

Highway Safety Plan

Annual Report

Fiscal Year 1991

Washington Traffic Safety Commission



INTRODUCTION

This Highway Safety Plan Annual Report for Fiscal Year 1991 summarizes traffic safety projects undertaken by the Washington Traffic Safety Commission (WTSC).

The primary source of funding for Washington state's traffic safety program is the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) 402 programs. The 402 projects included in this report were outlined in the WTSC's two-year Highway Safety Plan for FY 1991-92. This report marks completion of the first year of this two year plan.

Funding was also received from the NHTSA 408 program. The 408 projects were outlined in the 1990 Alcohol Traffic Safety Plan.

Section I of this report includes a Statewide Overview and Administrative Summary followed by project descriptions grouped within the following program areas:

- Planning and Administration
- Technical Coordination and Support
- Comprehensive Community Traffic Safety Programs
- Safety Information and Education
- Records Analysis and Evaluation
- Police Traffic Services
- Traffic Engineering Services
- Alcohol Traffic Safety (408 program)

Section II contains the fiscal report for FY 1991.

INTRODUCTION

This Highway Safety Plan Annual Report for Fiscal Year 1991 summarizes traffic safety projects undertaken by the Washington Traffic Safety Commission (WTSC).

The primary source of funding for Washington state's traffic safety program is the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) 402 programs. The 402 projects included in this report were outlined in the WTSC's two-year Highway Safety Plan for FY 1991-92. This report marks completion of the first year of this two year plan.

Funding was also received from the NHTSA 408 program. The 408 projects were outlined in the 1990 Alcohol Traffic Safety Plan.

Section I of this report includes a Statewide Overview and Administrative Summary followed by project descriptions grouped within the following program areas:

- Planning and Administration
- Technical Coordination and Support
- Comprehensive Community Traffic Safety Programs
- Safety Information and Education
- Records Analysis and Evaluation
- Police Traffic Services
- Traffic Engineering Services
- Alcohol Traffic Safety (408 program)

Section II contains the fiscal report for FY 1991.

SECTION I

STATEWIDE OVERVIEW
AGENCY ADMINISTRATIVE SUMMARY
PROJECT AND PROGRAM SUMMARIES

STATEWIDE OVERVIEW

Washington State's FY 1991-92 Highway Safety Plan implemented programs encompassing the national priority areas designated by the federal government as the most effective in reducing highway collisions, injuries and fatalities. The seven priority areas are:

- Alcohol and Other Drug Countermeasures
- Occupant Protection
- Police Traffic Services
- Emergency Medical Services
- Traffic Records
- Motorcycle Safety
- Roadway Safety

Washington's motor vehicle death rate per 100 million vehicle miles of travel for the first eight months of 1991 was an all time low of 1.45. This rate was 23 percent below the 1.88 rate for the same eight month period in 1990 and also well below the previous 3-year average of 1.81. Based on preliminary fatality data through December, 1991, and estimated travel data, the rate for the full year of 1991 is projected to be approximately 1.5 fatalities per 100 million miles.

Alcohol-related collisions during the first eight months of 1991 decreased 9.8% from the same time period in 1990. The percentage of drivers in collisions who had been drinking was 11.0%, the same as recorded for the 1990 time period. The number of drivers involved in DWI fatal crashes was 174, down from 227 the previous year. The percentage of drivers in fatal collisions who were DWI was 32.5%, down 4.4% from the 34.0% of last year and the previous three year average.

Alcohol-related collisions of 16-20 year old drivers has decreased over the past four years. In 1987, teenage drivers were involved in 16.9% of alcohol-related collisions compared to 13.1 in 1990.

Seat belt use in Washington has increased, as shown by the results of statewide observational surveys conducted during 1991. The latest survey, performed in September, 1991, yielded a 69.1 percent usage rate for the state as a whole. The use rate for Seattle was found to be well above 70 percent in the NHTSA 19 city survey, and Seattle was recognized by the Secretary of Transportation as the first city in the nation to reach the national goal of 70 percent.

ADMINISTRATIVE SUMMARY

The following staffing changes were made during FY 1991 to fill positions which had been vacated or to revise the agency organizational structure. Marv Ryser was hired as the program manager for the Corridor Safety Program and to replace George Meyer who retired. Cathy Rucker was hired as public information officer replacing Tami Dahlgren who transferred to another state agency. Charlie Saibel was promoted from Editorial Assistant to research analyst in the agency's Traffic Records Data Center. Several project and temporary employees completed their assignments and left the agency. These positions were left vacant.

WTSC's Legislative activity was dominated by the effort to continue state funding for the DWI Task Forces. This effort was partially successful, but the amount approved by the legislature was only 75 percent of that requested in the Governor's budget. State funding for the task forces will be gradually phased out over the next three bienniums. Funding was also sought for the Traffic Records Data Center; the legislature directed the agency to continue operation of the TRDC, but no state funds were appropriated during this legislative session.

A major staff activity during the year was responding to a review of the agency conducted by the Legislative Transportation Committee. This review provided the WTSC with an opportunity to further inform and educate the legislature on the activities, goals, and mission of the agency. It is anticipated that the outcome of this review will result in a better working relationship between the agency and the legislature.

I. PLANNING AND ADMINISTRATION

FPA91N1-PA2 (FHWA)/PA91A1-PA1 (NHTSA) Planning and Administration

The Washington Traffic Safety Commission is the agency in the State of Washington that has the responsibility of coordinating the state's highway safety programs. This is accomplished through a solid planning effort on the part of the management organization team.

This project provided financial support (salaries, travel, etc.) for six administrative positions, including the Director and Deputy Director. This funding allowed the Director to implement an aggressive Highway Safety Plan. Specifically, the Director personally sponsored a youth (SAFTYE) conference in the Spring, followed by the first middle school conference in the Fall, actively participated in Lifesavers, was elected Chair of NAGHSR in September, and traveled to DC on many occasions to brief Congress on the highway safety aspects of Reauthorization. In addition to daily management of the HSP, the deputy director made several presentations at state and national traffic safety conferences.

II. TECHNICAL COORDINATION AND SUPPORT

91TC Technical Coordination and Support

The purpose of this project was to provide technical coordination and support resources to the Washington Traffic Safety Commission with which to develop and execute Washington's highway safety program for the Federal fiscal year 1991.

This project is a compilation of five projects which were expensed for the services of 9.75 Full Time Equivalent employees, their travel expenses, goods and services and indirect costs. The five projects were:

TQ91E4-TC1	Occupant Protection
TQ91J1-TC2	Alcohol
TQ91L1-TC3	Traffic Records
TQ91R1-TC4	Police Traffic Services
FTQ91N1-TC5	Traffic Engineering Services

As planned, personnel were designated to administer and work within the above listed five program areas and provide management and support services to the Washington Traffic Safety Commission's Fiscal Year 1991 Highway Safety Plan.

Accomplishments of each traffic safety program area are reported separately and will be found in the respective project final reports to the National Highway Traffic Safety Administration and the Federal Highway Administration.

The FY 1991 Highway Safety Plan was successfully executed by the WTSC staff working with a high degree of cooperative teamwork under the program management structure developed during 1990. This project was designed to simplify the management and accounting functions associated with managing the project, thereby reducing unnecessary bookkeeping. However: apparently the Federal accounting system used by NHTSA is not able to account for more than one priority program accounting identifier so the state is required to prepare a project application for each of the program areas covered by this project. We would like to continue working this problem together with the NHTSA regional office during 1992.

III. COMPREHENSIVE COMMUNITY TRAFFIC SAFETY PROGRAMS (CCTSP)

AL91J1-CP3 Grays Harbor DWI Task Force

The purpose of this project was to fund the development of a local Task Force for the county. Project objectives included identifying and retaining a 6/10 time coordinator, identifying members of the local task force, and setting up the program within the local structure. Each of these goals was accomplished and the project is currently operating successfully within the county.

Project activities included: 1) retain a coordinator; 2) identify members of and form the local task force; 3) develop countermeasure programs within the problem areas identified; 4) begin the operation of the project; 5) monitor the success of the program.

AL91J1-CP2 Walla Walla DWI Task Force

The purpose of this project was to fund the development of a local Task Force for the county. Project objectives included identifying and retaining a 1/4 time coordinator, identifying members of the local task force, and setting up the program within the local structure. Each of these goals was accomplished and the project is currently operating successfully within the county.

Project activities included: 1) retain a coordinator; 2) identify members of and form the local task force; 3) develop countermeasure programs within the problem areas identified; 4) begin the operation of the project; 5) monitor the success of the program.

AL91J1-CP7 Kitsap DWI Task Force

The purpose of this project was to fund the development of a local Task Force for the county. Project objectives included identifying and retaining a full time coordinator, identifying members of the local task force, and setting up the program within the local structure. Each of these goals was accomplished and the project is currently operating successfully within the county.

Project activities included: 1) retain a coordinator; 2) identify members of and form the local task force; 3) develop countermeasure programs within the problem areas identified; 4) begin the operation of the project; 5) monitor the success of the program.

DE9IE4-CP5 Task Forces - Belt Support

The primary goal of this task was to increase the use of correct use of seat belts and child restraint devices to at least 70% in identified community task force areas.

Priority activities included promoting Washington's "100% Behind" and the national "70x92" programs; involvement in the national 70% Plus Awards Campaign program; support for Washington's law enforcement efforts through the WEAR-IT Program; and involvement in the statewide child passenger safety programs.

A major accomplishment of this task included reaching a statewide usage rate of 69.1%.

Other accomplishments include the participation of more than half of the communities in state and national Summer Campaign activities as well as in the statewide Car Seat Bounty program activities. Additionally, support for the enforcement efforts was received from nearly all of the community task forces.

AL9IJI-CP4 Constituent Support

The Washington Traffic Safety Commission is the agency in the State of Washington that has the responsibility for coordinating the state's highway safety programs. A critical element in accomplishing this objective is the exchange of information among many different types of organizations and a broad cross section of people. This exchange of ideas and networking is essential if we are to succeed.

Among other things, this project has provided funds to put on numerous regional traffic safety rep conferences; send reps to the US Conference of Mayor's/NHTSA Community Traffic Safety Conference; bring DWI task force coordinators together for meetings; design and produce premium items in support of our awards luncheon, WSSAC, and SAFTYE; and set up a booth at the state food dealer's convention.

DE9IE4-CP6 Senior Driver Refresher Training

The purpose of this project was to continue an existing, and highly successful program. The Traffic Safety Commission developed a defensive driving course targeted at the senior driver, who in many cases is overrepresented in vehicle collisions, injuries and deaths. This project was to continue the updating of previously outdated material, train additional instructors to meet the growing demand for this course, and monitor the effectiveness of the project. In addition, the intent was to continue the services of the full time coordinator. Each of these objectives was met without significant difficulty; the program continues to be a highly successful project. Efforts were made to move the course to the state Department of Licensing, however, that agency ultimately declined to accept it.

AL91J1-CP1 Alcohol Support

The purpose of this project was to coordinate a statewide DWI and occupant protection program which has been in existence for several years. Funding was made available for conferences to generate and implement successful ideas; to provide materials for education; to provide training for the coordinators in traffic safety issues; to involve to local communities in their efforts. Each of these goals was achieved with remarkable success.

Project activities included: 1) selecting replacement coordinators for programs; 2) funding attendance at traffic safety conferences; 3) developing a DWI Coordinator's Manual; 4) select coordinators to attend training; 5) assist with Victim's Panel Guide; 6) assist with attendance at Law Enforcement - Engineering conference; 7) assist with meetings by coordinator's board of directors regarding loss of funding.

Of note was the loss of state funding at 25% per biennium. Each of the task forces took a significant loss, resulting in program reductions. The Seattle task force was closed, the Benton-Franklin task force may be lost, as well as other task forces. This problem will be compounded over time and will significantly affect the way the Traffic Safety Commission operates many of its programs.

IV. SAFETY INFORMATION AND EDUCATION

AL91J1-IE1 Public Information

The goals of the WTSC's public information/education program are to:

- increase and reinforce public awareness and involvement in traffic safety issues;
- promote WTSC programs and policies; and
- increase public knowledge about the value of the WTSC.

Priority activities included promoting the national 70 X 92 program through campaigns such as Avoid the Summertime Blues and Labors of Love; and support for Washington's law enforcement efforts through the WEAR-IT Program; and PIE involvement in the statewide child passenger safety programs.

A major accomplishment: Washington seat belt use increased statewide to a rate of 69.1%. The following outlines other major accomplishments of the project:

Holiday Campaign

December 14, Traffic Safety Awards were presented to 18 winners in six categories at a presentation ceremony in Fife at the Executive Inn.

A Governor's proclamation was prepared by the commission and the Governor's Office.

The "Living It Up" holiday party guides were redesigned and reprinted in a one-page, two-color format to echo the four-color booklets previously distributed by the Liquor Control Board. In responding to requests, the commission distributed a total of 10,000 upon request before the next winter holiday season.

Information packets were distributed to media with seat belt/drunk and drugged driving information.

The Bounty Program: The purpose of this effort was to increase the correct use of infant and child safety seats. The public information office assisted in providing advocates with safety information, distributing public information materials upon request and with media events. Over 1,800 child safety seats were collected statewide and over \$9,000 was distributed.

The WEAR-IT Program (in conjunction with the) Avoid the Summertime Blues campaign In the first quarter, the information officer assisted occupant protection manager with press packet revisions. Packet used at the local level by WEAR-IT spokespersons. There was also a press packet mailing to announce upcoming WEAR-IT/ 70 x 92 activities.

A press release was distributed to announce the Cougar-Husky Challenge, with participation by the WEAR-IT spokespersons.

Memorial Day: News release, press packet prepared (Buckle Down) emphasis on law enforcement plans for the upcoming summer season. There was also a media conference at the Tacoma Sheraton at the WASPC spring conference to jointly announce the kickoff of the Bounty Program and summertime enforcement efforts.

Labor Day: The commission contracted with CM3. Media kits were mailed in August containing news releases, fact sheets and lists of spokespersons statewide. Pre-taped videos of Vince and Larry and photo opportunities with "live" appearances of Vince and Larry were offered. Law enforcement and emergency medical service representatives were available for interviews.

100% Behind (Washington)/70% Plus (National): The commission's public information office assisted with education/information program for employees, and served as a conduit for messages and materials on seat belts for customers and clients of workplace contacts.

DE91E4-IE3 "Occupant Protection"

The purpose of this task was to increase the use of safety belts and child car seats and to develop, produce and provide programs and materials to identified occupant protection networks. The Commission also participated in two major national awareness weeks - National Child Passenger Safety Awareness Week in February and BUCKLE UP AMERICA WEEK in May. Additional special promotions were held throughout the Summer in cooperation with the national "Avoid the Summertime Blues" Campaign.

The Commission also personalized a Washington State version of the National 70% Plus Campaign, awarded over 20 70% PLUS Awards, and developed a variety of programs designed to promote the national goal of reaching 70% belt use by 1992, including Washington's "100% Behind" Campaign and the youth program "How Much By When & Why?".

The Commission also participated in a series of statewide conferences and workshops, attended and participated in several national workshops and a variety of local activities.

The highlight of this project was the recording of a 69.1% seat belt use collected in a statewide observation survey.

DE91E4-IE5 "Child Passenger Safety Program"

The purpose of this task was to increase the correct use of infant and child car seats. Specific objectives included identifying child passenger safety advocates and providing them with general child passenger safety awareness information; training child car seat inspectors; conducting car seat correct use clinics, and distributing public information/ education materials.

Major accomplishments of this task included training a total of 91 child car seat inspectors at the local level; providing child passenger safety awareness training to an additional 178 local child passenger safety advocates; and conducting a total of twelve child car seat inspections in eight communities throughout the state.

Additionally, informational/educational materials were distributed to identified child passenger safety networks, including hospitals, physicians, car seat distribution programs, early childhood education networks, community task forces, child advocacy groups, the general public, and the media.

DE91E4-IE4 "Safety Belt Workplace Program"

The purpose of this task was to increase the use of seat belts by adults through the implementation of programs in the worksite. Major activities included promoting Washington's "100 ~ Behind" and the national "70% Plus" programs.

Major accomplishments of this task included implementing thirty-three individually developed, company-personalized workplace occupant protection programs. Each company involved in the program was assisted with an educational/informational program for employees; encouraged to participate in the state and national seat belt campaigns; assisted in the development and implementation of a company mandatory use program; and encouraged to provide public information/education messages and materials to their customers and clients.

In the six months of the project, over 25,000 employees were reached with occupant protection information and materials. Over 500,000 customers and clients of these workplace contacts were reached through customer and client outreach programs.

AL91J1-IE2 Youth Programs

SAFTYE: Clubs and Links: The number of SAFTYE Clubs/Links increased from 195 in October, 1990, to 205 in October, 1991. Four schools have revived dead programs due to regional meetings, or workshops.

School Contacts: A total of 20 schools were visited. Emphasis on school contact has continued to be through the regional meetings, which is more cost-effective than visiting each school individually. During the fall, eleven regional meetings were held, with 415 students, advisors and community people attending. The meetings discussed project ideas, the SAFTYE Conference, and Drug Free Washington Week. The SAFTYE Coordinator presented four workshops at conferences (local, county or state). Nine presentations were made to community service groups and DWI Task Forces. SAFTYE Coordinator also presented at the following national conferences: National Youth Coordinator's Network, Lifesavers, and the National Student Safety Program. Youth Program Manager presented at the National Commission Against

Drunk Driving, Lifesavers, NSSP, and coordinated the National Highway Safety Youth Coordinators' Network. A number of contacts were made to middle schools in the state due to the increased visibility to a middle school program. (Due to the middle school conference - funded by 408 dollars.)

Other highlights for the year included: * Drug Free Washington Week was the new name for "Spring for Youth Week" in order to have more participation at a state-wide level. This event was a combination of state, county and local agencies . During this week, "Run to a Drug-Free Washington," the SAFTYE Conference, Spring for Youth Week, the Debbie Armstrong Youth Challenge, and the Youth Recognition Rally took place. SAFTYE Clubs and Links sponsored many other activities in their schools as well. The week began with the SAFTYE Conference and ended with the Youth Challenge Rally in Olympia. The Rally was coordinated by the SAFTYE Coordinator, and was very successful with approximately 2000 students attending.

Participated as a committee member, workshop presenter at the annual Building A Vision conference; SAFTYE Student Advisory Board members acted as youth staff for this conference.

Assisted the Pierce County Sheriff Department in developing a youth presentation. Also, Student Advisory Board members participated in a television documentary about teenage alcohol and other drug use.

Participating in planning a youth recognition rally in Spring, 1991 for all students involved with prevention.

Youth Program Manager continued to spend 1/2 of her time as project director for the National Highway Safety Youth Coordinators' Network.

The WTSC signed an inter-agency agreement with the Division of Alcohol and Substance Abuse to develop the youth component of the Community Youth Activity Program (CYAP). A project coordinator was hired and will be developing youth programs to work in conjunction with SAFTYE. The targeted youth are in minority organizations or groups that have never worked with prevention clubs before. A youth council has been formed that has representation from many different youth groups, including SAFTYE.

Presentations were made to many organizations and groups regarding the youth program which familiarized them with the program.

Student Advisory Board: The SAB continued to expand their responsibilities for SAFTYE. The Student Advisory Board members were instrumental in the success of the regional meetings. The SAB were also involved in the SAFTYE Middle School Conference. Two members of the board attended the National Youth Coordinators' Network Conference/Lifesavers, and presented at both conferences. Two members attended the National Student Safety Program Conference in July.

Traffic Safety Awareness Week: "Spring for Youth" Week was very successful this year, with nearly all SAFTYE Clubs/Links involved. Many of the Clubs cosponsored a week during the Spring. Next year this will be called "Drug Free Washington Week."

SAFTYE Conference: Nearly 500 students and advisors attended, representing 65 high schools. Promotional materials including buttons, and stickers were made for the conference and Drug Free Washington Week. During the conference, the safety belt campaign, "How Much by When" was launched - to get students involved in the 70% by 92 campaign. Awards were presented to the top three SAFTYE Clubs/Links at the conference, and to the SAFTYE Individual of the Year. Prizes and awards were donated by businesses in the Seattle/Tacoma area.

SAFTYE Newsletter: The SAFTYEBreak has been incorporated into the Commission's Centerline, and is now a monthly publication

College and University Program The WTSC had agreed to pay printing costs for the updated college and university manual. Due to many problems, most of them technical due to the format of the computer disk, the Washington State College and University Task Force on Substance Abuse will have the manual ready for printing in the 92' fiscal year.

V. RECORDS ANALYSIS AND EVALUATION

TR9121-TR2 Traffic Records (CCSRS-TRDC)

The purpose and objective of this project was to continue development and documentation for a system to provide policy and research support for the traffic safety community in the state of Washington. The objectives were: 1) to enable the Traffic Records Data Center at the Washington Traffic Safety Commission to provide summaries and analyses of traffic safety information; 2) to implement a batch processing system to produce specialized data sets for users; and 3) to implement a security system to protect data integrity.

Project activities included:

- 1) providing policy and research support to users by querying on-site data and providing summary information in usable formats upon user request;
- 2) refining and stabilizing the TRDC data base for efficient production by implementing a FoxPro database management system;
- 3) developing and installing a security system to insure the protection both of data integrity and subject confidentiality;
- 4) documentation of the TRDC databases, including technical configuration and operational policies and procedures both for data requests and for ad hoc queries;
- 5) providing assistance to users in the field, including local engineers and law enforcement, and community traffic safety program coordinators;
- 6) providing customized tables, graphs and reports for users of summary information;
- 7) production of specialized data sets for traffic safety researchers engaged in problem identification and program evaluation;
- 8) data conversion and import of driver files from Department of Licensing, hospital admissions data from Department of Health, county road logs from County Road Administration Board for research use;
- 9) utilization of TRDC databases to conduct traffic safety research studies and program evaluations.

The following reports and work products were produced:

Flowchart describing ad hoc query response procedures

Directory tree of TRDC file configurations
List of data elements maintained in TRDC files
TRDC hardware documentation
Report on ad hoc query system usage
Security policies and procedures
Report for local engineers High Hazard Location system
Study -- Safety Restraint Usage Rates in Washington, 1991
Study -- Motorcycle Helmet Use, Injury Outcome, and Hospital Costs
Study -- Safety Restraint Usage and Survivability in Fatal Motor Vehicle Crashes

TR91E4-TR1 Data Analysis and Evaluation

The purpose and objective of this project was to conduct research studies and program evaluations that examined priority areas in Washington's Highway Safety Plan as well as some traffic safety issues facing the Washington legislature.

Project activities included:

1. Safety Restraint Usage Rates in Washington, 1991.

Two seat belt observation surveys were conducted to determine usage rates in Washington in May 1991 and again in September, 1991. The purpose of the surveys was to evaluate the overall statewide occupant protection program. These surveys were also conducted to assess the state's progress toward the national goal of 70 percent belt use. Belt use rates of 66 percent in May and 69 percent in September were found using statewide probability samples of over 100,000 observations. These usage rates show substantial increases over the previous rates of 36 to 55 percent found in the 1986 to 1989 time period. Also, the September survey included observations of motorcycle helmet use: a 97 percent use rate was found.

2. Fatal Collision Research Team

Data that had been previously collected over a three year period by the fatal collision research team were analyzed and report was written to document the findings of this investigation of fatal collisions. The findings of this study clearly demonstrated the crash survivability benefits of safety restraint usage. The report was published by the WTSC in April and received national recognition; the findings of the study were presented at the annual meeting of the American Association for Automotive Medicine. It also has been accepted for publication in the journal "Accident Analysis and Prevention".

3. Motorcycle Helmet Use, Injury Outcome, and Hospital Costs

This study was a milestone investigation of the collision outcomes of motorcycle riders who wore helmets as compared to riders who had not worn helmets. The computer data records of

riders involved in 1989 collisions were linked with a statewide hospitalization database to determine the types and severity of the injuries. The findings of the study clearly and convincingly demonstrate the benefits of helmets in reducing the incidence of severe head injury and face injury. The data also suggest that the cost of hospitalization is lower for helmeted riders. The study was published by the WTSC in July and was presented at the International Traffic Records Forum in Portland. It has been submitted for publication in the "American Journal of Public Health".

4. Public Opinion Poll on Traffic Safety Issues

A survey of public attitudes on traffic safety was conducted to gauge public support for safety issues. Over 1,000 Washington households were included in the sample and contacted by telephone using random digit dialing. The issues surveyed included the recently enacted motorcycle helmet law, safety restraints, pedestrian safety, administrative license suspension and other DWI issues. The results of the survey were widely distributed to legislators and staff and others concerned with traffic safety policy.

The following reports and work products were produced:

- Study -- Safety Restraint Usage Rates in Washington, 1991
- Study -- Motorcycle Helmet Use, Injury Outcome, and Hospital Costs
- Study -- Safety Restraint Usage and Survivability in Fatal Motor Vehicle Crashes
- Study -- Public Opinion Poll on Traffic Safety Issues, January, 1991

VI. POLICE TRAFFIC SERVICES

PT91E4-PT3 Fatal Collision Research Team

The purpose of this project was two-fold. First was to complete the analytical work on the data collected previously by the team, then prepare a report of findings. This aspect was completed with resounding success. The paper was published, the results received attention far beyond expectations. The results were on the front page of the state's largest newspaper, the television networks carried coverage, and every major radio station in the state was involved. The program manager was invited to speak to assemblies of scientists and traffic safety experts on several occasions, those assemblies involving personnel from around the world. The team has been approached about assisting other states in developing teams.

The second aspect of the project was the initiation of a study on the effectiveness of motorcycle helmets to survivability in crashes. This aspect met with considerable roadblocks, many of which proved insurmountable. As a result, the team has embarked on a new study, in an area previously not examined.

The project activities included: 1) conclude preliminary analysis of data, 2) develop conclusions from the data, 3) prepare a document articulating findings. Other activities related to the unsuccessful portion of the project included contacting selected trauma centers to obtain medical records, develop a database for data collection, identify areas of concern.

PT91R1-PT6 Engineering - Enforcement Conference

The purpose of this project was to convene a conference of police officers and traffic engineers to share and develop ideas for improved traffic safety. Historically these two entities have not met and ideas and thoughts for improvements were shared only on a sporadic basis. The conference was held and resulted in a success beyond expectations. Although originally set as a one time meet, there was unanimous agreement that the conference should become an annual event.

Project activities included development and implementation of the conference, scheduling a location and speakers, coordinating breakout sessions, and registration. All objectives were accomplished without significant difficulty.

VII. TRAFFIC ENGINEERING SERVICES

FTE91N1-HD1 Hazard Elimination

The purpose and objective of this project was to provide computer software and accident data for local jurisdictions, as well as providing guidance and assistance to local traffic engineering and other such agencies as needed to help identify and remedy high hazard traffic locations.

Project activities included:

- 1) Rewriting the Accident Analysis Program.
- 2) Development, testing and modification of the new Accident Analysis Program.
- 3) Developing and testing of several reports which are an integral part of the accident Analysis Program.
- 4) Worked with the field test site people in providing them with the Accident Analysis Program and the appropriate WSP accident record data for their areas.

The following reports and work products were produced:

Preliminary Report to the Washington Traffic Safety Commission: Identification of High-Hazard Collision Locations Project.

VIII. ALCOHOL TRAFFIC SAFETY (408 PROGRAM)

I690J6-3C DATA EVALUATION (Section 408)

The primary purpose of this project was to provide the data and the analysis necessary to demonstrate continued compliance with the four basic grant criteria set forth under Section 408 guidelines.

The primary objectives were: 1) to provide an analysis of prompt license suspension showing the number of days from arrest to suspension for DWI and implied consent offenders; 2) to provide an analysis of the mandatory sentence provisions of the DWI law for repeat offenders; 3) to substantiate compliance with "illegal per se at .10 BAC"; 4) to demonstrate the state's efforts to increase enforcement and public information. These objectives were accomplished using the databases and analysis resources of the agency's Traffic Records Data Center for criteria 1, 3, and 4, and through utilization of the research expertise of the Alcohol and Drug Abuse Institute at University of Washington for criterion 2.

Additional objectives were: 1) to supply alcohol and traffic safety data to end users, such as the agency's Safety Program Management Information System (SPMIS), research universities and local agencies; 2) to select and import alcohol-related data to the TRDC's relational database; 3) to refine existing systems for query response and database management to enhance usability for alcohol research and evaluation of Washington's 408 grant compliance; and 4) to evaluate selected projects funded by the 408 program.

Project activities included:

- 1) research and data analysis to substantiate compliance with the basic grant criteria;
- 2) providing DWI-related data files and data analysis assistance to University researchers. A significant activity involved providing a BAC Datamaster file to the Alcohol and Drug Abuse Institute that was used for a study evaluating the Washington Deferred Prosecution law (study to be completed 12-91);
- 3) providing for development of a system to produce reports and respond to user queries requiring passes of TRDC databases;
- 4) engaging outside consultants to provide the required systems development, research support, production support and training;
- 5) providing training on use of TRDC databases and information needed to produce the WTSC's annual Data Summary and Problem Analysis;
- 6) consulting with 408 project managers on data and evaluation issues and assisting with evaluation efforts.

The following reports and work products were produced:

1990 Performance Data Indicating Washington State's Continued Compliance with the Four Basic Grant Criteria.

Washington States's Second Offender Laws for DWI: Results of Five Years of Evaluation.

Report on Traffic Records Data Center ad hoc query system usage, with alcohol related queries tabulated.

List of data elements included in BAC verifier database.

1990 Traffic Collisions in Washington State, Data Summary and Problem Analysis.

J690J6-6X Comprehensive Computerized Safety Recordkeeping System (Section 408)

The purpose of this project was to continue development of alcohol-related portions of the CCSRS Traffic Records Data Center and to begin aspects of production which support user efforts to develop and evaluate DWI countermeasures.

The objectives were:

- 1) to supply data from a variety of production files to end users, such as the Safety Program Management Information System (SPMIS) at the Traffic Safety Commission, research universities and local agencies;
- 2) to provide for hardware and software maintenance;
- 3) to select and import alcohol-related data from production files to the TRDC's relational database;
- 4) to refine existing systems for query response and database management to enhance usability for alcohol research and evaluation of Washington's 408 grant compliance; and
- 5) to continue developing a reporting system and begin producing reports for users based on the BAC verifier information from the database at the TRDC.

Project activities included:

- 1) entering into agreements with the Washington State Patrol and Washington Association of Prosecuting Attorneys to institutionalize shared access to their BAC Verifier data;

- 2) providing DWI-related data files to University researchers;
- 3) providing research and data analysis consulting services to a University of Washington research study that assessed ethnic factors associated with DWI;
- 4) providing training for a Traffic Safety Commission employee for development of a system to produce reports and respond to complex user queries requiring passes of TRDC databases;
- 5) engaging outside consultants to provide the required systems development, research support, production support and training;
- 6) training a WTSC employee on use of TRDC databases and information needed to produce the WTSC's annual Data Summary and Problem Analysis, and to act as Research Analyst for the SPMIS.

The following reports and work products were produced:

Report on ad hoc query system usage, with alcohol related queries tabulated.

List of data elements included in BAC verifier database.

Report on DWI Among Asian-Americans, African-Americans, Hispanic-Americans, and Native Americans.

Training manual -- Highway Safety Plan Tables and Figures.

1990 Traffic Collisions in Washington State, Data Summary and Problem Analysis.

J690J6-4D Public Information and Education (Section 408)

Governor's Awards for Responsible Sales and Service

The Governor's Awards program, established in January 1990 to recognize liquor serving establishments with programs which discourage alcohol abuse, has recognized over 250 applicants since the program began. The program was promoted heavily in The Liquor Reporter and other trade publications. WTSC funded and coordinated the printing of application forms and certificates, and arranged for delivery of certificates to licensees by the Liquor Control Board.

Three Year Campaign: The three year campaign targeted to young male drivers has reached the two-thirds point. Due to a refocusing on the part of WTSC, the contract with Sharp Hartwig Advertising agency was terminated in March. Although the campaign will proceed, it is yet to be determined whether another agency will be hired to implement it.

The campaign has received over \$500,000 of donated air time from radio and television stations for the DWI PSA. One hundred percent of statewide cable networks reported use of the PSA. Over 70 percent of media contacted statewide have used the materials, and over 100 Washington corporations have expressed interest in the campaign.

Caterpillar, Inc. has taken the elements of the WTSC program and produced a commercial vehicle safety campaign using many of the elements of the Washington campaign. Caterpillar placed posters nationally in truck stops and implemented a national direct mail program aimed at fleets and owner operators, along with print and radio advertisements.

Beginning in February 1991, DWI messages from the campaign began appearing on transit buses in Seattle, Tacoma, Snohomish County, Olympia, Port Angeles, Port Townsend, Spokane, and the Tri-Cities. The DWI print ads appeared on the back pages of Seattle telephone books when they were printed this summer. U.S. West Direct donated the space. Thriftway stores printed 780,000 bags with the DWI message and used them during last year's holiday season.

Task Force Funding: The Director and/or PIO have addressed and presented the task force slide show to more than 20 service clubs statewide, emphasizing the need for continued state funding. The Legislature, in passing a budget for the next biennium, budgeted \$900,000 to help fund the DWI task forces. This was well below the \$1.2 million requested by the WTSC.

Posters and Brochures: The "What Now? DWI Offenders Brochure" was updated with input from DOL and the Division of Alcohol and Substance Abuse. WTSC paid for and coordinated printing of 50,000 brochures. One hundred thousand more were printed in July. The DWI Law brochure was also updated with help from DOL and 100,000 were reprinted. The "Be Smart" MIP brochure was reprinted after having the text and artwork updated. Twenty thousand copies were printed. The two-sided Living It Up party guide had 10,000 copies reprinted for use during the holiday season.

Excellence in Traffic Safety Awards: Fifteen groups and/or individuals were honored in December with Excellence in Traffic Safety Awards. About 150 people attended the awards luncheon at Tacoma's Executive Inn.

Drug Free Washington Week: PIOs attended two planning meetings for Drug Free Washington Week and assisted in developing a packet of materials for statewide distribution. This event, which took place April 14-20, consolidated statewide and community substance abuse prevention activities such as the SAFTYE Conference, Run to a Drug Free Washington, WSSAC's Youth Challenge, and Spring for Youth Week. PIOs coordinated development of a press release with the Governor's Office, sent out over 400 press packets, and responded to media calls for information.

SECTION II

FISCAL SUMMARY

WASHINGTON TRAFFIC SAFETY COMMISSION
SUMMARY OF COSTS
FEDERAL 402

91-4

State: WASHINGTON
Spreadsheet: Summary

PSP NO.	TASK DESCRIPTION	TOTAL COSTS	STATE COSTS	LOCAL COSTS	402 FUNDS	FEDERAL TO LOCAL
PA91A1-PA	PLANNING	320,654	160,327		160,327	
FPA91N1-PA2 (WTSC)	& ADMIN	30,632	15,316		15,316	
TOTAL PA91A1-PA		320,654	160,327	0	160,327	0
TOTAL FPA91N1-PA		30,632	15,316	0	15,316	0
TOTAL PSP PA		351,286	175,643	0	175,643	0
TQ91E4-TC1	TECHNICAL	148,345			148,345	
TQ91J1-TC2	COORDINATION	263,418			263,418	
TQ91L1-TC3	(WTSC)	123,659			123,659	
TQ91R1-TC4		54,099			54,099	
FTQ91N1-TC5		20,663			20,663	
TOTAL PSP TC		610,184	0	0	610,184	0
AL91J1-CP1 (WTSC)	ALCOHOL SUPPORT	14,489			14,489	42,000
AL91J1-CP2 (WWTF)	WALLA WALLA TASK FORCE	913,000	600,000	300,000	13,000	13,000
AL91J1-CP3 (GHTF)	GRAYS HARBOR TASK FORCE	36,528			36,528	39,000
AL91J1-CP4 (WTSC)	CONSTITUENT SUPPORT	23,793			23,793	40,000
DE91E4-CP5 (WTSC)	BELT SUPPORT	10,969			10,969	40,000
DE91E4-CP6 (WTSC)	SENIOR DRIVER	31,139			31,139	40,780
AL91J1-CP7 (KCTF)	KITSAP TASK FORCE	30,557			30,557	45,750
AL91J1-CP8 (CCTF)	CLALLAM TASK FORCE	15,978			15,978	18,184
TOTAL AL91J1-CP		1,034,345	600,000	300,000	134,345	197,934
TOTAL DE91E4-CP		42,108	0	0	42,108	80,780
TOTAL PSP CP		1,076,453	600,000	300,000	176,453	278,714
AL91J1-IE1 (WTSC)	PUBLIC INFORMATION	52,047			52,047	75,000
AL91J1-IE2 (WTSC)	YOUTH PROGRAMS	74,989			74,989	96,000
DE91E4-IE3 (WTSC)	OCCUPANT PROTECTION	64,152			64,152	75,016
DE91E4-IE4 (WTSC)	WORK PLACE	9,447			9,447	10,000
DE91E4-IE5	CHILD PASS SAFETY	23,867			23,867	25,000
TOTAL AL91J1-IE		127,036	0	0	127,036	171,000
TOTAL DE91E4-IE		97,466	0	0	97,466	110,016
TOTAL PSP IE		224,502	0	0	224,502	281,016