



---

**HIGHWAY SAFETY PLAN**

**A N N U A L   R E P O R T**

**F I S C A L   Y E A R   1 9 8 6**

**WASHINGTON TRAFFIC SAFETY COMMISSION**

---

ANNUAL REPORT FOR 1986

Table of Contents

<u>Title</u>	<u>Page</u>
Statewide Overview . . . . .	1
Program Areas	
Alcohol Involvement . . . . .	7
Program Management . . . . .	7
Community DWI Program . . . . .	8
Youth Involvement . . . . .	9
Multi-Image . . . . .	10
Public Information & Education . . . . .	11
Data Evaluation . . . . .	14
Occupant Restraints . . . . .	15
Program Management . . . . .	15
Model Communities . . . . .	15
Speaker's Bureau . . . . .	16
PTSA . . . . .	16
Safety Belt Youth . . . . .	17
Adult Corporate Program . . . . .	17
Child Passenger Protection . . . . .	18
Promotional/Educational Materials . . . . .	19
Public Information (See Alcohol Information/ Education) . . . . .	11
Law Implementation Program Review . . . . .	20
Data Evaluation . . . . .	21
55 MPH Enforcement . . . . .	22
Senior Driver Refresher Training . . . . .	25
Traffic Records . . . . .	26
Traffic Engineering . . . . .	27
Traffic Engineering Services . . . . .	28
Standard Microcomputer Software Development . . . . .	27
Identification & Surveillance of High-Hazard Collision Locations . . . . .	28
Legislative Accomplishments . . . . .	29
Financial Review . . . . .	31

Washington Traffic Safety Commission  
1000 South Cherry, MS: PD-11  
Olympia, WA 98504

## STATEWIDE OVERVIEW

The 1986 traffic fatality rate in Washington State was the lowest in state history. Based on traffic deaths per 100 million vehicle miles of travel, the 1986 rate of 1.96 continued well below the national rate of 2.57 for the year and was down from the state's previous low of 2.18 deaths per 100 million miles of travel recorded in 1983.

The Washington Traffic Safety Commission (WTSC), under the Governor's chairmanship, has since its creation in 1967, coordinated a statewide effort to reduce the number and severity of traffic collisions and resultant deaths, injuries and property damage on the state's roadways.

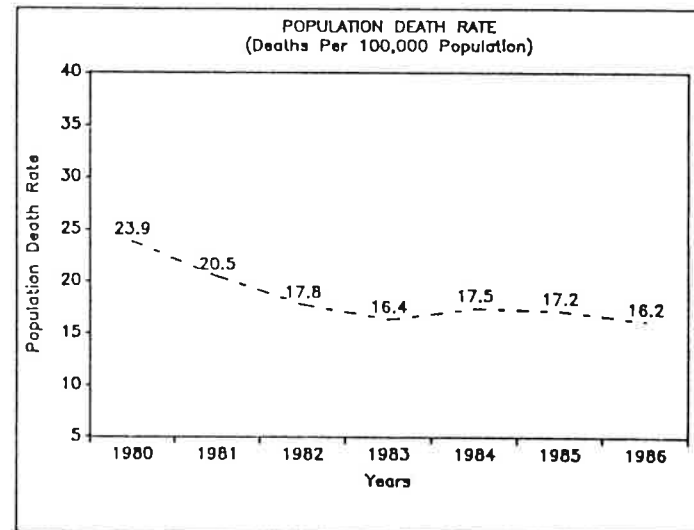
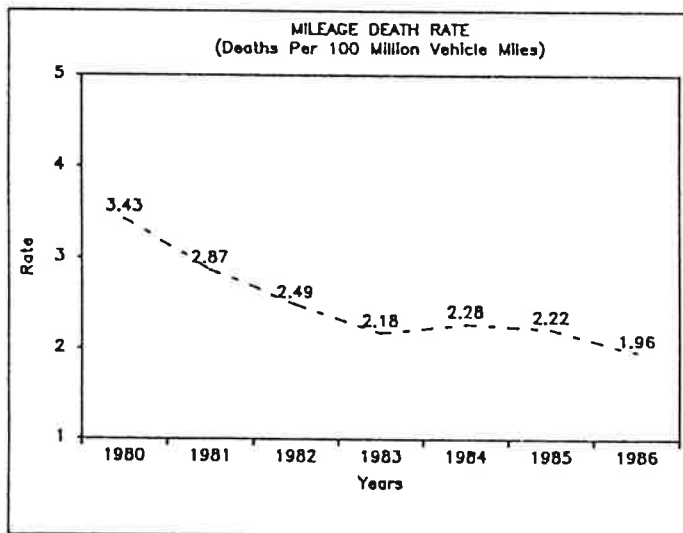
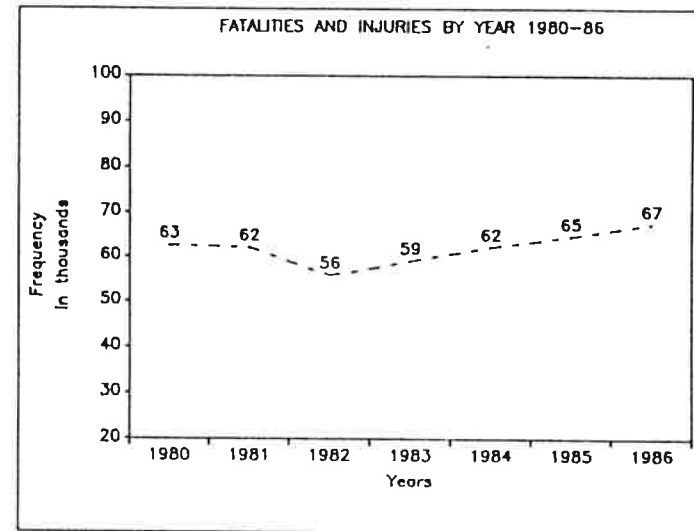
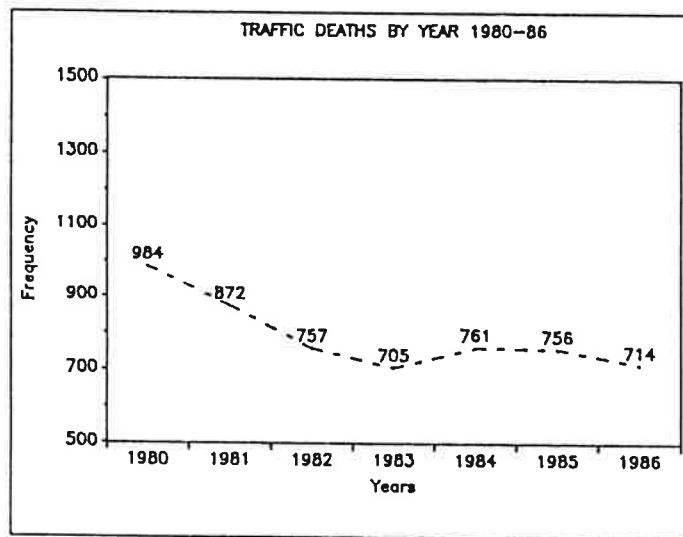
Primary emphasis, based on a mandate from the National Highway Traffic Safety Administration (NHTSA), has been given to (1) countermeasures designed to diminish the number of alcohol-related collisions, and (2) programs to increase usage of occupant restraints, including seat belts.

Data from 1986 reveal that there was a slight increase from 1985 to 1986 in the number of persons killed in traffic due to alcohol (379 vs. 382). Thus the downward trend experienced during the past several years has leveled off in this category from 1980's peak of 619. Community DWI Task Forces, utilizing highway safety funds administered by the WTSC, have advanced projects aimed at changing the motoring public's attitudes and behavior vis-a-vis driving after drinking.

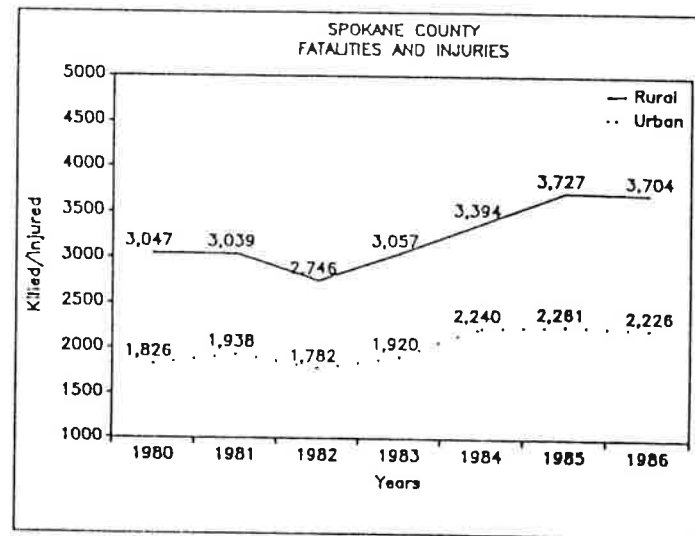
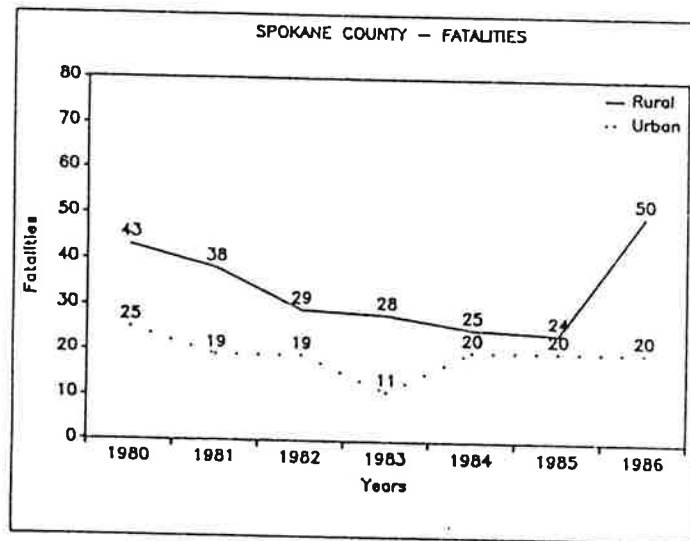
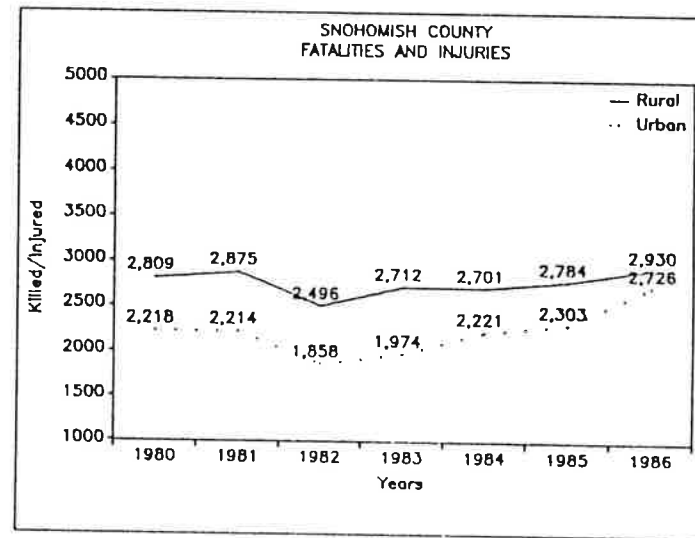
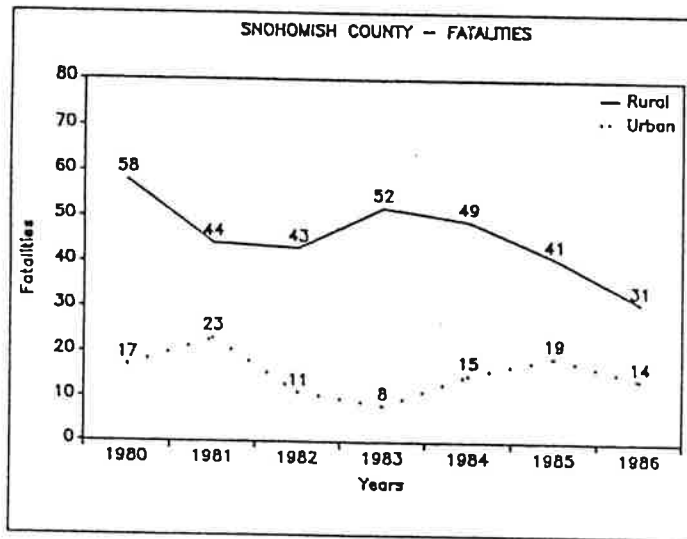
Occupant restraint usage continued to increase from a low of 15.9 percent in 1981 to 1986's high of 54.5 percent. Model Seat Belt Communities, also assisted by the WTSC, have worked to maximize usage of occupant protection devices.

In view of the recent encouraging trends in the state's traffic safety record, the WTSC is expanding its efforts to develop and implement effective programs to combat traffic injury and death on the state's streets and highways.

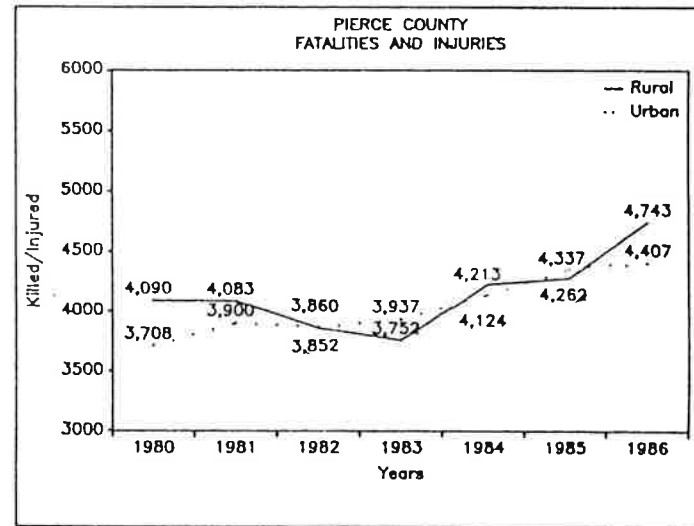
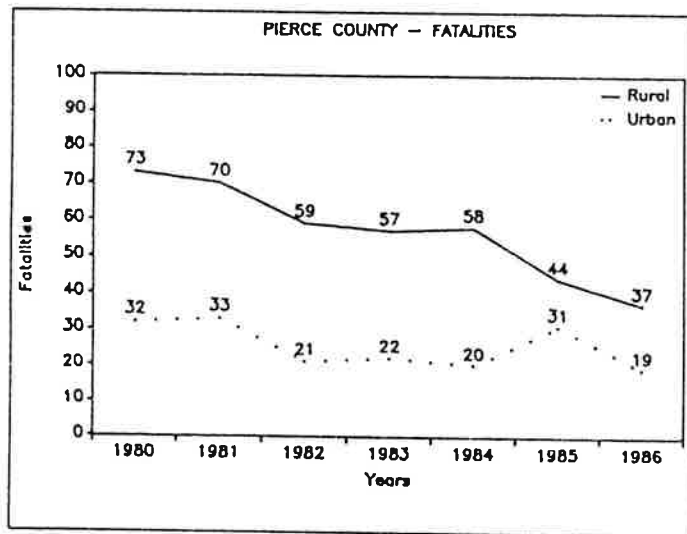
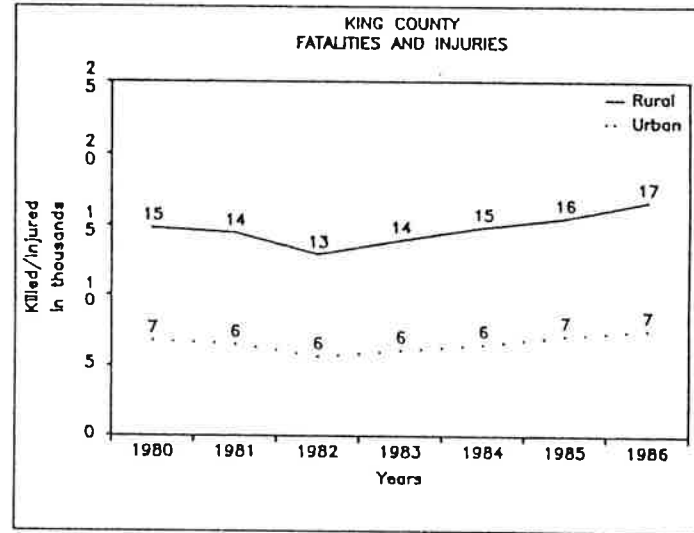
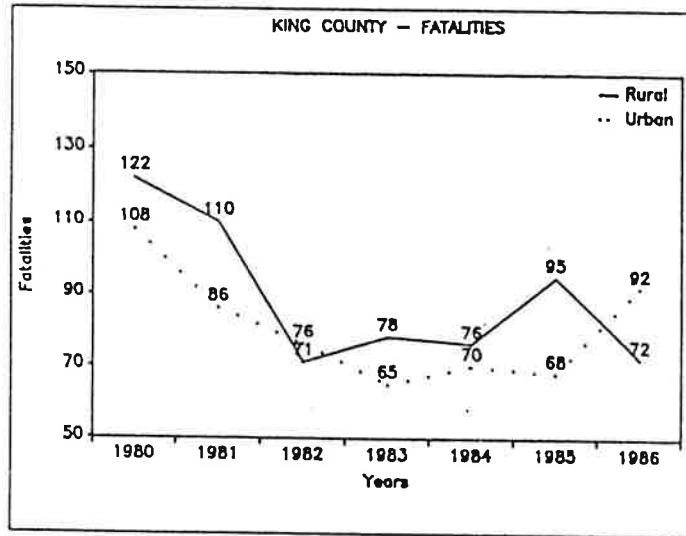
## COMPARISON OF TRAFFIC DEATHS, INJURIES, AND DEATH RATES 1980-1986

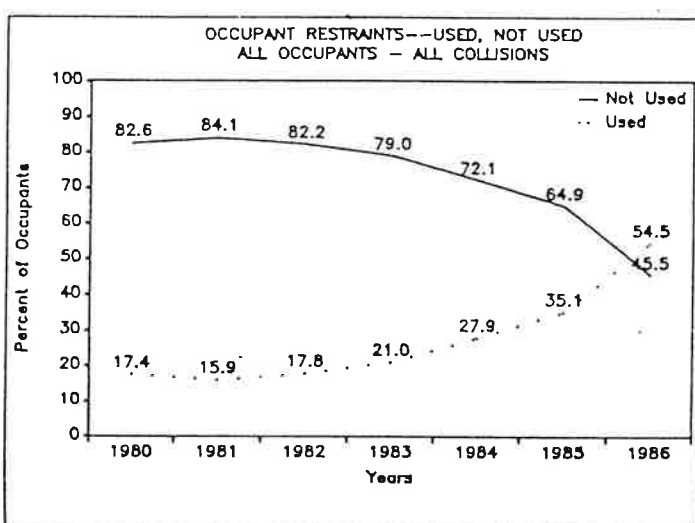
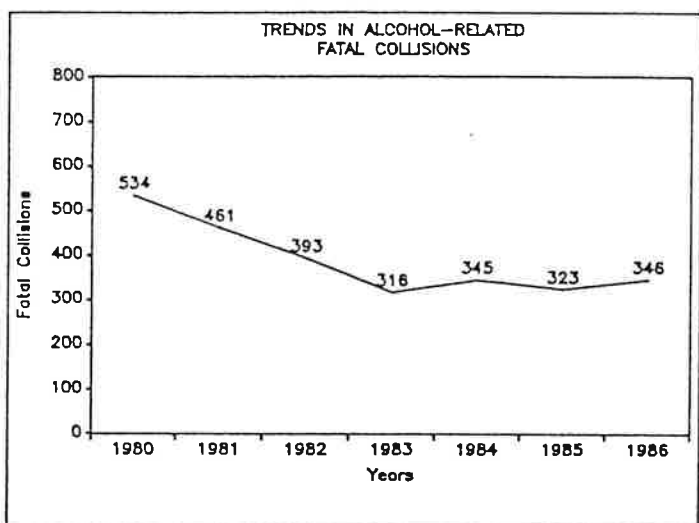
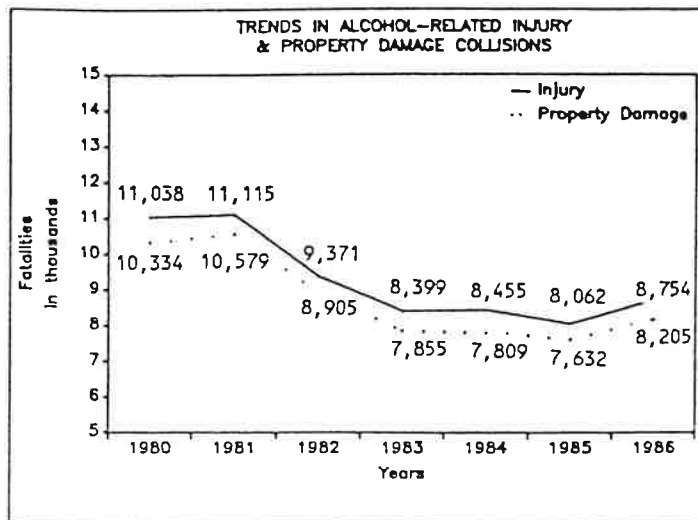
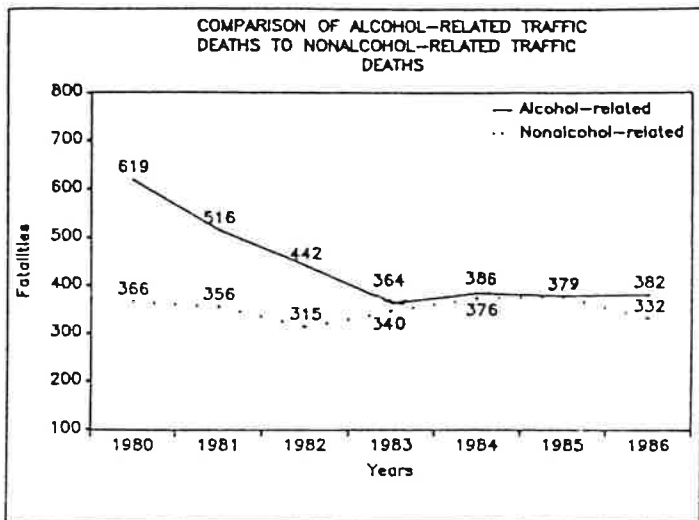


SELECTED GEORGRAPHIC AREAS - MAJOR AREAS OF THE STATE  
1980-1986



SELECTED GEOGRAPHIC AREAS - MAJOR URBAN AREAS OF THE STATE  
1980-1986

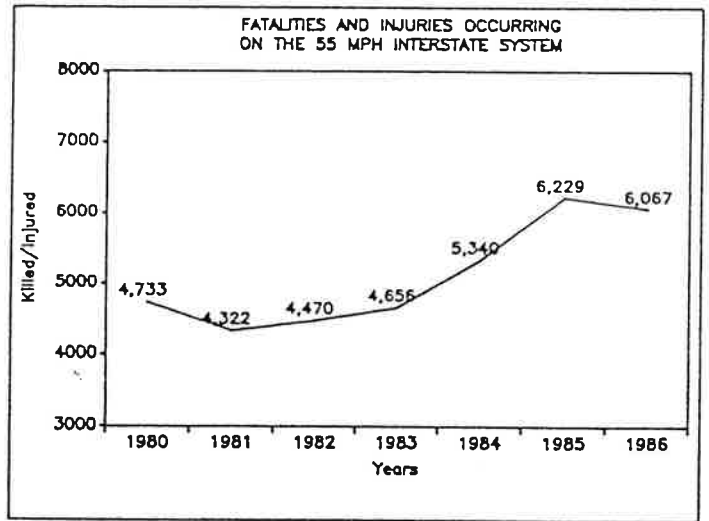
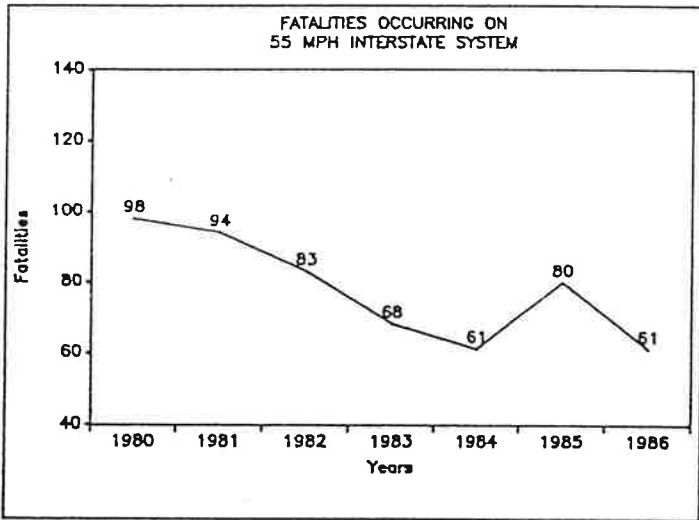
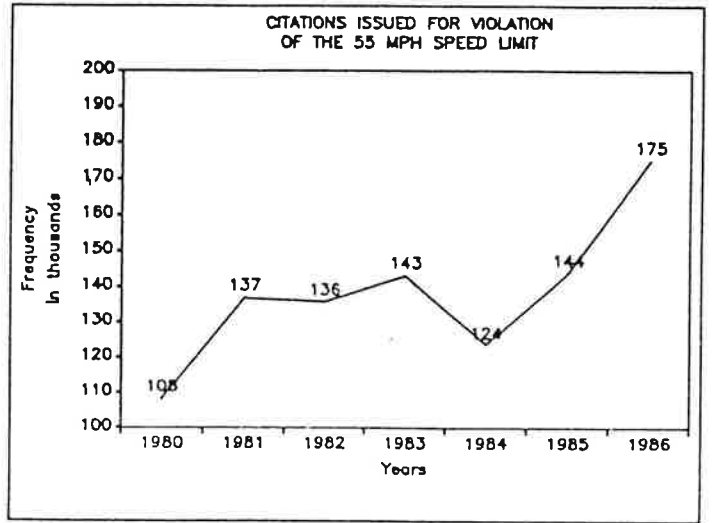
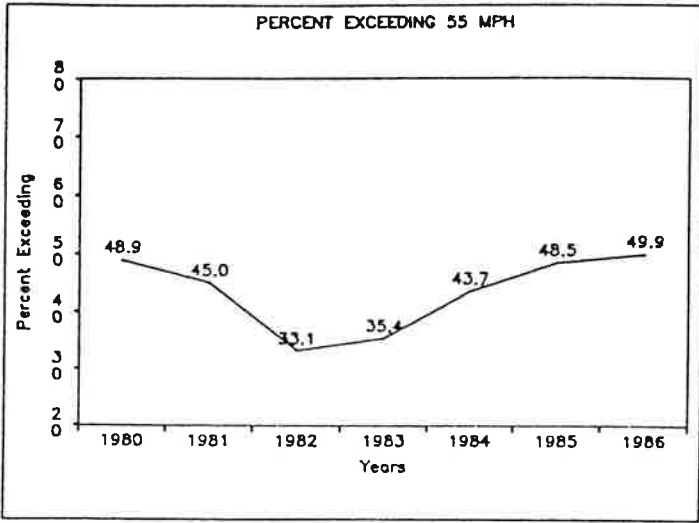




### USAGE RATES BY AGE\* Five Year Comparison

Occupant	Percent Used Restraints				
	1986	1985	1984	1983	1982
Age 0-5	81.0	73.1	66.8	42.3	32.2
Age 6-15	51.5	31.3	24.9	14.8	11.5
Age 16-19	44.2	27.0	20.8	15.2	12.9
Age 20-24	47.5	28.5	22.0	16.3	14.3
Age 25-34	47.5	36.6	29.5	23.0	19.6
Age 35-64	55.3	39.7	32.0	23.3	22.2
Age 65 & Up	60.6	34.7	27.6	21.4	18.3

\*Excludes occupants where restraint use was unknown





## ALCOHOL INVOLVEMENT

### Alcohol Program Management

The WTSC has accepted the responsibility of coordinating statewide efforts to curb drinking and driving and the tragic deaths and crippling injuries caused by such driving. To fulfill this objective, the Commission maintains contact with local officials, community leaders, and citizen groups to assist them with planning and implementation of anti-drinking driver activities.

Two traffic safety field supervisors employed by the Commission serve as the Commission's contact with state and local officials, promoting expansion and coordination of alcohol-related traffic safety activities. They monitor those projects supported by federal highway safety funds administered by the Commission to determine if project activities are in line with proposed objectives and if these funds are used properly. The alcohol program management project supports the services of one of these field supervisors. Further, a data communications technician provides assistance to computer network users regarding equipment operation, maintenance procedures, and application system usage procedures in support of alcohol-related programs. Also, a youth coordinator and public information officer are retained to provide appropriate support in alcohol-related activities. The DWI Task Force Coordinators assist each other in program development, training in various aspects of the DWI problem, and coordinating statewide efforts against the drinking driver. The Commission supported coordinators' conferences by providing travel and per diem expenses for participants, training materials, and speakers.

One quarterly DWI workshop included the participation of community coordinators and local task force volunteers. Two meetings were held in conjunction with the Washington Association of Traffic Safety Representatives. The DWI coordinators met with community alcohol program leaders from the three other states in the National Highway Traffic Safety Administration's (NHTSA) Region X -- Alaska, Idaho and Oregon.

The Commission also maintained a flow of communications to keep coordinators informed of alcohol-related activities throughout the state and nation.

### Community Driving While Intoxicated (DWI) Programs

Three cities and 13 counties in Washington have brought citizens and public officials together in a concentrated attack upon the drinking-driver problem. These communities have organized task forces, hired coordinators and initiated activities directed toward increasing people's knowledge

about the drinking-driver problem and seeking their involvement in solutions.

The community DWI program was developed in 1983, following an Alcohol Program Management Course conducted by the NHTSA in 1982. Fifteen communities with high incidences of drinking and driving were selected to participate in the course, which stressed the community approach to decreasing the problem.

In 1983 the WTSC included funds for coordination of community programs in the state's Highway Safety Plan. Basic criteria for a community program funded through the plan were the hiring of a coordinator, formation of a DWI task force composed of a cross section of the community including private citizens and public officials, and developing a plan that would lead to easing of the DWI problems within the community.

The Commission supported the program by providing funds for coordination, materials for use to promote activities, and training for task force coordinators and members.

Thirteen of the original communities had started programs by the end of 1983. Three other communities were added shortly thereafter. Those counties with Community DWI programs are: Benton-Franklin, Clallam, Clark, East King County, Lewis, Mason, Okanogan, Pierce, Skagit, Snohomish, Spokane, Thurston, Whatcom, and Yakima. City programs are operating in Kent and Seattle, both located in populous King County. Realizing that progress against the drinking-driver requires continual long-term effort, the Commission has continued its support for these community-based programs in succeeding highway safety plans.

A positive step toward unification of the state DWI program came with the formation of the DWI Coordinators' Coalition in 1984. Since then the 16 DWI coordinators have met throughout the year to provide information and guidance to the Commission in the development of drinking-driver programs. During these meetings, they also exchange program ideas and receive training in some aspect of the DWI program. Most of the materials developed by the Commission are designed for use by the task forces in their local programs.

Task force activities may vary from one county to another, but all 16 programs are stressing the reduction of alcohol-related deaths and injuries. Each community is responsible for developing events that meet their own community needs. While much of the effort is in the area of public information and education, a variety of other events occur.

Among these are:

1. Free taxi rides home from lounges and taverns for patrons. In two counties, these rides are financed by the liquor-serving industry.
2. Law enforcement officers have received training in the detection and apprehension of impaired drivers.
3. Beverage servers have received training in ways to spot intoxicated persons and to stop service to these persons.
4. Youths have been a major target in most DWI communities. Alcohol-free youth dances, safe rides from school functions, don't-drink-and-drive cards in tuxedos and corsage boxes, special key chains for graduates, student-parent pledges, and no-drinking pledges signed by students are but a few of the youth-oriented activities promoted by task forces.
5. The nationally recognized "Here's Looking at You, Two" drug and alcohol curriculum is being promoted at schools by task forces.

#### Youth Involvement

#### SAFTYE

High school students are showing a growing concern over the high involvement of youthful drivers in traffic crashes. They are seeking ways in which they can become involved in local and statewide efforts to curb the serious and fatal injuries suffered by too many of their peers.

Students at many schools have organized clubs to attack the traffic safety problems within their schools. In other schools, existing organizations are sponsoring traffic safety projects.

All of these activities fall within the framework of a Commission-sponsored statewide program called SAFTYE (Stop Auto Fatalities Through Youth Efforts). Its purpose is to encourage students to carry out school and community traffic safety projects involving their peers as well as elementary and junior high school students. Their participation in these events enables them to have positive influence upon younger groups, become better informed traffic citizens and become more competent drivers.

The Commission's contribution to the program has been to provide coordination, support a Student Advisory Board, sponsor an annual spring conference, distribute a newsletter, and provide program materials. In 1986, the SAFTYE Handbook was

revised and distributed to advisors, student representatives, and student advisory board members.

The "Link" concept has become an integral part of SAFTYE. This concept encourages existing organizations (Future Farmers of America, Students Against Driving Drunk, Washington Teen Institute, etc.) to get involved with SAFTYE by conducting projects to increase students' awareness of drunk driving, safety belt use, and other traffic safety issues.

There are currently 148 SAFTYE Clubs/Links, meaning nearly half of the public schools in Washington State are involved in the program. The 1987 SAFTYE Conference attracted 240 students and 65 advisors from high schools statewide. Business organizations contributed prizes and awards for the event. It is anticipated that nearly 500 students will attend the 1988 conference. Over 100 schools were visited and given information about SAFTYE, either through assembly or workshop presentations. Spring for Youth week was very successful, with nearly all SAFTYE Clubs/Links promoting projects during the spring months.

The Washington Elks Association provided funding to send SAFTYE Student Advisory Board members to the annual PRIDE Conference to promote the SAFTYE message. Other student advisory board members attended the NSSP Conference as workshop presenters.

#### College and University Program

The College and University Program was contracted to the Washington State Substance Abuse Coalition for one year. A steering committee was developed whose members represent universities, colleges (both private and public), community colleges, DWI Task Forces and vocational schools.

The steering committee met a total of four times during this year. The group will continue in the effort to provide materials and resources for the college students of Washington State.

#### Youth Multi-Image 35mm Slide Presentation

The purpose of the project was to continue presentations of the multi-image programs in as many middle, junior high, and high schools statewide as resources and school year time availability would permit. In addition, interested organizations were also involved, primarily military units, where the presentations did not interfere with school scheduling.

1. "Friday Night Live" (alcohol/driving) was presented to two schools and 608 students plus 31 organizations and 12,105 attendees.

2. "A Matter of Time" (safety belt/driving) was presented to 81 schools and 40,793 students plus 40 organizations and 15,762 attendees.
3. "Soul Survivor" (drugs/driving) was presented to 170 schools and 85,733 students plus 41 organizations and 12,667 attendees.

Three Washington State Troopers were responsible for scheduling and program presentations in assembly style format and received numerous favorable comments, both in presentation style and program content. Finally, project costs included printing and postage, operating supplies, telephone call expenses, vehicle operating costs, and maintenance of projection equipment.

### Public Information and Education

The following outlines the major accomplishments of the public information and education project:

#### Newsletter

Seven newsletters were published during this project, with one being a special issue on the safety belt law. Design improvements continued, resulting in a much more graphically pleasing document.

#### News Releases

Several news releases, other than campaign-related, were issued. These included: SAFTYE conference, new SAFTYE officers, SAFTYE award-winning schools, Spring for Youth Week, Excellence in Traffic Safety Awards, Clallam County developing winning summer campaign theme, DDD Week proclamation, safety belt law effective date and speakers available on safety belt law. Numerous print and broadcast stories resulted from these releases.

#### Brochures & Flyers

Several brochures and flyers, other than campaign-related were printed and distributed. These include:

Law Brochure: A revised brochure to replace the old DWI law brochure was designed and printed. An initial run of 300,000 was made in the first quarter. A second run of 200,000 was made in the fourth quarter. This is an extremely popular item.

Offenders Brochure: This publication was completed with an initial run of 100,000. Much PIO time (printing was paid from another project), was spent in its development and distribution. A second run of 100,000 had to be made in the

fourth quarter. This brochure is targeted at those convicted of DWI and focuses on informing them on how to get their driver's license back.

Commission Flyer: Work began on a new, updated, redesigned flyer describing the Commission and its services.

Keeping Tabs: Copy was written for and appeared in DOL's newsletter/license renewal insert *Keeping Tabs*. This publication reached nearly 2 million households with a message about parents discussing DWI with their teenagers. It resulted in numerous requests for Safe Driving Contracts and DWI law brochures.

Phone Booth Ads: Art for phone booth ads advertising the 1-800-22-Drunk number was completed and sent to PNB.

#### Safety Belt Law

The PIO spent considerable time working on the safety belt law. Activities included helping to set up and participate in at least two press conferences between June and November. Time was also spent coordinating safety belt law promotion efforts with the Safety Restraint Coalition including, several joint news releases and planning of events and press conferences. Considerable time was spent answering inquiries from the press.

Time was also spent publishing a special issue of the newsletter about the law, developing a safety belt law flyer, developing a law poster and designing displays about the law for the rest stop in Vancouver, WA.

#### Sober Logo

The anti-DWI logo using the words Washington Drives SOBER on a license plate was continued in 1986. It was placed whenever appropriate on publications and was used on local task force materials, stamps, key rings, paper clips and litter bags.

#### Awards

"Excellence in Traffic Safety" awards were continued this year with joint sponsorship from the Washington Association of Traffic Safety Representatives. Approximately 14 awards were handed out, generating an unprecedented amount of press for this effort.

#### Summer Campaign

A summer traffic safety campaign was carried out in the months of June, July, August and September under the theme "Ease On Down Our Roads. The major messages were sober driv-

ing and the safety belt law, with some emphasis on speed. Targets for this effort were teenagers and families. During this campaign approximately 170,000 family travel guides and 150,000 teen tabloids were distributed statewide. A photo release issued to weekly newspapers for Labor Day weekend was used extensively. Television PSAs were used by every TV station in the state, except one. Radio PSAs also appear to have been used heavily, even after school started.

Also included in the effort were posters, a travel games brochure called "Waiting Games" distributed through the ferry system and display boards at two rest stops in Northern Washington. Two metal signs with the "Ease" logo were constructed and used at press conferences and county fairs.

### Holiday Campaign

The 1986 Holiday Campaign again featured the responsible party guide, but with some new recipes, a new cover and a cut-out poster in the back that hosts could use to announce that all guests would receive a sober ride home. 200,000 were printed and distributed. Again, demand far outstripped supply. A new poster was also printed, targeted at young males. It stated "Why Blow Your Hard Earned Money," and featured a young man taking a breath test. Bus signs stressing both sober driving and safety belt use went up statewide for about four months.

A feature story about the DWI liabilities of private party hosts, along with a photo of a "responsible" host was sent to all weeklies. It was picked up by several papers and prompted other daily papers to write stories on the same subject.

### Truck Safety

A joint truck safety information program between the WTSC, the WSP and the WUTC began in the fourth quarter. A brochure was printed and plans made for a joint press conference in December.

### Cellular Phone

The WTSC, WSP and Cellular One Phone Company put together a joint push to encourage cellular phone users to use their car phones in reporting DWIs and highway emergencies. A press packet was developed and distributed along with radio PSAs.

### Committees

The PIO participated on two interagency committees. One was aimed at coordinating EXPO '86 efforts and the other coordinated the activities of state agencies involved in the traveling public.

Both resulted in opportunities to get our message printed on other materials, such as a ferry brochure, safety belt law information on the highway map, ferry/WTSC joint distribution of a brochure of travel games, etc.

#### Alcohol Data/Evaluation

Preliminary results of an impact evaluation of 13 DWI Community Task Forces were published in the Spring of 1986 and distributed to the various Task Force coordinators. Alcohol-related and other crash data were collected by the WTSC for the years 1980 through 1984. Preliminary analysis of these data revealed that DWI traffic collision rates declined 4.55 percent between 1983 and 1984 in Task Force areas while increasing 0.95 percent in non-Task Force areas.



## OCCUPANT RESTRAINTS

### Program Management

This Washington Traffic Safety Commission administered project provided the direction and funding support to the safety belt program personnel during the period October 1, 1985 to January 30, 1987. Personnel assigned to this activity were responsible for managing the following listed sub-programs for the Commission:

- Model Safety Belt Communities
- Safety Belt Speaker's Bureau
- Parent-Teacher-Student Association Belt Program
- Youth Safety Belt Programs
- Adult Safety Belt Programs
- Child Passenger Protection Programs
- Promotion/Education/Awareness Program
- High School Multi-Image Slide Program
- Evaluation and Data Analysis

During the period of time this project was in force, the State of Washington enacted a mandatory safety belt law and subsequently experienced a safety belt usage rate of approximately 47 percent by the end of 1986.

The ability to acquire safety belt data improved markedly with the acquisition of microcomputers and the necessary software. The support of the members from the Washington State Department of Transportation was invaluable in obtaining a direct line into their mainframe, from which we have the ability to download safety belt and other collision data into our equipment for analysis by Commission personnel.

### Safety Belt Model Communities

This task reflects the third year of activity through local community safety belt task forces. At one point there were a total of 47 identified individual task forces. Due to changes in the operations and personnel, some of the task forces combined efforts. At the close of the project year, there were a total of 38 community task forces. The task forces were responsible for implementing a variety of programs at the local level, including local activities during "Child Passenger Safety Awareness Week", "All American Buckle Up Week", "Traffic Safety Awareness Week", "3-D Week", and other safety awareness emphasis periods.

Major activities included the awarding of twenty local activity reimbursement projects, a statewide training workshop, and the development of materials for distribution at the local level. An emphasis was placed on beginning to expand the knowledge, programs and materials of the task forces to "multi-issue" traffic safety task forces.

### Speaker's Bureau

The Speaker's Bureau Task was initiated in November, 1985. The primary purpose of this task was to provide for travel reimbursement for volunteers involved in presenting safety belt information at the local level. Primary costs incurred in the implementation of this task were for mileage reimbursement and for L&I insurance for the volunteers. Costs incurred were less than anticipated in that most of the volunteers presented locally through the Safety Belt Model Community Task Forces' networks.

Other objectives for this task include: 1) to provide a training workshop for new and existing volunteers; 2) to acquire display boards; 3) to develop and distribute materials for distributed by the Speaker's Bureau volunteers.

Initial funding for this task was set at \$3,000.00. It was hoped additional money would be added to this task to subsidize the costs of a training workshop. The task budget was reduced to \$2,870.00 due to Gramm-Rudman. Additional dollars were not available and subsequently, a training workshop was not held.

Attempts were made throughout the year to acquire information about display boards. We were unable to find display boards which were the right size and in the right price range. All information about available displays indicated displays which were too large, too cumbersome and too expensive. Therefore, the idea of display boards has been tabled until some in the '87 project year.

Materials used by the Speaker's Bureau volunteers were acquired from the Model Communities. Additional materials were not developed due to a lack of additional funding and the need to maintain the limited funding for the proposed display boards.

Throughout the year, volunteers have continued to provide an average of 100 requests per quarter. As mentioned above, the majority of these presentations have been coordinated through local safety belt task forces.

Due to the inability to find appropriate display boards, the balance of funds in this task have been moved forward.

### PTSA

This project, under contract to the Marysville PTSA Council, completed its second year of activity. Through the efforts of project coordinator, Elaine Ruddell, and half-time project assistant, Robbie Schneider, BUCKLE UP programs were made in 190 schools, reaching over 85,000 school age children. Many

other schools did their own safety belt programs using materials provided through the project. Information about the project and the availability of the program and program materials was presented to statewide educator conferences and at the National PTA Convention.

The PTA Connection, a program planning manual for parent organization presidents, has become an item which is routinely passed on from one year to the next. Because the program has been so well-received by the local PTA units and councils, it is being repeated by new persons entering the local PTA and other parent organization networks. Demand for continuation of the program continues to grow.

#### Safety Belt Youth

This project was designed to provide information and materials to youth, ages 6-18, through youth peer group organizations. An advisory committee was established and a planning/training meeting was held. Letters explaining the importance of the issue and the availability of programs and materials were sent to the executive directors and regional offices of Boy Scouts, Girl Scouts, and Campfire. Program materials were distributed to groups on request. While there were a number of requests for materials, there was little demand for training. Repeat notice of the program was sent and meetings with organizational leaders were held during the last quarter of the year. Training sessions were scheduled for early in the 1987 project year.

#### Adult Corporate Safety Belt Program - Review

During 1986 the adult/corporate program continues to make steady progress in addressing place of employment involvement in the total safety belt/child safety seat area. A large amount of the effort expended in this area closely tied into the law implementation program area and resulted in law implementation materials being provided to over 450,000 employees through their place of employment. We found a genuine lack of interest in "CEO-type" workshops and therefore expended the majority of our efforts on attending meetings of safety and risk management administrators and working with firms or agencies on a one-on-one basis. No single factor can be credited with our present marked improvement in several of our hard to reach work types, however, there is some indication the work place effort is paying off. For example the Washington Trucking Association has been working with us to improve commercial driver usage and during 1986 there was a 55 percent improvement from 33 percent usage in 1985 to 52 percent usage in 1986. In fact all problem areas have shown a marked improvement, farm labor up 100 percent from 18 percent to 36 percent, unskilled labor up 57 percent from 29 percent to 51 percent.

### Child Passenger Protection

The following passenger protection materials were distributed to over 500,00 youth through schools, youth groups, and model community activities:

- Fairy Tales brochures
- WE LOVE YOU - BUCKLE UP litter bags
- WASHINGTON CARES bumper stickers
- Spanish color sheets
- WE LOVE YOU - BUCKLE UP buttons
- BUCKLE UP records
- ET sheets
- BUCKLE UP keyrings
- Variety of passenger protection posters
- WE LOVE YOU - BUCKLE UP nickels
- BUCKLE UP color books
- History Lesson brochures
- WE LOVE YOU - BUCKLE UP paper clips

The REAL CONNECTION Teachers' Guides, (K-3, 4-6, 7-9) were revised. The guides were taken from the full kits and revisions were made to the guides so they could be used without the full kits. The guides are currently in the final stages of formatting and will be printed and distributed during the FY'87 project year.

Passenger protection/buckle up materials were distributed by over fifty law enforcement agencies. Many of the materials listed above were distributed to and through local law enforcement agencies. Additionally, WE LOVE YOU - BUCKLE UP tie tacks were distributed to and through law enforcement. The tie tacks were both worn by law enforcement officers and distributed to persons who were identified by law enforcement as either persons who were "Seat Belt Survivors", or persons who assisted law enforcement agencies with local Buckle Up programs. Other materials distributed to and through local law enforcement agencies included:

- Guidelines for conducting child safety seat observational studies
- BUCKLE UP balloons
- BUCKLE UP suckers
- GETTING IT RIGHT video tapes dealing with child safety seat misuse issues
- Safety Belt Survivor forms

Sixty infant seats, 60 convertible child safety seats, and 60 toddler booster seats were distributed through the model community task forces. The distribution of these seats resulted in the expansion from infant-only distribution programs in five communities and the initial development of 3 new child safety seat distribution programs. Despite the dramatic increase in child safety seat distribution programs in this

state (from less than a dozen in 1981 to over 100 in 1986), there continues to be a tremendous need for expansion in this area. One of the areas addressed by the communities during this project year was that of the need for infant and child safety seats in foster homes, child protective services and law enforcement. Many communities addressed this issue by providing child safety seats to those persons who would be transporting infants and small children on a temporary and/or volunteer basis. This has been well-received in the communities having provided this service and will be recommended for other communities in the coming year.

Materials were distributed to an average of 100 child/youth networks each month. Materials distributed included those listed above and also included:

CRD for Your Auto brochures  
Family Shopping Guides  
Safety Belt Use During Pregnancy brochures  
" " (Spanish version)

Materials were distributed to hospitals, community college child development programs, health departments, physicians, child advocate groups, allied health personnel and a plethora of community agencies and organizations, including; but not limited to the Red Cross, service clubs and model community task forces.

Ten copies of each of the three series of GETTING IT RIGHT video tapes were purchased and distributed to hospitals, health departments, child safety seat distribution programs and safety belt model community task forces. These tapes were produced by Shinn & Associates and deal with misuse issues for infant seats, convertible child safety seats and booster seats.

#### Promotional/Educational/Awareness Materials

This task was originally written to fulfill two major components: 1) the provision of promotional, educational, and awareness materials to insure effective, cost-efficient, and timely completion of safety belt activities through the established safety belt networks; and 2) to incorporate safety belt and DWI messages into joint campaigns and materials. The task was split during the third quarter and the second set of activities. Those dealing with joint messages were placed in a separate task, managed by Carol Knight-Wallace.

The following materials have been ordered and distributed during this project year:

Child restraint slides (duplication of Kirkland program)  
Human collision booklets (for use with Real Connection program materials)

Family Shopping Guides  
Lists of known child safety seat loan programs  
BUCKLE UP petitions  
Safety Belt Fact Books (for use with Real Connection  
program materials  
History Lesson brochures  
Saved By The Belt Survivor forms  
Saved By The Belt Survivor certificates  
Volunteer "business" cards  
Lists of NHTSA networks  
Lists of state highway safety offices  
Materials related to those states with MUL's  
Safety Belts Required stickers  
K-6 Activity Books  
All American Buckle Up Week materials  
Saved By The Belt Program materials  
Protect Your Dreams pectees  
We Love You - Buckle Up keyrings  
Washington Cares bumper stickers  
Protection Your Dreams book covers

Public Information  
(See Alcohol Information/Education)

Safety Belt Law Implementation Program - Review

During 1986 as part of the assessment process to evaluate all on-going programs in support of the law a program was initiated to evaluate all motor vehicle collisions in which safety restraints were utilized by a fatally injured occupant. A fatal collision review team was organized and arrangements were made with the Washington State Patrol, local law enforcement agencies and coroner/medical examiners for receipt of investigative and medical reports of such collisions to be furnished on a timely basis. Procedures for using this information in a comprehensive information/education law implementation project was developed and will be initiated as trends are firmly identified. This review process has resulted in extensive information gathering revealing some possible trends. It may be too early to determine if these trends have merit, however, early indications seem extremely positive. If in fact these trends prove out, definite steps will be taken to turn these increased fatalities into decreases. WTSC finds these increases to be totally unacceptable and believes the data gathered from this review process will form a basis for development of a strong information/education and enforcement program which will reduce the number of occupants fatally injured while utilizing safety restraints. Also during this period major steps were taken to provide law enforcement personnel with training and information for use as part of their enforcement duties. A brochure "Enforcement Guidelines" was developed and distributed to law enforcement agencies on a statewide basis. And a 28-minute law enforcement safety belt usage and enforcement tape furnished by NHTSA was edited into

a 14 minute 20-second roll call training tape by the Washington Criminal Justice Training Commission Video Unit, 57 copies of this tape were provided to local law enforcement agencies upon their request. Law informational brochures were also prepared and distributed to over 326,000 workers through their places of employment. All state/county/city government directors/administrators were made aware of the new law and over 88,000 law brochures were distributed to their employees through these governmental units.

#### Seat Belt Data/Evaluation

During FY1986, a research design was constructed to evaluate the implementation and impact of the state's 1986 Mandatory Seat Belt Use Law. The design encompasses (1) a description of the WTSC's implementation plan and how it was effected, (2) findings of a telephone survey dealing with the public's attitudes, opinions, perceptions and knowledge concerning the use law, (3) a summary of the results of various observational surveys, (4) analysis of data dealing with citations and adjudication vis-a-vis the belt law, (5) analysis of crash data from investigated collisions to estimate the reductions in the severity of injuries brought about by the mandatory use law, (6) a trauma study, (7) an analysis of the belt law's economic impact on societal costs due to traffic collisions, and (8) summary and conclusions.

## 55 MPH ENFORCEMENT

### Development of Publicity Materials In 1986

Synthesizing the information gathered from these four techniques, a unified publicity campaign theme was developed to be put in place as a natural transition from the 1985 efforts, using a central theme of "55: Saving Lives Since 1974."

A major subtheme was "Troopers and 55." Focal point of the campaign was development of 55 separate facts about 55 mph, which answered all the public misconceptions, and affirmatively asserted the lifesaving qualities of the national maximum speed limit.

"Troopers and 55" is a series of 12 television spots, from 10 to 60 seconds, in which a cross section of troopers explain in their own words why they support 55. The technique is an on-camera interview, with cutaways to different troopers answering each question, whether in their patrol car, on their motorcycle, or sitting in an office.

Another series of newspaper public service announcements selecting facts from the "55" brochure and encouraging the public to write for more details was produced. A small nonpermanent sticker using the "Saving Lives Since 1974" logo was developed for use in each patrol district for troopers to affix to warning citations or simply hand out, with a request to post it near the speedometer.

### 1986 Patrol Enforcement Efforts

In 1986, an expected increase in tourist "rubber-tire" traffic and potential bottlenecks at the Canadian border were EXPO safety concerns. The public information officer represented in the Patrol in an EXPO committee of state agencies and business groups, in cooperation with the Canadian consulate. The committee offered prompt feedback about how the high levels of traffic enforcement were being received by visitors. There was concern lest speed enforcement be perceived as "fleecing the tourist." Park service and hospital-ity representatives reported that comments about the Patrol's highly visible presence and comportment of troopers were almost universally favorable. There were no reports, even anecdotal, of motorists complaining about "speed traps."

The first major 55 emphasis patrol of the summer utilized all five traffic aircraft at the same time along the length of Interstate 5, in conjunction with the opening of Vancouver, British Columbia's EXPO '86. Preemphasis publicity was aired on radio stations as far south as the San Francisco Bay area--thanks to cooperation obtained from the California Broadcaster's Association through the California Highway Pa-



trol. A specific set of television spots produced in 1985 was released to reinforce the safety message. Troopers from Oregon, California, and Washington were featured in the spots.

An emphasis patrol on Interstate 90 and Interstate 82, in conjunction with Eastern Washington hydroplane races, did result in a handful of angry "letters to the editor" (fewer than six in summer clipping service reports), but also received editorial support. The preemphasis announcements of all such patrols seemed to minimize much potential for negative response.

The Traffic Safety Commission released a major summer safety campaign this year. One wave of State Patrol 55 spots entitled "Take It Easy" was released in conjunction with this program entitled "Ease on Down our Roads."

In 1986, the Washington State Patrol also initiated use of undercover sports cars for bus and truck patrol, in order to defeat sophisticated professional violators. At the same time, the Patrol publicly joined with the Washington Trucking Association, the Traffic Safety Commission, and the Utilities and Transportation Commission to stress truck/traffic safety.

A State Patrol public service announcement, produced under the 1986 grant, featured the president of the Washington Trucking Associations stating support for 55, asking motorists to report a reckless trucker directly to the association, "and I'll tell his boss." Accompanying publicity explained that under the law a trooper cannot make a stop unless the violation is personally observed. A truck company manager, learning of complaints against company drivers, is under no such constraints. Maintaining reasonable insurance rates and avoiding large settlements is a bottom-line goal for businesses, and careless drivers received little sympathy.

Motorcycles proved effective in stops of speeding, weaving, or tailgating semi's in congested freeway areas by being harder to spot than patrol cars. Aircraft-assisted emphasis patrols continued to be effective against trucks as well as radar-detector-equipped motorists.

In 1986, 55 enforcement team members worked 19,268 hours, drove 398,712 miles, contacted 43,637 violators, and issued 33,730 arrests for exceeding the 55 MPH limit.

Aircraft were used statewide for 55 MPH enforcement. These aircraft flew 1,264 flights for 4,024 hours and were responsible for contact 32,349 speed violators. Radar detectors were operating in 2,832 of the vehicles contacted.

After the end of Calendar Year 1986, it was learned that Washington posted a record-low death rate of 1.8 deaths per 100 million miles. Despite a significant 7 percent increase in traffic miles due to EXPO, much credit was given the new mandatory seat belt law, in effect for half the year. It seems inarguable the Patrol's 55 efforts also contributed.

## SENIOR DRIVER REFRESHER PROGRAM - REVIEW

During 1986 the senior driver problem continued to receive strong media support both on national and local basis. As a result demands for instruction of the senior driver refresher course "Getting There Safely" continued to accelerate. Legislation providing an insurance discount for seniors 55 and over who attend an approved course of instruction also had a tremendous impact on demands for the course. This insurance discount law created numerous implementation problems requiring a great deal of time providing liaison between class participants and their insurance agents, who had not been briefed by the companies they represent or the Insurance Commissioner's Office. Over 200 senior centers were contacted and the program was firmly established in 31 counties, 79 percent of the state's counties. It was found these centers want the program and will provide strong support for it; however, they can not supply support materials or coordination. They can and will furnish facilities, light, heat, air conditioning, sometimes visual aids and sometimes lunch for the participants. The reason they can not support the program on their own is because these centers operate on extremely limited budgets depending heavily on volunteer help and donations. Charging for this service is also not practical as over 14 percent of the people they serve have Social Security as their only source of income and fewer older people are working, the percentage of older people with income from earnings dropped from 36 percent in 1962 to 21 percent in 1984. To date 135 instructors have been trained and are active in the program, 40 of them have averaged 2 classes per month with an average class size of 30 participants. Over 4,000 participants have completed the "Getting There Safely" class since the course was initiated and waiting lists exist at all locations.

## TRAFFIC RECORDS

The outside consulting firm of National ConServ, Inc. submitted its final study recommendations on March 1, 1986 to upgrade Washington State's traffic record keeping system. As a result, the WTSC engaged the services of a Traffic Records System Designer and a Traffic Records Program Developer to begin implementation of the ConServ recommendations. These two individuals commenced work beginning with the last quarter of 1986. The System Designer concentrated on creation of a Safety Program Management Information System (SPMIS) for the WTSC while the Program Developer worked toward establishing plans for a Comprehensive Computerized Safety Record keeping System (CCSRS) for the state.

## TRAFFIC ENGINEERING

### Traffic Engineering Services

The purpose of the project was to implement an approach which utilizes problem identification and low cost, short term improvements in alleviating a portion of the traffic problems confronting local jurisdictions who do not have appropriate traffic engineering expertise on their staff.

To address the problem, the Washington State Department of Transportation engaged the services of a consulting firm to provide "on-scene" traffic engineering expertise to requesting local jurisdictions.

Forty-nine new project requests for assistance were received and added to the eighteen "carryover" requests which resulted in 127 project tasks. Approximately 58 of the requests representing 106 tasks were completed. The most frequent assistance requests in the operational area were for problem intersections or hazardous sections, signing and striping improvements.

A microcomputer contact file was used to record all requests received and contacts made. A data base management program was used which input data into a work processing program

### Standard Microcomputer Software Development

Development of a standard for microcomputer basic hardware configuration, operating systems, and software program development has been recognized as a definite need by the Urban Traffic Engineers' Council (UTEC) in Washington State. Activities have continued to provide guidelines for purchasing compatible hardware to run applications being developed by many Washington State agencies primarily at the local level. Basic off-the-shelf software has been provided from which applications have been developed by participating agencies. Twenty-four applications have been completed with four more either in or approaching the technical review stage. Two local agencies failed to complete their applications so substituted a financial commitment which went into consultant programming support. Fifty-seven microcomputers have been distributed to local agencies with four others providing program support and in use by Washington State Department of Transportation and Washington Traffic Safety Commission. Further, 22 computer enhancements were made available to those locals who had met their application development on a timely basis. The goal is to provide traffic engineering products which can be shared without each participating agency getting bogged down in the development or conversion of applications to be used on a variety of hardware systems.

The bulletin board is the primary vehicle for the distribution of information and program applications, whether developed under this project or obtained from other sources.

Identification and Surveillance  
of High-Hazard Collision Locations

During FY1986, work continued toward establishing a link between the statewide system and the locals for identifying certain types of accident locations. The WTSC is attempting to access the state Department of Transportation's Problem Identification and Cause Analysis (PICA) data base to provide feedback to the locals, utilizing SPMIS and UTEC as well as other channels.



STATE OF WASHINGTON

WASHINGTON TRAFFIC SAFETY COMMISSION

1000 COLUMBIA ST., MS 37011 • Olympia, Washington 98504 • (206) 734-6300

April 9, 1986

M E M O R A N D U M

TO: Curtis A. Winston, Regional Administrator  
National Highway Traffic Safety Administration

FROM: Charles F. Hayes, Program Director *CH*  
Washington Traffic Safety Commission

SUBJECT: Traffic Safety Legislation - 1986

The 49th Legislative Regular Session adjourned sine die March 13, 1986 and the attached form constitutes our final legislative watch report to you.

All traffic safety legislation passed by both houses has been signed into law by Governor Gardner.

As expected, a referendum has been filed by a Washington voter who has until midnight June 11, 1986 to gather 75,567 valid petition signatures. If he accomplishes that, then the referendum measure will be placed on the November ballot and the voters will need to pass the measure by a simple majority. We are confident the measure will fail and the voters will keep the mandatory safety belt law. However, this process will delay law implementation until after the voters have spoken if the measure makes it to the ballot.

For your information, all Washington laws are effective June 11, 1986 unless the legislation specifies an effective date. The act shall take effect immediately upon the Governor's signature if the act is, ". . . necessary for the immediate preservation of the public peace, health, and safety, the support of the state government and its existing public institutions . . . "

CFH:tb

Attachments

NUMBER	COPY SENT TO DC	BRIEF DESCRIPTION	PASSED BOTH HOUSES	SIGNED BY GOVERNOR
ESHB1182		Mandatory Usage Safety Belt Law	Yes	Yes
HB1459		Breath test refusal. Restricts evidentiary use of a Breathalyzer test refusal--only to show why the Prosecutor has not introduced a test result as evidence.	Yes	Yes
HB1499a		Alcohol Breath testing revision. Modifies alcohol test standard from blood to breath.	Yes	Yes
HB1518		Implied consent law. Repeals requirement for DOL to furnish written summaries of implied consent law to drivers.	Yes	Yes
HB1519		Motorcycle driver's training. Revises requirements for motorcycle training schools. Removes motorcycles from driver training school regulations.	Yes	Yes
EBH1614a		Driver's License requirement for vehicle license. Study Report due 1/1/87.	Yes	Yes
EBH1763		Vehicle inspection law. Revises vehicle inspection law. WSP to inspect private, common, and contract carriers, school buses, and private carrier buses re vehicle equipment, driver hours of service, and qualifications.	Yes	Yes
SB3458A		Motor vehicle insurance reduction for persons 55 plus who pass safety course.	Yes	Yes
SB4617		Instruction permit. Waives driver exam for instruction permit if person is enrolled in TSE or commercial driving school.	Yes	Yes
SB4747		Model Traffic Ordinance	Yes	Yes
		NOTE: All bills effective June 11, 1986 except SB4747 which is March 10, 1986.		



FINANCIAL STATUS

	1986 Original HSP	+/-	Obligated 30 Sept 86	Liquidated 30 Sept 86	% of Obligation Liquidated 30 Sept 86
Alcohol Involvement	\$ 978,200	+117,832	\$1,096,032	\$ 721,058	65.8%
Occupant Protection	494,500	+60,500	555,000	336,070	60.5%
Program Management	155,000	-6,666	148,334	123,299	83.1%
55 MPH Enforcement	367,810	-5,220	362,590	327,626	90.4%
Traffic Engineering	164,066	+143,615	307,681	67,083	21.8%
Senior Driver	-0-	+34,744	+34,744	19,743	56.8%
Traffic Records	241,835	-5,154	236,681	54,037	22.8%
Emergency Medical Services	-0-	-0-	-0-	-0-	-0-
	<u>\$2,401,411</u>	<u>\$339,651</u>	<u>\$2,741,062</u>	<u>\$1,648,916</u>	<u>60.2%</u>

Whereas the figures are factual for the date annotated, the percent liquidated by 30 September 1986 should not be used as a measure of activity generated. As in all tasks with local jurisdictions, there is an automatic three month delay pending expenditure and program approval in the jurisdiction budget.

It is not possible or would it be meaningful to plot expenditure in the current program areas over a five year period since this is only the third year of program emphasis areas.

