling average shows there were an average of 2,086.0 serious injuries, missing the HSP 2016 target of 1,956 by 6.6 percent.
C-3	Preliminary 2012-2016 rolling average shows an average fatality rate of 0.828, missing the HSP 2016 target of 0.75 by 10.4 percent.
C-4	Preliminary 2012-2016 rolling average shows there were an average of 102.8 unrestrained passenger fatalities, missing the HSP 2016 target of 66 by 55.8 percent.
C-5	Preliminary 2011-2015 FARS-ARF rolling average shows there were an average of 146.2 fatalities involving a driver with a BAC≥.08 (Imputed). HSP 2017 was the first year a target was set for this performance measure.
APM-1	Preliminary 2012-2016 rolling average shows there were an average of 121.4 fatalities involving a driver with a BAC≥.08, missing the HSP 2016 target of 115 by 5.6 percent.
APM-2	Preliminary 2012-2016 rolling average shows there were an average of 179.6 fatalities involving a drug positive driver. This HSP 2018 is the first year that a target is set for this performance measure.
APM-3	Preliminary 2012-2016 rolling average shows there were an average of 241.6 fatalities involving a drug positive or alcohol impaired driver, missing the HSP 2016 target of 194 by 24.5 percent.
C-6	Preliminary 2012-2016 rolling average shows there 163.3 speeding involved fatalities, missing the HSP 2016 target of 145 by 12.6 percent.
C-7	Preliminary 2012-2016 rolling average shows there were an average of 76.4 motorcyclist fatalities, missing the HSP 2016 target of 72 by 6.1 percent.
C-8	Preliminary 2016 shows there were 3 unhelmeted motorcyclist fatalities. HSP 2017 was the first year a target was set for this performance measure.
C-9	Preliminary 2012-2016 rolling average shows there were an average of 61.2 drivers ages 20 or younger in fatal collisions, missing the HSP 2016 target of 40 by 53.0 percent. The HSP 2016 and 2017 targets were set based on drivers ages 16-20 in fatal crashes. Beginning with this HSP 2018, this measure now includes all drivers under age 20.
C-10	Preliminary 2012-2016 rolling average shows there were an average of 72.8 pedestrian fatalities, missing the HSP 2016 target of 65 by 12.0 percent.
C-11	Preliminary 2012-2016 rolling average shows there were an average of 12.0 bicyclist fatalities, missing the HSP 2016 target of 9 by 33.3 percent.
APM-4	Preliminary 2012-2016 rolling average shows there were an average of 139.6 distracted driver involved fatalities, missing the HSP 2016 target of 117 by 19.3 percent.
B-1	The 2016 observed seat belt use rate was 94.7%, missing the HSP 2016 target of ≥95% by 1.0 percent.

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	6663	57	6720
Number of impaired driving arrests made during grant-funded enforcement activities	556	328	884
Number of speeding citations issued during grant-funded enforcement activities	9519	305	9824

FFY 2016 PAID MEDIA CAMPAIGNS

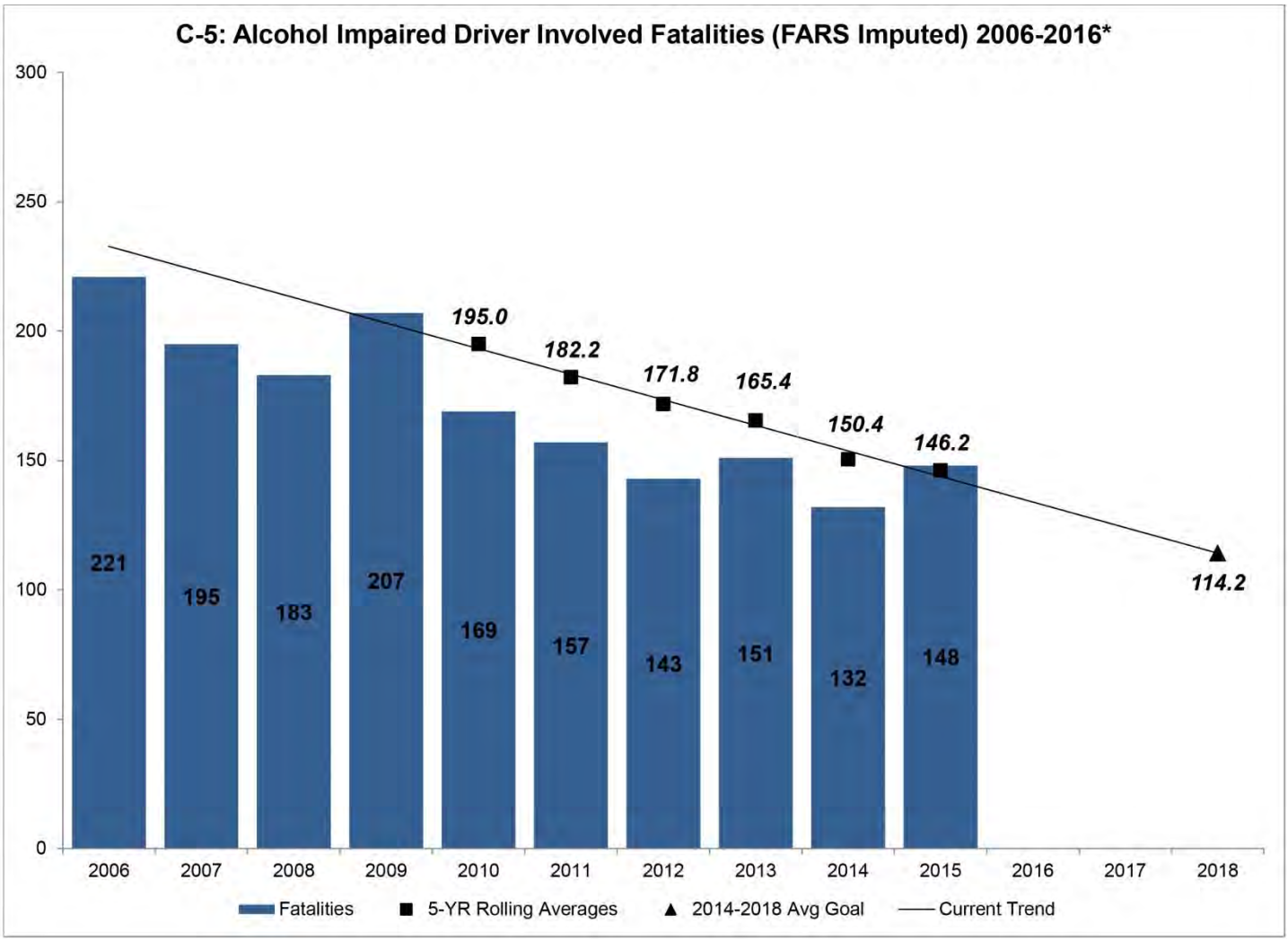
Campaign	Fund	Budget	Results
Target Zero Oct. 1, 2015 to Sept. 30, 2016 Education	405d	$282,000	Radio, TV, digital, partnerships 6,417 spots + Over 45 million impressions
Locally Led (Flex) Oct. 1, 2015 to Sept. 30, 2016 Sustained Enforcement	405b	$300,000	Radio, digital 5,955 spots + About 44 million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

IMPAIRED DRIVING

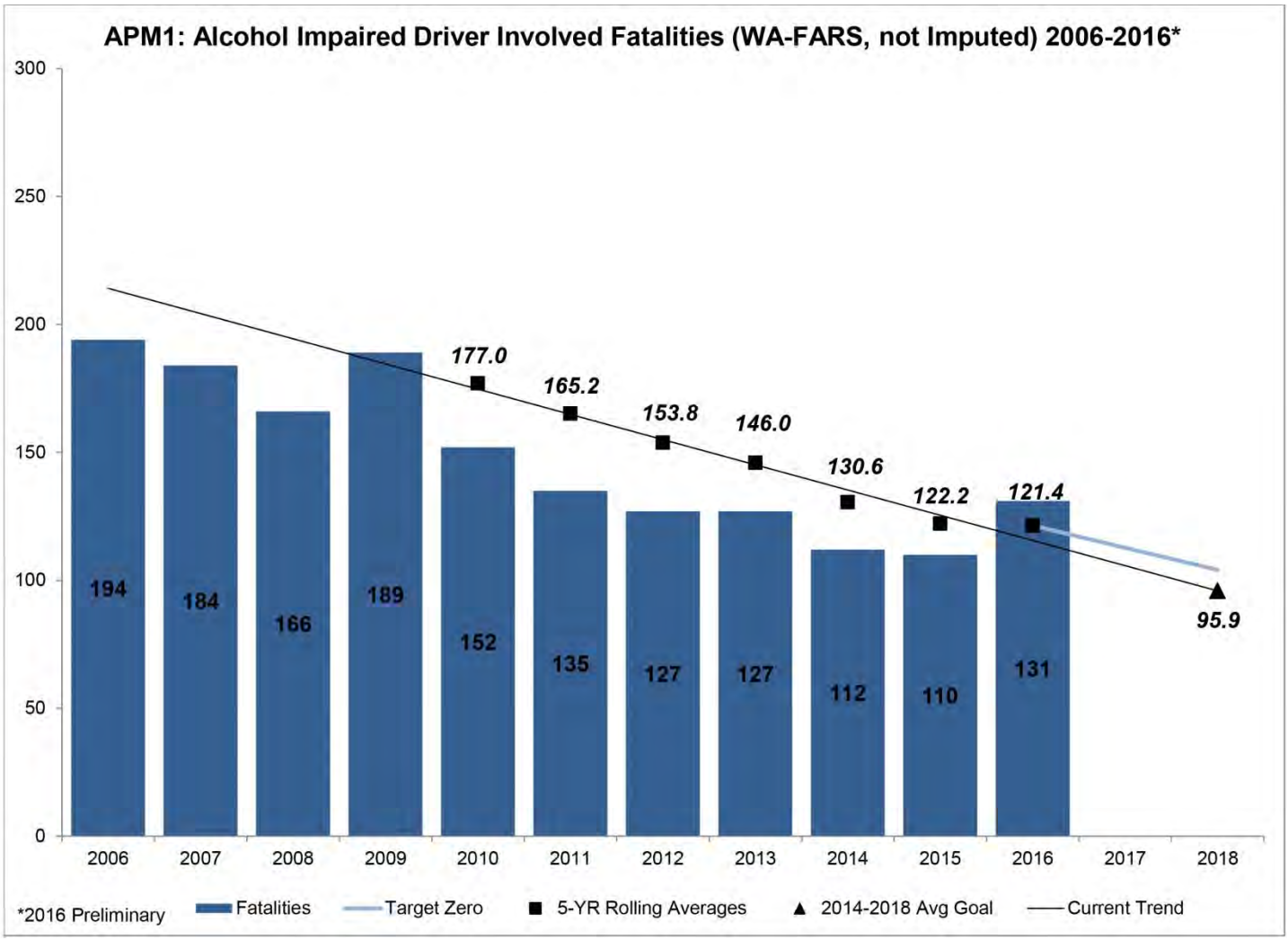
Overview

From 2014-2016, alcohol impaired and/or drug positive drivers were a factor in 49.3 percent of traffic fatalities. Alcohol impaired/drug positive driver involved fatalities increased 16.1 percent in 2014-2016 (764) compared with 2011-2013 (658). From 2014-2016, 38.7 percent of fatalities involved a drug positive driver and 22.8 percent involved an alcohol impaired driver. Drug positive driver-involved fatalities first became more frequent than alcohol impaired driver-involved fatalities in 2010.In 2016, that gap continues to grow. Compared to 2011-2013, alcohol impaired driver involved fatalities decreased by 9.3 percent, while drug positive driver involved fatalities increased 41.3 percent. Many drivers were impaired by both drugs and alcohol.

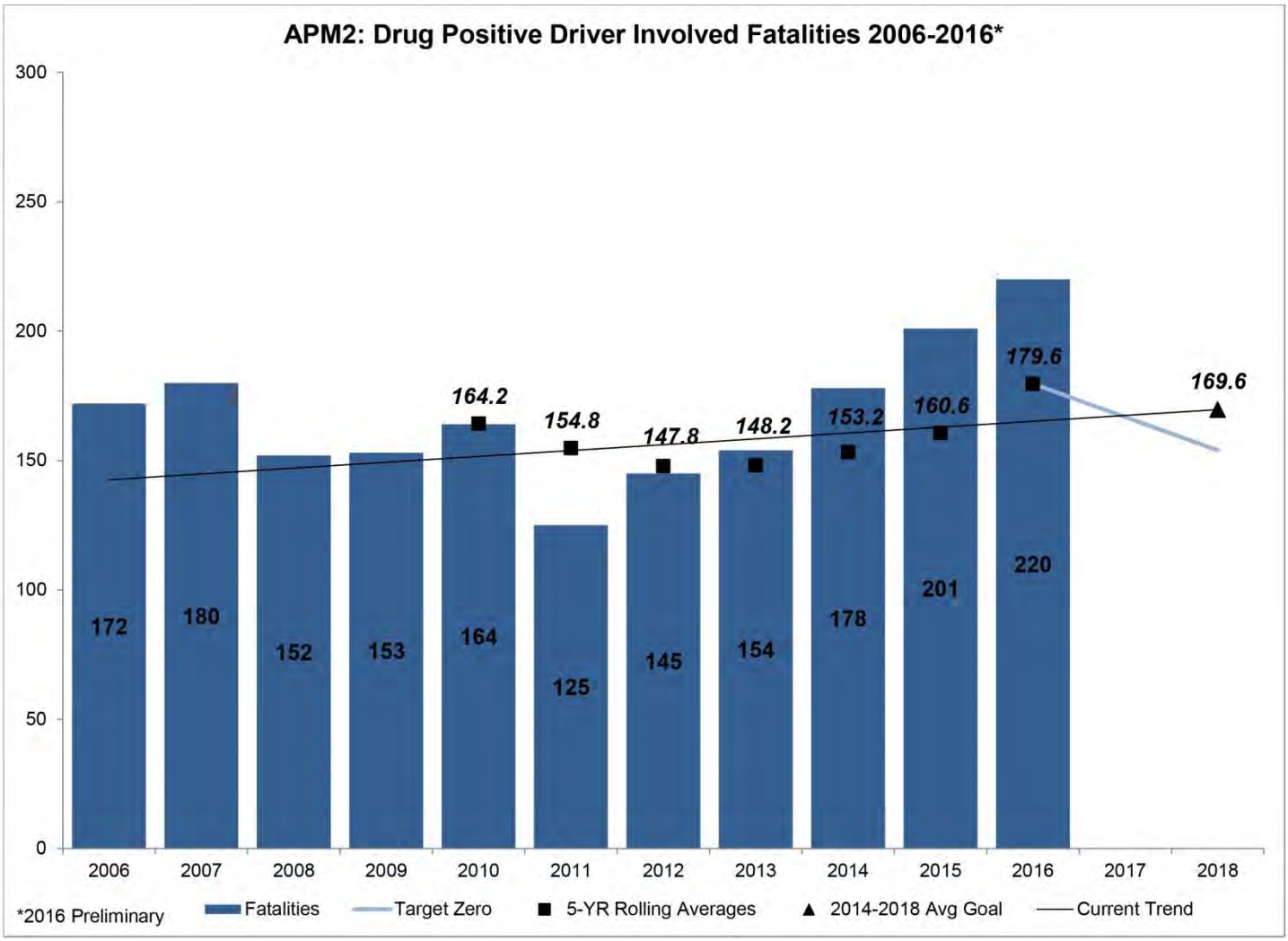
The number of fatalities involving a driver positive for any cannabinoids remained steady in 2014 (99) and 2015 (97), but increased 19.6 percent in 2016 to 116 fatalities. Specified THC information is not yet available for 2016, however ~90 percent of cannabinoid positive drivers involved in fatal crashes in 2015 were positive for delta-9 THC.



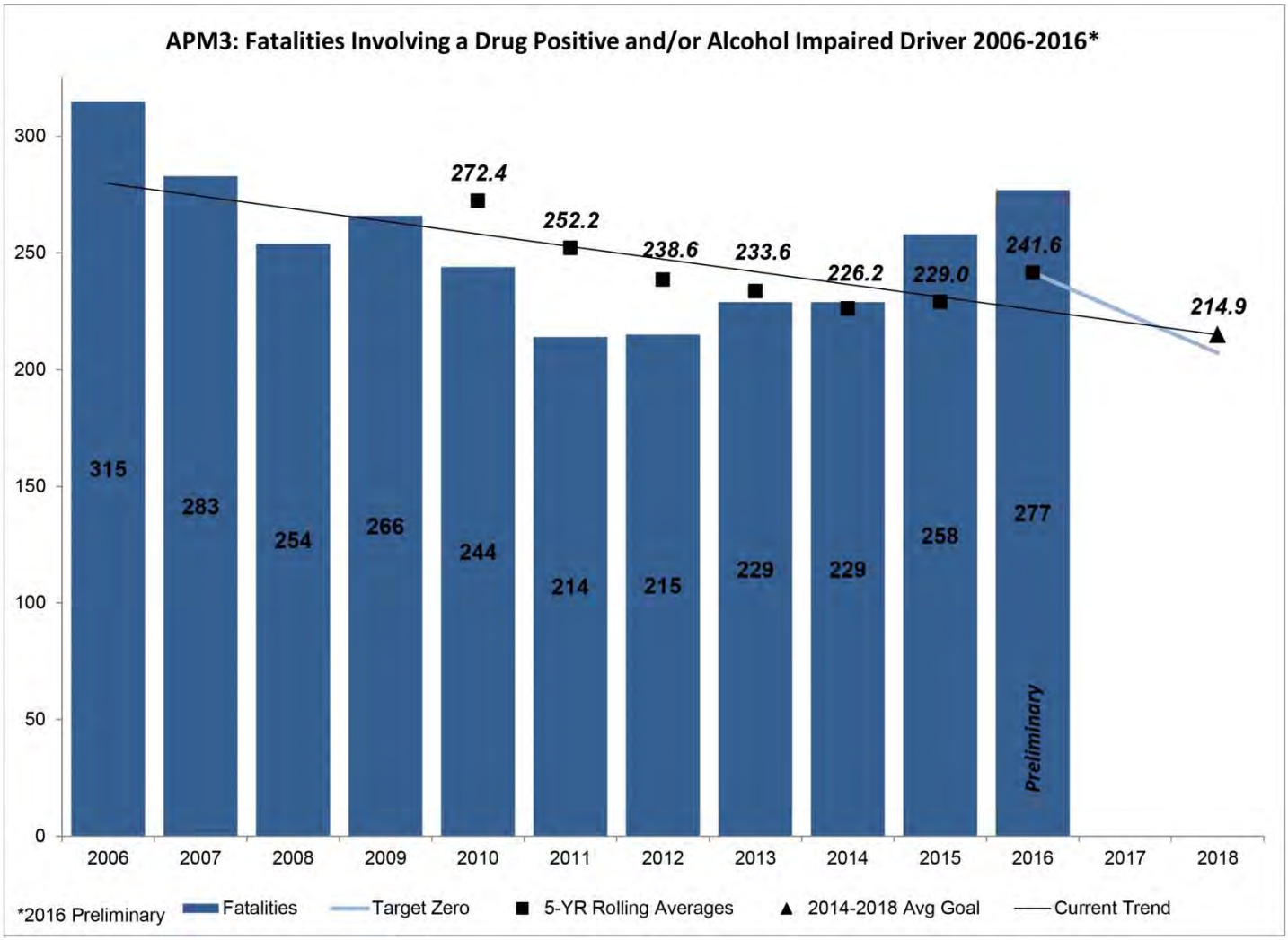
Source: WA FARS



Source: WA FARS



Source: WA FARS



Source: WA FARS

FFY 2018 Impaired Driving Projects

The following projects have been selected for funding in FFY 2018. 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, called Target Zero.

Project Title	Federal Project #	Program Manager
Local TZT - East	M6X18-01	Edica Esqueda

Subrecipient Agency: WTSC Internal Project

Target Zero Teams in Yakima and Spokane Counties will continue to focus on high-visibility, multijurisdictional enforcement patrols. These patrols are backed by media outreach designed to let the public know about the increased enforcement, increasing their perception of being caught if they should choose to drive impaired. The patrols will follow a strict schedule and will reinforce publicity efforts. This project will utilize the Home Safe Bar Program education and compliance visits by local law enforcement officers and Washington State LCB officers during enforcement patrols in high fatality and serious injury collisions areas. The project will promote ride-alongs by local media and generate public service announcements by local law enforcement. The task force is comprised of representatives from engineering, law enforcement, education, prevention, health, insurance, and citizens working toward Target Zero goals.

The following strategies from the SHSP will be used in this project:

- IMP.1 - Prevent excessive drinking, underage drinking, and impaired driving
- IMP.2 - Enforce and publicize DUI laws

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.1, 2	405d	$100,000	$0

Project Title	Federal Project #	Program Manager
HVE - DUI	M6X18-02	Erika Mascorro

Subrecipient Agency: WTSC Internal Project

The impaired driving HVE project will fund 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 works in concert with the WSP overtime grant and is dependent upon media support funded in other projects to warn drivers in advance of the patrols. The outcomes expected are to decrease unsafe driving behaviors related to DUI, increase the number of contacts by law enforcement officers and troopers for DUI, increase motorist perception that driving while impaired by alcohol or drugs will result in a DUI arrest.

The following strategy from the SHSP will be used in this project:

- IMP.2.1 - Continue statewide HVE and media campaigns to reduce impaired driving.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.2.1	405d	$300,000	$0

Project Title	Federal Project #	Program Manager
Local TZT - West	M6X18-03	Edica Esqueda

Subrecipient Agency: WTSC Internal Project

Target Zero Teams in Snohomish, King, and Pierce Counties will continue to focus on high-visibility, multijurisdictional enforcement. These patrols are backed by media outreach designed to let the public know about the increased enforcement, increasing their perception of being caught if they should choose to drive impaired. The patrols will follow a strict schedule and will reinforce publicity efforts. This project will utilize the Home Safe Bar Program education and compliance visits by local police and Washington State Liquor and Cannabis Board (LCB) officers during enforcement patrols in high fatality and serious injury collision areas. The project will promote ride-alongs by local media and generate public service announcements by local law enforcement. The task force is comprised of representatives from engineering, law enforcement, education, prevention, health, insurance, and citizens working toward Target Zero goals.

The following strategies from the SHSP will be used in this project:

- IMP.1 - Prevent excessive drinking, underage drinking, and impaired driving
- IMP.2 - Enforce and publicize DUI laws

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.1, 2	405d	$200,000	$0

Project Title	Federal Project #	Program Manager
Seattle PD Impaired Driving Training	M6X18-04	Edica Esqueda

Subrecipient Agency: Seattle Police Department (SPD)

SPD is the largest law enforcement agency in the state of Washington with 1200+ 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 Experts (DRE) field certifications. By increasing the number of SPD officers with this impaired driving training, we hope to see increases in DUI arrests and reductions in fatal and serious injury crashes in Seattle and throughout Washington State. This will support the drug detection aspects of this project.

The following strategies from the SHSP will be used in this project:

- IMP.2 - Enforce and publicize DUI laws
- IMP.3 - Prosecute, sanction, and treat DUI offenders
- IMP.5 - Foster Leadership to facilitate impaired driving system improvements

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP 2,.3,.5	405d	$20,000	$0

Project Title	Federal Project #	Program Manager
Vancouver-Clark Impaired Driving Grant	AL18-02	Edica Esqueda

Subrecipient Agency: Vancouver Police Department

The Vancouver Police Department will continue to coordinate a regional evidence-based project based on a multi-agency initiative to reduce and prevent impaired driving fatalities in Clark County. Work will continue to develop a coalition of partners focusing on impaired driving issues while monitoring other traffic safety concerns, such as distracted driving and pedestrian safety. The coalition will have representation from local law enforcement, judicial, prosecutorial, and release supervision partners, therapeutic courts, LCB, and media partners. This project is designed to be similar to TZT.

The following strategies from the SHSP will be used in this project:

- IMP.1 - Prevent excessive drinking, underage drinking, and impaired driving
- IMP.2 - Enforce and publicize DUI laws
- IMP.5 - Foster leadership to facilitate impaired driving system improvements

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.1. 2, 5	402	$149,420	$149,420

Project Title	Federal Project #	Program Manager
WSP – Impaired Driving Section	M6X18-06	Mark Medalen

Subrecipient Agency: Washington State Patrol (WSP)

The WSP's Impaired Driving Section (IDS) will administer 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 statewide DREs, Ignition Interlock, and SFST programs, as well as manage and operate the Mobile Impaired Driving Units (MIDU) at events statewide.

The following strategies from the SHSP will be used in this project:

- IMP.1.4 - Conduct well-publicized compliance checks of alcohol retailers
- IMP.1.5 - Conduct well-publicized enforcement aimed at underage drinking parties
- IMP.2.1 - Continue statewide HVE and media campaigns to reduce impaired driving
- IMP.2.2 - Enforce and publicize zero tolerance laws for driver under age 21
- IMP.2.3 - SFST and refresher training
- IMP.2.4 - ARIDE training
- IMP.2.5 - Expand Drug Recognition and Classification Program
- IMP.2.6 - Support efforts to simplify and streamline the DUI arrest process
- IMP.2.7 - Expand full time DUI squads
- IMP.3.1 - Expand use of ignition interlocks
- IMP.4.1 Monitor DUI offenders closely
- IMP.5.1 - Continue to build partnerships to reduce impaired driving
- IMP.5.3 - Implement the corridor safety model in high DUI locations
- IMP.5.7 - Monitor ignition interlock manufacturers and installers
- IMP.5.8 - Monitor reports from ignition interlock manufacturers on failures and conduct compliance checks
- IMP.5.9 - Investigate interlock circumvention attempts

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.1.4,.1.5,.2.1,.2.2,.2.3,.2.4,.2.5,.2.6,.2.7,.3.1,.4.1,.5.1,.5.3,.5.7,.5.8,.5.9	405d	$550,000	$0

Project Title	Federal Project #	Program Manager
WSP Impaired Driving HVE	M6X18-07	Erika Mascorro

Subrecipient Agency: Washington State Patrol (WSP)

The funds of this grant will be used in conjunction with field operational efforts to create high visibility emphasis patrols to address driver impairment through intoxicants and/or drugs (legal or illegal). WSP uses targeted law enforcement methods to reduce fatal and injury collisions on our interstate and state route systems through enforcement and educational techniques. WSP support the statewide as TZMs they promote safety within their regions through targeted emphasis patrols.

The following strategy from the SHSP will be used in this project:

- IMP.2.1 - Continue statewide HVE and media campaigns to reduce impaired driving.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.2.1	405d	$400,000	$0

Project Title	Federal Project #	Program Manager
Bellingham DUI Patrols	M6X18-08	Erika Mascorro

Subrecipient Agency: Bellingham Police Department (BPD)

The BPD will allocate six time slots a month for officers to sign up for DUI emphasis patrols. These officers will be ARIDE trained and experienced in DUI arrests. The hours will be from 1700-0500 on Fridays and Saturdays. BPD will use a radar feedback message board advertising these patrols in the entertainment district. BPD will also widely publicize these patrols through social media. The goal is to continue the reduction in serious injury and fatality crashes. The outcomes expected are to continue implementation and evaluation of a long term and consistent DUI emphasis patrols in conjunction with media outreach, public announcements, and other notification methods such as the speed feedback message board postings. An additional goal is to continue a crash reduction rate for fatal and serious injury crashes and possibly all late hour crashes at or above 6 percent.

The following strategy from the SHSP will be used in this project:

- IMP.2.1 - Continue statewide HVE and media campaigns to reduce impaired driving.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.2.1	405d	$20,000	$0

Project Title	Federal Project #	Program Manager
MRSC - TSRP	M6X18-09	Mark Medalen

Subrecipient Agency: Municipal Research and Services Center (MRSC)

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. MRSC hosts one of the statewide TSRPs. 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.

The following strategies from the SHSP will be used in this project:

- IMP.2.6 - Support efforts to simplify and streamline the DUI arrest process.
- IMP.3.3 - Support the Traffic Safety Resource Prosecutor Program
- IMP.3.5 - Match treatment and rehabilitation to the diagnosis
- IMP.3.10 - Provide prosecution of DUIs as part of the Target Zero Teams
- IMP.5.1 - Continue to build partnerships designed to reduced impaired driving

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.2.6,.3.3,.3.5,.3.10,.5.1	405d	$175,680	$0

Project Title	Federal Project #	Program Manager
Eastern WA TZ Prosecutor	M6X18-10	Mark Medalen

Subrecipient Agency: Spokane County Prosecuting Attorney's Office

The Eastern Washington Target Zero Prosecutor is housed at the Spokane County Prosecuting Attorney's Office. This prosecutor will work as a liaison between Washington State 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. This includes assistance and training to address changes in law, procedures, evidence gathering, blood warrant procedures and use, understanding of the Draeger breath testing instrument, and challenges of legal marijuana.

The following strategies from the SHSP will be used in this project:

- IMP.2.6 - Support efforts to simplify and streamline the DUI arrest process.
- IMP.3.3 - Support the Traffic Safety Resource Prosecutor Program
- IMP.3.5 - Match treatment and rehabilitation to the diagnosis
- IMP.3.10 - Provide prosecution of DUIs as part of the Target Zero Teams
- IMP.5.1 - Continue to build partnerships designed to reduced impaired driving

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.2.6, 3.3, 3.5, 3.10, 5.1	405d	$149,914	$0

Project Title	Federal Project #	Program Manager
Criminal Justice Training Commission - TSRP	M6X18-12	Mark Medalen

Subrecipient Agency: Criminal Justice Training Commission (CJTC)

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. CJTC hosts one of the statewide TSRPs. 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.

The following strategies from the SHSP will be used in this project:

- IMP.2.6 - Support efforts to simplify and streamline the DUI arrest process.
- IMP.3.3 - Support the TSRP
- IMP.3.5 - Match treatment and rehabilitation to the diagnosis
- IMP.3.10 - Provide prosecution of DUIs as part of the Target Zero Teams
- IMP.5.1 - Continue to build partnerships designed to reduced impaired driving

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP 2.6, 3.3, 3.5, 3.10, 5.1	405d	$175,288	$0

Project Title	Federal Project #	Program Manager
LCB – Impaired Driving Initiative	M6X18-16	Angie Ward

Subrecipient Agency: Liquor and Cannabis Board (LCB)

As part of a strategy to curtail impaired driving, the LCB Enforcement will increase visits to licensed establishments to speak with license holders, employees, and patrons to educate about the dangers associated with impaired driving. Additionally, LCB officers will expand on this communication through two videos and print materials produced with these funds. During this activity, LCB officers will conduct undercover and high-visibility operations with an emphasis on reducing over-service.

The following strategies from the SHSP will be used in this project:

- IMP 1.4 - Prevent excessive drinking, underage drinking, and impaired driving.
- IMP 5.1 - Foster leadership to facilitate impaired driving system improvements.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP 1.4, 5.1	405d	$62,440	$0

Project Title	Federal Project #	Program Manager
Snohomish Co. PA Felony Acct Proj	FDL*CP18-03	Edica Esqueda

Subrecipient Agency: Snohomish County Prosecuting Attorney's Office

This project will create a felony traffic unit within the Snohomish County Prosecuting Attorney's Office to collaborate with law enforcement in obtaining quicker completion of investigations and receipt of toxicology lab results, quicker charging decisions by deputy prosecuting attorneys (DPAs), and the speedy imposition of detention/release conditions on felony traffic offenders pending trial. The project aims to create instant accountability for felony traffic offenders.
The Felony Traffic Offense Unit consists of a supervising DPA and one additional DPA focused solely on felony traffic case. The unit uses the vertical prosecution model -- each case would be handled by the same DPA from case referral and charging decision through case resolution.

The following strategies from the SHSP will be used in this project:

- IMP.3 - Prosecute, sanction, and treat DUI offenders
- IMP.4 - Control high-BAC and repeat DUI offenders
- IMP.5 - Foster Leadership to facilitate impaired driving system improvements

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.3,.4,.5	405d	$190,640	$0

Project Title	Federal Project #	Program Manager
Region 10 TZT Training	FDL*CP18-05	Edica Esqueda

Subrecipient Agency: Snohomish County Sheriff's Office

The Snohomish County Sheriff's Office will administer the Region 10 Training Resources Project. The project focuses on returning participating task force agencies to an updated impaired driving training status. Since many BAC cards have lapsed this requires officers and deputies to take the full two day training course. This requirement has precluded many officers from participating in high visibility impaired driving enforcement due to diminished resources for training. Many agencies have few officers with SFST or ARIDE training. Currently,

approximately 30 percent of eligible road deputies within the sheriff's office have Draeger BAC cards. Other agencies within the task force show similarly low rates of road officers with these trainings. This project provides overtime dollars for officers and deputies to attend the required trainings and eventually the ability to seek out and arrest impaired drivers.

The following strategies from the SHSP will be used in this project:

- IMP.2 - Enforce and publicize DUI laws

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.2	405d	$50,000	$0

Project Title	Federal Project #	Program Manager
Paid Media - Impaired	164AL18-01	Erica Stineman

Subrecipient Agency: WTSC Internal Project

As part of behavioral change of drivers to reduce traffic deaths and serious injuries, our number one communications goal for HVE is to reach our primary target demographic, as identified by state and local data analyses. Additionally, the secondary goals for this grant include educating and informing Washington stakeholders, all vehicle drivers, and driver influencers of the what, where, when, who, and why of WTSC programs. This grant will fund paid media as a component of impaired driving HVE and traffic safety awareness campaigns. Paid media includes television, radio and online ads, social media, and outdoor billboards.

The following strategy from the SHSP will be used in this project:

- IMP.2.1 - Continue statewide HVE and media campaigns to reduce impaired driving.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.2.1	164 Transfer	$600,000	$0

Project Title	Federal Project #	Program Manager
DUI Training & Candidate Court	164AL18-02	Edica Esqueda

Subrecipient Agency: WTSC Internal Project

Effective DUI courts are patterned after the highly successful drug court model that recognizes the importance of combining treatment with the structure and accountability of the judge and supporting team in a court setting. This project would provide grant funds to one or two DUI candidate courts in Washington for training and startup costs associated with starting a new court.

The following strategies from the SHSP will be used in this project:

- IMP.3 - Prosecute, sanction, and treat DUI offenders
- IMP.4 - Control high-BAC and repeat DUI offenders
- IMP.5 - Foster Leadership to facilitate impaired driving system improvements

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.3., .4., .5.	164 Transfer	$125,000	$0

Project Title	Federal Project #	Program Manager
Seattle PD Impaired Driving Training	164AL18-05	Edica Esqueda

Subrecipient Agency: Seattle Police Department (SPD)

This grant provides the SPD with impaired driving enforcement trainings including ARIDE, SFST and refreshers, and DUI refreshers. By increasing the number of SPD officers with this impaired driving training, we hope to see increases in DUI arrests and reductions in fatal and serious injury crashes in Seattle and throughout Washington State. These funds will only be used for the alcohol training aspects of this project.

The following strategies from the SHSP will be used in this project:

- IMP.2. - Enforce and publicize DUI laws
- IMP.3. - Prosecute, sanction, and treat DUI offenders
- IMP.5. - Foster Leadership to facilitate impaired driving system improvements

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.2., IMP.3., IMP.5.	164 Transfer	$40,000	$0

Project Title	Federal Project #	Program Manager
Kent Municipal DUI Court	164AL18-06	Edica Esqueda

Subrecipient Agency: Kent Municipal Court

Kent Municipal Court will implement a therapeutic DUI Court, utilizing the 10 Guiding Principles established by the National Center for DWI Courts. This will be the first municipal DUI Court in Washington State. This project will engage with the target population of high risk/high need offenders. Those offenders will be better served through the DUI Court by utilizing intensive supervision and monitoring, with an emphasis on treatment and recovery in order to reduce recidivism, reduce traffic fatalities and injuries, and reduce the cost of lengthy incarcerations.

The following strategies from the SHSP will be used in this project:

- IMP.3 - Prosecute, sanction, and treat DUI offenders
- IMP.4. - Control high-BAC and repeat offenders
- IMP.5. - Foster Leadership to facilitate impaired driving system improvements

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.3., .4., .5.	164 Transfer	$147,509	$0

Project Title	Federal Project #	Program Manager
Okanogan Enforce Underage Drinking Laws	164AL18-07	Angie Ward

Subrecipient Agency: Okanogan Community Coalition (OCC)

The OCC will partner with local law enforcement agencies and media outlets to conduct visible youth emphasis patrols, party intervention patrols, and compliance checks to decrease underage drinking, and therefore impact young driver involved DUI arrests. Dates for patrols and compliance checks will be selected based on traditional high risk times of the year, during local sporting events, and 30 day high school surveys. Paid and non-paid media will be used to publicize operations.

The following strategies from the SHSP will be used in this project:

- IMP.1.3 - Continue and expand use of brief intervention and screening
- IMP.1.4 - Conduct well-publicized compliance checks of alcohol retailers to reduce sales to underage persons.

- YDI.4.1 - Conduct statewide high visibility enforcement and media campaigns focused on young drivers

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.1.3, 1.4; YDI.4.1 5.2	164 Transfer	$49,151	$0

Project Title	Federal Project #	Program Manager
City of Seattle - TSRP	164AL18-08	Edica Esqueda

Subrecipient Agency: City of Seattle

The City of Seattle Prosecuting Attorney's office will host one of the statewide TSRPs. The TSRPs have access to the state's experts in BAC testing, toxicology, SFST, and Ignition Interlock. 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. This position will also assist in the development of candidate DUI courts across the state. The TSRP will begin this process by assisting WTSC with creating a DUI treatment court at the City of Seattle.

The following strategies from the SHSP will be used in this project:

- IMP.3 - Prosecute, sanction, and treat DUI offenders
- IMP.4 - Control high-BAC and repeat DUI offenders
- IMP.5 - Foster leadership to facilitate impaired driving system improvements

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.3,.4,.5	164 Transfer	$144,489	$0

Project Title	Federal Project #	Program Manager
Clallam 24/7 Sobriety Program	164AL18-09	Jerry Noviello

Subrecipient Agency: Clallam County Sheriff's Office

A proven countermeasure to reduce recidivism of DUI is the 24/7 Sobriety Program. Participants in Clallam County Sheriff's Office's 24/7 Sobriety Program are required to provide a breath sample in person two times daily at the county jail: one in the morning and one in the evening. Clallam County has had this program for a few years in pilot status, which ended in early 2016. They have identified a few areas of need:

1. Efficiency: Currently, the testing administrator has to record all test results on paper and then enter them into the 24/7 Sobriety Program tracking software at a later time. This grant provides funding to purchase a computer that will be stationed in the testing area.
2. Training: This grant will support Clallam County Sheriff's Office in supporting travel to statewide and national 24/7 Sobriety Program training opportunities. This will increase the skill level of program staff and expose them to up to date best practices.
3. Staffing: The daily testing periods are currently conducted during main meal times. This puts a strain on staffing during these times. This grant will allow the sheriff's office to have a dedicated testing administrator. The cost of an overtime corrections deputy is being shared between the sheriff's office and WTSC.

The following strategy from the SHSP will be used in this project:

- ID 3.9 – This project will conduct a 24/7 Sobriety Program

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local

ID 3.9	164 Transfer	$46,290	$46,290

Project Title	Federal Project #	Program Manager
Skagit RUAD	164AL18-10	Jerry Noviello

Subrecipient Agency: Skagit County Public Hospital District No. 304

Impairment is the most common factor in young driver crashes in Washington State. This project addresses the need for impaired driving intervention in Skagit County focused on youth alcohol use. According to the most recent Healthy Youth Survey, Skagit County as a whole, and a few select cities, has alcohol usage rates that are much higher than the statewide average. This project aims to reduce youth alcohol use through public outreach and increased enforcement of underage alcohol use laws. By reducing underage use, the project hopes to decrease impaired driving by youth ages 16-20 in Skagit County.

This project has a multipronged approach to reducing underage alcohol usage:

1. Reduce access to alcohol and increase the perceived risk by minors using social norming techniques and community outreach.
2. Build a collaborative network of law enforcement and community resource programs that can be used to support alternative approaches to the criminal justice system for underage alcohol use related arrests.
3. Increase the enforcement of underage alcohol use laws.

The following strategies from the SHSP will be used in this project:

- YD 5.1 and ID 1.5 – This project will conduct well publicized enforcement activities focused on underage drinking parties.
- YD 5.2 – This project will increase awareness of underage drinking and driving laws through social norming and community outreach activities.
- ID 2.8 – This project will encourage parents to talk with their youth about the risks of underage alcohol use.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
YD 5.1, YD 5.2, ID 1.5, ID 2.8	164 Transfer	$82,500	$82,500

Project Title	Federal Project #	Program Manager
Spokane PD DUI Enforcement	164AL18-11	Edica Esqueda

Subrecipient Agency: Spokane Police Department

The Spokane Police Department will administer the DUI Officer Enforcement project. Spokane Police Department will deploy a full time officer dedicated to the enforcement of DUI laws pursuing Target Zero goals and objectives. The dedicated DUI officer will work within the city of Spokane, and additionally Spokane Police Department will fund (in-kind) a second, full time officer dedicated to DUI enforcement. The project aims to reduce collisions related to impaired driving, and will coordinate efforts with the local Target Zero Task Force. The DUI Enforcement Officer will also serve as the Spokane Police Department law enforcement representative on the newly developed City of Spokane DUI Treatment Court team.

The following strategies from the SHSP will be used in this project:

- IMP.1 - Prevent excessive drinking, underage drinking, and impaired driving
- IMP.2 - Enforce and publicize DUI laws
- IMP.4 - Control high-BAC and repeat DUI offenders
- IMP.5 - Foster leadership to facilitate impaired driving system improvements

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.1,.2,.4,.5	164 Transfer	$140,024	$0

Project Title	Federal Project #	Program Manager
Yakima PD DUI Imp Drive Enf/Education	164AL18-12	Edica Esqueda

Subrecipient Agency: Yakima Police Department (YPD)

The YPD will administer the Impaired Driving Enforcement Officer and Education project. YPD will deploy a full time officer dedicated to the enforcement of DUI laws pursuing Target Zero goals and objectives. The dedicated DUI enforcement officer will work within the city of Yakima and surrounding areas. The project goal is to reduce collisions related to impaired driving, and coordinate efforts with the local Target Zero Task Force. The YPD Impaired Driving Enforcement and Education Officer will also conduct community outreach and education using WTSC outreach materials. The education and community outreach will focus on driver behaviors and educate both teens and adult about the impacts of impaired driving.

The following strategies from the SHSP will be used in this project:

- IMP.1 - Prevent excessive drinking, underage drinking, and impaired driving
- IMP.2 - Enforce and publicize DUI laws
- IMP.4 - Control high-BAC and repeat DUI offenders
- IMP.5 - Foster leadership to facilitate impaired driving system improvements

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.1,.2,.4,.5	164 Transfer	$122,450	$0

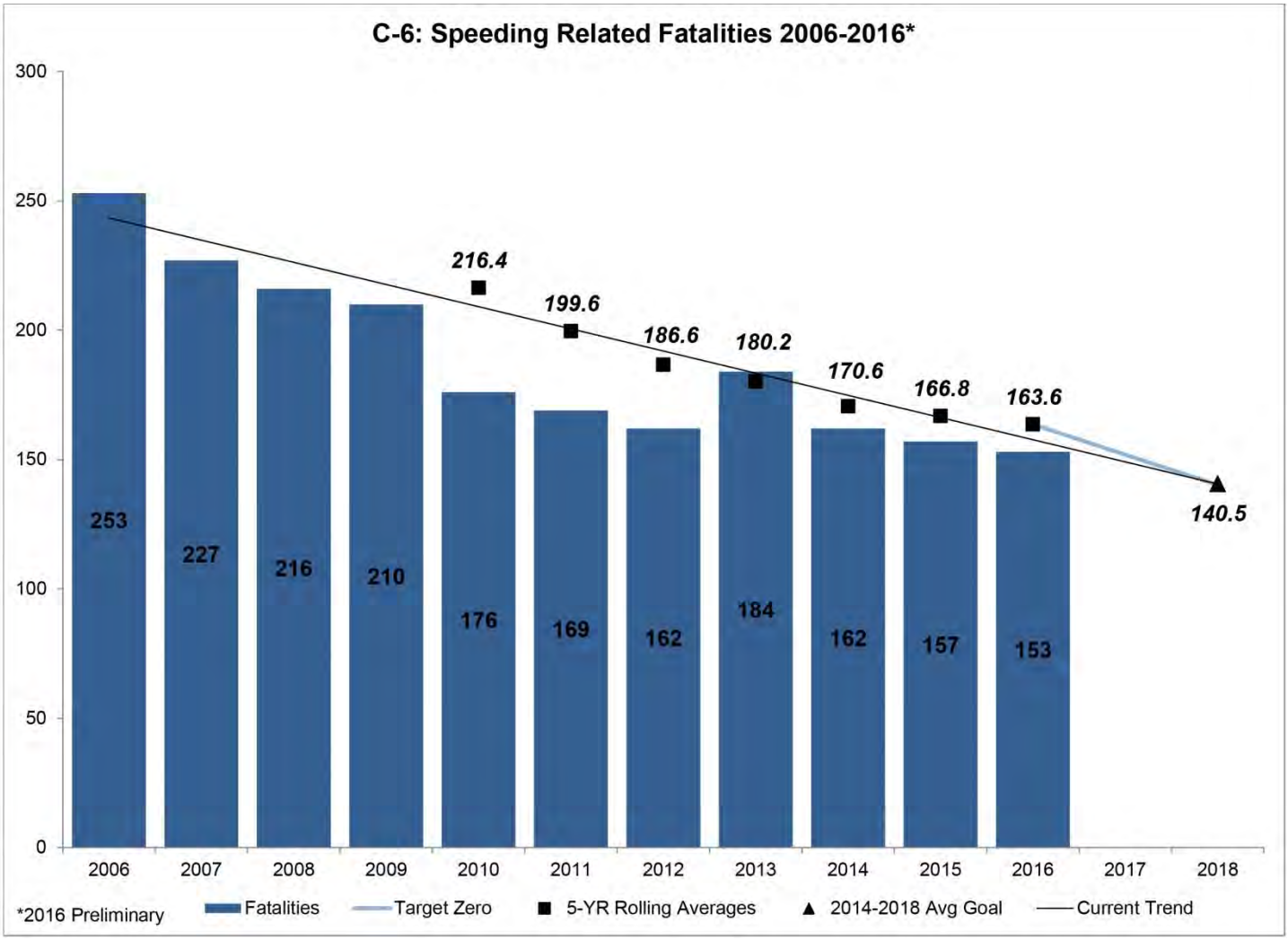
Impaired Driving Funding Summary

Project #	Project Title	Budget	Budget Source
AL18-02	Vancouver-Clark Impaired Driving Grant	$149,420	402
Total 402		**$149,420**	
M6X18-01	Local TZT - East	$100,000	405d low
M6X18-02	HVE - DUI	$300,000	405d low
M6X18-03	Local TZT - West	$200,000	405d low
M6X18-04	Seattle PD Impaired Driving Training	$20,000	405d low
M6X18-06	WSP - Impaired Driving Section	$550,000	405d low
M6X18-07	WSP - Block Grant DUI	$400,000	405d low
M6X18-08	Bellingham PD DUI Patrols	$20,000	405d low
M6X18-09	MRSC - TSRP	$175,680	405d low
M6X18-10	Eastern WA TZ Prosecutor	$149,914	405d low
M6X18-12	King Co SO - TSRP	$175,288	405d low
M6X18-16	LCB - Impaired Driving Initiative	$62,440	405d low
FDL*CP18-03	Snohomish Co PA Felony Acct Project	$190,640	405d low
FDL*CP18-05	Region 10 TZT Training	$50,000	405d low
Total 405d low		**$2,393,962**	
164AL18-01	Paid Media - Impaired	$600,000	164AL
164AL18-02	DUI Training & Candidate Court	$125,000	164AL
164AL18-05	Seattle PD Impaired Driving Training	$40,000	164AL
164AL18-06	Kent Municipal DUI Court	$147,509	164AL
164AL18-07	Okanogan Enf Underage Drinking Laws	$49,151	164AL
164AL18-08	Seattle City TZ Prosecutor	$144,489	164AL
164AL18-09	Clallam 24/7 Sobriety Program	$46,290	164AL
164AL18-10	Skagit RUAD Project	$82,500	164AL
164AL18-11	Spokane PD DUI Enforcement	$140,024	164AL
164AL18-12	Yakima PD Imp Drive Enforcement/Education	$122,450	164AL
Total 164AL		**$1,497,413**	
DRE	Overtime for DRE Callouts	$25,000	State Funds
DUI Accountability	WIDAC/WTSC DUI Projects	$230,000	State Funds
DUI 4th Felony	WIDAC/WTSC DUI Projects	$500,000	State Funds
Total State Funds		**$755,000**	
Total All Funds		$4,795,795	

SPEEDING

Overview

From 2014-2016 speeding was a factor in 30.5 percent of traffic fatalities. Speeding involved fatalities decreased 8.3 percent in 2014-2016 (472) compared to 2011-2013 (515). In both 2015 and 2016, speeding was involved in 28.5 percent of fatalities, dropping just below the Target Zero priority one threshold of 30 percent. For the first time in both 2015 and 2016, speeding became a less prevalent factor in fatal crashes than distracted/inattentive driving.



SOURCE: WA FARS

FFY 2018 Speeding Projects

Project Title	Federal Project #	Program Manager
Paid Media - Speed	PM18-01	Erica Stineman

Subrecipient Agency: WTSC Internal Project

As part of behavioral change of drivers to reduce traffic deaths and serious injuries, our number one communications goal for HVE is to reach our primary target demographic, as identified by state and local data analyses. Additionally, the secondary goals for this grant include educating and informing Washington stakeholders, all vehicle drivers, and driver influencers of the what, where, when, who, and why of WTSC programs. This grant will fund paid media as a component of speeding HVE and traffic safety awareness campaigns. Paid media includes television, radio and online ads, social media, and outdoor billboards.

The following strategies from the SHSP will be used in this project:

- SPE.3.2 - Educate the public about the dangers of excessive speed and speed too fast for conditions, and its role in traffic fatalities.
- SPE.3.6 - Develop appropriate messages and methods to reach segments of the population inclined to speeding or driving too fast for conditions.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
SPE.3.2,.3.6	402	$75,000	$0

Project Title	Federal Project #	Program Manager
HVE Speed	SE18-02	Jerry Noviello

Subrecipient Agency: WTSC Internal Project

This project is a collaborative effort between WTSC and WSDOT. Between 2012 and 2014, 38 percent of all vehicular fatalities recorded speeding as a factor (508 of 1,336). Speeding was also a factor in many serious injury crashes during that same time-frame: 27 percent (1,622 of 6,120). Lane departure and intersection safety were also considerations for this project. Both are also Priority One categories in the Target Zero Plan. Lane departure was a factor in 56 percent of fatalities and 39 percent of serious injuries between 2012 and 2014. Intersections were factors in 21 percent of fatalities and 35 percent of serious injuries. Each of the project sites were selected by WSDOT based on a need for speed reduction, lane departure, and/or intersection intervention. WSDOT is implementing engineering interventions at each project site. This project will provide funding for extra speed enforcement and public education to support these WSDOT projects.

The following strategies from the SHSP will be used in this project:

- SPE.1 - Law enforcement agencies conduct enhanced enforcement at intervention locations during peak crash times.
- SPE.2 - WSDOT will implement engineering measures to effectively manage speed, such as installing high friction road surface treatments, intersection warning systems, reflective markings, and other roadway improvement improvements.
- SPE.3 - This project is a collaborative effort, building partnerships with state and local enforcement and engineering agencies. This project also aims to educate the public about the dangers of excessive speeding.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
SPE.1,.2,.3	402	$100,000	$100,000

Project Title	Federal Project #	Program Manager
Region 12 Speed Project	SE18-03	Jerry Noviello

Subrecipient Agency: Chelan County Sheriff's Office

This project is a continuation of a project that began in FFY2016. In WTSC Region 12, speeding was involved in 31 percent of vehicular fatalities between 2012 and 2014. This project will largely focus on Region 12's most populous counties: Chelan, Douglas, and Kittitas.

The Region 12 Speed Project will continue efforts to reduce speeding through public education via paid and earned media, enforcement of speed laws through publicized patrols, and use of speed feedback and electronic message boards to slow drivers down. The Region 12 Traffic Safety Task Force, which includes law enforcement and engineering representatives from the cities and counties within the region, will review crash data and determine when enforcement patrols should be conducted.

The following strategies from the SHSP will be used in this project:

- SPE.1 - Law Enforcement in Region 12 will conduct enhanced enforcement at high crash locations during peak crash times.
- SPE.2 - Law enforcement in Region 12 will utilize speed feedback and variable message signs to reduce speeding in its high crash areas.
- SPE.3 - Build partnerships to increase support for speed-reducing measures by using collaboration between law enforcement and engineering agencies in Region 12.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
SPE.1,.2,.3	402	$33,160	$33,160

Project Title	Federal Project #	Program Manager
WSP Speed HVE	M1*PT18-01	Erika Mascorro

Subrecipient Agency: Washington State Patrol (WSP)

The funds of this grant will be used in conjunction with field operational efforts to create HVE patrols to address speeding violations. WSP uses targeted law enforcement methods to reduce fatal and injury collisions on our interstate and state route systems through enforcement and educational techniques. WSP supports the statewide TZMs as they promote safety within their regions through targeted emphasis patrols.

The following strategies from the SHSP will be used in this project:

- SPE.1.1 - Increase use of speed enforcement.
- SPE.1.2 - Conduct HVE efforts at locations where speeding-related crashes are more prevalent.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
SPE.1.1,.1.2	405b	$100,000	$0

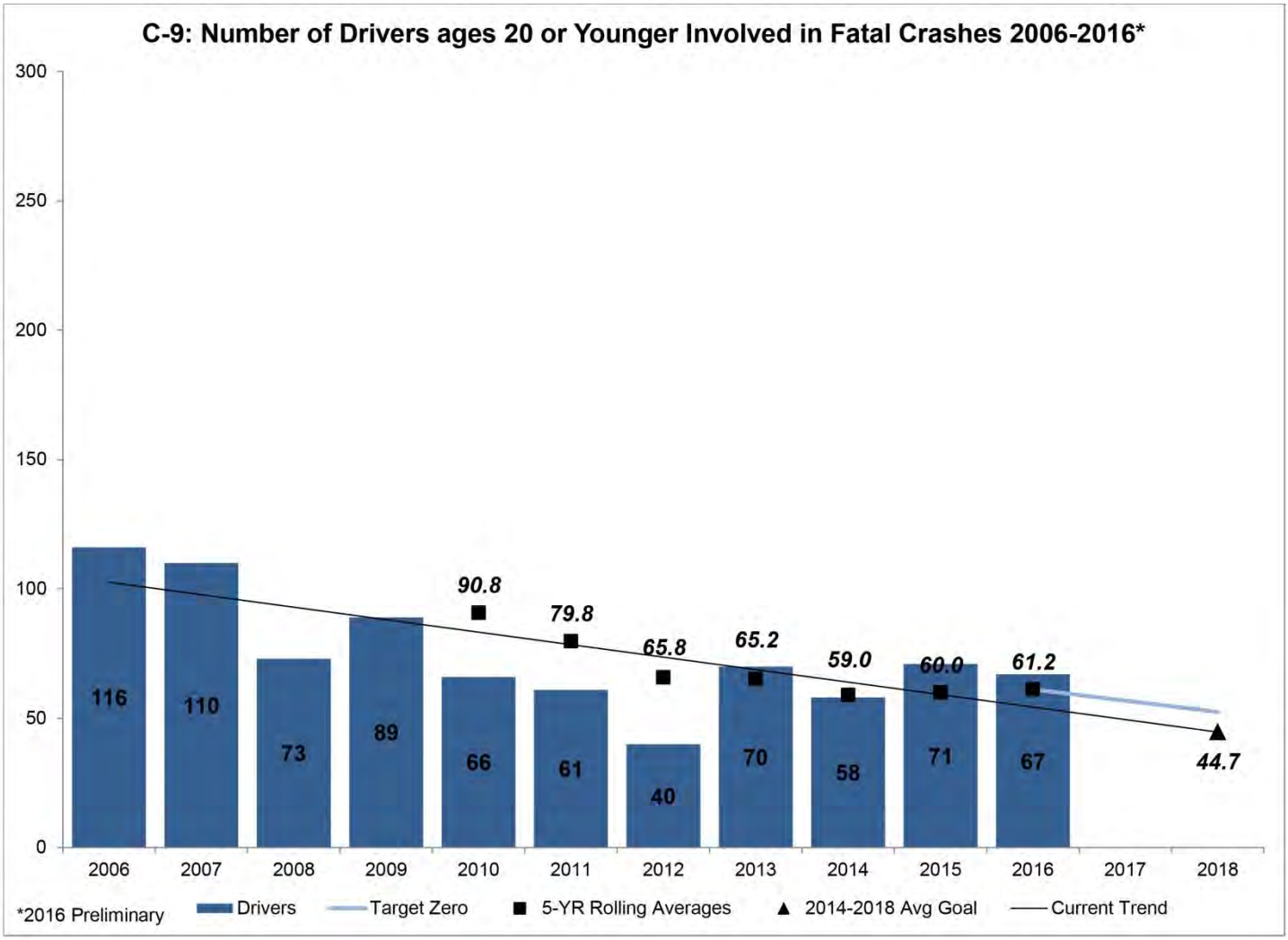
Speeding Funding Summary

Project #	Project Title	Budget	Budget Source
PM18-01	Paid Media - Speed	$75,000	402
SE18-02	HVE Speed	$100,000	402
SE18-03	Region 12 Speed Project	$33,160	402
Total 402		**$208,160**	
M1*PT18-01	WSP Block Grant - Speed Patrol	$100,000	405b
Total 405b		**$100,000**	
Total All Funds		$308,160	

YOUNG DRIVERS

Overview

From 2014-2016, 12.6 percent of traffic fatalities involved a driver ages 20 or younger. Driver ages 20 or younger involved fatalities increased 14.6 percent compared to 2011-2013 (171 to 196). From 2014-2016, the number of drivers ages 16-17 (Washington GDL) involved in fatal crashes remained constant (15 drivers in 2014 and 17 drivers in both 2015 and 2016). Drivers ages 18-20 involved in fatal crashes increased in 2015 to 50, from 41 in 2014. In 2016, this number slightly decreased to 48 drivers.



SOURCE: WA FARS

FFY 2018 Young Driver Projects

Project Title	Federal Project #	Program Manager
Young Drivers	CP18-04	Angie Ward

Subrecipient Agency: WTSC Internal Project

The WTSC will use funds in this project to support tasks directly connected to strategies in the Young Driver section of the Target Zero Plan. WTSC will collaborate with the DOL to ensure funds are coordinated with the Results Washington Young Driver Initiatives. Work will include supporting DOL's efforts to improve driver education, testing, the drivers' guide, curriculum, and parental involvement. It will also include statewide outreach and education focused towards parents and young drivers, such as promoting teen/parent safe driving contracts and clear parental limit-setting for high-risk situations.

The following strategies from the SHSP will be used in this project:

- YDI.1. - Provide resources to Action Council on Young Drivers to improve awareness – especially for parents and teens—and compliance with the Intermediate Driver License (IDL) law. Highlight high-risk situations where clear parental limit-setting will be most effective.
- YDI.3. -
    - Work with DOL on any review and revising of the driver guide, testing process, curriculum guidelines, and training standards to construct an overall driver training package focused more on hazard identification and less on skill training.
    - Work with DOL as they consider expanding driver restrictions and driver education requirements to new drivers of all ages.
    - Work with DOL as they consider implementation of licensing standards used in countries with superior driving statistics such as the United Kingdom.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
YDI.1.2,.3.1,.3.3,.3.4,.3.5,.3.6	402	$50,000	$25,000

Project Title	Federal Project #	Program Manager
State Farm Young Drivers Program	N/A	Angie Ward

Subrecipient Agency: WTSC Internal Project

This project provides $500 grants to school-based organizations that fulfill a series of tasks intended to promote traffic safety to students and faculty at the school. Organizations document their tasks with photos, videos, and through social media.

The following strategy from the SHSP will be used in this project:

- YDI.3. - Improve young driver education and intervention

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
YDI.3	State Farm	$50,000	$0

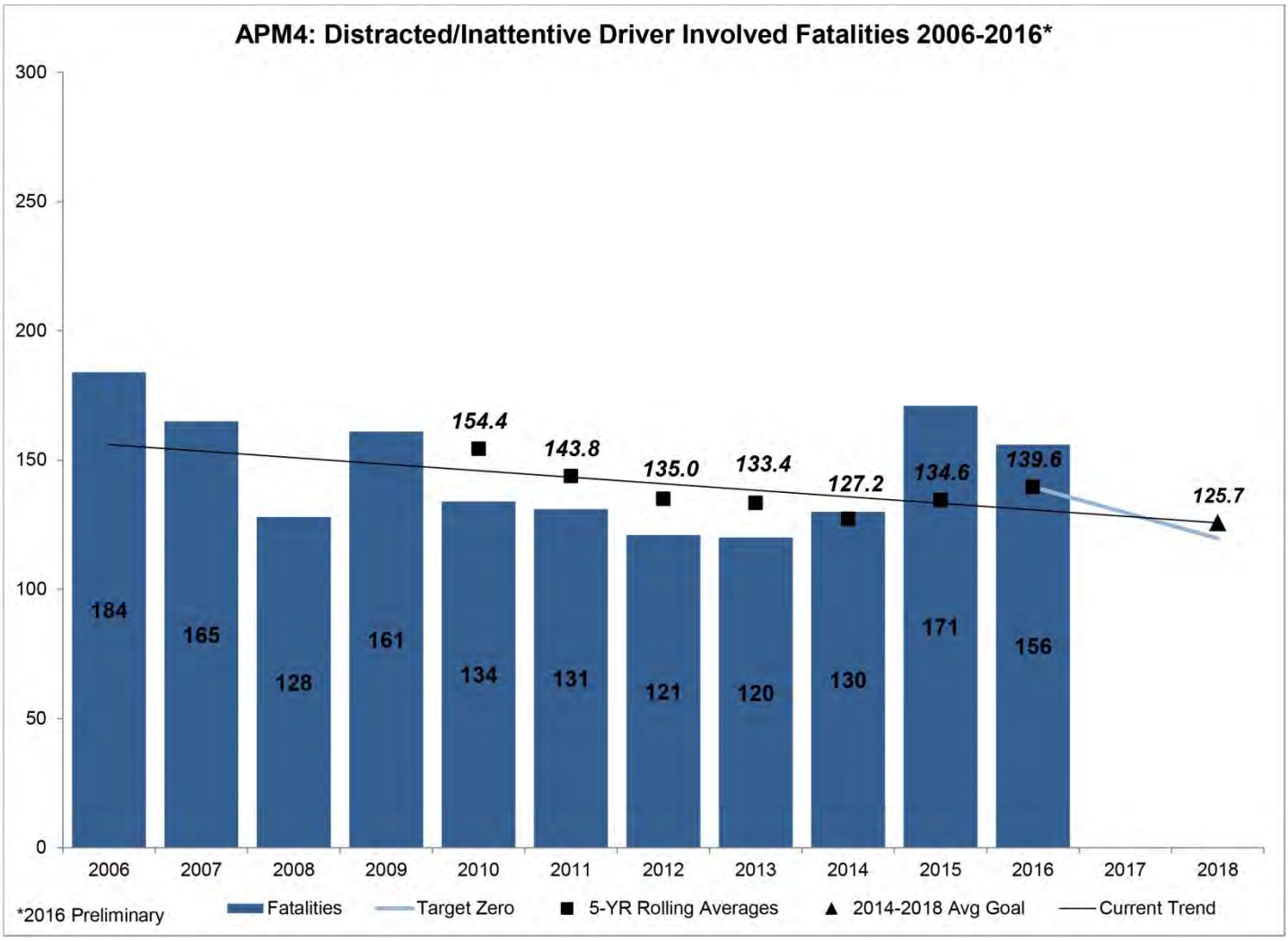
Young Driver Funding Summary

Project #	Project Title	Budget	Budget Source
CP18-04	Young Drivers	$50,000	402
Total 402		**$50,000**	
State Farm	State Farm Young Drivers Program	$50,000	State Farm
Total 405b		**$50,000**	
Total All Funds		$100,000	

DISTRACTED DRIVING

Overview

From 2014-2016, distracted driving was a factor in 29.5 percent of traffic fatalities. Distracted driver involved fatalities increased 22.8 percent in 2014-2016 (457) compared with 2011-2013 (372). In both 2015 and 2016, distracted/inattentive driving surpassed speeding as a factor in fatal crashes.



SOURCE: WA FARS

FFY 2018 Distracted Driving Projects

Project Title	Federal Project #	Program Manager
Distracted Driving HVE	DD18-02	Erika Mascorro

Subrecipient Agency: WTSC Internal Project

This project will provide distracted driving overtime enforcement funds to Washington law enforcement agencies to conduct HVE patrols during the nationally coordinated timeframe of April 1-15, 2018. These multijurisdictional patrols will be coordinated on the local level by TZMs, LELs, and the WSP. The outcomes expected are to decrease unsafe driving behaviors related to cell phone distraction, increase the number of contacts by law enforcement officers and troopers for cell phone use, and increase motorist perception that using a handheld cell phone or texting while driving will result in a citation.

The following strategies from the SHSP will be used in this project:

- DIS.1.1 - Conduct statewide distracted driving HVE campaigns.
- DIS1.2 - Conduct statewide education campaign focused on the dangers of electronic device use while driving/walking.
- DIS.2.1 - Visibly enforce existing statutes to deter distracted driving.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
DIS.1.1,.1.2,.2.1	402	$200,000	$200,000

Project Title	Federal Project #	Program Manager
WSP Block Grant	M1*PT18-01	Erika Mascorro

Subrecipient Agency: Washington State Patrol (WSP)

The funds of this grant will be used in conjunction with field operational efforts to create HVE patrols to address distracted driving. WSP uses targeted law enforcement methods to reduce fatal and injury collisions on our interstate and state route systems through enforcement and educational techniques. WSP supports the statewide TZMs as they promote safety within their regions through targeted emphasis patrols.

The following strategies from the SHSP will be used in this project:

- DIS.1.1 - Conduct statewide distracted driving HVE campaigns.
- DIS.1.2 - Conduct statewide education campaign focused on the dangers of electronic device use while driving/walking.
- DIS.2.1 - Visibly enforce existing statutes to deter distracted driving.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
DIS.1.1,.1.2,.2.1	405b	$100,000	$0

Project Title	Federal Project #	Program Manager
Distracted Driving Paid Media	FESX18-01	Erica Stineman

Subrecipient Agency: WTSC Internal Project

As part of behavioral change of drivers to reduce traffic deaths and serious injuries, our number one communications goal for HVE is to reach our primary target demographic, as identified by state and local data analyses. Additionally, the secondary goals for this grant include educating and informing Washington stakeholders, all vehicle drivers, and driver influencers of the what, where, when, who, and why of WTSC programs. This grant will fund paid media as a component of distracted driving HVE and traffic safety awareness campaigns. Paid media includes television, radio and online ads, social media, and outdoor billboards.

The following strategies from the SHSP will be used in this project:

- DIS.1 - Increase driver awareness of the risks of distracted driving.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
DIS.1	405e	$225,000	$0

Project Title	Federal Project #	Program Manager
Bellingham Distracted Driving Project	FES*DD18-01	Erika Mascorro

Subrecipient Agency: Bellingham Police Department (BPD)

The BPD intends to conduct a yearlong campaign to reduce 2018 distracted driving collisions in Bellingham by at least 5 percent. They plan to utilize traditional and social media channels to educate the community on the dangers of distracted driving and to advertise HVE patrols. BPD will launch the campaign with a dedicated patrol honoring local victims killed by distracted drivers. They will provide distracted driving educational material to drivers contacted during the emphasis patrols, and apply proven enforcement and education strategies as identified in the "Countermeasures that Work" and the Target Zero Plan.

The following strategies from the SHSP will be used in this project:

- DIS.1.1 - Conduct statewide distracted driving HVE campaigns.
- DIS.1.2 - Conduct statewide education campaign focused on the dangers of electronic device use while driving/walking.
- DIS.2.1 - Visibly enforce existing statutes to deter distracted driving.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
DIS.1.1,.1.2,.2.1	405e	$63,360	$0

Project Title	Federal Project #	Program Manager
King County Distracted Driving Prevention Campaign	FESX18-02	Erika Mascorro

Subrecipient Agency: King County

The King County Distracted Driving Prevention Campaign aims to decrease unsafe behaviors among drivers related to cell phone use. Through extra HVE and education, the King County Target Zero Task Force will increase cell phone use-related contacts by law enforcement officers and troopers, remind drivers of the dangers associated with cell phone use, and hold drivers accountable to Washington's cell phone and texting traffic laws. The outcomes expected are to decrease unsafe driving behaviors related to cell phone distraction, increase the number of contacts by law enforcement officers and troopers for cell phone use, and increase motorist perception that using a handheld cell phone or texting while driving will result in a citation.

The following strategies from the SHSP will be used in this project:

- DIS.1.1 – Conduct statewide distracted driving HVE campaigns.
- DIS.1.2 – Conduct statewide education campaign focused on the dangers of electronic device use while driving/walking.
- DIS.2.1 – Visibly enforce existing statutes to deter distracted driving.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
DIS.1.1,.1.2,.2.1	405e	$85,000	$0

Distracted Driving Funding Summary

Project #	Project Title	Budget	Budget Source
DD18-02	Distracted Driving HVE	$200,000	402
Total 402		**$200,000**	
M1*PT18-01	WSP - Block Grant, Distracted Driving	$100,000	405b
Total 405d		**$100,000**	
FESX18-01	Paid Media - Distracted Driving	$225,000	405e
FESX18-02	King Co Distracted Driving Prevention Campaign	$85,000	405e
FES*DD18-01	Bellingham Distracted Driving Project	$63,360	405e
Total 405e		**$373,360**	
Total All Funds		$673,360	

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

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

Performance Measure

Injury Surveillance - Completeness	Baseline April 1, 2015 – March 31, 2016	Actual April 1, 2016 – March 31, 2017
Number of Emergency Department visit records reported (estimated percent of total ED records)	4,600 (0.20%)	288,688 (13.5%)
Narrative – There were an estimated 2,324,607 emergency department visits during the baseline period. The total number of emergency department visit records submitted to the National Syndromic Surveillance Program Electronic Surveillance System for the Early Notification of Community-based Epidemics (ESSENCE) system increased by 284,088. This is nearly a 63-fold increase. This increase has been driven through outreach and onboarding efforts with emergency departments, funded by TRC grants in the last few years.		
Calculation Method – A total of emergency department visit records submitted by all emergency departments, by visit date.		

Washington's Traffic Records Committee

The Washington Traffic Records Committee (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.

MISSION

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.

VISION

Washington will have integrated electronic traffic records access systems that enable the discovery of life-saving strategies by providing users with quality traffic records data when, where, and in the form they need it.

GOALS

- Identify and secure sustainable investments for Traffic Records systems.
- Create an environment to support quality data collection, sharing and integration.
- Provide quality data, analysis, and tools to customers and stakeholders.
- Promote collaborative partnerships and innovation among TRC agencies.

2018 Traffic Data Systems Projects

Project Title	Federal Project #	Program Manager
Research and Data Division	TR18-02	Staci Hoff

Subrecipient Agency: WTSC Internal Project

Research and Data Division (RAD-D) of the WTSC seeks to provide customers timely, accurate, and appropriate access to data. Staff 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 Surveillance (BRFS) survey.
The following strategies from the SHSP will be used in this project:

- TDS.1. - Provide quality data, analysis, and tools to customers

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
TDS.1.	402	$167,000	$0

Project Title	Federal Project #	Program Manager
Emergency Department Data (ESSENCE) Improvement	M3DA18-01	Debi Besser

Subrecipient Agency: Department of Health (DOH)

The purpose of this project is to continue to improve the analytical utility of the data in the emergency department data system, ESSENCE, and expand its use for traffic related injury surveillance. DOH plans to improve processes and continue partner engagement to ensure long term program sustainability, inform use cases for this data, and provide technical assistance to our users including Target Zero partner agencies.

The following strategy from the SHSP will be used in this project:

- TDS.2.2 - Enhance the use of the ESSENCE system for using Emergency Department Data to enhance Injury Surveillance capabilities. Increase provider reporting to ESSENCE.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
TDS.2.2	405c	$118,824	$0

Project Title	Federal Project #	Program Manager
Electronic DUI Processing	M3DA18-02	Debi Besser

Subrecipient Agency: Washington State Patrol (WSP)

This project will allow WSP to develop an integrated system within Statewide Electronic SECTOR that allows users to complete the current DUI process and associated administrative tasks electronically. Tasks include data collection, form printing, information storing, administrative processing, routing, data retention and the two-way transmission of information. The system will provide a data source capable of report creation, data distribution and extraction resulting in impactful decision making and efficient, accurate, timely prosecution.

The following strategy from the SHSP will be used in this project:

- TDS.1.1 - Develop new features in SECTOR to address user needs, including additional ticketing options and report types. Expand SECTOR software edit checks to enhance reporting accuracy and consistency.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
TDS.1.1	405c	$300,000	$0

Project Title	Federal Project #	Program Manager
PTCR Re-Design	M3DA18-03	Debi Besser

Subrecipient Agency: Washington State Patrol (WSP)

This project, managed jointly by WSDOT and WSP Collision Records, will provide for the stakeholder process and printing support to update the state Police Traffic Crash Report (PTCR). This serves to meet the Model Minimum Uniform Crash Criteria (MMUCC) serious injury reporting requirements outlined in the Fixing America's Surface Transportation (FAST) Act and NHTSA's recommendation that states review their crash forms at least once every five years.

The following strategy from the SHSP will be used in this project:

- TDS.1.9 - Revise the Police Traffic Collision Report, including both SECTOR and paper reports, to improve nomenclature and ensure business needs are met with stakeholder involvement.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
TDS.1.9	405c	$100,000	$0

Project Title	Federal Project #	Program Manager
Enforcement Data Visualization	M3DA18-04	Debi Besser

Subrecipient Agency: Washington State Patrol (WSP)

The WSP Enforcement Database was created in 2016 to allow law enforcement, engineering groups, and the general public the ability to access collision data using a web-based portal. This project will implement data visualization software and support to enhance the capabilities of the Enforcement Database to provide dynamic, customizable, data driven visualization for predictive analytics in the interest of public safety.

The following strategy from the SHSP will be used in this project:

- TDS.3.1 - Provide more frequent and enhanced traffic safety trend reporting. Present data/trends in a manner that is easy to understand and is actionable.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
TDS 3.1	405c	$125,000	$0

Project Title	Federal Project #	Program Manager
Roadway Inventory System Integration	M3DA18-05	Debi Besser

Subrecipient Agency: Washington State Department of Transportation (WSDOT)

This project will continue the FFY2017 work to implement the —Roadway Inventory System Modernization" feasibility study. WSDOT will further develop their capabilities to steward, integrate and share roadway data through a spatial linear referencing system (LRS), and add additional roadway data elements. This project will also expand capabilities for data integration between systems, and enhance safety analysis capabilities.

The following strategy from the SHSP will be used in this project:

- TDS.1.8 - Develop a LRS for all public roadways without a LRS to enhance safety analysis.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
TDS 1.8	405c	$120,000	$0

Project Title	Federal Project #	Program Manager
WEMSIS Data Enhancement	M3DA18-06	Debi Besser

Subrecipient Agency: Department of Health (DOH)

This project will allow DOH to build on the Key EMS Performance Indicators successfully developed in the Washington EMS Information System (WEMSIS) system. They will implement procedures for preparing the analytical data files, manage the implementation of the analytical data sets that will be used for the EMS and Trauma systems analyses, and support the interagency data integration activities to improve traffic safety data.

The following strategies from the SHSP will be used in this project:

- EMS.2.3 - Increase the number of EMS agencies reporting to WEMSIS.
- EMS.2.4 - Provide WEMSIS data for linking to collision records.
- TDS.2.4 - Increase EMS reporting by first responders throughout the state to the WEMSIS.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
EMS.2.3,.2.4, TDS.2.4	405c	$134,060	$0

Project Title	Federal Project #	Program Manager
SECTOR eLearning	M3DA18-07	Debi Besser

Subrecipient Agency: Washington Association of Sheriffs and Police Chiefs (WASPC)

Currently, Statewide Electronic Collision and Ticket Online Records (SECTOR) training is delivered in-person at a variety of locations across the state. This project will provide for the creation of a SECTOR eLearning class that can be delivered anytime/anywhere, creating a savings to both local agencies and the state. This eLearning class will ensure that newly hired officers can learn to use the system correctly, maintaining quality data and widespread use of SECTOR.

The following strategy from the SHSP will be used in this project:

- TDS.1.3 - Increase the number of electronic tickets and collision reports through expanded adoption and agency-wide implementation of SECTOR.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
TDS 1.3	405c	$125,000	$0

Project Title	Federal Project #	Program Manager
TRC Training and Coordination	M3DA18-08	Debi Besser

Subrecipient Agency: WTSC Internal Project

This project provides for costs associated with the coordination and training needs identified by the TRC, including:
1) Attendance at the Traffic Records Forum for eTRIP governance team members
2) Creation and maintenance of collaboration tools for eTRIP governance to improve operations
3) Maintenance of TRC website for communication and coordination

The following strategies from the SHSP will be used in this project:

- TDS.3.3 - Support training opportunities to enhance traffic safety data analysis and research skills
- TDS.4.1 - Create a maintenance and support model for SECTOR and (Justice Information Data Exchange) JINDEX that further that improves operations, speeds change request implementation, and enhances user support.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
TDS 3.3, 4.1	405c	$35,000	$0

Project Title	Federal Project #	Program Manager
Emerging Projects	M3DA18-09	Debi Besser

Subrecipient Agency: WTSC Internal Project

This project will provide for unanticipated Traffic Records 405c qualifying projects that are identified during the grant year, and need to be addressed before the following grant cycle. Individual projects will be submitted to NHTSA for approval.

The following strategy from the SHSP will be used in this project:

- To be determined based on actual project

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
TBD	405c	$50,000	$0

Project Title	Federal Project #	Program Manager
Data Integration	M3DA18-10	Staci Hoff

Subrecipient Agency: WTSC Internal Project

This project funds a position at WTSC that will serve as the coordinator and analyst of the crash-health linkage project, as well as software to support the linkage. The position will lead efforts to develop a more accurate classification of crash injury severity based on medical records and work towards a central repository for integrated, linked data sets. The software license required for this project is $13,000, purchased from SAS, through WaTech.

The following strategies from the SHSP will be used in this project:

- TDS.2.1 - Derive a more accurate classification of injury severity based on clinical assessments from medical records to augment the investigating officer's assessment of traffic crash injury severity.
- TDS.2.3 - Create a central repository for integrated, linked data records including crash records, health (EMS, Trauma, CHARS) records, court records, licensing records, and state toxicology records.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
TDS 2.1, 2.3	405c	$233,400	$0

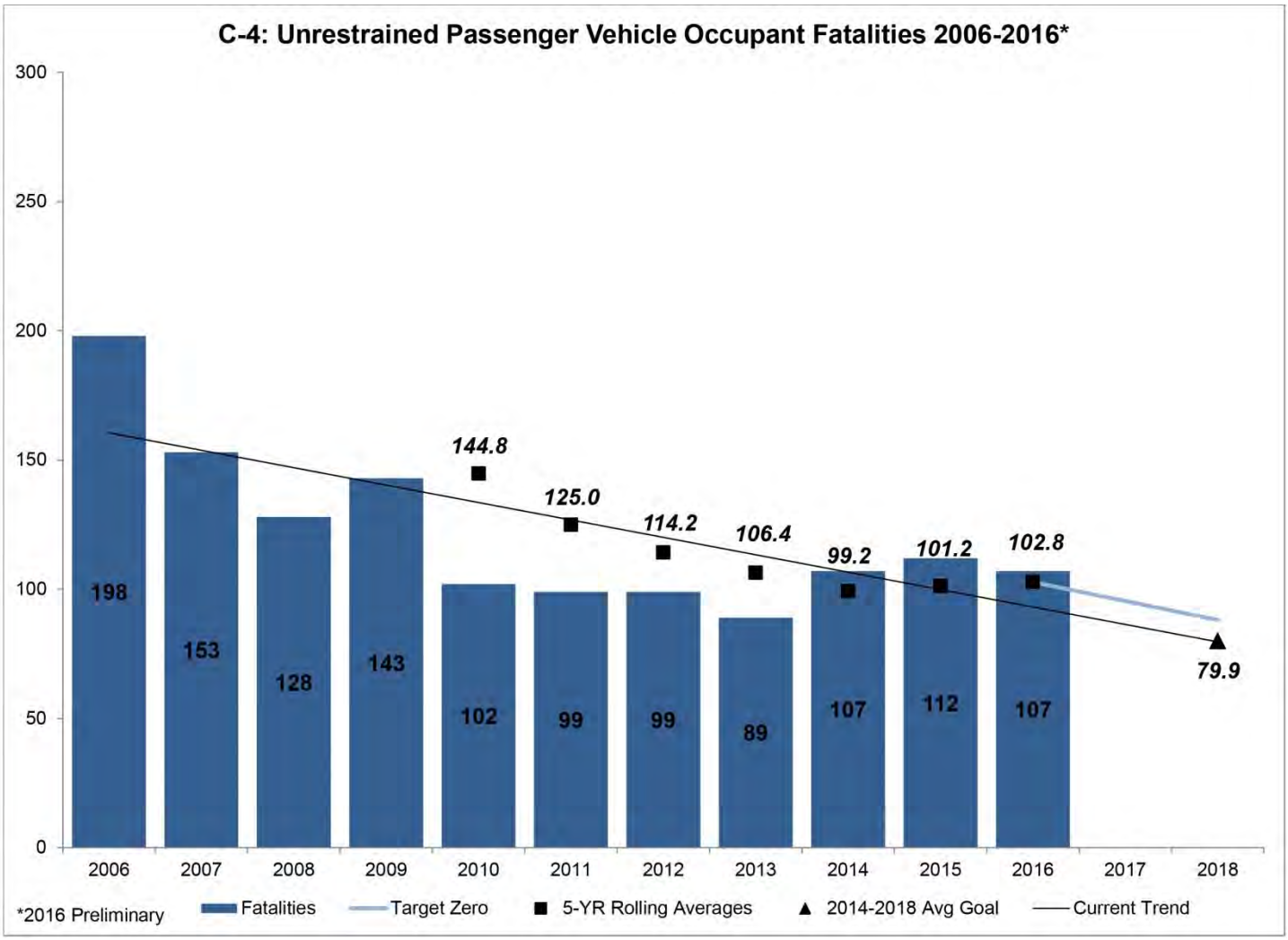
Traffic Data Systems Funding Summary

Project #	Project Title	Budget	Budget Source
TR18-02	WTSC Research & Data Division	$167,000	402
Total 402		**$167,000**	
M3DA18-01	DOH-RHINO	$118,824	
M3DA18-02	WSP Electronic DUI Processing	$300,000	
M3DA18-03	DOT CR-Re Design	$100,000	
M3DA18-04	WSP - Enf Database Enhancements	$125,000	
M3DA18-05	DOT-Roadway Inv Sys Integration	$120,000	
M3DA18-06	DOH-WEMSIS	$134,060	
M3DA18-07	WASPC-Sector eLearning	$125,000	
M3DA18-08	TR Training & Coordination	$35,000	
M3DA18-09	TRC Emerging Projects	$50,000	
M3DA18-10	Data Integration	$233,400	
Total 405c		**$1,341,284**	
Total All Funds		$1,508,284	

OCCUPANT PROTECTION

Overview

Unrestrained passenger vehicle occupant fatalities increased 13.6 percent in 2014-2016 (326) compared with 2011-2013 (287); however, as a factor in fatal crashes, unrestrained occupants decreased slightly to 21 percent of traffic fatalities in 2014-2016 compared to 21.6 percent 2011-2013.



SOURCE: WA FARS

FFY 2018 Occupant Protection Projects

Project Title	Federal Project #	Program Manager
Bonney Lake Child Passenger Safety	M1CPS18-01	Scott Waller

Subrecipient Agency: Bonney Lake Police Department

This project will sustain and improve the state's Child Passenger Safety (CPS) Program. The funding will support one full-time employee (FTE) project manager as well as promoting statewide media and education, managing a grant process for the CPS teams, and providing support for necessary courses for national certification, recertification for the statewide network of certified car seat technicians, and current and future car seat inspection services. The services provided will include at least two CPS inspection events held on Native American reservations.

The following strategies from the SHSP will be used in this project:

- UVO.1.1 - Identify population groups with lower than average restraint use rates and implement communications, outreach, and enforcement campaigns directed at groups/areas where restraint use is lowest, particularly rural areas.
- UVO.1.6 - Host car seat awareness and instruction classes, especially in diverse community locations with populations that have lower than average proper car seat use. Target child transport agencies, hospitals, child care centers, schools, etc. Partner with Target Zero Managers, Safe Kids Coalitions, or local Child Passenger Safety Team.
- UVO.1.8 - Collaborate with Washington's Criminal Justice Training Commission and the WSP Academy to conduct trainings for new law enforcement officers and seasoned officers on Washington's child restraint law, increasing comfort level for spotting and citing violations.
- UVO.1.9 - Promote child car seat distribution program.
- UVO.3.2 - Continuously monitor fatality and serious injury crash data involving unrestrained or improperly restrained child passengers to help direct geographic/demographic areas of focus.
- UVO.3.3 - Convene a group of CPS stakeholders from different disciplines and areas of the state, including existing network of Washington's TZMs, Safe Kids Coalitions, and other local child passenger safety teams, to participate in product review, media efforts, trainings, and local project implementation.
- UVO.3.4 - Support opportunities for child car seat inspection events, CPS technician certification courses, and recertification of technicians. Work collectively with Washington's TZMs, Safe Kids Coalitions, and local child passenger safety teams.
- UVO.3.5 - Establish a database to collect all of Washington's car seat inspection data. Analyze information received to determine major misuse issues; share with statewide CPS network; incorporate findings into media campaigns. (Note: The current database managed by Safe Kids WorldWide will be utilized for this function. Data is collected by scanning inspection forms completed at SafeKids Buckle Up events.
- UVO.4.1 - Provide access to appropriate information, materials, and guidelines for implementing media and programs to increase child passenger safety.
- UVO.4.2 - Develop and implement media campaigns targeting major misuse issues in Washington State, currently booster age children and riding in the front seat.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
UVO.1.1, 1.6, 1.8, 1.9, 3.2, 3.3, 3.4, 3.5, 4.1, 4.2	405b	$292,200	$0

Project Title	Federal Project #	Program Manager
Seat Belt HVE	M1HVE18-01	Erika Mascorro

Subrecipient Agency: WTSC Internal Project

The seat belt HVE project funds overtime for local law enforcement agencies to participate in the national seat belt mobilization with the goal of increasing restraint use and reducing vehicle occupant fatalities and serious injuries. The outcomes expected are to increase seat belt use, increase the number of contacts by law enforcement officers for seat belt non-compliance, and an increase in motorist perception that not wearing proper restraints will result in a citation.

The following strategies from the SHSP will be used in this project:

- UVO.1.2 - Engage and collaborate with all levels of law enforcement to effectively carry out high-visibility communications, outreach, and enforcement with nighttime enforcement programs.
- UVO.1.4 - Implement Click It or Ticket-style child car seat short-term, high-visibility education and enforcement campaigns.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
UVO.1.2, UVO.1.4	405b	$130,000	$0

Project Title	Federal Project #	Program Manager
Paid Media - Seat Belt	M1XPM18-01	Erica Stineman

Subrecipient Agency: WTSC Internal Project

As part of behavioral change of drivers to reduce traffic deaths and serious injuries, our number one communications goal for HVE is to reach our primary target demographic, as identified by state and local data analyses. Additionally, the secondary goals for this grant include educating and informing Washington stakeholders, all vehicle drivers, and driver influencers of the what, where, when, who, and why of WTSC programs. This grant will fund paid media as a component of seat belt HVE and traffic safety awareness campaigns. Paid media includes television, radio and online ads, social media, and outdoor billboards.

The following strategies from the SHSP will be used in this project:

- UVO.1.1 - Identify population groups with lower than average restraint use rates and implement communications, outreach, and enforcement campaigns directed at groups/areas where restraint use is lowest, particularly rural areas.
- UVO.1.2 - Engage and collaborate with all levels of law enforcement to effectively carry out high-visibility communications, outreach, and enforcement of seatbelt use, such as the Click It or Ticket campaign.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
UVO.1.1, .1.2	405b	$263,000	$0

Project Title	Federal Project #	Program Manager
WSP Seat Belt HVE	M1*PT18-01	Erika Mascorro

Subrecipient Agency: Washington State Patrol (WSP)

The funds of this grant will be used in conjunction with field operational efforts to create HVE patrols to address unrestrained occupants. WSP uses targeted law enforcement methods to reduce fatal and injury collisions on our interstate and state route systems through enforcement and educational techniques. WSP supports the statewide TZMs as they promote safety within their regions through targeted emphasis patrols.

The following strategies from the SHSP will be used in this project:

- UVO.1.2 - Engage and collaborate with all levels of law enforcement to effectively carry out high-visibility communications, outreach, and enforcement with nighttime enforcement programs.
- UVO.1.4 - Implement Click It or Ticket-style child car seat short-term, high-visibility education and enforcement campaigns.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
UVO.1.2, UVO.1.4	405b	$133,000	$0

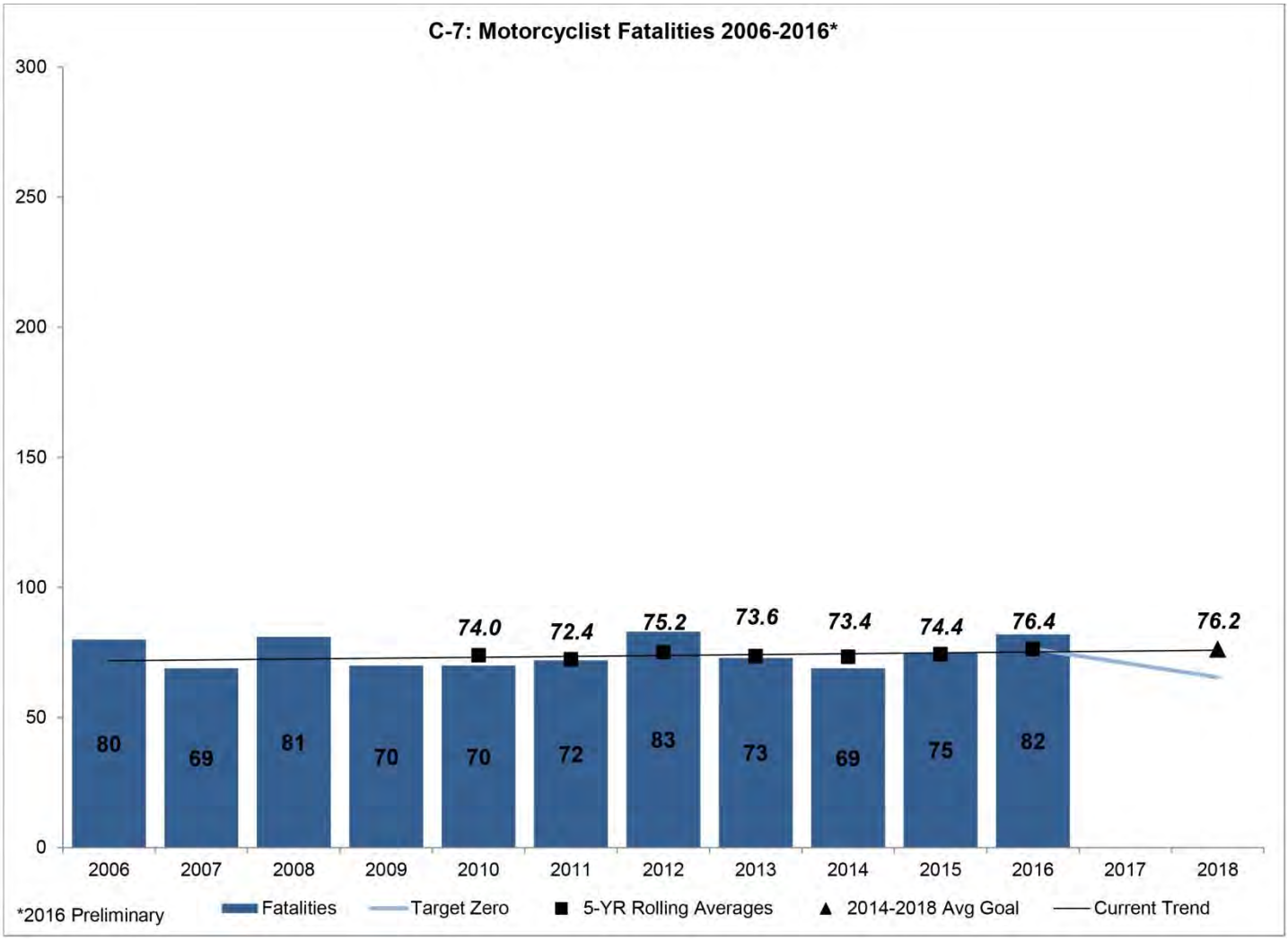
Occupant Protection Funding Summary

Project #	Project Title	Budget	Budget Source
M1CPS18-01	Child Passenger Safety: Bonney Lake Police Dept	$292,200	405b
M1HVE18-01	HVE Seat Belt	$130,000	405b
M1XPM18-01	Paid Media - Seat Belt	$263,000	405b
M1*PT18-01	WSP Block Grant - Seat Belt	$133,000	405b
Total 405b		**$818,200**	
Total All Funds		$818,200	

MOTORCYCLES

Overview

From 2014-2016 motorcyclist fatalities comprised 14.6 percent of traffic fatalities, down from 17.2 percent 2011-2013. This represents a 0.9 percent decrease in motorcyclist fatalities (226) from 2011-2013 (228). From 2014-2016, 21.1 percent of motorcycle drivers involved in fatal crashes were alcohol impaired, compared to only 15.1 percent of passenger vehicle drivers, and 41.8 percent were positive for drugs, compared to 25.6 percent of passenger vehicle drivers. From 2014-2016, six motorcyclist fatalities involved no helmet and an additional 11 fatalities involved improper or non-compliant helmet use.



SOURCE: WA FARS

FFY 2018 Motorcycle Projects

Project Title	Federal Project #	Program Manager
Paid Media – Motorcycle Safety	PM18-01	Erica Stineman

Subrecipient Agency: WTSC Internal Project

As part of behavioral change of drivers to reduce traffic deaths and serious injuries, our number one communications goal for HVE is to reach our primary target demographic, as identified by state and local data analyses. Additionally, the secondary goals for this grant include educating and informing Washington stakeholders, all vehicle drivers, and driver influencers of the what, where, when, who, and why of WTSC programs. This grant will fund paid media as a component of motorcycle HVE and traffic safety awareness campaigns. Paid media includes television, radio and online ads, social media, and outdoor billboards.

The following strategies from the SHSP will be used in this project:

- IMP.2.1 - Continue statewide HVE and media campaigns to reduce impaired driving
- MC.2.2 - Increase motorcyclist awareness of risks of impaired motorcycle operation. Promote self-policing within the motorcycle community.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.2.1, MC.2.2	402	$150,000	$0

Project Title	Federal Project #	Program Manager
WSP Motorcycle HVE	M1*PT18-01	Erika Mascorro

Subrecipient Agency: Washington State Patrol (WSP)

The proven HVE model consists of education, program branding, media buys, and social media followed by extra law enforcement patrols. This grant provides overtime funding WSP to participate in DUI HVE patrols. Patrols occur during the peak riding season in locations with a high number of fatal and serious injury motorcycle crashes

. The following strategies from the SHSP will be used in this project:

- IMP.2.1 - Continue statewide HVE and media campaigns to reduce impaired driving
- IMP.2.2 - Enforce and publicize zero tolerance laws for drivers under age 21
- IMP.2.6 - Support efforts to simplify and streamline the DUI arrest process
- IMP.5.1 - Continue to build partnerships to reduce impaired driving
- IMP.5.3 - Implement the corridor safety model in high crash locations where data shows a high rate of impaired driving
- MC.1.4 - Conduct targeted safety/endorsement media outreach and education
- MC.2.2 - Increase motorcyclist awareness of risks of impaired motorcycle operation. Promote self-policing within the motorcycle community.
- MC.4.2 - Increase use of WSP aviation for enforcement of high risk behaviors
- MC.4.3 - Mandatory motorcycle impound if riding without an endorsement

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
ID 2.1, 2.2, 2.6, 5.1, 5.3 MC 1.4, 2.2, 4.2, 4.3	405b	$100,000	$0

Project Title	Federal Project #	Program Manager
Motorcycle Awareness & Training	M9X18-01, 164AL8-03	Mark Medalen

Subrecipient Agency: WTSC Internal Project

The goal of WTSC's Motorcycle Safety Program is to reduce and eventually eliminate motorcycle crashes that result in fatalities and serious injuries. This project works in coordination with DOL's training and motorist awareness projects as part of the Washington Motorcycle Safety Program. The WTSC plans to increase the number of endorsed and trained riders on Washington's roads and increase motorist awareness of motorcycles.

The following strategies from the SHSP will be used in this project:

- MC 1.1 - Collaborate with dealers and manufacturers to promote motorcycle training and endorsement
- MC 1.2 - Increase number of riders participating in safety training
- MC 1.4 - Conduct targeted safety/endorsement media outreach and education
- MC 1.5 - Conduct outreach to motorcycle registration owners who are not endorsed
- MC 1.7 - Increase opportunities for motorcyclist field training
- MC 2.2 - Increase motorcyclist awareness of risks of impaired motorcycle operation. Promote self-policing within the motorcycle community.
- MC 3.1 - Educate motorcyclists to increase their visibility to drivers by wearing bright reflective clothing
- MC 4.3 - Mandatory motorcycle impound if riding without an endorsement
- MC 4.4 - Maintain resistance to proposed law changes that would repeal MC helmet standards

- MC 5.1 - Promote public forums to share/receive safety strategies and needs
- MC 5.2 - Form a new working group similar to WIDAC

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
MC 1.1, 1.2, 1.4, 1.5, 1.7, 2.2, 3.1, 4.3, 4.4, 5.1, 5.2	405f, 164 Transfer	$50,000 $50,000	$0

Project Title	Federal Project #	Program Manager
DOL Motorcycle Safety Training	M9X18-02	Mark Medalen

Subrecipient Agency: Department of Licensing (DOL)

The 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. Older riders (ages 51-60) represent the fastest growing population of motorcyclist fatalities. This project works to increase beginner and advanced rider training for this age group. It should establish a culture of recurring motorcycle training and the environment that persuades riders to take on-going refresher courses.

The following strategies from the SHSP will be used in this project:

- MC 1.1 - Collaborate with dealers and manufacturers to promote motorcycle training and endorsement
- MC 1.2 - Increase number of riders participating in safety training
- MC 1.4 - Conduct targeted safety/endorsement media outreach and education
- MC 1.5 - Conduct outreach to motorcycle registration owners who are not endorsed
- MC 1.7 - Increase opportunities for motorcyclist field training
- MC 2.2 - Increase motorcyclist awareness of risks of impaired motorcycle operation. Promote self-policing within the motorcycle community.
- MC 3.1 - Educate motorcyclists to increase their visibility to drivers by wearing bright reflective clothing
- MC 5.1 - Promote public forums to share/receive safety strategies and needs

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
MC 1.1, 1.2, 1.4, 1.5, 1.7, 2.2, 3.1, 5.1	405f	$100,000	$0

Project Title	Federal Project #	Program Manager
Motorcycle Impaired HVE	164AL18-04	Mark Medalen

Subrecipient Agency: WTSC Internal Project

The proven HVE model consists of education, program branding, media buys, and social media followed by extra law enforcement patrols. This grant provides overtime funding for local law enforcement agencies in Pierce, King, and Snohomish Counties to participate in impaired driving HVE patrols. Patrols occur during the peak riding season in locations with a high number of fatal and serious injury motorcycle crashes.

The following strategies from the SHSP will be used in this project:

- IMP 2.1 - Continue statewide HVE and media campaigns to reduce impaired driving
- IMP 2.2 - Enforce and publicize zero tolerance laws for drivers under age 21
- IMP 2.6 - Support efforts to simplify and streamline the DUI arrest process
- IMP 5.1 - Continue to build partnerships to reduce impaired driving
- IMP 5.3 - Implement the corridor safety model in high crash locations where data shows a high rate of impaired driving
- MC 1.4 - Conduct targeted safety/endorsement media outreach and education
- MC 2.2 - Increase motorcyclist awareness of risks of impaired motorcycle operation. Promote self-policing within the motorcycle community.
- MC 4.2 - Increase use of WSP aviation for enforcement of high risk behaviors
- MC 4.3 - Mandatory motorcycle impound if riding without an endorsement

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
ID 2.1, 2.2, 2.6, 5.1, 5.3 MC 1.4, 2.2, 4.2, 4.3	164 Transfer	$100,000	$0

Motorcycle Funding Summary

Project #	Project Title	Budget	Budget Source
PM18-01	Paid Media - Motorcycle Safety	$150,000	402
Total 402		**$150,000**	
M1*PT18-01	WSP Block Grant - Motorcycle HVE	$100,000	405b
Total 405b		**$100,000**	
M9X18-01	Motorcycle Awareness & Training	$50,000	405f
M9X18-02	DOL - Motorcycle Safety Training	$100,000	405f
Total 405f		**$150,000**	
164AL18-02	Motorcycle Awareness & Training	$50,000	164AL
164AL18-04	HVE - Motorcycle	$100,000	164AL
Total 164AL		**$150,000**	
Total All Funds		$550,000	

PEDESTRIAN AND BICYCLISTS

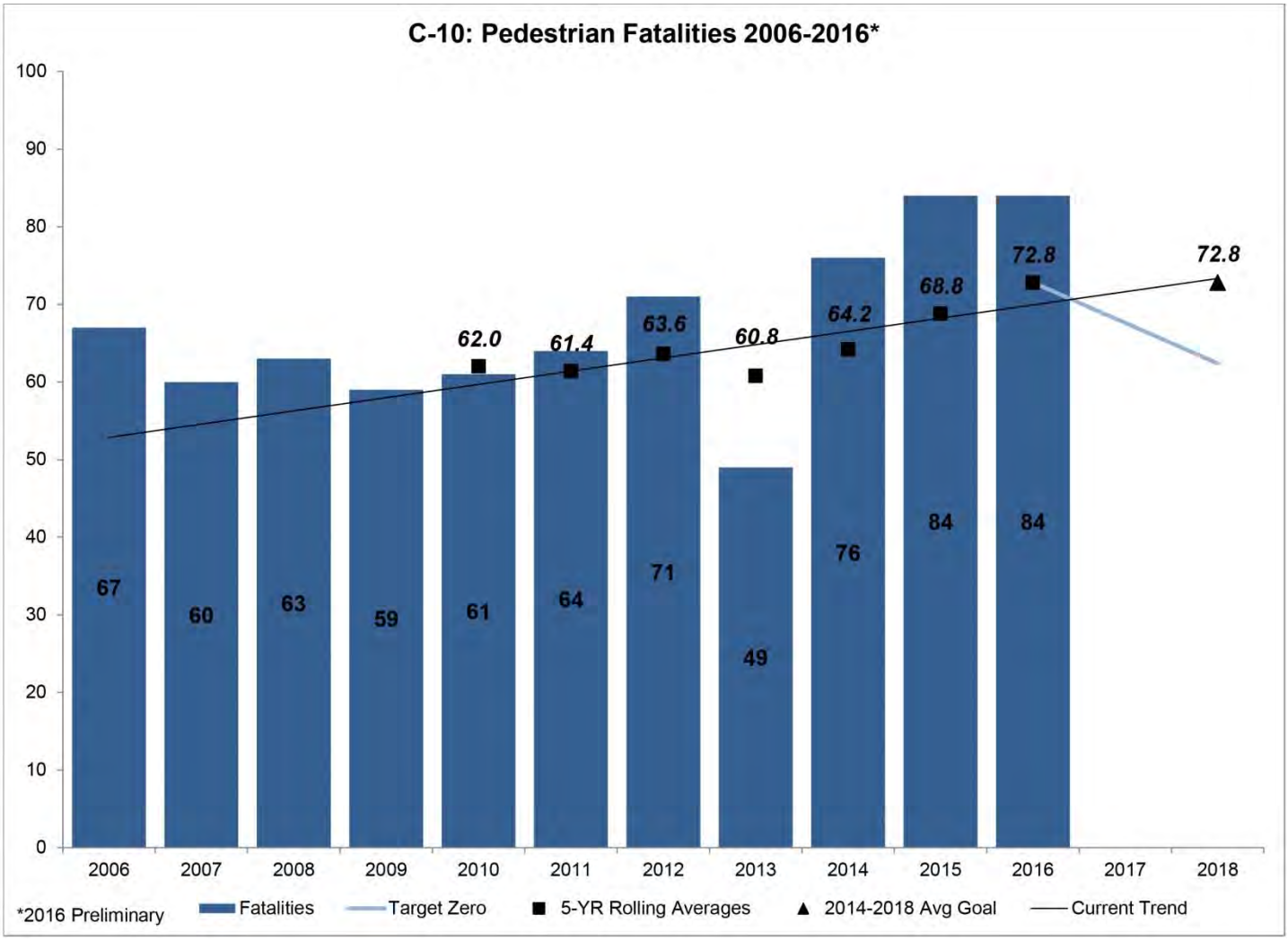
Overview

Pedestrians

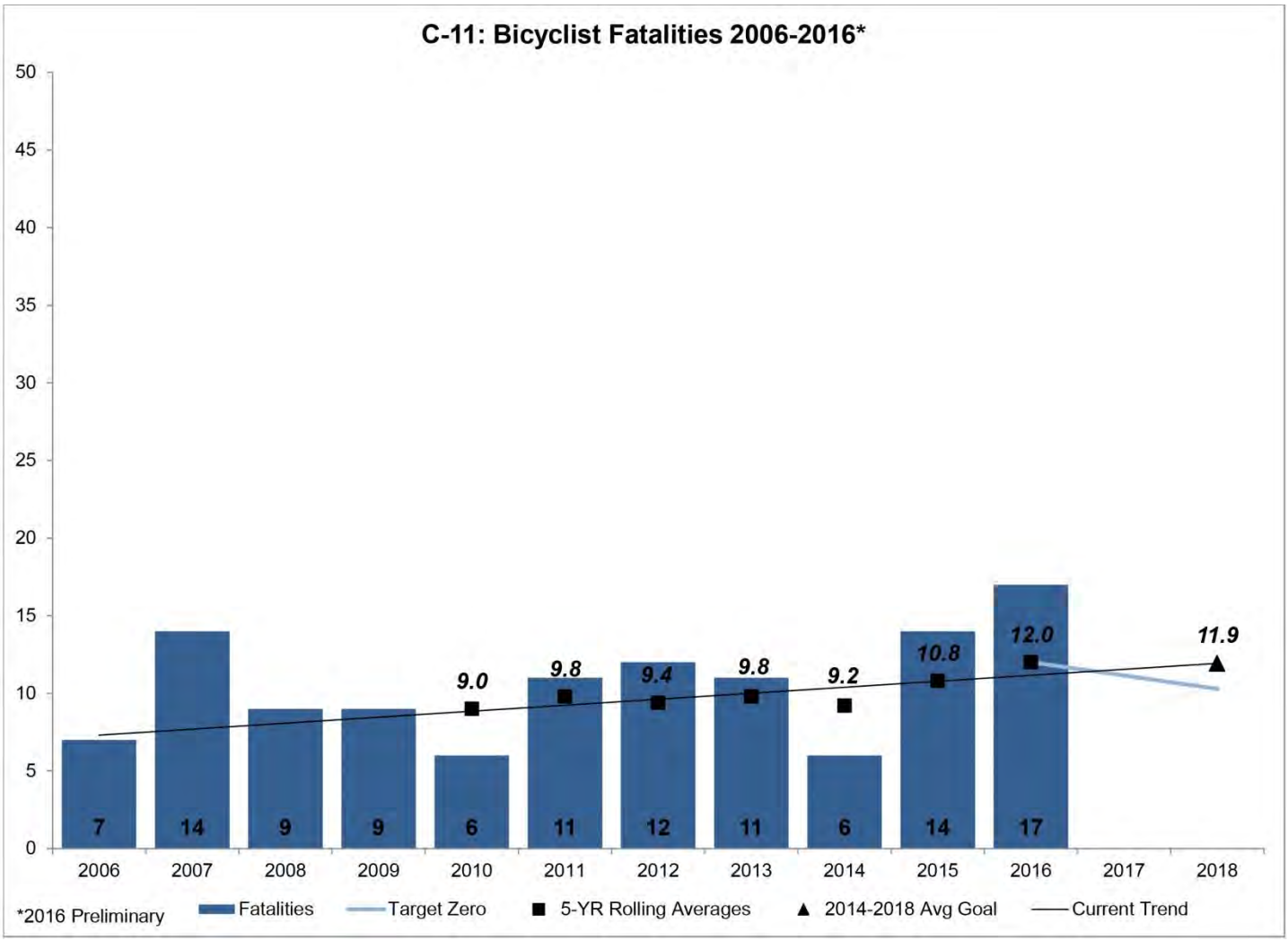
From 2014-2016, pedestrians comprised 15.7 percent of traffic fatalities, compared to 13.9 percent of fatalities 2011-2013. Pedestrian fatalities increased 32.6 percent in 2014-2016 (244) from 2011-2013 (184). In both 2015 and 2016, 84 pedestrians were killed, compared to 76 in 2014.

Bicyclists

From 2014-2016, bicyclists comprised 2.4 percent of traffic fatalities, down from 2.6 percent 2011-2013. However, bicyclist fatalities increased 8.8 percent in 2014-2016 (37) from 2011-2013 (34). In 2016, 17 bicyclists were killed, the highest number in decades.



SOURCE: WA FARS



SOURCE: WA FARS

FFY 2018 Pedestrian and Bicyclists Projects

Project Title	Federal Project #	Program Manager
Whatcom County Pedestrian Safety	FHX18-01	Scott Waller

Subrecipient Agency: Whatcom County Conference of Governments

This project will develop and implement a county-wide pedestrian safety education campaign, have targeted crosswalk enforcement in the city of Bellingham, and will coordinate a World Day of Remembrance event in November. The event will highlight the number of people injured and killed on Whatcom County roads, and educate both drivers and pedestrians on ways to reduce those numbers.

The following strategies from the SHSP will be used in this project:

- PED.1.4 - Increase public awareness of the significance of speed on pedestrian injury severity.
- PED.2.1 - Promote the use of reflective apparel among pedestrians.
- PED.2.2 - Educate pedestrians about the risks of distracted walking.
- PED.3.2 - Expand targeted crosswalk enforcement and education for both motorists and pedestrians.
- PED.3.3 - Improve training on pedestrian laws for law enforcement officers at state, tribal, and local levels.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
PED. 1.4, 2.2, 3.2, 3.3,	405h	$25,080	$0

Project Title	Federal Project #	Program Manager
Spokane County Pedestrian Safety Zones	FHX18-02	Scott Waller

Subrecipient Agency: Spokane County Public Works

The project supports continuation of a data-driven approach to pedestrian education (media, publicity, outreach), and HVE in the pedestrian/driver crash locations in the cities of Spokane and Spokane Valley.

The following strategies from the SHSP will be used in this project:

- PED.3. - Increase enforcement of laws pertaining to pedestrians.
- PED.3.1 - Implement pedestrian safety zones, targeting geographic locations and audiences with pedestrian crash concerns.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
PED.3.,.3.1	405h	$62,000	$0

Project Title	Federal Project	Program Manager
Pierce County Street Smarts	#FHX18-03	Scott Waller

Subrecipient Agency: City of Lakewood

The goal of Street Smarts is to reduce pedestrian deaths and non-fatal injuries in the cities of Tacoma, Lakewood, and Puyallup by applying relevant traffic safety laws through enforcement, and educating pedestrians and motorists about laws and safety practices in high crash zones. Road user behaviors in key pedestrian safety zones to be addressed include: impairment,

failure to yield right of way, distraction, and nighttime visibility.

As with the first year of this project, law enforcement will enforce laws related to motor vehicle pedestrian interactions in the cities of Tacoma, Lakewood, and Puyallup where the highest number of pedestrian serious injury and fatal crashes are clustered. They will distribute rack cards that explain both motorist and pedestrian actions and behavior, and promote messages and tips that specifically correspond with Pierce County's demographics and fatal and serious injury data. Additionally, each law enforcement agency will post educational tips, updates, and project photos on social media and departmental websites.

The following strategy from the SHSP will be used in this project:

- PED.3.1 - Implement pedestrian safety zones, targeting geographic locations and audiences with pedestrian crash concerns.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
PED 3.1	405h	$60,000	$0

Project Title	Federal Project #	Program Manager
Clark County Pedestrian Safety	FHX18-04	Scott Waller

Subrecipient Agency: City of Battle Ground Police Department

This project will support implementation of Pedestrian Safety Zones that combine education, enforcement, and engineering. The selection of geographic locations and target demographics of drivers and pedestrians will be data-driven.

The following strategies from the SHSP will be used in this project:

- PED 1.1 - Promote the use of reflective apparel
- PED 1.2 - Educate pedestrians about risks of distracted walking
- PED 1.3 - Develop communication and outreach efforts
- PED 2.1 - Implement pedestrian safety zones
- PED 2.2 - Expand crosswalk enforcement and education
- PED 2.3: Reduce or enforce speed limits, and implement traffic calming features

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
PED 1.1,.1.2,.1.3,.2.1,.2.2,.2.3	405h	$60,000	$0

Project Title	Federal Project #	Program Manager
Snohomish County Pedestrian Safety	FHX18-05	Scott Waller

Subrecipient Agency: Snohomish County Sheriff's Office

Snohomish County has seen increased pedestrian injury and fatality collisions in the past five years. Several areas have been identified throughout the county where the majority of the collisions are taking place. This project will support efforts by the Snohomish County DUI and Target Zero Task Force and aims to start a safety campaign which will include education and enforcement efforts. These efforts will include purchasing geo-fencing advertisements and radio public service announcements (PSAs) in the concentration areas, and supporting approximately 25 hours per month of law enforcement time to increase focus of law enforcement on pedestrian issues.

The following strategies from the SHSP will be used in this project:

- PED.1.3 - Develop communication and outreach efforts by preparation and distribution of informational flyers and posters.
- PED.3 – Increase enforcement of laws pertaining to pedestrians.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
PED.1.3, 3	405h	$30,500	$0

Project Title	Federal Project #	Program Manager
Walla Walla County Bikes on the Road	FHX18-06	Scott Waller

Subrecipient Agency: Walla Walla County Health Department

This project will aim to increase helmet use, increase use of safe bicycles, and reintroduce bicycle safety education in the classroom. By exhibiting safe riding practices, Walla Walla youth will be role models for both their peers and parents, making those riding on our streets and roadways safer and more aware riders.

The following strategy from the SHSP will be used in this project:

- BIC.1.2 - Increase the number of people bicycling to achieve safety in numbers
- BIC.1.3 - Increase use of Safe Routes to School Pedestrian and Bicycle Safety Education curriculum in schools
- BIC.2.1 - Encourage bicycle helmet use for children and adults.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
BIC.1.2,.1.3,.2.1	405h	$7,500	$0

Pedestrian & Bicycle Funding Summary

Project #	Project Title	Budget	Budget Source
FHX18-01	Whatcom Co Ped Safety Project	$25,080	405h
FHX18-02	Spokane Co Ped Safety Zones	$62,000	405h
FHX18-03	Pierce Co Street Smarts	$60,000	405h
FHX18-04	Clark Co Ped Safety	$60,000	405h
FHX18-05	Snohomish Ped Safety	$30,500	405h
FHX18-06	Walla Walla Co Bikes on the Road	$7,500	405h
Total 405h		**$245,080**	
School Zone	School Zone Safety Project	$500,000	State-SZ
Ped Safety Review	Pedestrian Advisory Board	$45,000	State-Ped
Bicycle Safety	Bicycle Advisory Board	$45,000	State-Bicycle
Total State Funds		**$590,000**	
Total All Funds		$835,080	

TRAFFIC SAFETY PROGRAM SUPPORT

Overview

Target Zero Managers

WTSC partners with communities throughout the state to host a resident TZM in each region. 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.

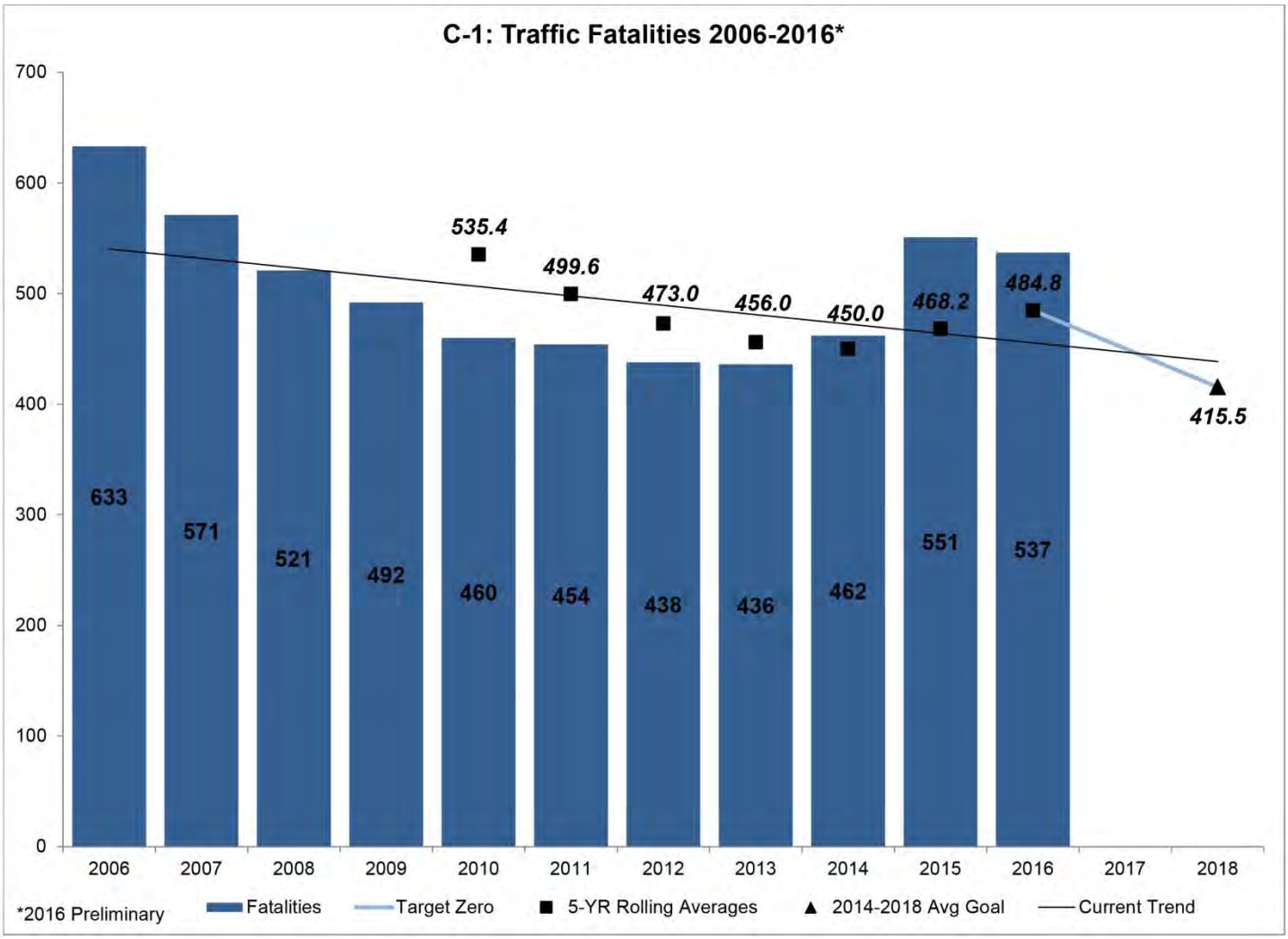
Tribal Traffic Safety

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.

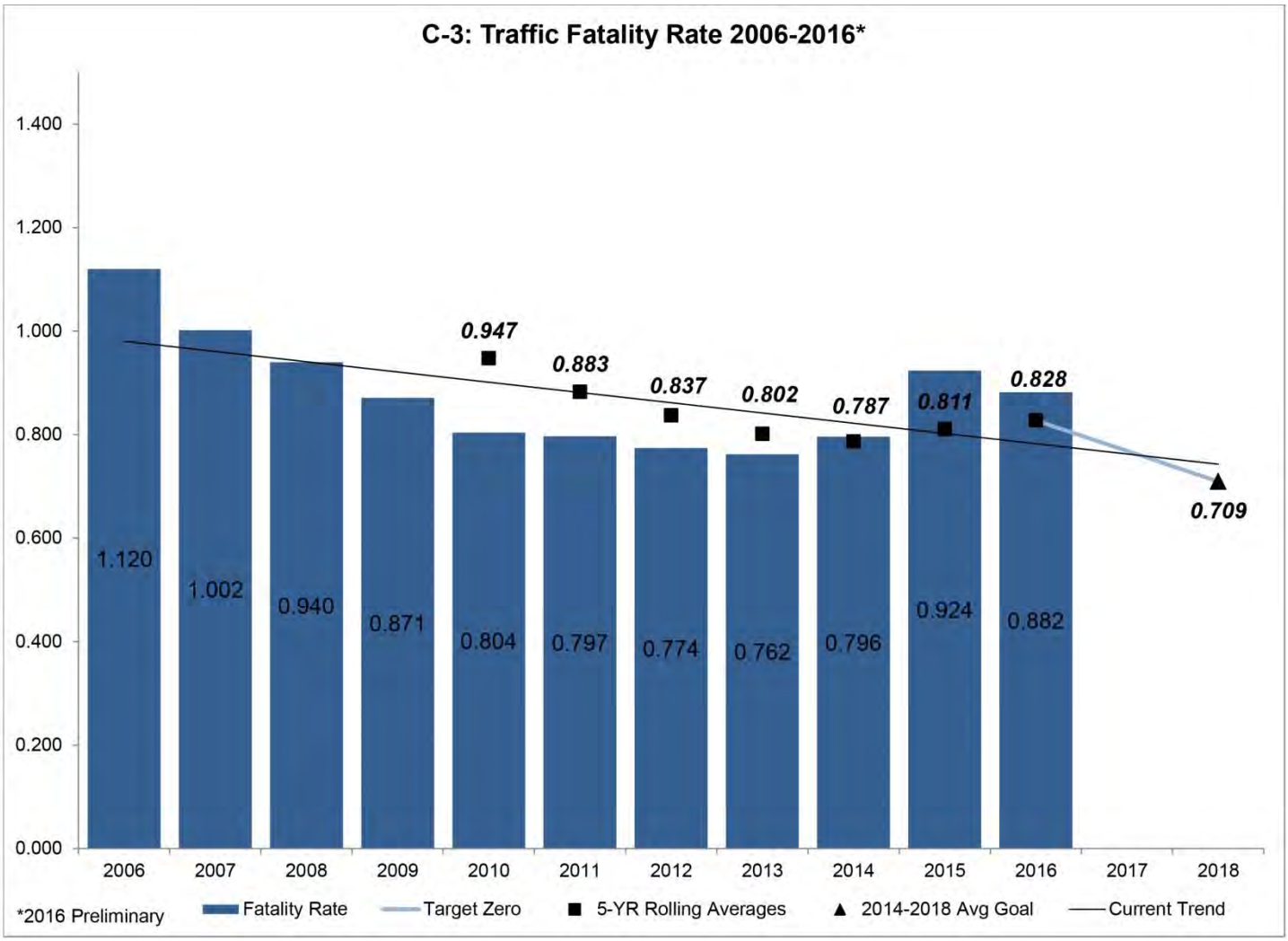
This data prompts us to take action. In alignment with RCW 43.376, which outlines Washington's Centennial Accord, we are expanding our partnerships with the 29 federally recognized tribes in the state.

Other Community Programs

Additional projects with localized impact were selected for funding for FFY 2018. The proposals for these projects were submitted by local entities and include programs to provide community outreach, education, and technology.



SOURCE: WA FARS



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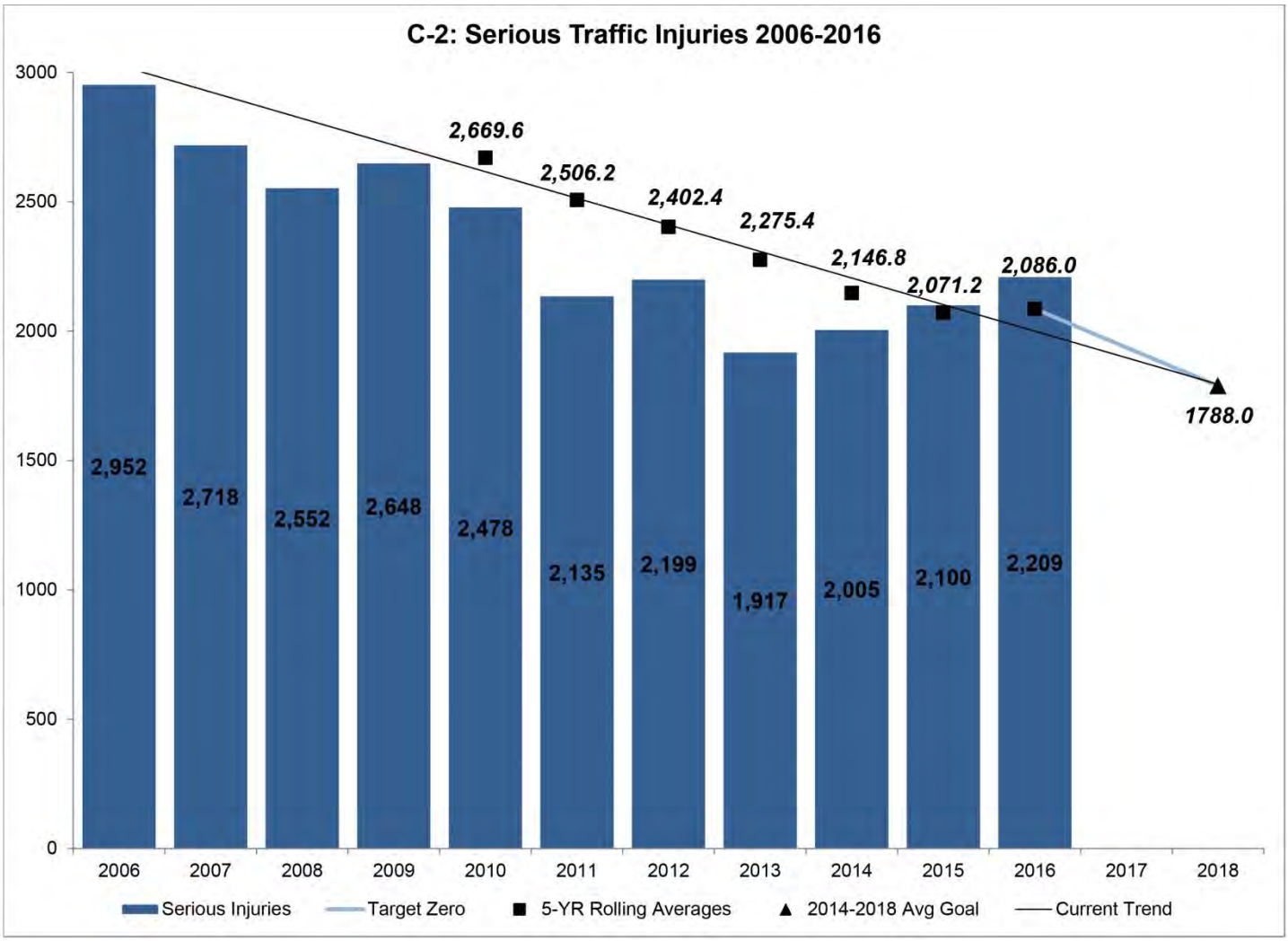

SOURCE: WSDOT

FFY 2018 Traffic Safety Program Support Projects

Project Title	Federal Project #	Program Manager
Emerging Projects	CP18-02	Pam Pannkuk

Subrecipient Agency: WTSC Internal Project

The WTSC regularly receives requests for project funding after the official grants process has concluded. These projects respond to changing dynamics in our state's traffic safety environment and emerging needs not anticipated prior to the start of the fiscal year. This grant is awarded to the WTSC to fund certain approved worthy projects that align with the Target Zero Plan or which serve in support of primary projects to accomplish their stated traffic safety outcomes. Projects are funded following a review of how the proposed goals and accompanying strategies align with the Target Zero Plan and/or on-going traffic safety projects already funded by WTSC, and will only be expended for worthy mid-year traffic safety projects. WTSC will provide project descriptions to NHTSA for approval prior to funding projects from this grant.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
N/A	402	$50,000	$0

Project Title	Federal Project #	Program Manager
TZM Support	CP18-03	Jerry Noviello

Subrecipient Agency: WTSC Internal Project

This project provides supplemental funding for TZMs throughout the state who help carry out WTSC-directed programs and individual projects in furthering Target Zero. State funding sources are used to match these federal funds in support of this program. Activities consist of coordinating HVE campaigns, monitoring local data to identify emerging trends, leading planning and outreach efforts for the local traffic safety coalition, and managing other traffic safety projects. The WTSC divides the state into 17 regions, with one TZM assigned to each region. These individuals focus on addressing the locally identified needs of their assigned region.

A portion of these funds will also be used to support training and development for TZMs, such as through biannual meetings.

The following strategies from the SHSP will be used in this project:

- IMP.2. - Enforce and publicize DUI laws through coordination of HVE mobilizations.
- SPE.1. - Reduce speeding through HVE activities throughout the year.
- SPE.3. - Build partnerships to increase support for speed-reducing measures by partnering with local engineering government agencies, community groups, and law enforcement.
- DIS.1. - Increase driver awareness of the risks of distracted driving through public education efforts.
- UVO.1. - Strengthen efforts to increase compliance, enforcement, and adjudication of the seatbelt and child restraint laws by encouraging law enforcement to enforce seat belt laws and prosecution offices to enforce them in court. Conduct public education activities to promote seat belt usage in assigned region.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.2, SPE.1,.3, DIS.1, UVO.1	402	$425,000	$425,000

Project Title	Federal Project #	Program Manager
WEMS Grants Management System	CP18-05	Pam Pannkuk

Subrecipient Agency: WTSC Internal Project

WTSC's previous grant management processes involved receiving applications, evaluating proposals, processing documentation, and tracking the required reporting details manually using various systems of legacy databases, email, and paper files. This resulted in redundant data entry, multiple paper and electronic copies of documents, data entry errors, and a lack of management/analytical reporting. In addition, auditing of projects and programs was cumbersome and involved reviewing stacks of paper files and printing multiple documents. The new WTSC Enterprise Management System (WEMS) automates the grants process, significantly reducing the handling and storing of paper documents, and the amount of hours required to manage grants. It also reduces processing errors and lost documents, and simplifies the application process for those seeking grant funds from the WTSC. This grant is awarded to the WTSC to continue funding to make process improvements and updates to the WEMS system.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
N/A	402	$35,000	$0

Project Title	Federal Project #	Program Manager
Traffic Safety Conference	CP18-06	Pam Pannkuk

Subrecipient Agency: WTSC Internal Project

Every few years, the WTSC plans, hosts, and manages a large Traffic Safety Conference to improve traffic safety across Washington State and continue moving the state toward our goal of Target Zero. This conference is attended by several hundred traffic safety specialists from all disciplines, and ultimately helps reduce traffic fatalities and serious injuries in Washington. These grant funds are awarded to the WTSC to use to deliver a quality conference to the attendees.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
N/A	402	$150,000	$50,000

Project Title	Federal Project #	Program Manager
2019 Target Zero Update	CP18-07	Pam Pannkuk

Subrecipient Agency: WTSC Internal Project

This project is a grant awarded to the WTSC to assign traffic safety funds to begin the 2019 update/revision of the Target Zero SHSP This multi-year project will bring together stakeholders and traffic safety partners to create a revised data-driven SHSP that focuses traffic safety spending on the highest priority factors associated with traffic crash-related deaths and serious injuries, in order to eliminate traffic deaths and serious injuries by 2030. This project funds the first year of the update/revision process.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
N/A	402	$45,000	$0

Project Title	Federal Project #	Program Manager
Tribal Traffic Safety Program	CP18-08	Scott Waller

Subrecipient Agencies: Confederated Tribes of the Colville Reservation and the Muckleshoot Indian Tribe

The intent of this project is to save lives on tribal reservations in Washington State by advancing use of data and proven traffic safety strategies. There are three primary goals: identify, collect, help analyze and present traffic safety-related data; incorporate that data into tribal strategic planning and policy changes; and organize groups, events and activities to increase community awareness about traffic safety related issues.

The following strategies from the SHSP will be used in this project:

- TDS.1.3 - Increase the number of electronic tickets and collision reports through expanded adoption and agency-wide implementation of SECTOR.
- TDS.1.8 - Develop a LRS for all public roadways without a LRS to enhance safety analysis.
- TDS.2.3 - Create a central repository for integrated, linked data records including crash records, health (EMS, Trauma, CHARS) records, court records, licensing records, and state toxicology records.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
TDS.1.3,.1.8,.2.3	402	$120,000	$120,000

Project Title	Federal Project #	Program Manager
Tribal Traffic Safety Advisory Board	CP18-09	Scott Waller

Subrecipient Agency: WTSC Internal Project

This project seeks to build partnerships with tribes in a strategic, deliberate approach in accordance with Washington's codified Centennial Accord within the framework of Target Zero. The funds will be used to improve the disproportionate traffic fatality rates of Native Americans and support the incorporation a culture of traffic safety into individual tribe's cultures.

The following strategies from the SHSP will be used in this project:

- TDS.1.3 - Increase the number of electronic tickets and collision reports through expanded adoption and agency-wide implementation of SECTOR.
- TDS.1.8 - Develop a LRS for all public roadways without a LRS to enhance safety analysis.
- TDS.2.3 - Create a central repository for integrated, linked data records including crash records, health (EMS, Trauma, CHARS) records, court records, licensing records, and state toxicology records.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
TDS.1.3,.1.8.2.3	402	$51,000	$51,000

Project Title	Federal Project #	Program Manager
Issaquah School Foundation	CP18-10	Scott Waller

Subrecipient Agency: Issaquah Schools Foundation

The Issaquah Schools Foundation's Influence the Choice (ITC) Drug Prevention Alliance for Youth, in partnership with Dr. Jeff Linkenbach, Dr. Jason Kilmer and Mercer Island Healthy Youth Initiative, will provide a Positive Community Norms (PCN) Training Institute that will be offered to all TZMs and a cross section of substance abuse prevention coalition coordinators. These partnerships and innovative collaborations will work towards reducing high risk behavior of youth drivers between 16 and 25 years old.

The PCN Framework will be the foundation to direct strategies and activities to achieve the project goals. Participants will learn key skills associated with the Science of the Positive (SOTP) Framework as the foundation of PCN, which they can apply in their communities. These SOTP skills include the differences between frameworks and strategies, the PCN logic model, which focuses on Transformational Leadership, Norms Communications, Integration of a Portfolio of Strategies and Structured Reflection, and the Seven Steps of the Montana Model of PCN Communications.

The following strategies from the SHSP will be used in this project:

- IMP.2.8 - Encourage parents to talk with their children about the risk of alcohol and other drugs
- IMP.2.9 - Discourage expansion of access to alcohol, marijuana, and other drugs
- SPE.3.6 - Develop appropriate messages and methods to reach segments of the population inclined to speeding too fast for conditions

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.2.8, IMP.2.9, SPE.3.6	402	$72,000	$72,000

Project Title	Federal Project #	Program Manager
2018 Tribal Transportation Conference	CP18-11	Scott Waller

Subrecipient Agency: Washington State Department of Transportation (WSDOT)

WSDOT and the Northwest Tribal Technical Assistance Program (NWTTAP) will co-host the 21st Annual National Tribal Transportation Conference in Spokane, Washington in September 2018. The conference provides a unique opportunity to discuss tribal traffic safety issues, strategies and collaboration opportunities. Attendees will include tribal, federal, state, and local governments, and private organizations from across the nation.

The following strategies from the SHSP will be used in this project:

- IMP.1.2 - Continue mandatory alcohol server training and explore expanding responsible beverage service policies for alcohol retailers
- IMP.1.3 - Continue and expand use of brief intervention and screening
- IMP.2.1 - Continue statewide HVE and media campaigns to reduce impaired driving.
- SPE.1.2 - Conduct HVE efforts at locations where speeding related crashes are more prevalent.
- DIS.1.2 - Conduct statewide education campaign focused on the dangers of electronic device use while driving/walking
- UVO.1.1 - Identify population groups with lower than average restraint use rates and implement communications, outreach, and enforcement campaigns directed at groups/areas where restraint use is lowest, particularly rural areas.
- UVO.4.2 - Develop and implement media campaigns targeting major misuse issues in Washington State, which are currently booster age children and riding in the front seat

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.1.2,.1.3,. 2.1,SPE.1.2, DIS.1.2, UVO.1.1,.4.2,	402	$8,000	$0

Project Title	Federal Project #	Program Manager
Measuring Traffic Safety Culture via Social Media Mining	CP18-12	Angie Ward

Subrecipient Agency: West Virginia University

The objective of this project is to apply Twitter analysis as an alternative source of data to measure the current traffic safety culture in the state of Washington. The expected outcomes will include the Washington public's attitudes toward importance of traffic safety, zero fatalities, police enforcement of traffic laws, and the six types of high risk behaviors identified in the Target Zero Plan. In addition, the key culture determinants that drive these high risk behaviors will be revealed.

The following strategies from the SHSP will be used in this project:

- IMP.5.1 - Continue to build partnerships designed to reduce impaired
- SPE.3.2 - Educate the public about the dangers of excessive speed and speed too fast for conditions, and its role in traffic fatalities.
- SPE.3.6 - Develop appropriate messages and methods to reach segments of the population inclined to speeding or driving too fast for conditions.
- SPE.3.7 - Develop educational messages in multiple languages.
- YDI.1.2 - Provide resources to Action Council on Young Drivers to improve awareness – especially for parents and teens—and compliance with the IDL law. Highlight high-risk situations where clear parental limit-setting will be most effective.

- DIS.1. - Increase driver awareness of the risks of distracted driving.
- UVO.1 - Identify populations with lower than average restraint use rates and implement communications, outreach, and enforcement campaigns directed at groups/areas where restraint use is lowest, particularly in rural areas.
- MC.1.2 - Increase number of riders participating in safety training.
- MC.2.2 - Increase motorcyclist awareness of the risks of impaired motorcycle operation. Promote self-policing within the motorcycle community by expanding existing prevention programs, including at specific motorcycle events.
- MC.6.1 - Promote the option for motorcyclists to take a safety class in lieu of a traffic ticket being added to their driving record.
- PED.2.2 - Educate pedestrians about the risks of distracted walking.
- PED.5.2 - Implement elementary and middle school pedestrian training curricula in schools.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.5.1, SPE.3.2,.3.6,.3.7, YDI.1.2, DIS.1.2, UVO.1.1,.3.2, MC.1.2,. 2.2,.6.1, PED.2.2,.5.2	402	$74,823.00	$0

Project Title	Federal Project #	Program Manager
Paid Media – TZT, Facebook	PM18-01	Erica Stineman

Subrecipient Agency: WTSC Internal Project

As part of behavioral change of drivers to reduce traffic deaths and serious injuries, our number one communications goal is to reach our primary target demographic, as identified by state and local data analyses. Additionally, the secondary goals for this grant include educating and informing Washington stakeholders, all vehicle drivers, and driver influencers of the what, where, when, who, and why of WTSC programs. This grant will fund paid media as a component of TZT messaging and traffic safety awareness campaigns via Facebook.

The following strategies from the SHSP will be used in this project:

- IMP.2.1 - Continue statewide HVE and media campaigns to reduce impaired driving.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.2.1	402	$260,000	$0

Project Title	Federal Project #	Program Manager
HVE Local Flex	PT18-02	Erika Mascorro

Agency: WTSC Internal Project

This grant provides funding for the officer overtime component of locally scheduled and organized HVE mobilizations focused on DUI, distracted driving, seat belts, and speeding throughout the year. These multijurisdictional patrols will be coordinated on the local level by TZMs, LELs, and worked in conjunction with the WSP. The outcomes expected are to decrease unsafe driving behaviors related to DUI, speeding, distraction, and seat belt non-compliance; increase the number of contacts by law enforcement officers and troopers for DUI, speeding, distraction and seat belt non-compliance; increase motorist perception that driving while impaired by alcohol or drugs will result in a DUI arrest; and increase motorist perception that not wearing a seat belt or using child car seats, using a handheld cell phone, or speeding while driving will result in a citation.

The following strategies from the SHSP will be used in this project:

- DIS.1.1 - Conduct statewide distracted driving HVE campaigns.
- DIS.1.2 - Conduct statewide education campaign focused on the dangers of electronic device use while driving/walking.
- DIS. 2.1 - Visibly enforce existing statutes to deter distracted driving.
- UVO. 1.2 - Engage and collaborate with all levels of law enforcement to effectively carry out high-visibility communications, outreach, and enforcement with nighttime enforcement programs.
- UVO. 1.4 - Implement Click It or Ticket-style child car seat short-term, high-visibility education and enforcement campaigns.
- IMP. 2.1 - Continue statewide HVE and media campaigns to reduce impaired driving.
- SPE. 1.1 - Increase use of speed enforcement.
- SPE. 1.2 - Conduct HVE efforts at locations where speeding-related crashes are more prevalent.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
DIS.1.1,. 1.2,. 2.1,UVO.1.2,.1.4, IMP.2.1, SPE.1.1,.1.2	402	$300,000	$300,000

Project Title	Federal Project #	Program Manager
Statewide and Local LEL Program	PT18-03	Edica Esqueda

Subrecipient Agency: WTSC Internal Project

LELs serve as important links to the law enforcement community in Washington. There are 24 LELs across Washington State paired with the local TZMs. LELs assist the local TZMs with enforcement planning and media campaigns, strategic planning, promotion of localized Target Zero strategies, compiling activity reports, and the management of local traffic safety projects. A statewide LEL will be accountable for promoting national and state priorities through the state's highway safety programs. They will encourage 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 assisting in coordination of the local LEL programs, law enforcement training programs, and WTSC's culture study.

The following strategies from the SHSP will be used in this project:

- ID.2 - Enforce and publicize DUI laws
- ID.5 - Foster leadership to facilitate impaired driving system improvements
- SP.3 - Build partnerships to increase support for speed reducing measures
- DIS.1 - Increase driver awareness of the risks of impaired driving
- UVO.1 - Strengthen efforts to increase compliance, enforcement, and adjudication of the seatbelt and child restraint laws
- YDI.5 - Enforce compliance with the state's underage drinking law
- MC.4 - Increase rider safety awareness
- PED.3 - Increase enforcement of laws pertaining to pedestrians
- HT.1 - Increase safety and reduce crashes through quality driver and vehicle inspections and enforcement
- BIC.4 - Improve safety for children bicycling to school

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
ID 2, ID 5, SP 3, DIS.1, UVO.1, YDI.5, MC 4, PED 3, HT 1, BIC 4	402	$162,000	$60,000

Project Title	Federal Project #	Program Manager
Auburn PD Traffic Safety Emphasis	PT18-04	Jerry Noviello

Subrecipient Agency: Auburn Police Department

This project is a continuation of a project first started in FFY2016. Auburn Police Department will continue to focus on speed enforcement and public education, while adding distracted driving as another priority of this project.

Data from SECTOR and other systems show that speed and inattention are two of the primary causal factors in collisions within the city of Auburn. The collision rate in Auburn is up 23 percent from 2013, and the amount of infractions issued by officers for speed and inattentive behaviors has also climbed significantly with the proliferation of digital device use in vehicles. In 2016, there were 1,538 collisions with 598 reported injuries. The goal of this project goal is to continue education outreach efforts through traffic schools, community events, public outreach, and emphasis patrols.

The following strategies from the SHSP will be used in this project:

- SPE.1 - Auburn PD will conduct enhanced enforcement at high crash locations during peak crash times.
- SPE.2 - Auburn PD has 2 speed feedback signs that it will deploy to reduce speeding in its high crash areas.
- SPE.3 - Build partnerships to increase support for speed-reducing measures by using collaboration between Auburn PD and the city engineering department to focus efforts on high crash areas. Auburn PD will also educate the public about the dangers of speeding through social and traditional media.
- DIS.2 - Auburn PD will conduct enhanced enforcement of the distracted driving laws.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
SPE.1,.2,.3, DIS.2	402	$38,000	$38,000

Project Title	Federal Project #	Program Manager
WASPC	PT18-06	Edica Esqueda

Subrecipient Agency: Washington Association of Sheriffs and Police Chiefs (WASPC)

WASPC will administer this project and 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, and mobile speed feedback signs. Grant recipients provide WASPC a report of their total fatalities, injuries, crashes, and property damage collisions, and a final report is compiled by WASPC and provided to WTSC.

The following strategies from the SHSP will be used in this project:

- SP 1 - Reduce speeding through enforcement activities
- ID 2 - Enforce and publicize DUI laws

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
SP 1, ID 2	402	$394,500	$350,000

Project Title	Federal Project #	Program Manager
Colville PD Outreach Program	PT18-07	Scott Waller

Subrecipient Agency: Confederated Tribes of the Colville Reservation

This project will primarily support implementation by Eastern Washington University's Northwest Tribal Technical Assistance Program (NWTTAP) of eight community-based focus groups to gather information from the public and tribal programs regarding the issues of impaired driving and failure to wear safety restraints on the Colville Reservation. The project will also support staffing for a traffic safety booth at public events and distributing traffic safety messages.

The following strategies from the SHSP will be used in this project:

- UVO.1.1 - Identify population groups with lower than average restraint use rates
- TDS.1.3 - Increase the number of electronic tickets and collision reports through expanded adoption and agency-wide implementation of SECTOR.
- TDS.1.8 - Develop a linear referencing system (LRS) for all public roadways without a LRS to enhance safety analysis.
- TDS.2.3 - Create a central repository for integrated, linked data records including crash records, health (EMS, Trauma, CHARS) records, court records, licensing records, and state toxicology records.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
UVO.1.1, TDS 1.3,. 1.8,. 2.3	402	$58,447	$58,447

Project Title	Federal Project #	Program Manager
WSP Flex OT Enforcement	M1*PT18-01, FES*PT18-01	Erika Mascorro

Subrecipient Agency: Washington State Patrol (WSP)

This grant provides funding for the WSP overtime component of locally scheduled and organized HVE mobilizations focused on DUI, distracted driving, seat belts, and speeding throughout the year. These multijurisdictional patrols will be coordinated on the local level by TZMs, LELs, and worked in conjunction with the WSP. The outcomes expected are: to decrease unsafe driving behaviors related to DUI, speeding, distraction, and seat belt non-compliance; increase the number of contacts by law enforcement officers and troopers for DUI, speeding, distraction and seat belt non-compliance; increase motorist perception that driving while impaired by alcohol or drugs will result in a DUI arrest; and increase motorist perception that not wearing a seat belt or using child car seats, using a handheld cell phone, or speeding while driving will result in a citation.

The following strategies from the SHSP will be used in this project:

- DIS.1.1 - Conduct statewide distracted driving HVE campaigns.
- DIS.1.2 - Conduct statewide education campaign focused on the dangers of electronic device use while driving/walking.
- DIS. 2.1 - Visibly enforce existing statutes to deter distracted driving.
- UVO. 1.2 - Engage and collaborate with all levels of law enforcement to effectively carry out high-visibility communications, outreach, and enforcement with nighttime enforcement programs.
- UVO. 1.4 - Implement Click It or Ticket-style child car seat short-term, high-visibility education and enforcement campaigns.
- IMP. 2.1 - Continue statewide HVE and media campaigns to reduce impaired driving.
- SPE. 1.1 - Increase use of speed enforcement.
- SPE. 1.2 - Conduct HVE efforts at locations where speeding-related crashes are more

prevalent.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
DIS.1.1,. 1.2,. 2.1,UVO.1.2,.1.4, IMP.2.1, SPE.1.1,.1.2	405b 405e	$100,000 $17,000	$0

Project Title	Federal Project #	Program Manager
Website Revision	FDL*CP18-01	Erica Stineman

Subrecipient Agency: WTSC Internal Project

This grant provides funding to revamp the WTSC website. The current website was built in 2010, with an updated "look" that was completed in 2014. The goal of the revision is to improve the user experience as a whole. The WTSC website is a tool to provide staff, partners, and citizens with information on traffic safety programs, grants, and data. This information should be available in a clear, concise, and easy to find format. The current website provides this information; however, this grant would allow us to evaluate the usability of the site, gather feedback on the content, and work toward providing the best possible resource for anyone visiting the website. Recent feedback provided has revealed navigation of the current site is difficult and can be confusing.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
N/A	405d	$100,000	$0

Project Title	Federal Project #	Program Manager
News Media, Creative	FDL*CP18-02	Erica Stineman

Subrecipient Agency: WTSC Internal Project

The communications goal for HVE is to reach our primary target demographic. As part of a proven strategy, this grant will fund news media, outreach, and publicity efforts as a component of HVE campaigns. This project will also fund the development of new creative assets (TV, radio, web, etc.) for use during paid media and educational campaigns, and fund any additional goods and services to support general communications efforts.

The following strategies from the SHSP will be used in this project:

- IMP.2.1 - Continue statewide HVE and media campaigns to reduce impaired driving.
- UVO. 1.2 - Engage and collaborate with all levels of law enforcement to effectively carry out high-visibility communications, outreach, and enforcement with nighttime enforcement programs.
- UVO. 1.4 - Implement Click It or Ticket-style child car seat short-term, high-visibility education and enforcement campaigns.
- DIS.1.2 - Conduct statewide education campaign focused on the dangers of electronic device use while driving/walking.
- PED.1.4 - Increase public awareness of the significance of speed on pedestrian injury severity.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.2.1, UVO.1.2,.1.4, DIS.1.2, PED.1.4	405d	$250,000	$0

Project Title	Federal Project #	Program Manager
Eastern Washington University – Tribal Study	FDL*CP18-04	Scott Waller

Subrecipient Agency: Eastern Washington University

This project will create web-based inventories and descriptions of traffic crash data, analysis, and safety proposals. It will code structures and details by tribe, along with best practices, and will provide a detailed assessment of program and support needs to address safety. It will also create a state database by reservation, and support each tribe to plan, address, and implement traffic safety programs. The project will implement a —Tribal Safe Communities" training program using online and specially developed training, workshops, and webinars for anyone interested to complete and demonstrate knowledge and leadership in tribal traffic safety.

The following strategies from the SHSP will be used in this project:

- TDS.1.3 - Increase the number of electronic tickets and collision reports through expanded adoption and agency-wide implementation of SECTOR.
- TDS.1.8 - Develop a linear referencing system (LRS) for all public roadways without a LRS to enhance safety analysis.
- TDS.2.3 - Create a central repository for integrated, linked data records including crash records, health (EMS, Trauma, CHARS) records, court records, licensing records, and state toxicology records.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
TDS.1.3,.1.8,.2.3	405d	$100,000	$0

Project Title	Federal Project #	Program Manager
Paid Media-Local Flex, TZ Messaging	FDL*PM18-01	Erica Stineman

Subrecipient Agency: WTSC Internal Project

As part of behavioral change of drivers to reduce traffic deaths and serious injuries, our number one communications goal is to reach our primary target demographic, as identified by state and local data analyses. Additionally, the secondary goals for this grant include educating and informing Washington stakeholders, all vehicle drivers, and driver influencers of the what, where, when, who, and why of WTSC programs. This grant will fund paid media as a component of TZT messaging and traffic safety awareness campaigns via Facebook.

The following strategies from the SHSP will be used in this project:

- IMP.2.1 - Continue statewide HVE and media campaigns to reduce impaired driving.
- UVO.1.1 - Identify population groups with lower than average restraint use rates and implement communications, outreach, and enforcement campaigns directed at groups/areas where restraint use is lowest, particularly rural areas.
- UVO.1.2 - Engage and collaborate with all levels of law enforcement to effectively carry out high-visibility communications, outreach, and enforcement of seatbelt use, such as the Click It or Ticket campaign
- DIS.1.1 - Conduct statewide distracted driving HVE campaigns.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.2.1, UVO.1.1,.1.2, DIS.1.1	405d	$350,000	$0

Project Title	Federal Project #	Program Manager
Pilot Traffic Enforcement Teams	M7*CP18-01	Edica Esqueda

Project		

Sub recipient Agency: WTSC Internal Project

This project provides a planning year to prepare for the implementation of a pilot program to fund two county-level law enforcement teams that will place a spotlight focus in traffic safety and enforcement in their communities. These new traffic safety teams would focus Target Zero priorities, community engagement, and relationship building. These teams will be coordinated on the local level by their respective agency, and will collaborate with their regional TZM and Traffic Safety Task Force.

The following strategies from the SHSP will be used in this project:

- IMP.1 - Prevent excessive drinking, underage drinking, and impaired driving
- IMP.2 - Enforce and publicize DUI laws
- IMP.5 - Foster leadership to facilitate impaired driving system improvements

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.1., 2., 5.	405d II	$20,000	$0

Project Title	Federal Project #	Program Manager
NATEO	M7*CP18-02	Scott Waller

Subrecipient Agency: Chehalis Tribe

In this project, the Northwest Association of Tribal Enforcement Officers (NATEO) will support tribal police departments by providing funding for officer training, public education materials, and equipment to combat impaired driving, speeding and other unsafe driving behaviors, and to increase occupant protection usage. The Chehalis Tribe serves as fiscal agent for NATEO and WTSC's contract is with them. NATEO solicits requests for funding from tribes and then distributes the allocated funding based on the requests.

The following strategies from the SHSP will be used in this project:

- IMP.2.1 - Continue statewide, high-visibility saturation enforcement and media campaigns to reduce impaired driving.
- IMP.2.3 - Enhance law enforcement DUI training with SFST training and refresher training.
- IMP.2.4 - Enhance law enforcement DUI training with ARIDE training.
- IMP.2.6 - Support efforts to simplify and streamline the DUI arrest process including developing an electronic DUI arrest package, utilizing the mobile impaired driving unit and BAC processors for high-visibility campaigns.
- SPE.1.1 - Increase use of speed enforcement.
- SPE.1.2 - Conduct HVE efforts at locations where speeding-related crashes are more prevalent.
- SPE.1.4 - Ensure law enforcement officers have appropriate equipment for speeding enforcement.
- SPE.3.2 - Educate the public about the dangers of excessive speed and speed too fast for conditions, and its role in traffic fatalities.
- SPE.3.3 - Encourage data sharing between local officers, tribal police and engineering agencies to identify and develop solutions for areas where speeding is a problem.
- SPE.3.9 - Collaborate with BIA, Indian Health Services, and NATEO to support tribal nations who seek to reduce speeding-related collisions on tribal lands.
- YDI.5.1 - Conduct well-publicized enforcement aimed at underage drinking parties.
- TDS.1.3 - Increase the number of electronic tickets and collision reports through expanded adoption and agency-wide implementation of SECTOR.

- TDS.1.5 - Provide officers with roadside access to driver and vehicle history information through SECTOR
- TDS.2.5 - Implement Data-Driven Approaches to Crime and Traffic Safety (DDACTS) model in local law enforcements agencies statewide.
- UVO.1.1 - Identify population groups with lower than average restraint use rates and provide enhanced public education targeted at these groups.
- UVO.1.2 - Engage and collaborate with all levels of law enforcement to effectively carry out high-visibility communications, outreach, and enforcement of seat belt use, such as the Click It or Ticket campaign.
- UVO.1.4 - Implement Click It or Ticket-style car seat short-term, high-visibility education and enforcement campaigns.
- UVO.1.8 - Collaborate with Washington's CJTC and the WSP Academy to conduct trainings for new law enforcement officers and seasoned officers on Washington's child restraint law, increasing comfort level for spotting and citing violations.
- UVO.1.9 - Promote child car seat distribution programs.
- PED.1.1 - Promote the use of reflective apparel among pedestrians (conspicuity enhancement).
- PED.3.3 - Improve training on pedestrian laws for law enforcement officers at state, tribal and local levels.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.2.1,.2.3,.2.4,.2.6, SPE.1.1, .1.2,.1.4,.3.2,.3.3,.3.9, YDI.5.1, TDS.1.3,.1.5,.2.5, UVO.1.1,.1.2,.1.4,.1.8,.1.9, 1.1, .1.2,.3.3, PED.3.3	405d II	$40,000	$0

Project Title	Federal Project #	Program Manager
Traffic Safety Culture Change	F24*CP18-01	Shelly Baldwin

Subrecipient Agency: WTSC Internal Project

The transformation of a state's traffic safety culture needs to become a primary element of the Target Zero vision. This is why WTSC applied for an internal grant to learn how to grow a positive traffic safety culture designed to reduce crash fatalities and serious injuries. By measuring drivers' traffic safety culture beliefs and analyzing which are most influential on behavior, traffic safety specialists can make better data-driven decisions about strategies to change driver behaviors. The results of the analyses can be used to develop new traffic safety strategies, modify existing strategies, or recognize strategies which do not change behavior. These results can also inform communication efforts, both internally and with the general public. The assessment would also be used to establish a baseline for an on-going traffic safety culture evaluation system, allowing future comparisons and noting improvements or other changes in culture.

WTSC has contracted with the University of Montana Center for Health and Safety Culture to assess Washington's traffic safety culture and beliefs. The Positive Culture Framework relies of decades of research using public health, community psychology, and organizational culture change. The whole project, which will span June 2017 to December 31, 2018, will begin by assessing WTSC culture and current communications efforts. A traffic safety focus area will be chosen as the target for the model. By applying the target to the model, WTSC staff will learn how to access Washington's traffic safety culture, by creating and conducting a culture assessment, analyzing the assessment data, identifying key themes and opportunities and

developing a tool kit to share with partners so they can understand the assessment data and apply the findings to their work.

The following strategies from the SHSP will be used in this project:

- IMP.2. - Enforce and publicize DUI laws through high visibility enforcement and media campaigns to reduce impaired driving.
- SPE.3. - Build partnerships to increase support for speed-reducing measures by developing appropriate messages to reach segments of the population inclined to speeding and develop messages in multiple languages.
- DIS.1. - Increase driver awareness of the risks of distracted driving through public education efforts.
- UVO.1. - Strengthen efforts to increase compliance, enforcement, and adjudication of the seatbelt and child restraint laws through high-visibility enforcement and outreach directed at groups/areas where restraint use is lowest.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
IMP.2, SPE.3, DIS.1, UVO.1	405d	$170,000	$0

Project Title	Federal Project #	Program Manager
WSU Procedural Justice TS Study	F1906CMD18-01	Angie Ward

Subrecipient Agency: Washington State University Department of Criminal Justice & Criminology

This study will look at the relationship between procedurally just interactions. The funding will support analysis of the interactions between police officers and citizens during traffic stops. Specifically, they plan to work with the Covington and Maple Valley police departments to conduct surveys during traffic stops that take place during distracted driving emphasis patrols on Southeast Kent-Kangley Road from September 2017 to December 2017.

Current studies on procedural justice most often capture the degree to which community members perceive their interactions with police officers as procedurally just. Together, these studies provide valuable insight into the concept of procedural justice. However, largely missing from this research is the influence that procedurally just interactions have on citizen compliance with the law. This research proposal seeks to determine what influence procedurally just interactions between community members and traffic enforcement officers have on future compliance with traffic laws, as well as to validate the measurement of procedural justice in this survey-based research design.

The following strategies from the SHSP will be used in this project:

- DIS.1 - Increase driver awareness of the risks of distracted driving.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
DIS.1	1906	$135,706	$0

Project Title	Federal Project #	Program Manager
Technical Coordination	AL18-01, CP18-01, DD18-01, MC18-01, OP18-01, PS18-01, PT18-01, SE18-01, TR18-01, PA18-01	Myke Gable

Subrecipient Agency: WTSC Internal Project

The WTSC is required to provide staff and services related to the performance of the professional and technical functions outlined in Washington's HSP and in accordance with the SHSP. This funding is essential to ensure that traffic safety projects authorized for the year are appropriately planned, executed, monitored, and closed. This project is awarded to the WTSC as the federal share of costs to support WTSC employees' salaries and benefits for executive, administrative, research, and programs, and services staff. Technical Coordination encompasses all Target Zero strategies applicable to specific WTSC Traffic Safety Programs.

SHSP (Target Zero Plan) Link	Fund Source	Amount Approved	Benefit to Local
N/A	402	$2,101,965	$0

Traffic Safety Program Support Funding Summary

Project #	Project Title	Budget	Budget Source
CP18-02	Emerging Projects	$50,000	402
CP18-03	Target Zero Managers Support	$425,000	402
CP18-05	WEMS - Grants Management System	$35,000	402
CP18-06	Traffic Safety Conference	$150,000	402
CP18-07	2019 Target Zero Update	$45,000	402
CP18-08	Tribal Traffic Safety Program	$120,000	402
CP18-09	Tribal TS Advisory Board	$51,000	402
CP18-10	Issaquah School Foundation	$72,000	402
CP18-11	2018 Tribal Transportation Conference	$8,000	402
CP18-12	Measuring TS Cultural via Social Media Mining	$74,823	402
PM18-01	Paid Media - Target Zero Teams, Facebook	$260,000	402
PT18-02	HVE Local Flex	$300,000	402
PT18-03	Statewide and Local LEL Program	$162,000	402
PT18-04	Auburn PD Traffic Safety Emphasis	$38,000	402
PT18-06	WASPC	$394,500	402
PT18-07	Colville Police Department Outreach Project	$58,447	402
Total 402		**$2,193,770**	
M1*PT18-01	WSP Block Grant - Flex OT Enforcement	$100,000	405b
Total 405b		**$100,000**	
FDL*CP18-01	Web Site Revision	$100,000	405d
FDL*CP18-02	News Media, Creative & other Publicity	$250,000	405d
FDL*CP18-04	EWU-Tribal Study	$100,000	405d
FDL*PM18-01	Paid Media - Local Flex, TZ Messaging	$350,000	405d
Total 405d		**$800,000**	
M7*CP18-01	Pilot Traffic Enforcement Teams Proj	$20,000	405d II

M7*CP18-02	NATEO	$40,000	405d II
Total 405d II		**$60,000**	
FES*PT18-01	WSP Block Grant - Flex OT Enforcement	$17,000	405e
Total 405e		**$17,000**	
F24*CP18-01	Traffic Safety Culture Change	$170,000	405d 24/7
Total 405d 24/7		**$170,000**	
F1906CMD18-01	WSU Procedural Justice TS Study	$135,706	1906
Total 1906		**$135,706**	
TZM-State	Target Zero Managers	$668,000	TZM-State
Total TZM-State		**$668,000**	
Total All Funds		$4,144,476	

Planning and Administration/Technical Coordination Funding Summary

Project #	Project Title	Budget	Budget Source
AL178-01	Alcohol Technical Coordination	$181,002	402
CP18-01	Community Programs & Corridor Technical Coord	$595,508	402
DD18-01	Distracted Driving Technical Coordination	$22,577	402
MC18-01	Motorcycle Safety Technical Coordination	$27,033	402
OP18-01	Occupant Protection Technical Coordination	$57,213	402
PS18-01	Pedestrian Safety Technical Coordination	$47,813	402
PT18-01	Police Traffic Services Technical Coordination	$121,436	402
SE18-01	Speed Technical Coordination	$21,250	402
TR18-01	Traffic Safety Technical Coordination	$443,133	402
PA18-01	Planning & Administration	$585,000	402
Total 402		**$2,101,965**	
PA - State	Planning & Administration State Match	$585,000	State Funds
Total State Funds		**$585,000**	
Total All Funds		**$2,686,965**	

LIST OF PROJECTS

Project #	Description	Amount	Fed to Local	ST Match	Indirect Costs
AL18-01	Alcohol Tec Coord	$181,002	$0	$45,251	$0
		$181,002	**$0**	**$45,251**	**$0**
CP18-01	Comm & Corr Tech Coord	$595,508	$0	$148,877	$0
CP18-02	Emerging Projects	$50,000	$0	$12,500	$0
CP18-03	TZM Support	$425,000	$425,000	$106,250	$0
CP18-04	Young Drivers	$50,000	$25,000	$12,500	$0
CP18-05	WEMS	$35,000	$0	$8,750	$0
CP18-06	Traffic Safety Conference	$150,000	$50,000	$37,500	$0
CP18-07	2019 Target Zero Update	$45,000	$0	$11,250	$0
CP18-08	Tribal Traffic Safety Program	$120,000	$120,000	$30,000	$0
CP18-09	Tribal TS Advisory Board	$51,000	$51,000	$12,750	$0
CP18-10	Issaquah School Foundation	$72,000	$72,000	$18,000	$0
CP18-11	2018 Tribal Transportation Conf	$8,000	$0	$2,000	$0
CP18-12	Measure TS Culture via Social Media	$74,823	$0	$18,706	$17,941
		$1,676,331	**$743,000**	**$419,083**	**$17,941**
DD18-01	Distracted Driving Tech Coord	$22,577	$0	$5,644	$0
DD18-02	Distracted Driving HVE	$200,000	$200,000	$50,000	$0
		$222,577	**$200,000**	**$55,644**	**$0**
MC18-01	Motorcycle Safety Tech Coord	$27,033	$0	$6,758	$0
PA18-01	Planning & Admin	$585,000	$0	$585,000	$0
OP18-01	Occup Prot Tech Coord	$57,213	$0	$14,303	$0
PM18-01	Paid Media	$485,000	$0	$121,250	$0
PS18-01	Ped Safety Tech Coord	$47,813	$0	$11,953	$0
PT18-01	Police Traffic Tech Coord	$121,436	$0	$30,359	$0
PT18-02	HVE Local Flex	$300,000	$300,000	$75,000	$0
PT18-03	Statewide and Local LEL Prog	$162,000	$60,000	$40,500	$0
PT18-04	Auburn PD Traffic Safety Emphasis	$38,000	$38,000	$9,500	$0
PT18-05	Kent PD TS Proj	$37,000	$37,000	$9,250	$0
PT18-06	WASPC	$394,500	$350,000	$98,625	$0
PT18-07	Colville PD Outreach Project	$58,447	$58,447	$14,612	$4,047
		$1,111,383	**$843,447**	**$277,846**	**$4,047**
SE18-01	Speed Tech Coord	$21,250	$0	$5,313	$0
SE18-02	HVE Speed	$100,000	$100,000	$25,000	$0
SE18-03	Region 12 Speed Project	$33,160	$100,000	$8,290	$0

		$154,410	**$200,000**	**$38,603**	**$0**
TR18-01	Traffic Records Tech Coord	$443,133	$0	$110,783	$0
TR18-02	RADD	$167,000	$0	$41,750	$0
		$610,133	**$0**	**$152,533**	**$0**
	Total 402	**$5,157,895**	**$1,986,447**	**$1,728,224**	**$21,988**

Washington Traffic Safety Commission
2018 HSP Project Numbers

Project #	Description	Amount	Fed to Local	ST Match	Indirect Costs
Fast Act 405b OP High					
M1CPS18-01	Bonney Lake CPS (Cesi)	$292,200		$73,050	$14,700
M1HVE18-01	HVE Seat Belt	$130,000		$32,500	$0
M1XPM18-01	Paid Media Seat Belt	$263,000		$65,750	$0
M1*PT18-01	WSP Block Grant - Flex (SB, DD)	$533,000		$133,250	$0
	Total 405b	**$1,218,200**	**$0**	**$304,550**	**$14,700**
Map 21/Fast Act 405c Data Program					
M3DA18-01	DOH - RHINO	$118,824		$29,706	$22,551
M3DA18-02	WSP-Electronic DUI Processing	$300,000		$75,000	$0
M3DA18-03	DOT CR-Re Design	$100,000		$25,000	$0
M3DA18-04	WSP - Enf Database Enhancements	$125,000		$31,250	$0
M3DA18-05	DOT-Roadway Inv Sys Integration	$120,000		$30,000	$0
M3DA18-06	DOH-WEMSIS	$134,060		$33,515	$23,560
M3DA18-07	WASPC - Sector eLearning	$125,000		$31,250	$0
M3DA18-08	TR Training & Coordination	$35,000		$8,750	$0
M3DA18-09	TRC Emerging Projects	$50,000		$12,500	$0
M3DA18-10	Data Integration	$233,400		$58,350	$0
	Total 405c	**$1,341,284**		**$335,321**	**$46,111**
Fast Act 405d Impaired Driving Low					
M6X18-01	Local TZT - East	$100,000		$25,000	$0
M6X18-02	HVE - DUI	$300,000		$75,000	$0
M6X18-03	Local TZT - West	$200,000		$50,000	$0
M6X18-04	Seattle PD ID Training	$7,000		$1,750	$0
M6X18-05	Vancouver-Clark ID Grant	$149,420		$37,355	$0
M6X18-06	WSP - Impaired Driving Section	$550,000		$137,500	$0
M6X18-07	WSP - Block Grant	$400,000		$100,000	$0
M6X18-08	Bellingham DUI Patrols	$20,000		$5,000	$0
M6X18-09	MRSC - TSRP	$175,680		$43,920	$14,680
M6X18-10	Eastern WA TZ Prosecutor	$149,914		$37,479	$25,183
M6X18-11	WSP - Tox Equipment	$373,871		$75,000	$0
M6X18-12	King Co SO - TSRP	$175,288		$43,822	$0

M6X18-15	MRSC - Draeger 9510	$55,000	$13,750	$0
M6X18-16	LCB - Imp Driv Initiative	$62,440	$15,610	$0
	Total 405d Low	**$2,718,613**	**$679,653**	**$39,863**
FDL*CP18-01	Web Site Revision	$100,000	$25,000	$0
FDL*CP18-02	News Media, Creative	$250,000	$62,500	$0
FDL*CP18-03	Snohomish CO PA Felony Acct Proj	$190,640	$47,660	$0
FDL*CP18-04	EWU - Tribal Study	$100,000	$25,000	$13,989
FDL*CP18-05	Region 10 TZT Training	$50,000	$12,500	$0
	Total FDL*CP	**$690,640**	**$172,660**	**$13,989**
FDL*PM18-01	Paid Media-Local Flex, TZ Msging	$350,000	$87,500	$0
	Total 405d Low - Flex	**$1,040,640**	**$260,160**	**$13,989**

*M6X18-11 Balance funded from WIDAC

Washington Traffic Safety Commission
2018 HSP Project Numbers

Project #	Description	Amount	Fed to Local	ST Match	Indirect Costs
Map 21 405d Impaired Driving Interlock					
M7*CP18-01	Pilot Traffic Enf Teams Proj	$20,000		$5,000	$0
M7*CP18-02	NATEO	$40,000		$10,000	$0
	Total 405d II	**$60,000**		**$15,000**	**$0**
Fast Act 405d 24-7 Sobriety					
F24*CP18-01	TS Culture Change	$170,000		$42,500	$0
Fast Act 405e Special Distracted Driving					
FESX18-01	Paid Media Distracted Driving	$225,000		$56,250	$0
FESX18-02	King Co DD Prevention Campaign	$85,000		$21,250	$0
		$310,000		**$77,500**	**$0**
FES*DD18-01	Bellingham Distracted Driving Proj	$63,360		$15,840	$0
FES*PT18-01	WSP Block	$17,000		$4,250	$0
	Total 405e	**$390,360**		**$97,590**	**$0**
Map 21/Fast Act 405f Motorcycle Safety					
M9X18-01	Motorcycle Awareness & Training	$50,000		$12,500	$0
M9X18-02	DOL Motorcycle Safety #1	$100,000		$20,000	$0
	Total 405f	**$150,000**		**$37,500**	**$0**
Fast Act 405h Non Motorized					
FHX18-01	Whatcom Co Ped Safety	$25,080		$6,270	$780
FHX18-02	Spokane Co Ped Safety Zones	$62,000		$15,500	$0

FHX18-03	Pierce Co Street Smarts	$60,000		$15,000	$0
FHX18-04	Clark Co Ped Safety	$60,000		$15,000	$0
FHX18-05	Snohomish Ped Safety	$30,500		$7,625	$0
FHX18-06	Walla Walla Co Bikes on the Road	$7,500		$1,875	$359
	Total 405h	**$245,080**		**$61,270**	**$1,139**
Fast Act 1906 Prohibit Racial Profiling					
F1906CMD	WSU Procedural Justice TS Study	$135,706		$33,927	
164 Transfer Funds					
164AL18-01	Paid Media - Impaired	$600,000			$0
164AL18-02	DUI Training & Candidate Court	$125,000			$0
164AL18-03	Motorcycle Training & Awareness	$50,000			$0
164AL18-04	HVE-Motorcycle Impaired	$100,000	$100,000		$0
164AL18-05	Seattle PD Impaired Driving Training	$53,000	$53,000		$0
164AL18-06	Kent Municipal DUI Court	$147,509	$147,509		$0
164AL18-07	Okanogan Enf Underage Drink Laws	$49,151	$49,151		$0
164AL18-08	Seattle City TZ Prosecutor	$144,489	$144,489		$3,954
164AL18-09	Clallam 24/7 Sobriety Program	$46,290	$46,290		$0
164AL18-10	Skagit RUAD	$82,500	$82,500		$0
164AL18-11	Spokane PD Dui Enforcement	$140,024	$140,024		$0
164AL18-12	Yakima PD Imp Drive Enf/Edu	$122,450	$122,450		$0
	Total 164 Transfer	$1,660,413	$885,413		$3,954
	TOTAL ALL PROJECTS	**$14,288,191**	**$2,871,860**	**$3,595,695**	**$141,744**

For all projects, information to calculate MOE is not available at this time, updates will be made once available.

MAJOR PURCHASE OF EQUIPMENT REQUIRING APPROVAL

Subrecipient Agency: WSP Impaired Driving Section
Project number: M6X18-06
Equipment: DAX (Hawkeye Replacement) and Pelican Case for DAX
Cost: $5,390
Expected benefit: This provides a valuable training tool for eye pupil recognition in DRE schools.

Subrecipient Agency: WTSC Internal Project
Project number: M3DA18-10
Equipment: SAS annual software license renewal
Cost: $13,000
Expected benefit: This software allows us to link data from multiple data sets to develop a more accurate classification of crash injury severity based on medical records

CERTIFICATIONS AND ASSURANCES

ACRONYMS

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

ACRONYMS	
APM	Additional Performance Measure
ARIDE	Advanced Roadside Impaired Driving Enforcement
BAC	Blood Alcohol Content
BPD	Bellingham Police Department
BRFSS	Behavioral Risk Factor and Analysis Survey
CHARS	Comprehensive Hospital Abstract Reporting System
CIOT	Click It or Ticket
CJTC	Criminal Justice Training Commission
CLAS	Collision Location and Analysis System
CPS	Child Passenger Safety
DDACTS	Data-Driven Approaches to Crime and Traffic Safety
DOH	Department of Health
DOL	Department of Licensing
DRE	Drug Recognition Expert
DPA	Deputy Prosecuting Attorney
DSHS	Department of Social and Health Services
DSOGPO	Drive Sober or Get Pulled Over
DUI	Driving Under the Influence
EMS	Emergency Medical Services
FARS	Fatality Analysis Reporting System
FARS-ARF	Fatality Analysis Reporting System Annual Report File
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration
FTE	Full Time Employee
GHSA	Governor's Highway Safety Association
HSIP	Highway Safety Improvement Plan
HSP	Highway Safety Plan
HVE	High Visibility Enforcement
IDL	Intermediate Driver License
IDS	Impaired Driving Section
ITC	Influence the Choice
LEL	Law Enforcement Liaison
LCB	Liquor and Cannabis Board
LRS	Linear Referencing System
MAP-21	Moving Ahead for Progress in the 21st Century Act
MCMIS	Motor Carrier Management Information System
MIDU	Mobile Impaired Driving Units
MRSC	Municipal Research and Services Center
NATEO	Northwest Association of Tribal Enforcement Officers
NCHRP	National Cooperative Highway Research Program
NHTSA	National Highway Traffic Safety Association
NWTTAP	Northwest Tribal Technical Assistance Program
OCC	Okanogan Community Coalition
OSPI	Office of Superintendent of Public Instruction
PCN	Positive Community Norms
PTCR	Police Traffic Collision Report
PSA	Public Service Announcement
RAD-D	Research and Data Division

SECTOR	Statewide Electronic Collision and Ticket Online Records
SFST	Standard Field Sobriety Testing
SHSP	Strategic Highway Safety Plan or Target Zero
SOTP	Science of the Positive
SPD	Seattle Police Department
STSI	State Traffic Safety Information
TAC	Technical Advisory Committee
THC	Tetrahydrocannabinol
TRC	Traffic Records Committee
TRIPS	Transportation Information and Planning Support
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
WEMS	WTSC Enterprise Management System
WEMSIS	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
YPD	Yakima Police Department

WASHINGTON
Traffic Safety
COMMISSION