

2003



WASHINGTON
Traffic Safety
COMMISSION

Washington

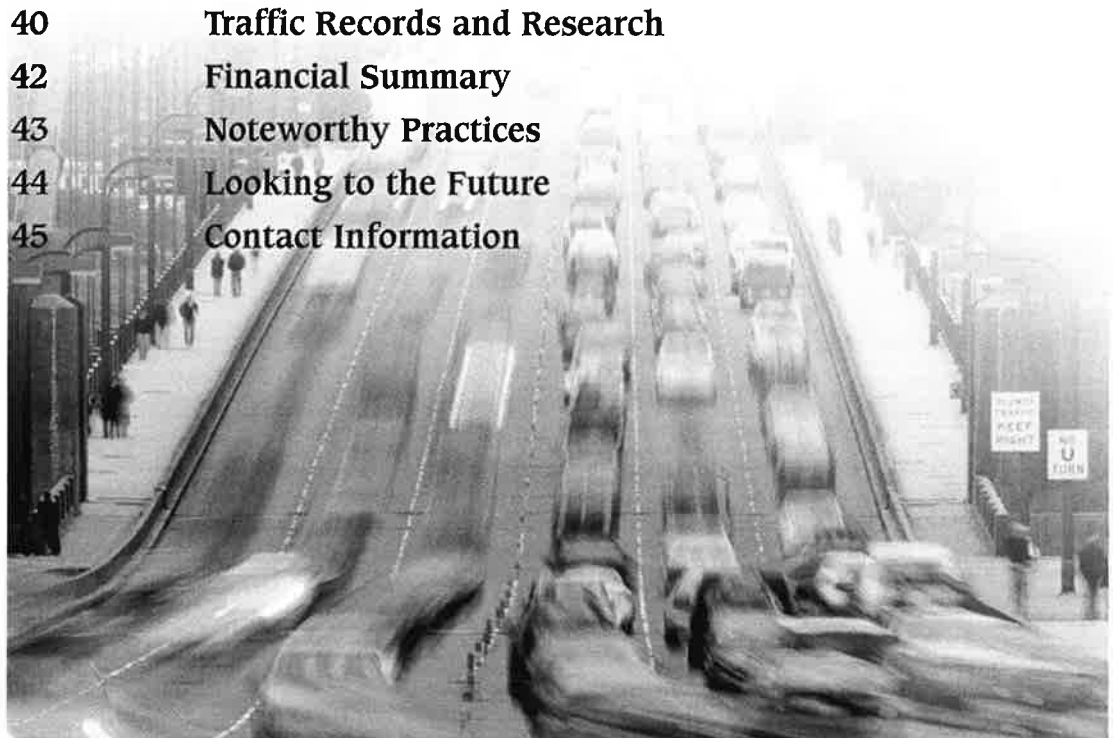


Highway Safety Annual Report

Revised April 1, 2004

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INTRODUCTION

Crash Summary

Although the final data from calendar year 2003 is not available yet, it appears that the final figures will show the total traffic related fatalities are the lowest in decades and the fatality rate per 100 million VMT is the lowest ever recorded in Washington.

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Accomplishments

The most significant accomplishment in 2003 was reaching a statewide safety belt use rate of 95%, the highest rate in the Nation and probably higher than any country in the world. This high use rate has translated directly to 72 fewer occupant fatalities in the year following enactment of the primary safety belt law.

Challenges

Washington faces three major challenges in 2004:

1. Reducing impaired driving related deaths.
2. Maintaining at least 95% safety belt usage, particularly in the face of several lower courts finding the state's primary enforcement safety belt law unconstitutional.
3. Improving the state traffic record systems.

CRASH DATA/TRENDS

	Baseline Data 1994-1997							Progress Report Data 1998-2003				
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003		
Fatalities (Actual)	640	653	712	674	662	637	631	649	659	657		
Fatality Trend		647	668	670	668	663	658	657	657	657		
Fatality Rate /100 million VMT	1.3	1.3	1.5	1.3	1.3	1.2	1.2	1.2	1.2	1.2		
Fatality Rate Trend		1.3	1.4	1.4	1.3	1.3	1.3	1.3	1.3	1.3		
Injuries (Actual)	5,331	5,438	5,249	na	na	na	na	na	na	na		
Injury Trend		5,385	5,339	5,339	5,339	5,339	5,339	5,339	5,339	5,339		
Fatality & Serious Injury Rate/(100 million VM	12.52	12.37	12.1	na	na	na	na	na	na	na		
Fatality & Serious Injury Rate Trend												
Fatality Rate/100K Population	11.9	11.96	12.8	11.9	11.5	10.9	10.71	10.9	10.9	10.9		
Fatality Rate Trend/100K Population		11.9	12.2	12.1	12.0	11.8	11.7	11.6	11.5	11.5		
Fatal & Serious Injury Rate/100K population	111.3	111.4	107.1	na	na	na	na	na	na	na		
Fatal & Serious Injury Rate Trend /100K population												
Alcohol Related Fatalities	296	305	353	266	286	243	248	243	262	262		
Alcohol Related Fatality Trend		300.5	318.0	305.0	301.2	291.5	285.3	280.0	278.0	278.0		
Proportion of Alcohol Related Fatalities												
Alcohol Proportion Trend												
Alcohol Related Fatality Rate/100M VMT	0.62	0.62	0.72	0.52	0.55	0.46	0.46	0.45	0.48	0.48		
Alcohol Fatality Rate Trend		0.62	0.65	0.62	0.61	0.58	0.56	0.55	0.54	0.54		
Percent of Population Using Safety Belts	77.00%	80.00%	81.00%	78.00%	#####	81.10%	81.60%	82.60%	92.60%	94.80%		
Safety Belt Use Trend		78.50%	79.33%	79.00%	#####	79.37%	79.69%	80.05%	81.44%	83.42%		

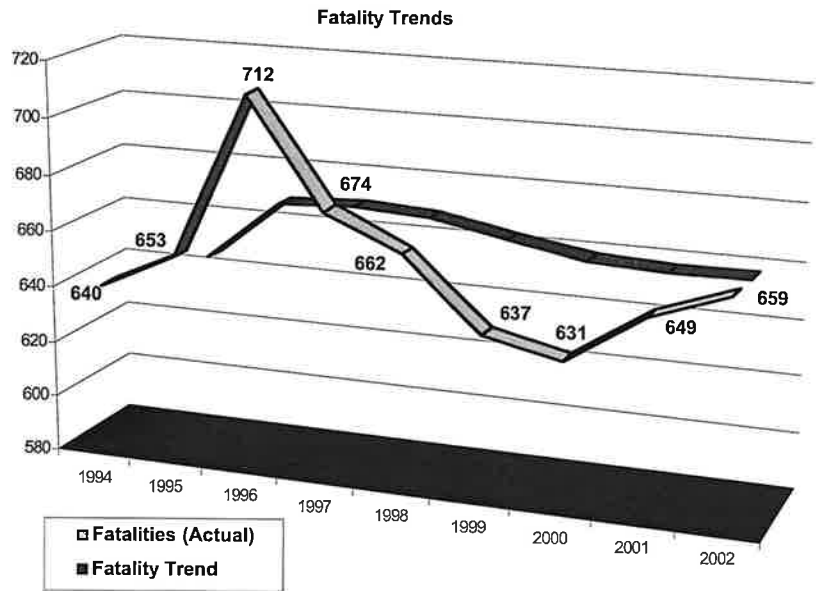
Reliable injury data is not available from the mid 1990s through 2002 due to technical problems with the crash data system. This problem affects the chart above and any of the following performance measures and trends that rely on injury data.

PERFORMANCE GOALS AND TRENDS

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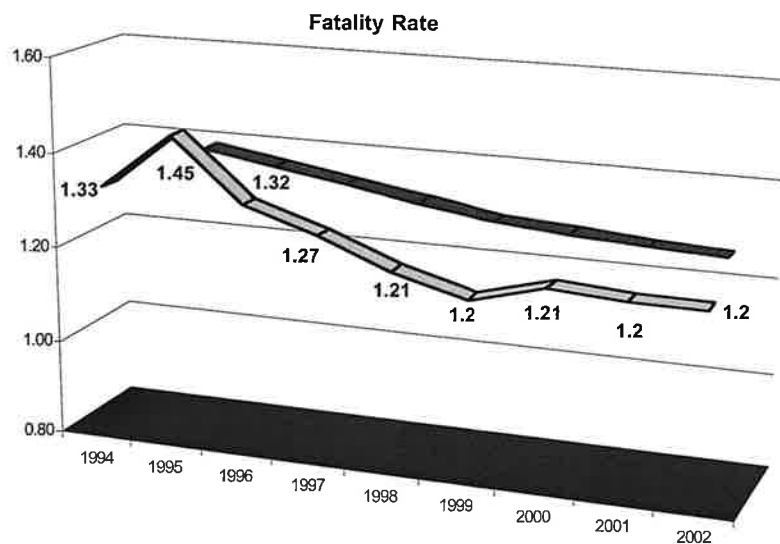
Goal: Fatalities
Baseline

Reduce traffic fatalities to 590 by 2005
1994 Baseline Data = 640



Goal: Fatality Rate/VMT
Baseline

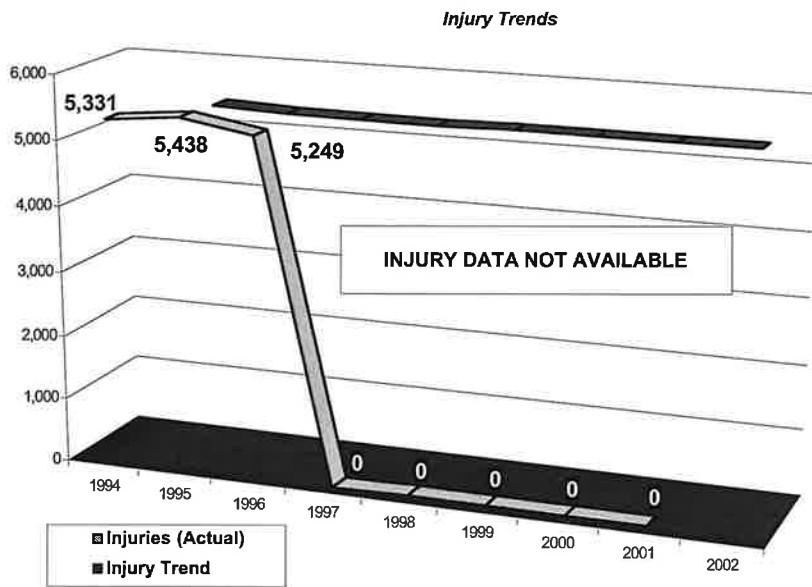
Reduce fatality rate per 100M VMT to 1.10 by 2005
1994 Baseline Data = 1.3



PERFORMANCE GOALS AND TRENDS

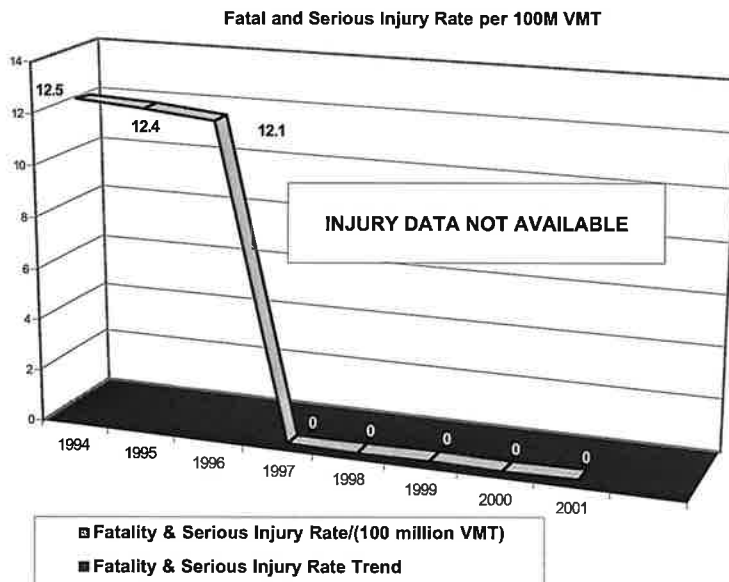
Goal: Injuries
Baseline

Injury data not available
1994 Baseline Data = 5,331



Goal: Fatal and Injury Rate/VMT
Baseline

Injury data not available
Baseline Data - 12.5



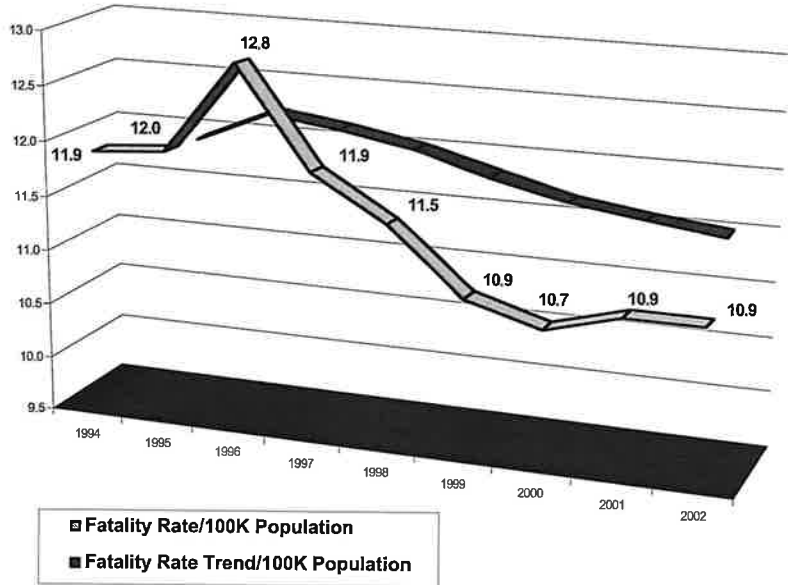
PERFORMANCE GOALS AND TRENDS

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Goal: Fatality Rate/100K Population
Baseline

Reduce fatality rate per 100k pop to 10.25 by 2005
1994 Baseline Data = 11.91

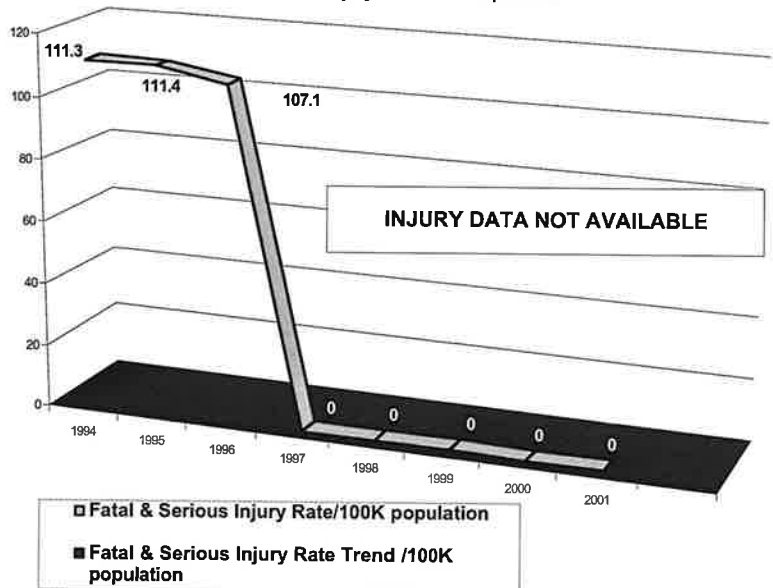
Fatality Rate/100K Population



Goal: Fatal/Injury Rate/100K Population
Baseline

Injury data not available
Baseline Data - 111.3

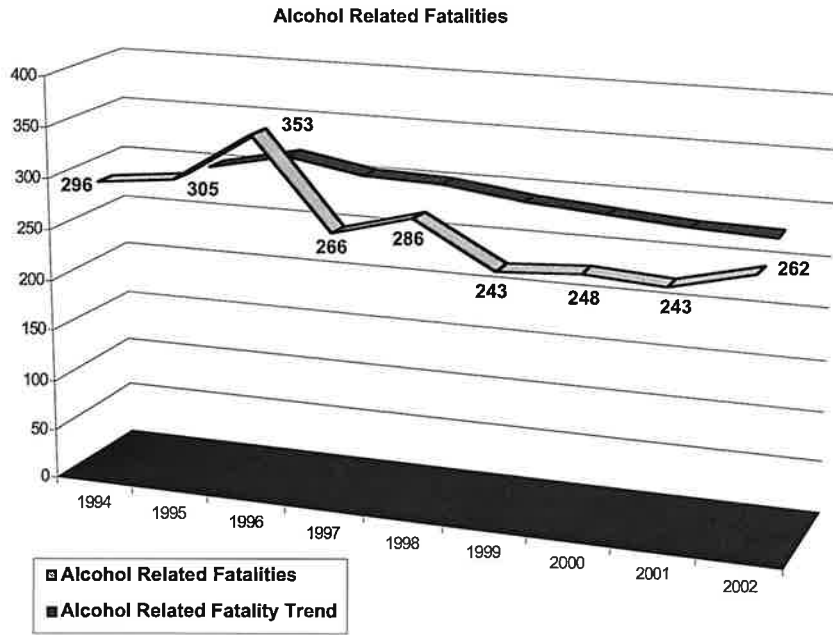
Fatal and Injury Rate /100K Population



PERFORMANCE GOALS AND TRENDS

Goal: Alcohol Fatalities
Baseline

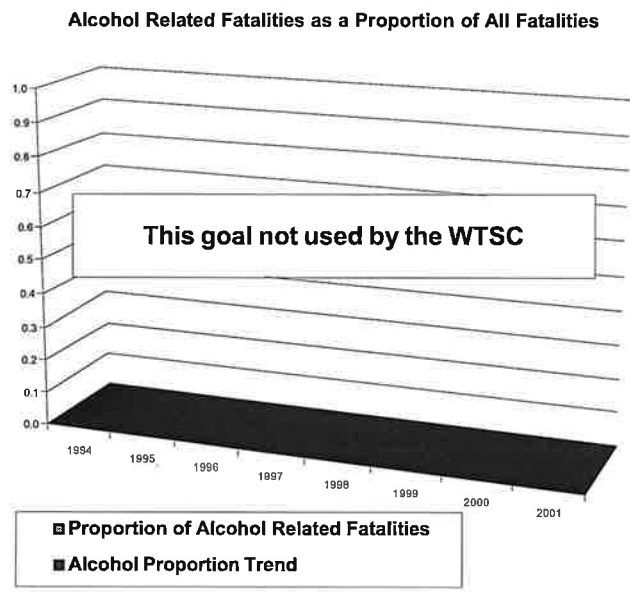
Reduce drinking driver fatalities to 225 by 2005
1994 Baseline Data = 296



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Goal: Alcohol Fatality Proportion
Baseline

This goal not used by the WTSC
Baseline Data - NA

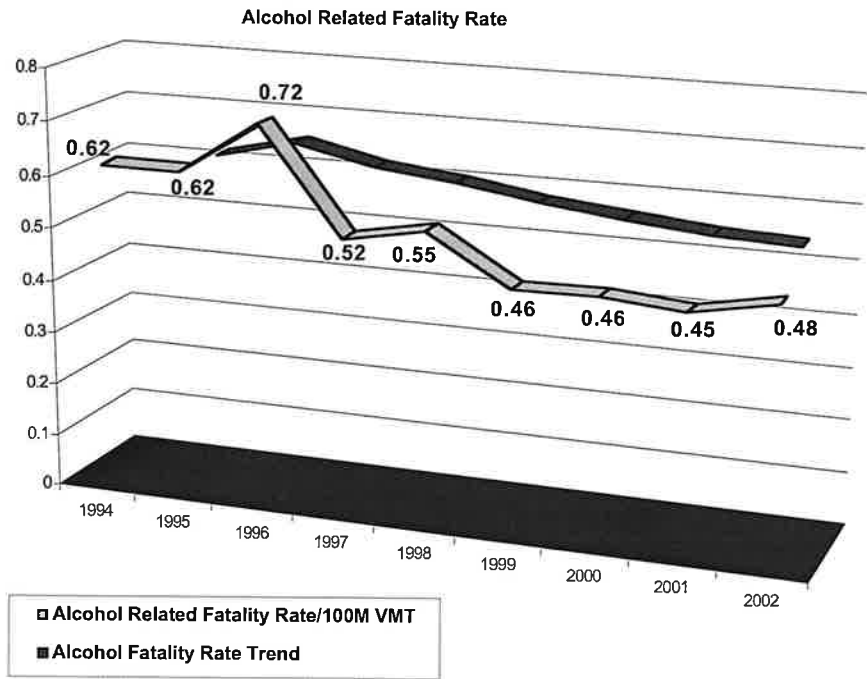


PERFORMANCE GOALS AND TRENDS

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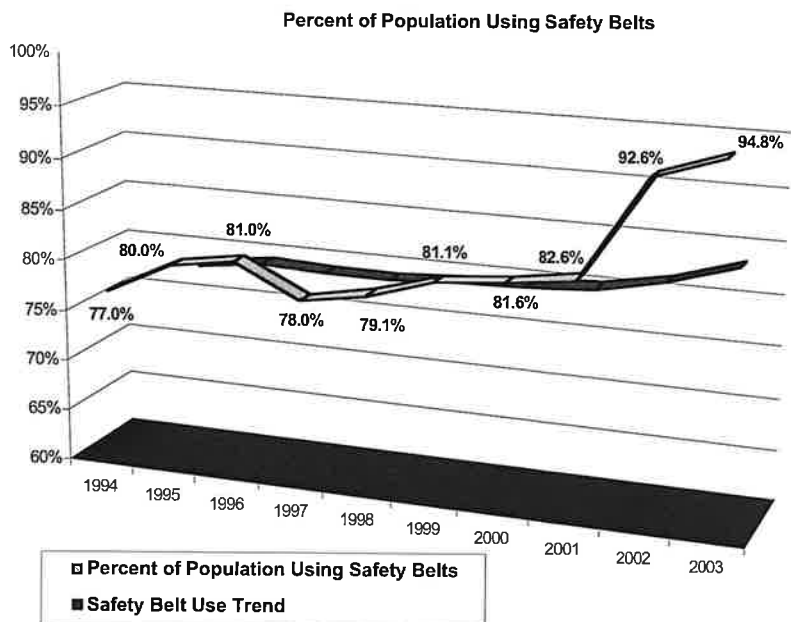
Goal: Alcohol Fatality Rate/VMT
Baseline

Reduce drinking driver fatal rate per VMT to 0.40 by 2005
1994 Baseline Data = 0.62



Goal: Safety Belt Use
Baseline

1994 Baseline Data = 77.0%



THE PUBLIC INFORMATION AND EDUCATION PROGRAM



The goal of the Washington Traffic Safety Commission's Public Information and Education Program is to increase public awareness about traffic safety issues and to supplement the efforts of the other Commission programs.

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The Commission participated in numerous statewide law enforcement campaigns to keep seat belt use rates at historic high levels. Washington now boasts the highest seat belt use rate in the United States and has one of the highest rates of seat belt use on the planet. Getting to this high seat belt use rate involved implementing a formula of stepped up law enforcement efforts combined with statewide publicity. The goal of the publicity is to warn drivers that law enforcement will be ticketing unbelted drivers. The publicity is then followed by enforcement. Because of the success of this "Click it or Ticket" formula for changing driver behaviors, this same formula was applied in

other traffic safety arenas, to combat the impaired driving problem, to promote pedestrian safety in school zones and other pedestrian problem areas and to promote greater awareness about rules for newly licensed teen drivers.

Two large enforcement/publicity campaigns were implemented this year to promote seat belt use and two other large campaigns were implemented to combat the impaired driving problem.

Publicity efforts involved extensive radio and television campaigns supplemented by broad scale stakeholder work statewide to get the traffic safety messages picked up as news stories and to extend the reach of the publicity campaigns with posters, fliers, billboards, bumper stickers and banners distributed at the local level. Web page ads were also purchased.

THE PUBLIC INFORMATION AND EDUCATION PROGRAM
(CONTINUED)

Press releases, photo releases, radio news releases, ad slicks and guest editorial copy were all distributed in a targeted fashion to the print media statewide. Radio news releases included audio sound bites to ensure that the story was picked up by radio newscasters.

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Those involved with the dissemination of campaign materials included Community Traffic Safety Task Force Programs, law enforcement public information officers and school resource officers, hospital marketing specialists, child passenger safety team members, local health department community relations professionals, civic groups like Mothers Against Drunk Driving and Students Against Destructive Decisions, insurance professionals, drivers education instructors, trauma nurses and emergency response professionals. In addition to putting up posters and distributing fliers, these stakeholders gave presentations at the local level with educational videos and display materials,



as well as speaker points developed by the Commission. They also found places at the local level where banners could be hung against public buildings, and where free ad placements could be obtained. They also helped organize press conferences and other media events.

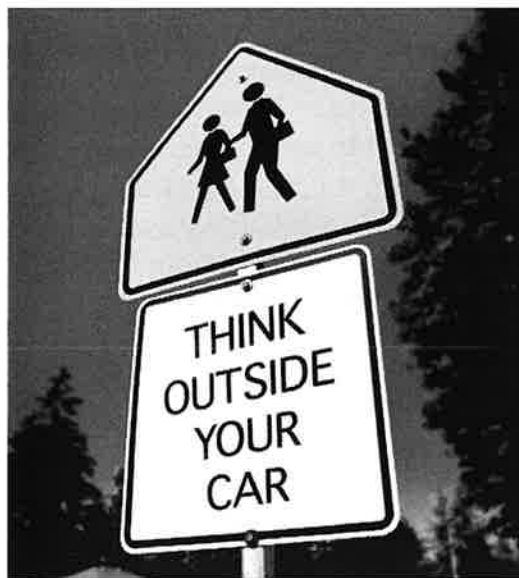
Educational outreach materials were developed for Spanish language media and air buys were conducted to reach to the Spanish speaking population of

Washington. Posters and fliers were developed in Spanish for use by stakeholder groups to reach the Spanish speaking population. Materials were also developed in Korean and other Asian languages. Television public service announcements were carried on Korean television stations and in print media.

The slogan for the impaired driving campaign was "Drive Hammered. Get Nailed." This was very popular in the law enforcement community. Local public works officials were instrumental in putting this slogan, as well as the Click it or Ticket slogan, on variable message road signs throughout the state. These signs are the moveable electronic billboards that are commonly used to advertise "Accident Ahead" or other road traffic changes.

THE PUBLIC INFORMATION AND EDUCATION PROGRAM
(CONTINUED)

A statewide publicity campaign combined with an enforcement effort was conducted to improve pedestrian safety in school zones. Posters and other print materials were developed and distributed to schools; a radio public service announcement was developed and an air buy conducted to get the word out about this project.



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In addition to the seat belt and impaired driving public education and enforcement campaigns, the Commission worked hard this year to increase the visibility of the Intermediate Driver License (IDL) regulations for newly licensed teen drivers. The State Farm Insurance Companies@ participated in a big way, donating \$50,000 toward the cost of a publicity campaign to let parents know of the IDL regulations. More important than this sizeable contribution: State Farm donated air time valued at \$600,000 to get the message out and volunteered 300 State Farm offices statewide as points of distribution for posters, brochures and other educational materials.

To increase law enforcement efforts on Intermediate Driver Licensing a pocket card was developed and distributed and a law enforcement training video is being developed.

To ensure that the messages people are receiving on the seat belt and impaired driving issues are having the impact that the Commission expects, market research was conducted to elicit feedback. Close to 200 people were surveyed about their opinions about the public service announcements developed on the seat belt and DUI themes, as well as their opinions about key messages on these important topic areas. Some interesting findings of the opinion survey research: public service announcements that feature actual crash scene footage were rated "most impactful" by the respondents, and messages about children being killed in crashes attracted peoples' interest and concern. Teenagers were

more inclined to listen to real stories of people killed in DUI crashes than they were to lively, musical anti-DUI ads. Funny seat belt public service announcements were liked by people but not deemed as impactful as crash scene ads. The Commission will continue to conduct market research to ensure that our public service announcements are having the desired impact on the target audience.

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The Commission conducted extensive activities to get the news media to pick up traffic safety stories. Press conferences were organized with local stakeholder groups and individual reporters were extensively "pitched" with story ideas. The result was extensive coverage of traffic safety messages in the media to supplement the paid advertising. For example; collateral materials (posters, bumper stickers), and road signs that say "Alcohol Limit .08" and "Seat Belts Required - Click It or Ticket."

To promote seat belt use among the teen population, special posters and static window cling stickers were developed using teen models and a funny theme. Then an educational survey was conducted at high schools statewide, which was designed to get teens to think about the benefits of wearing a seat belt. Teens who filled out the survey forms were given a chocolate bar for an incentive. Because of the unique nature of this marketing approach, the teen seat belt survey was publicized as a news story in the print media, adding to the reach of the seat belt message.

Seat belt promotional materials were also developed with the image of television actor Erik Estrada, who is particularly popular among the Latino population, as well as Seattle Seahawk superstar quarterback Matt Hasselbeck who, fortunately, was instrumental in getting the Seahawks into the playoffs this year. The Commission also partnered with the Everett Aquasox baseball team to bring the anti-DUI campaign to that audience with a booth set up at games and educational materials disseminated.

A seat belt educational video was developed for use by stakeholders. This powerful ten-minute video was picked up by Volkswagen of America and distributed nationally as part of a high school seat belt promotional campaign

THE PUBLIC INFORMATION AND EDUCATION PROGRAM
(CONTINUED)

Volkswagen is conducting with National Scholastic Magazine.

In addition to these major publicity campaigns, the Commission continued efforts to:

- Promote booster seat and child car seat use through the dissemination of brochures and posters.
- Combat drowsy driving through the distribution of educational materials and videos,
- Promote safety for pedestrians, bicyclists and motorcyclists through the dissemination of safety materials.



As was the case in previous years, quality traffic safety programs and efforts at the local level were recognized at a statewide awards program held as part of the Impaired Driving Conference.



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A new logo was developed for the Commission and the WTSC web page materials were updated as additional public education program activities.

IMPAIRED DRIVING PROGRAM

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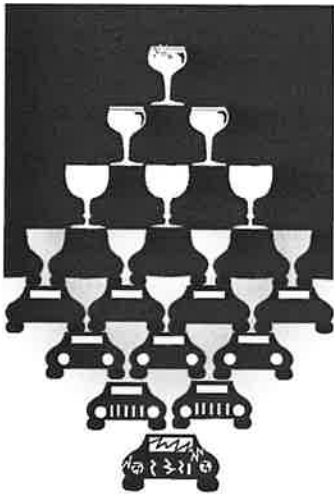
rograms supported with section 410 incentive funds:

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Impaired Driving Program Coordination – This project funded the impaired driving activities of WTSC.

Brochures, videos, and other educational materials dealing with impaired driving were developed and distributed.

The "Drive Hammered – Get Nailed" DUI Campaign was conducted during the Christmas Holidays and during the summer in August. Overtime funds were provided to law enforcement agencies for DUI enforcement. Over 150 law enforcement agencies participated in the campaigns. A comprehensive public information campaign was developed to warn the public of these additional patrols.



A new DUI arrest report form was developed and distributed which will reduce the time it takes an officer to process a DUI. A training video was developed and sent to all law enforcement agencies in the state on the use of the new form. A judicial education program was developed to address the issues surrounding DUIs. Three half-day sessions were held addressing issues relating to impaired driving and licensing. Approximately 50 judges attended the three sessions.

A comprehensive study of the impact of Seattle's Vehicle Impound Law was completed. This was a hold over project from last year. The Rand Corporation did the evaluation for the City of Seattle. The primary conclusion of the study for traffic safety purposes is that Driving While Suspended 3rd degree offenders do constitute a traffic safety concern. They do have more accident involvement than the rest of the driving population.

The 15th Annual Impaired Driver Traffic Safety Conference was held at the Sea-Tac Marriott December 3-5, 2002. Over 400 attendees participated in workshops and heard national speakers talking about impaired driving issues.

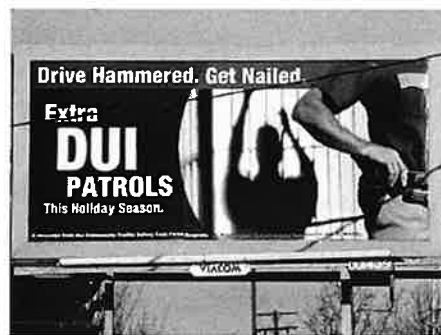
IMPAIRED DRIVING PROGRAM
(CONTINUED)

At the conclusion of the conference, attendees participated in a brainstorming session and came up with ideas on how to make Washington's DUI system even better. Some of the ideas included: sobriety checkpoints, streamlining the paperwork, tougher sanctions, and DUI courts.

Finally, project funds were used to support the Washington State Drug Evaluation and Classification Program (DRE). This program is coordinated by the Washington State Patrol (WSP) and represents 24 municipal agencies, 15 county agencies, and WSP. This year the program saw a 60% increase in drug arrest evaluations from 650 to 1,034.

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Minors in Prevention Program – This project allowed teens in rural Eastern Washington to participate in the effective MIP program in Spokane. It is a diversion program that allowed first time alcohol related offenders to avoid prosecution by successfully completing the program.



DRE Overtime Program – This project funded DRE overtime. The goal was to save citizens' lives by increasing DRE availability in order to increase successful prosecution of drug-impaired drivers.

Northwest Region EMS and Trauma Care Council – This project funded the Sober Roadways Program and the Youth DUI Victims Panels in Kitsap and surrounding counties. Presentations were made to approximately 7370 young people throughout the region.

East Region EMS and Trauma Care Council – This project funded the high school mock crash program in the greater Spokane area. The integration of reality, education and community involvement provided the authenticity and balance to validate the experience for over 1500 high school students in six high schools.

Washington Association of Prosecuting Attorneys (WAPA) – This project funded an experienced prosecuting attorney who traveled to individual counties to train and mentor newly hired deputy prosecuting attorneys before they handled a significant number of criminal traffic offenses. In addition to helping individual

**IMPAIRED DRIVING PROGRAM
(CONTINUED)**

counties, the WAPA attorney held 3 regional trainings in Eastern Washington. These regional trainings were attended by county, municipal prosecutors, and law enforcement personnel. In addition to the training sessions, WAPA's staff attorney was able to develop and distribute a DUI Prosecution Training Manual.

- 18** Greater Spokane Substance Abuse Council – This project funded programs in the greater Spokane area directed at middle school, high school, and higher education students on high risk behaviors and their deadly consequences. 35 presentations were made to over 6,000 youth and adults.

El Protector Program – This is a bi-lingual and bi-cultural program developed by the Mabton Police Department to address traffic safety issues in the Yakima Valley.

Targeting the Hispanic community, the program has not only informed people about issues concerning drinking and driving and underage drinking, it also focuses on increasing seatbelt and car seat use.

IMPAIRED DRIVING PROGRAM
(CONTINUED)

P

rograms supported with section 163 funds:

Washington Trauma Society – This project funded through the Washington Trauma Society the training and travel support for the 8 regional EMS and Trauma Care Councils.

King County Fire and Life Safety Association – This project funded the Think Again program to more than 4500 high school students in King County. This is a DUI prevention program presented by trained EMS and Fire Department personnel.

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Skagit County Emergency Services Enhancement – This project funded the a Task Force that explored ways to improve mobility and safety through traffic management, reduce congestion and delays through traffic incident management, explore new technologies, and save lives with enhanced emergency services.

P

roject supported with section 157 funds:

Department of Health (DOH) – Project funds were used by DOH to address DUI prevention and other traffic safety issues through the statewide EMS and Trauma Care System. Additionally, DOH implemented a new Brief Alcohol Intervention program in emergency departments to reduce alcohol-related recidivism. Twenty designated trauma facilities received the training.

OCCUPANT PROTECTION PROGRAM

T

he purpose of this program is to increase the proper use of seat belts and child car seats and to provide occupant protection networks with technical assistance and educational resources.

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SAFETY BELTS

Washington continued its involvement in the Click It Or Ticket (CIOT) project in 2003. Modeled after a program that was implemented in locations throughout the United States and Canada, CIOT has been shown to increase seat belt use rates. The campaign consists of informing the public through extensive paid media about coming increased enforcement and then giving grants to law enforcement agencies to increase the enforcement of seat belt laws.



Activities in May/June and August/September of 2003 included a major public information/education effort and a statewide mobilization of police agencies to increase enforcement of the seat belt law. Television and radio announcements were produced to remind the public of the primary seat belt law and that it was being actively enforced. This paid media also increased the exposure of the message through earned media, i.e., radio talk shows and newspaper articles and editorials. One-hundred-thirty police agencies received grant funding for overtime including the Washington State Patrol, county sheriff's offices and city police agencies.

As a result of the CIOT campaign the seat belt use rate increased from 93% to 95%. This rate, which is the highest in the nation, appears to be associated with reductions in the death toll among vehicle occupants. After two years of aggressive CIOT campaigns approximately 70 lives have been saved, a 13% decrease for Washington State. This decrease in fatalities, as well as the projected decrease in serious injuries, will significantly lower the overall cost of traffic crashes in Washington.

Periodic mailings regarding new occupant protection issues were sent to law enforcement, injury prevention, community task force and other identified occupant protection advocates.

OCCUPANT PROTECTION PROGRAM
(CONTINUED)

CHILD PASSENGER SAFETY PROGRAM

The Child Passenger Safety Program is designed to provide child passenger safety awareness, technical training and resources to a wide network of health and safety advocates.

Regular coordination of statewide program efforts is important when managing a diverse and multi-faceted program. Washington's CPS program is run through contracts with the Safety Restraint Coalition (SRC), the Department of Health's SAFE KIDS (SK) program, and the King County Booster Seat Coalition (KCBSC) coordinated by Harborview Injury Prevention and Research Center and Children's Hospital. Monthly meetings between the managers of these programs and the WTSC occupant protection program manager ensure that all agencies concerned are working together on CPS issues in a coordinated and focused manner.



The key to any successful statewide program is coordination at the local level. Both the Safety Restraint Coalition and the SAFE KIDS Program manage teams at the local level. There are over 50 local teams that provide service to 32 of Washington's 39 counties. These teams are responsible for providing their community with child passenger safety education, child car seat checks, and for serving as a resource to schools, doctors, day-cares, parents, and caregivers. The WTSC, SRC, and SK all provide resources to these teams in the form of printed materials, supplies for child car seat checks, mini-grants, and training. These teams conducted more than 1,170 car seat checkups, outreach and education events and trainings.

During this year 199 people were certified as child car seat technicians through the NHTSA Certification course. This brings Washington's total to approximately 700 technicians and 23 certified instructors.

The SRC provides a limited number of child car seats and booster seats for distribution to low income families or individuals at the local level.

OCCUPANT PROTECTION PROGRAM
(CONTINUED)

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The SRC website continues to be a valuable and well-used resource for the residents of Washington. Visitors to the site can:

- Read and download copies of Washington's safety restraint laws
- Compare optimal protection for children in cars against what is required by law
- Order a coupon for \$5 off a booster seat good at Target Stores
- Locate a person who can check the installation of a car seat
- View the child car seat recall list
- Report unbuckled children

The SRC 800-BUCK-L-UP phone line responded to over 6,000 calls this period and received 460 reports of unbuckled children. Letters are sent to the registered owners of vehicles that are seen with unbuckled children inside them with information about what could happen in a crash.

The SRC is in the process of developing a toll free Spanish telephone number for implementation in 2004.

The WTSC, SRC, KCBSC, and the State SK Coalition collaborated to provide Spanish Child Passenger Safety Classes to over 60 people at four locations across the state.

"We Love You – Buckle Up" Early Childhood Education curricula were distributed to preschools, day care centers, and elementary schools and worked with local pupil transportation staff regarding the safe transportation of preschool age and special needs children on school buses. Information and materials were provided to employees of school districts, Headstart programs, and Early Childhood Education Assistance Programs.

The KCBSC forged a new partnership with Target Stores launching a discount booster seat coupon program. Over 27,000 coupons have been disseminated.

The KCBSC developed new materials for the campaign that reflected greater cultural diversity and used simpler language and visuals including a new poster set and a coloring sheet for kids.

OCCUPANT PROTECTION PROGRAM
(CONTINUED)

The KCBSC successfully launched a new Latino Outreach Program to educate Latino families about the need for booster seats and car safety restraints in general. Activities included:

- Coordinated and implemented first child passenger safety training in Spanish, training over 55 Spanish-speaking Washingtonians.
- Developed network of over 30 Latino-oriented organizations in King County to engage in initial stages of campaign
- Surveyed neighborhoods, identified key stakeholder organizations, and conducted baseline booster seat and safety restraint observations in King Co. Latino communities
- Translated existing materials into Spanish, increasing our set from one Spanish fact sheet to 7 pieces
- Educated over 250 families at the first King Co. Latina Health Fair and Fiestas Patrias.
- Laid groundwork for a statewide bilingual child passenger safety hot line, 1-877-7-TU-VIDA, to go live in Fall 2003
- Scripted 8-episode radio novela about child and adult passenger safety for Puget Sound-area Spanish radio station, to be aired in Fall 2003

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The coordinator of the statewide SK Coalition was instrumental in assisting local coalitions and chapters in securing over \$75,000 in additional local grants.

The SK van traveled to over 100 child safety events during the course of the year.

CORRIDOR TRAFFIC SAFETY PROGRAM

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The goal of the Corridor Traffic Safety Program is to implement low cost, near term traffic safety improvements on roadways with high crash, injury and fatality rates. The Washington Traffic Safety Commission, the Washington State Patrol and the Washington State Department of Transportation bring state resources to assist local communities to identify and implement appropriate countermeasures.

The traffic safety benefits in each corridor are immediate and significant. The return on investment averages about \$30 for each public dollar invested.



Project activity during the fiscal year was directed at the following corridor projects:

SR 20 (Phase 2) Milepost 54.51 to 66.89 – Runs between SR 5 at Burlington and Sedro Woolley. This phase of the project was closed out late in the year. The group will reconvene in early 2004 to start problem identification and planning for the next phase, which will lie between Sedro Woolley and Concrete. This new section will include both the State Route and two or three associated county roads.

US 2 Milepost 266.86 to 283.22 – Between the Spokane County Line and the junction with I 90. This Corridor completed its final phase in June of 2003. However, there was still some effort being expended toward the pedestrian issues on this corridor with the installation of LED's on the signs at the new crosswalks.

SR 14 (Skamania County – 15.3 miles running from the county line east to North Bonneville) This project held its first meeting in late May. The task force doubled the length of the corridor that was first proposed and by the end of the 2003 program year was well into development of the action plan. This project should be ready for a public launch in the spring of 2004.

SR 904 (Spokane County) This Corridor extends from the south city limits of Cheney to its intersection with I 90 at Four Lakes, a distance of nearly eight miles. The public/media launch of this project was held in July. A major portion of the public awareness effort on this Corridor is directed at the student population at Eastern Washington University. The public launch in July was followed by a University-based launch in the fall. The public awareness work group continues to develop new materials and avenues for distribution.

SR 4 (Cowlitz County - 17 miles, extending from I 5 to County Line Park) This project has incorporated several minor engineering improvements along with an ambitious law enforcement and public information effort. The results have been impressive. After one year: Total Collisions -16%; Alcohol-Related Crashes - 28%; Fatal/Disabling Crashes - 40%; Drivers Age 18 and Younger involved in Crashes - 35%. This corridor will close out in 2004.

SR 17 (MP27.36 - 50.88) Between I 90 and Othello. The task force for this project has been very aggressive in meeting and tracking progress. In the first year of operation, WSP statistics indicate that there were 55 crashes during the year preceding the Corridor. There were 32 crashes in the first year of the Corridor, a 42% reduction. The radio station in Othello has produced and aired 13 public service announcements at no charge. Seatbelt usage surveys indicate a 97% usage rate. This corridor will close out in November 2003.

SR 3/SR 310/SR 304 (Kitsap County) The task force for this project held its public launch event on April 14, 2003. This project has initiated several innovative public information actions. At the end of the program year progress was being made toward getting Corridor messages on movie screens at the Regal Cinema in the vicinity of the Corridor. Several innovative posters have been developed, are in high demand throughout the area and are being adapted for use on other corridors.

POLICE TRAFFIC SERVICES



The Police Traffic Services program supports state traffic safety goals by providing training, financial support, and projects for the approximately 300 law enforcement agencies within Washington State. Most law



26 enforcement agencies in Washington State have ten or fewer commissioned officers. Because of the economic conditions in Washington State and because of the effect of legislation that limited some revenue sources for law enforcement, most agency budgets cannot provide for the specialized training, equipment, or activities necessary for effective traffic enforcement.

The PTS program awarded over \$2 million to state, county, municipal, and tribal enforcement agencies for specialized training in traffic safety issues, for equipment for enforcement activities, and for high-tech equipment that would not ordinarily be available to perform traffic-related functions. Federal 410 funds were used to fund overtime DUI enforcement by local law enforcement agencies, especially those agencies that participated in corridor projects, as well as for others that participated in multi-jurisdictional activities.

In addition, money was provided from 402 and 410 federal funds for interagency groups studying aggressive driving and street racing and for law enforcement groups that provide advice to WTSC on the effectiveness of its projects. PTS continued to work in concert with the Liquor Control Board and to support the efforts of the Division of Alcohol and Substance Abuse of DSHS to reduce underage drinking and driving behaviors through federal DOJ OJJDP grants. Some grant requests could not be funded with available resources.

WASPC BLOCK GRANT

A block grant of \$250,000 from federal 157 funds was given to the Washington Association of Sheriffs and Police Chiefs (WASPC) to provide equipment grants to local law enforcement agencies. WASPC Traffic Committee members best know the types of specialized police equipment and activities that are needed by the local agencies to further traffic safety efforts in their local communities. Consideration and priority in grant awards were given to agencies that demonstrated a willingness to work with other agencies and to agencies that take part in statewide initiatives, such as 3-Flags, Night of 1000 Stars, Surround the Sound, etc.

WASHINGTON STATE PATROL BLOCK GRANT

Each WSP district throughout the state has special needs for programs and equipment that affect traffic safety within that district. Because these needs may differ, WSP received a block grant of over \$1.5M from federal 157 and 163 funds to allow WSP administrators to tailor available resources to the needs of each district. In general, these funds are used by WSP to increase their enforcement efforts, traffic safety education, district level community policing, and to provide extensive DUI and seatbelt emphasis patrols.

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In addition, WSP continued its highly effective Aggressive Driver Apprehension Team with the purchase of five additional unmarked police vehicles. These federal funds were also utilized to partially purchase a traffic monitoring aircraft, advanced photogrammetry collision measuring equipment, and laser radars.

WASHINGTON CRIMINAL JUSTICE TRAINING COMMISSION

The CJTC received funding through federal 402 funds to provide on-site traffic safety training as well as refresher training in the field at locations throughout the state. Training was conducted or coordinated in collision investigation, radar training, Standardized Field Sobriety Testing, and DUI detection.

AUTOMATED TRAFFIC SAFETY CAMERA PILOT PROJECT

In July 2001, the Legislature directed the WTSC to select five pilot project sites for automated speed and red-light enforcement. The City of Lakewood was the only pilot project that became operational. A report on use of the cameras was presented to the Legislature in January 2003.

In the 03-05 Transportation Budget, the Legislature again directed WTSC to oversee automated camera enforcement projects. This time the projects were limited to failure to stop at railroad crossings, at red lights, and in school zones. The City of Lakewood was the only city in Washington State to request participation in this project. A report on the project is due to the Legislature in January 2005.

BICYCLE AND PEDESTRIAN PROGRAM

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he WTSC's Pedestrian and Bicycle fund supports community and statewide efforts in the continuation and development of pedestrian and bicycle safety programs. This program offers technical support to communities with consultation, training, and materials to conduct specific programs with local audiences.

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This past year WTSC has worked very closely with local law enforcement agencies to provide added enforcement and education on pedestrian safety. The Redmond Police Department and WTSC combined efforts to bring Targeted Crosswalk Enforcement training and educational programs to local jurisdictions. Local grants were allocated to participating agencies for enforcement based on pedestrian problem identification, a public information plan, and continued community education.



A statewide effort utilizing the Targeted Crosswalk plan occurred throughout the state during the transition to daylight savings time to emphasize the importance of pedestrian safety to all drivers and citizens.

A targeted crosswalk study conducted by Dr. Phil Salzberg, WTSC Research Division, identified an enforcement component, and public awareness of this program produced a significant increase in driver compliance with Washington's crosswalk law.

The cities of Kirkland and Redmond are examples of very successful creative and innovative pedestrian experiments this past year. Kirkland installed "in-pavement lighting" in the roadway at the stop bar prior to a marked intersection. This allows the approaching drivers and walkers more visibility and enhances safety for all.

Redmond was the first city on the West Coast to install "in-roadway" pedestrian warning signs. The test site was located near a large mall and parking area. Compliance increased and public reception was positive, so these signs were installed at other locations in the city.

BICYCLE AND PEDESTRIAN PROGRAM (CONTINUED)

The Cooper Jones Advisory Committee is an on-going advisory board to WTSC. Members are representatives of the health, education, enforcement, and insurance arenas as well as Department of Licensing and both sides of the Washington Legislative Transportation Committees. The goals of the committee are to provide direction and research towards projects and programs focused towards the 3 E's: engineering, enforcement and education.

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This past year the Cooper Jones Advisory Committee joined local and other state agencies to host the semi-annual Foot Prints and Bike Tracks Conference. The focus of the conference was to bring together participants to map out issues and solutions for the future.

This past year the Bicycle Alliance of Washington, with grant support from WTSC, began an in depth study into fatal bicycle and pedestrian crashes. This study will identify recurring factors and find solutions to lower the pedestrian and bicyclist death rates.

The Washington Trauma Society acts as an on-going clearinghouse for the distribution of bicycle helmets to children in low-income families. This activity is conducted through eight region EMS Councils and each helmet is properly fitted and accompanied by bicycle safety education. This past year the WTSC completed its seventh statewide bicycle helmet survey. The study identified an increase in helmet usage from 51.1 percent to 64.2 percent.

Mini grants and educational materials continue to be a vital portion of the program. Bicycle and pedestrian safety brochures, law enforcement roll call videos, and the Ped- Bee program are available as resources for Washington's communities.



SCHOOL ZONE SAFETY ACCOUNT

The School Zone Safety account, established by legislative action in 1998, continues to be a vital resource and tool for local law enforcement, schools, and communities. The purpose of the law is to enhance safety in school zones and pupil transportation by doubling the fines of speeding vehicles in school zones. Funds collected are placed into a separate account to be used to sup-

**BICYCLE AND PEDESTRIAN PROGRAM
(CONTINUED)**

port this specific traffic safety program.

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This past year, the WTSC has continued to support school zone enforcement with equipment grants for purchasing specific items that enhance school zone safety. The florescent green/yellow signage is available to all schools at a 50% match in funding to replace or install new signs. Local communities have received funds to improve lighting in school zones and provide local youth education in pedestrian and transportation safety.

Safe Routes to School plays a significant role in education and community involvement and WTSC is currently involved with ICBC of Canada to bring their Internet based Safer School Travel Program to Washington. This program will provide the tools to implement pedestrian programs at all levels in local schools. Fifteen schools have signed on for the initial start of the program, and the intention is to open the project to all schools next school year. Canada has shown a 23% reduction in crashes and injuries in townships where this program has been successful.

This past year, the School Administrators Guide to Pedestrian Safety handbook was distributed to every elementary school and transportation manager in the state. This book helps schools establish safe walk route for all students, which is in compliance with the Washington Administrative Code.

SENIOR DRIVERS PROGRAM

The WTSC is re-examining the issue of senior driver safety and mobility, assessing available educational materials and looking for gaps to be filled. Senior driver classes are also being observed with special attention being paid to questions and concerns raised by the older drivers themselves. There are several state level agencies and workgroups that have begun to work in this area. Jefferson County piloted a program that offered free driver refresher courses for seniors to encourage attendance and reach new students, which proved very successful. A national speaker was also brought in to hold two workshops on the topic of 'handing over the keys' – how to determine if it is time to stop driving, and how to talk with relatives or loved ones that you suspect should no longer be driving.



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YOUTH TRAFFIC SAFETY PROGRAM

In FY 2003 WTSC continued to offer youth traffic safety funds directly to schools and youth organizations to assist them in their local efforts. Several high schools across the state were awarded mini-grants to support their traffic safety activities, and assistance was given to students to attend regional SADD (Students Against Destructive Decisions) conferences and the second annual state SADD conference. Funds were also provided directly to support the state SADD conference, which featured a Canadian speaker who talked to students about not getting into a car with impaired or aggressive drivers, as well as student-led workshops on a variety of traffic safety topics.



INTERMEDIATE DRIVERS LICENSE (IDL)

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In response to the need to educate teen drivers, parents, and law enforcement and to encourage proper enforcement of the Intermediate Driver License Law (IDL), the Washington Traffic Safety Commission is sponsoring and leading an interagency Intermediate Driver License Implementation Committee. The committee has implemented two strategies that will improve the effectiveness of the IDL law; education of teens, law enforcement and parents about the provisions of the law and requesting the legislature to change to current statute to make it easier to understand and increase compliance. The education efforts include:

- Funded a law enforcement pilot project to learn how to better enforce the law.
- Developed, printed and distributed an IDL Law Enforcement Pocket Card.
- Expanded public information campaigns. Partnered with State Farm Insurance to develop and distribute an IDL brochure & poster, as well as television & radio spots (PSA's). Poster and brochure were mailed to all high schools, junior high schools, Licensing Service Offices, commercial driving schools and State Farm agents in the state. PSA's began airing on September 22, 2003.



Future plans include developing and distributing a law enforcement roll-call video and sponsoring parent-teen forums that focus on licensing issues.

COMMUNITY TASK FORCE PROGRAM



In FY 2003, there were 24 Community Traffic Safety Programs, or task forces, across Washington State. WTSC provided the funding for all task forces and their project directors to meet twice during the year – in the fall and in the spring. Coordinators also were given scholarships to attend WTSC's 3 Flags occupant protection trainings and the annual impaired driver conference in December. Task forces are eligible for mini-grants throughout the year to support their efforts, as well as a limited number of special project grants for more substantial items or efforts – for example, one county used funds to support overtime emphases in school zones during the first 2 weeks of school, and another county updated and improved their traveling display board which is used at community and school events within the county.

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Funds were also provided in FY 03 to help pay coordinators' salaries for the six newest traffic safety task forces – in Chelan-Douglas, Benton-Franklin, Pacific, Grant, Jefferson, and Kittitas counties.

MILITARY TRAFFIC SAFETY PROGRAM

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Washington State currently is home to three branches of military service (Army, Navy and Air Force) in six counties (Island, Kitsap, Pierce, Snohomish, Spokane and Yakima). According to the Department of Defense, motor vehicle fatalities have increased among military personnel in the last four years. The need for traffic safety education and enforcement programs aimed specifically at military personnel is crucial, especially in light of the fact that many service members have been returning from long deployments during the past year. The military installations in the counties of Kitsap, Pierce, Snohomish, Spokane and Yakima have been well served by their local Traffic Safety Coordinator in terms of traffic safety education and resource development. The following efforts to combat drinking and driving among service members and improve traffic safety in and around military installations in the past year have been accomplished by the Traffic Safety Commission:

1. Provided mini-grant to Airmen Against Drunk Driving, Fairchild Air Force Base. Their goal is to reduce drinking and driving among service members by provided no cost transportation to service members who have consumed alcohol.
2. Arranged and provided travel for a State Trooper and a Kitsap County Deputy to board the USS Rainier in Maui, HI to provide traffic safety education to sailors during their sail back and before they docked in Bremerton, WA. The training focused on drinking and driving, seat belt usage, child passenger safety, the Kitsap County Corridor Traffic Safety Project and general traffic safety information and was very well received and effective.
3. Currently a "Under 21, Zero Tolerance" brochure and poster aimed at service members that addresses the "zero tolerance" drinking and driving laws in Washington State are available on the Traffic Safety's website. This information is available to order for free and has been distributed among the military installations.

PAID MEDIA PROGRAMS AND RESULTS

Describe how the paid media funds were used and an assessment on the effectiveness of the public service messages. Base the assessment on data collected on paid advertising and on non-paid public service announcements.

Media funds were used to purchase radio advertising to complement public service announcements (PSAs) in campaigns aimed at high-risk populations (males ages 21 – 34). The two major campaigns (impaired driving and seat belt use) were organized around enforcement campaigns where local and state law enforcement used grant funds to pay for overtime patrols to target specific traffic safety objectives. Campaigns were also organized to coincide with priority emphasis dates identified by the National Highway Traffic Safety Administration.

Specific campaigns and dates:

The seat belt campaigns, based on the **Click it or Ticket** model, were conducted during the months of May/June and August/September, 2003. The May/June campaign paid media budget was \$400,000. The August/September budget was \$300,000. The Commission conducted a bid process to identify a company that specializes in conducting media placements. This company selected Optimedia, Inc. of Seattle and researched the radio markets statewide to determine which radio stations currently reach the 21-34 year old male high-risk population. Optimedia then negotiated the air buy with the radio stations and obtained one free media placement for every purchased media placement. Placements were also selected based on feedback from Community Traffic Safety Task Force Programs, Community Corridor Project participants and other local level stakeholders.

The **impaired driving** radio campaigns were scheduled to coincide with grant funded enforcement campaigns and the schedule set forth by NHTSA. Similar to the seat belt campaigns, the goal of the impaired driving campaigns was to put people on notice that extra law enforcement patrols were being scheduled to target impaired drivers. The DUI campaigns included a \$100,000 budget in



August 2003 and a \$200,000 paid media budget in November 2003. In addition, as a result of a joint partnership with PEMCO Insurance, the Commission sponsored a \$12,000 anti-DUI campaign in July 2003. All of the radio air time purchases were negotiated by Optimedia, Inc., with the goal of getting at least one free air time placement for each placement purchased and of reaching the high risk male target market.

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A third campaign involved a partnership with State Farm Insurance Companies and was aimed at educating parents of newly licensed teen drivers about the state's new **Intermediate (graduated) Licensing** law. The paid media budget was \$50,000 and resulted in 400 television slots purchased by State Farm and 1200 radio placements. The campaign reached 80 percent of the adult population of the state with a frequency of four times.

Evaluation of effectiveness of paid media expenditures:

WTSC sought to confirm that the PSAs produced and aired were being received by the target audience in a manner that was consistent with the WTSC's expectations, so a research project was conducted to test the impact of the



PSAs, as well as to explore the feasibility and efficacy of an alternative mode of market research.

Standard market research commonly utilizes the "focus group", which is a group of about ten people whose opinions are gathered and evaluated. The cost of a traditional market research focus group is \$8000 and the number of opinions (ten) is small.

Unless large numbers of focus groups are held, which is cost-prohibitive for a small agency, an organization is not able to achieve message saturation. When messages start being repeated, solid themes emerge and can be generalized to a larger population, such as the population of the state.

The goal of the WTSC Mall Market Research Project was to obtain a large public opinion sample on the topic of the radio and T.V. seat belt and DUI PSAs with the expenditure of a small amount of money (the budget for the project was \$1000).

Working with staff we first identified questions about the PSAs that would tell us if they achieved the expected objective. The questions also asked people to tell us which of several messages they found most persuasive.

The program's objectives include:

- Assess the effectiveness of the "Click It or Ticket" and the "Drive Hammered. Get Nailed" programs based on participant feedback.
- Gather as much information as possible without incurring high costs;
- Determine whether the following four goals that WTSC uses to guide development and production of television and radio spots have been met. Radio and television spots must:
 - Stand out among the clutter of the approximately 2,000+ media messages an individual encounters each day;
 - Inform the public about a traffic safety enforcement campaign that is either pending or underway;
 - Entertain the public without presenting the message in an amateur or annoying way; and
 - Present the message in such a way that the public can accept it without any negative reaction or publicity;
- Determine whether media spots are influencing behavioral changes.

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WTSC rented space in a busy shopping mall in Olympia, Washington and set up three semi-private booths staffed by a WTSC staff market researcher and equipped with a television and VCR. WTSC staff members distributed fliers to mall shoppers alerting them to the market research project.

WTSC paid project participants \$10 to watch two television spots and answer four questions posed by the market researcher. Participants were also provided snacks to encourage them to spend as much time as necessary to answer the questions thoroughly.

WTSC's Mall Market Research Project achieved the following results:

- Over 100 interviews were conducted. The cost to conduct the mall

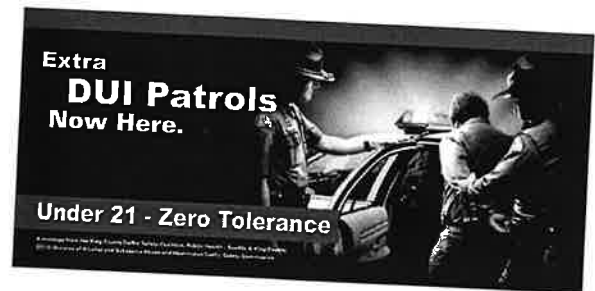
research was one-eighth the cost of a traditional focus group and obtained important feedback from ten times the number of participants.

- After analyzing the responses, WTSC drew the following conclusions:
 - Respondents overwhelmingly support the "Click it or Ticket" enforcement project. All but one person said that they supported enforcement of the state's seat belt law.
 - A large number of respondents said that protecting children is the most powerful message in gaining public support for the seat belt project.
 - Respondents said they don't have a lot of sympathy for people who get ticketed for not wearing seat belts.
 - Teen respondents said personal stories (true stories) about people who lost loved ones as a result of a drunk driver were the most effective messages among the PSAs.
 - All respondents favored a seat belt PSA developed by the WTSC that utilized actual crash footage.
 - A funny seat belt PSA received the expected reaction (i.e. people laughed and were not offended), but it didn't hold the persuasive force of the crash scene PSA, according to respondents.
 - Numerous teens responding to a music PSA (on the DUI theme) said, "That sounds like something an adult would think a teen would like, but that's not something a teen would like." Surprisingly, numerous adults said of the same PSA, "That's something that would appeal to teens." It didn't, but it did appeal to adults.
- WTSC conducted a second market research project at the state Fair in Monroe, Washington, in September, where another 100 participants were interviewed with similar findings.

PAID MEDIA PROGRAMS AND RESULTS (CONTINUED)

Overall results:

Washington has the highest seat belt use rate in the USA at 94.7%. While impaired driving deaths have been on the increase nationally, impaired driving deaths have declined slightly in Washington in the past few years.



TRAFFIC RECORDS AND RESEARCH

RESEARCH REPORTS PUBLISHED:

Salzberg P. & Moffat J. Ninety Five Percent: An Evaluation Of Law, Policy, and Programs to Promote Seat Belt Use in Washington State.
Olympia: Washington Traffic Safety Commission, 2003.

Salzberg P. & Thurston R. Seat Belt Use Rates in Washington State, 2003.
Olympia: Washington Traffic Safety Commission, 2003.

Salzberg P. & Moffat J. Evaluation of Targeted Pedestrian Enforcement.
Olympia: Washington Traffic Safety Commission, 2002.

Salzberg P. & Yamada A. Drunk Driving Trends In Washington State: Evaluation Of The 1998 DUI Laws.
Olympia: Washington Traffic Safety Commission, 2002.

Salzberg P. & Moffat J. Ninety Three Percent: An Evaluation Of The Primary Seat Belt Law And The Click It Or Ticket Project In Washington State.
Olympia: Washington Traffic Safety Commission, 2002.

Salzberg P. Cell Phone Use by Motor Vehicle Drivers in Washington State.
Olympia: Washington Traffic Safety Commission, 2002.

PROGRAM ACTIVITIES:

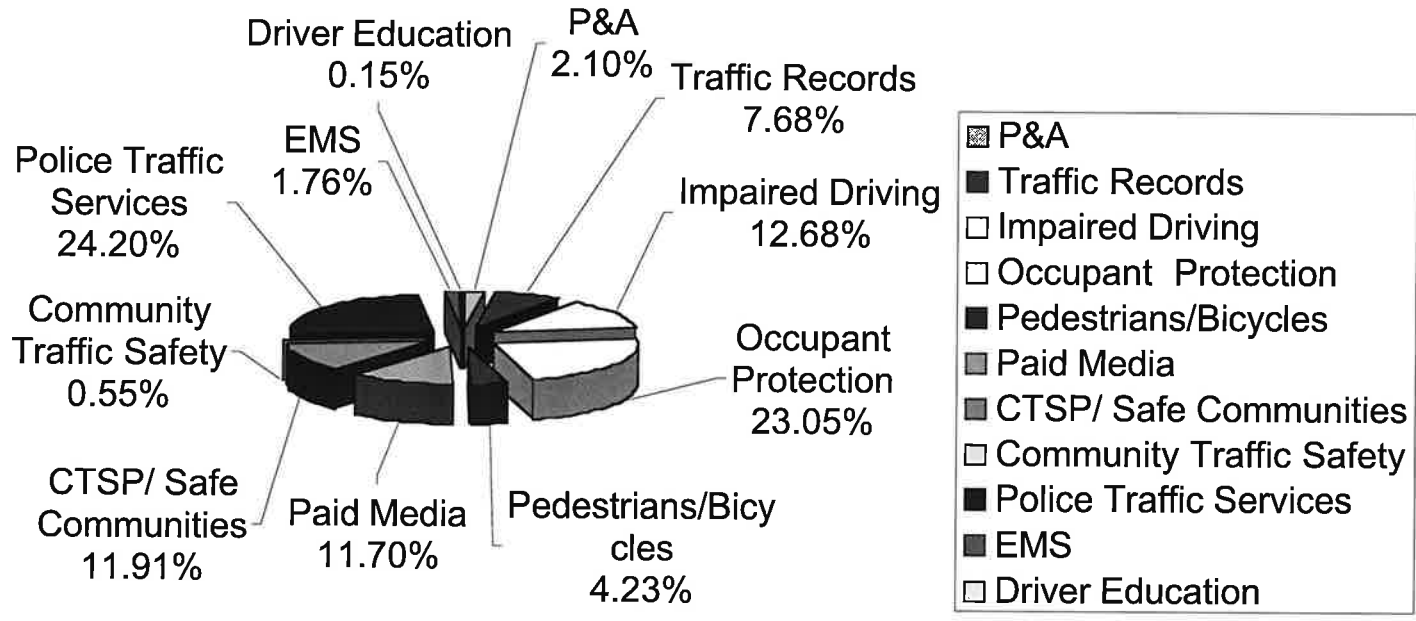
- Policy analyses on legislative issues included the motorcycle helmet law, uninsured drivers, and privatization of liquor sales.
- University research projects included a UW study of hospitalization costs for injured MV occupants who had not used seat belts and a WSU observation survey of child booster seat use.
- Presentations to the National Safety Council 2003 Traffic Records Forum were made on the ninety-three percent paper and the targeted pedestrian enforcement paper.
- Development of a traffic records strategic plan was initiated.
- A formal Traffic Records Assessment of Washington State's data systems was conducted by NHTSA.

TRDC PROJECTS:

Study of the public costs of MV injuries was initiated, and a final report is to be completed by early 2004.

Studies of vehicle speeds in school zones and evaluation of center line delimiters in school zones were initiated; data analysis and final reports are in progress.

	402	405	410	411	154	157	157	163	164	2003b	Total	% of Total
P&A	\$184,189										\$184,189	2.1%
Traffic Records	\$467,810			182,495				22,000			\$672,305	7.7%
Impaired Driving	\$95,809		1,014,075								\$1,109,884	12.7%
Occupant Protection	\$229,763	688,871				599,704	315,225	123,867		60,762	\$2,018,192	23.1%
Pedestrians/Bicycles	\$367,567							2,675			\$370,242	4.2%
Paid Media	\$433,472					100,000	283,085	207,504			\$1,024,061	11.7%
CTSP/ Safe Communities	\$1,042,762					0					\$1,042,762	11.9%
Community Traffic Safety	\$39,292					8,438					\$47,730	0.5%
Police Traffic Services	\$226,139					1,692,390		199,999			\$2,118,528	24.2%
EMS	\$0					66,960		87,388			\$154,348	1.8%
Driver Education	\$0							12,759			\$12,759	0.1%
TOTAL											\$8,755,000	



NOTEWORTHY PRACTICES

Project Title: Click it or Ticket

Target: Increase safety belt use rate

Program Area: Occupant Protection

Problem Statement: In June 2002, Washington moved from a secondary enforcement safety belt law to a standard enforcement law. After two subsequent CIOT campaigns in 2002, the state rate rose from 82% to 91%. We were concerned that after the initial high compliance, the rate would drop below 90%

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Objectives: The objective was to maintain or, if possible, increase the safety belt use rate.



Strategies: The objective was to continue with additional CIOT campaigns with intensive, visible enforcement and media campaigns targeting the geographic areas and populations that had shown the lowest SB usage in previous use surveys. We focused our efforts in rural areas and areas with large Hispanic and Native American populations.

Results: The most recent safety belt use survey, completed in the early Fall of 2003, showed an increase to 95%. 72 fewer vehicle occupants died in traffic crashes in 2003 - about a 15% decrease from previous years.

Cost: \$1.3M

Funding Source(s): Federal section 157 incentive, 157 innovative and 405

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LOOKING TO THE FUTURE

Significant challenges to be addressed:

1. Reduce impaired driving crashes.
2. Maintain high safety belt use.
3. Improve state traffic records system.

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Significant training, technical assistance, expertise and other resources necessary for success:

1. Especially critical is continued adequate funding for safety belt, impaired driving and traffic records programs.
2. Identification of Best Practices in all traffic safety program areas by NHTSA is needed to help us focus our resources in areas where the return on investment is greatest.
3. We may ask NHTSA for an assist visit this year to help us improve our impaired driving program.
4. Continued assistance from NHTSA in developing our traffic records strategic plan is needed.

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