



TRAFFIC SAFETY COMMISSION

Traffic Safety Summary Report

for Region 14
Benton and Franklin Counties

May 2024

Overview

The purpose of this summary is to

- Reveal concern and hope about traffic safety in Region 14,
 - Concern is revealed in the fatalities and serious injuries caused by crashes.
 - Hope is revealed in that many road users in Region 14 are making safe decisions and share beliefs that support road safety.
- Provide coalition members and stakeholders with information about traffic safety consequences, behaviors, and beliefs in their region, and
- Inform the prioritization of efforts and identification of strategies/countermeasures.

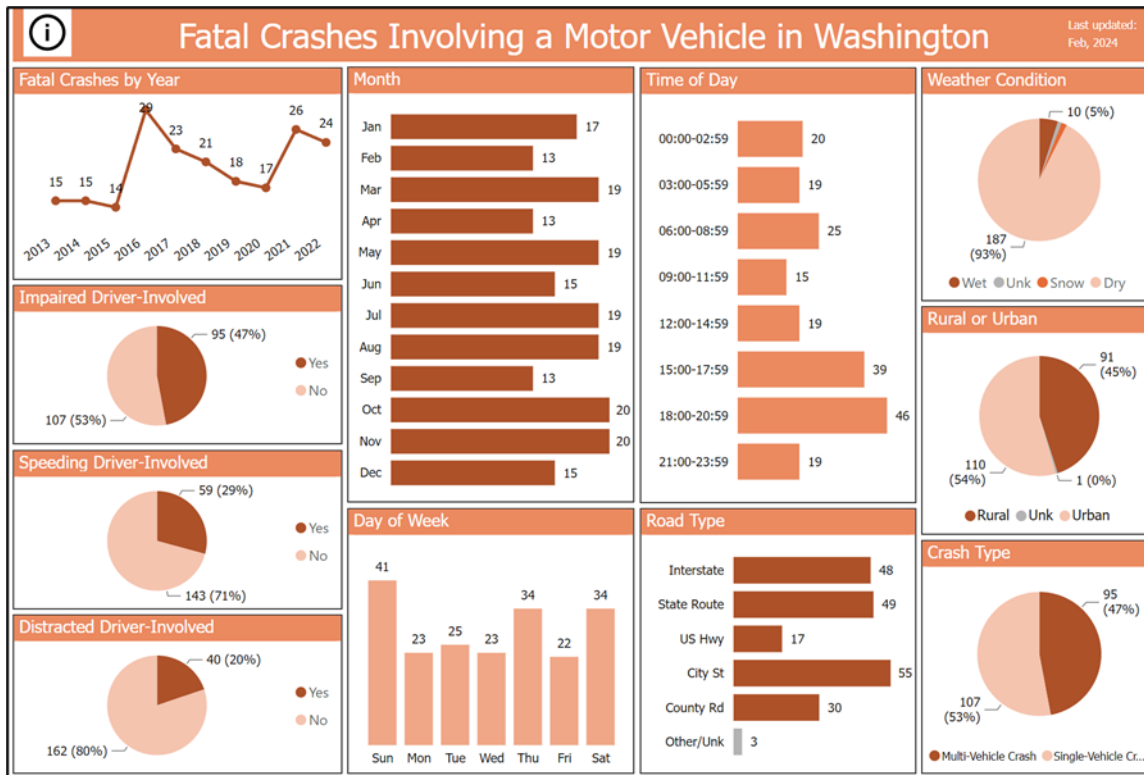
This summary is based on data from the Washington Traffic Safety Commission's

- Data Dashboard (<https://wtsc.wa.gov/dashboards/fatalities-dashboard/>) which summarizes data from fatal crash reports and
- Statewide Survey (<https://wtsc.wa.gov/statewide-survey-dashboard/>) which gathered responses from a representative sample of adults randomly selected from across the state of Washington. There were 10,964 responses collected statewide, and 435 responses collected in Region 14. The responses have been weighted to align with population demographics.

Contents of Summary Report

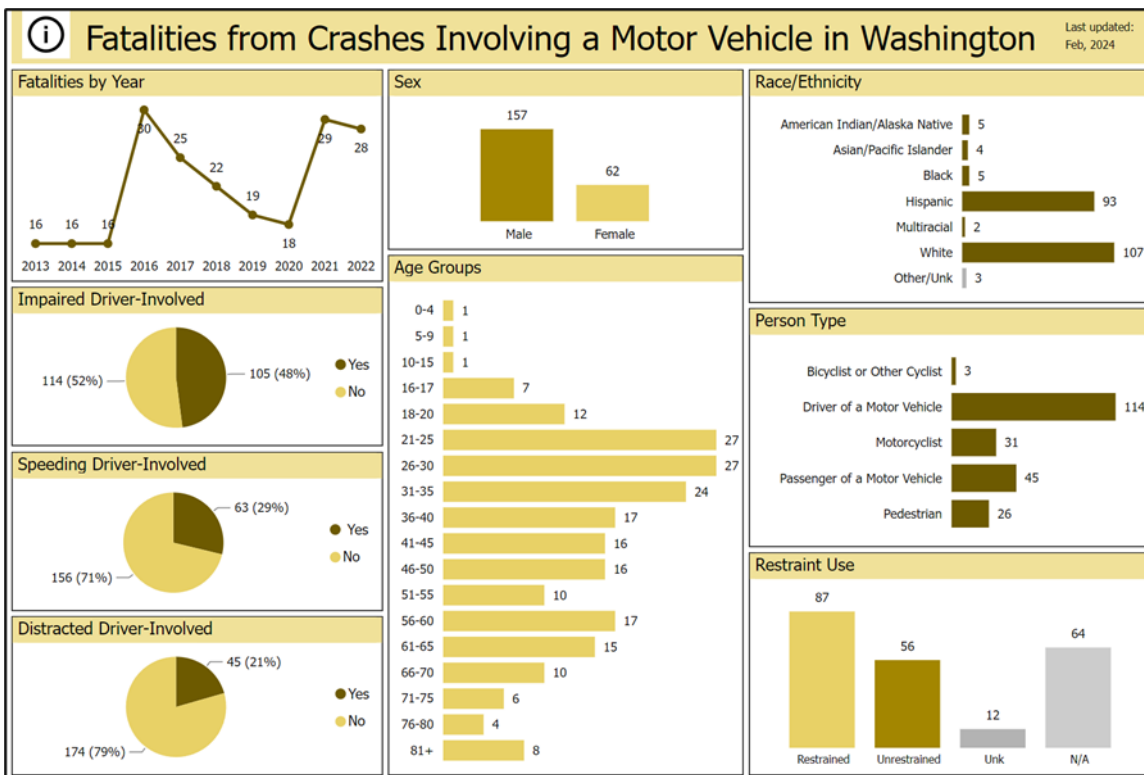
- Fatal crash data (crashes, those killed, and drivers involved) for Region 14
- Self-Reported crash and citation involvement
- Self-Reported behaviors (seat belt use, driving under the influence, speeding, distracted driving)
- Beliefs about road safety (Target Zero, pedestrian/bicyclist experiences)
- Seat belts (beliefs, family rules/workplace policies, proactive traffic safety)
- Driving under the influence (beliefs, family rules/workplace policies, proactive traffic safety)
- Speeding (beliefs, family rules/workplace policies, proactive traffic safety)
- Distracted driving (beliefs, family rules/workplace policies, proactive traffic safety)

Washington State – Region 14



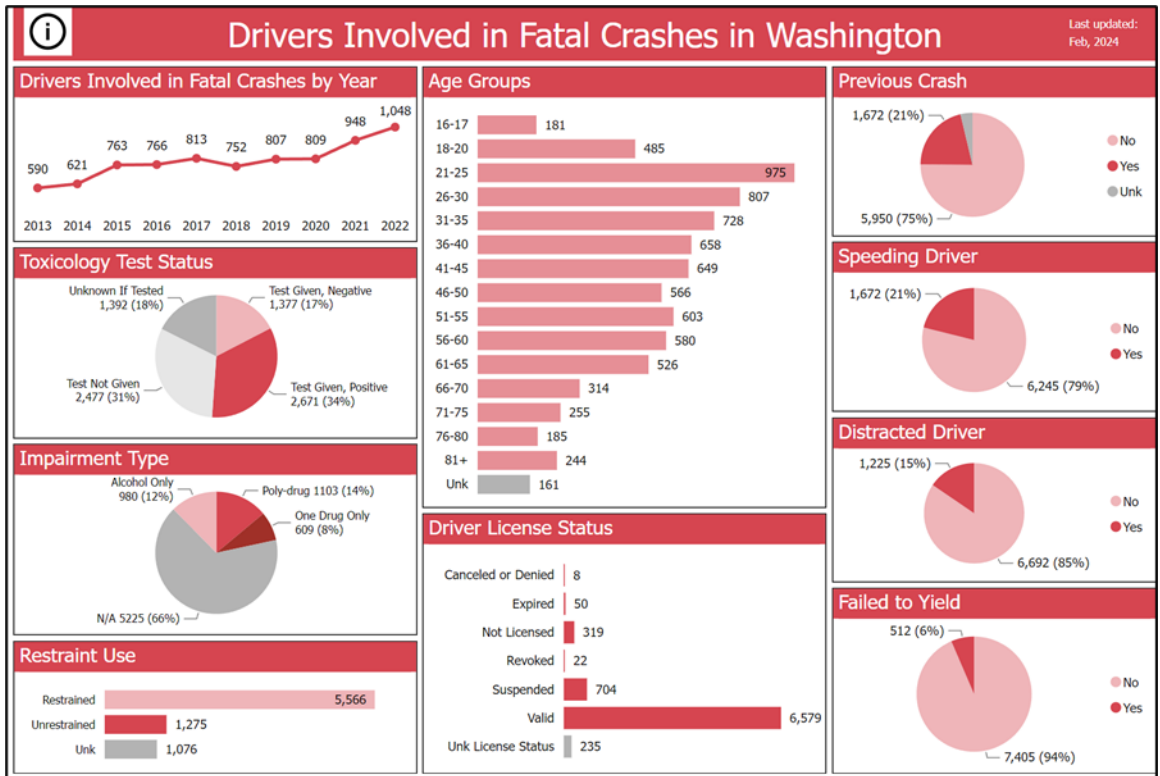
Source: <https://wtsc.wa.gov/dashboards/fatalities-dashboard/>
(Slide 2 of 8)

NOTE: The county(ies) within the region (Benton and Franklin Counties) must be selected to see results specific to a single region.



Source: <https://wtsc.wa.gov/dashboards/fatalities-dashboard/>
(Slide 3 of 8)

NOTE: The county(ies) within the region (Benton and Franklin Counties) must be selected to see results specific to a single region.



Source: <https://wtsc.wa.gov/dashboards/fatalities-dashboard/> (Slide 4 of 8)

NOTE: The county(ies) within the region (Benton and Franklin Counties) must be selected to see results specific to a single region.

2023 Self-Reported Consequences in Region 14

Crash Involvement

- 11% (Region 14) (11% statewide) reported being involved in at least one crash that was not their fault in the past 12 months.
- 7% (6%) reported being involved in at least one crash that was their fault in the past 12 months.

Citations Received in the Past 12 Months

- 5% (3.5%) reported receiving at least one citation for not using a seat belt.
- 8% (8.1%) reported receiving at least one citation for speeding.
- 6% (5.2%) reported receiving at least one citation for driving through a red light or not stopping at a stop sign.
- 3% (2.0%) reported receiving at least one citation for driving under the influence.
- 5% (2.6%) reported receiving at least one citation for distracted driving.

Source: Washington Traffic Safety Commission Annual Statewide Traffic Safety Survey (2023). Region 14, n= 435 (statewide n= 10,964). <https://wtsc.wa.gov/traffic-safety-reports/#statewidesurvey>

2023 Self-Reported Behaviors in Region 14

Seat Belt Use

- 92% (Region 14) (statewide 90%) always wear a seat belt within a few miles of their home.
- 94% (93%) always wear a seat belt many miles away from their home.
- 80% (83%) always wear a seat belt in the back seat of a vehicle.

Driving Under the Influence

- 4.7% (4.9%) reported driving under the influence of alcohol at least once in the past 12 months.
- 4.0% (4.2%) reported driving under the influence of cannabis at least once in the past 12 months.
- 1.8% (1.5%) reported driving under the influence of alcohol and cannabis at least once in the past 12 months.

Speeding

- 64% (70%) reported exceeding the speed limit by 10 mph or more in the past 30 days.
 - 12% (20%) reported doing so fairly often or regularly.

Distracted Driving

- 42% (34%) drove one or more times while holding and talking on phone in the past 30 days.
- 38% (41%) drove one or more times while reading or looking at cell phone in the past 30 days.
- 33% (32%) drove while manually typing or interacting with cell phone with their hands one or more times in the past 30 days.

Source: Washington Traffic Safety Commission Annual Statewide Traffic Safety Survey (2023). Region 14, n= 435 (statewide n= 10,964). <https://wtsc.wa.gov/traffic-safety-reports/#statewidesurvey>



2023 Beliefs about Road Safety in Region 14

Target Zero Deaths Vision

- 73% (Region 14) (statewide 75%) somewhat, moderately, or strongly agreed that the only acceptable number of deaths and serious injuries on our roadways should be zero.
 - 53% (51%) strongly agreed.

Pedestrian/Bicyclist Experiences in the Past 6 Months in Region 14

Think about the times you have been a pedestrian or bicyclist in the last 6 months. What situations did you experience?

- 43% (55%) reported drivers not stopping or going too fast.
- 17% (28%) reported bicyclists not stopping.
- 21% (25%) reported almost getting hit by a driver.
- 46% (54%) reported lack of sidewalks or damaged sidewalks.
- 39% (41%) reported drivers turning without looking for pedestrians/bicyclists.
- 36% (36%) reported drivers looking down or away from the road.
- 15% (18%) reported walk signals that were not long enough.
- 25% (25%) reported no signal where needed for a safer crossing.
- 11% (13%) reported lack of ADA accessibility.

Driver Experiences with Pedestrians/Bicyclists in the Past 6 Months in Region 14

Think about the times you have been a driver around pedestrians and bicyclists in the last 6 months. What situations did you experience?

- 62% (66%) reported pedestrians not using marked crosswalks.
- 44% (50%) reported pedestrians stepping off curb w/o looking.
- 25% (29%) reported not seeing pedestrians/bicyclists until very close to them.
- 44% (55%) reported pedestrians/bicyclists using phones, ear pods, headsets.
- 31% (48%) reported bicyclists not stopping at stop signs or traffic lights.
- 53% (58%) reported bicyclists in the road.
- 0.4% (0.4%) reported pedestrians/bicyclists traveling at night w/o reflectors or safety lights.
- 0.6% (0.5%) reported bicyclists not following other rules of the road.

Source: Washington Traffic Safety Commission Annual Statewide Traffic Safety Survey (2023). Region 14, n= 435 (statewide n= 10,964). <https://wtsc.wa.gov/traffic-safety-reports/#statewidesurvey>



Seat Belt Use

Beliefs

- 45% (Region 14) (statewide 32%) believe a driver in their community is moderately or more likely to be caught by the police driving while not wearing a seat belt.
- 69% (68%) support enforcement of violations of driving while not wearing a seat belt.
- 70% (68%) believe people important to them would strongly disapprove of driving while NOT wearing a seat belt.
- 22% (26%) believe most people in their community always wear a seat belt.

Family Rules and Workplace Policies

- 86% (84%) have a family rule about always using a seat belt (5% said no; 1% said they don't know; 8% said they don't have a family).
- 47% (33%) have a workplace policy about always using a seat belt (10% said no; 17% said they don't know; 27% said they don't have a workplace).

Proactive Traffic Safety

- 40% (32%) asked someone in the past 30 days to use a seat belt (10% said no, 50% said they were never in that situation).
- 57% (60%) believe people important to them would strongly approve of asking someone to use a seat belt.
- 40% (37%) believe most people in their community would often or always ask someone to use a seat belt.
- 53% (52%) were extremely comfortable to ask someone to use a seat belt.

Source: Washington Traffic Safety Commission Annual Statewide Traffic Safety Survey (2023). Region 14, n= 435 (statewide n= 10,964). <https://wtsc.wa.gov/traffic-safety-reports/#statewidesurvey>

Driving Under the Influence

Beliefs

- 73% (Region 14) (statewide 71%) believe it is moderately or more dangerous to drive shortly (within 1 hour) of consuming 1 drink of alcohol.
- 90% (90%) believe it is moderately or more dangerous to drive shortly (within 1 hour) of consuming 2 or more drinks of alcohol.
- 89% (83%) believe it is moderately or more dangerous to drive shortly (within 1 hour) of consuming cannabis.
- 94% (93%) believe it is moderately or more dangerous to drive after consuming potentially impairing prescription drugs.
- 59% (51%) believe a driver in their community is moderately or more likely to be caught by the police for driving under the influence of alcohol.
- 45% (37%) believe a driver in their community is moderately or more likely to be caught by the police for driving under the influence cannabis.
- 49% (44%) believe a driver in their community who is arrested by police for driving under the influence of alcohol or cannabis is moderately or more likely to be prosecuted.
- 86% (86%) support enforcement of violations of driving under the influence of alcohol.
- 75% (78%) support enforcement of violations of driving under the influence of cannabis.
- 73% (73%) believe people important to them would strongly disapprove of driving after consuming alcohol.
- 73% (69%) believe people important to them would strongly disapprove of driving after consuming cannabis.
- 17% (10%) believe most people in their community never drive after consuming alcohol.
- 15% (11%) believe most people in their community never drive after consuming cannabis.

Family Rules and Workplace Policies

- 79% (77%) have a family rule about never driving after consuming alcohol (12% said no; 1% said they don't know; 8% said they don't have a family).
- 73% (72%) have a family rule about never driving after consuming cannabis (16% said no; 3% said they don't know; 8% said they don't have a family).
- 49% (38%) have a workplace policy about never driving after consuming alcohol (9% said no; 15% said they don't know; 27% said they don't have a workplace).
- 48% (37%) have a workplace policy about never driving after consuming cannabis (10% said no; 16% said they don't know; 27% said they don't have a workplace).

Proactive Traffic Safety

- 21% (16%) took some action in the past 30 days to prevent someone who was going to drive who was perhaps too impaired to drive safely (14% said no, 65% said they were never in that situation).
- 66% (73%) believe people important to them would strongly approve of taking some action to prevent someone who was going to drive who was perhaps too impaired to drive safely.
- 45% (42%) believe most people in their community would often or always take some action to prevent someone who was going to drive who was perhaps too impaired to drive safely.
- 50% (43%) were extremely comfortable to take some action to prevent someone who was going to drive who was perhaps too impaired to drive safely.

Source: Washington Traffic Safety Commission Annual Statewide Traffic Safety Survey (2023). Region 14, n= 435 (statewide n= 10,964). <https://wtsc.wa.gov/traffic-safety-reports/#statewidesurvey>



Speeding

Beliefs

- 70% (Region 14) (statewide 68%) believe it is moderately or more dangerous for drivers to drive 10 mph or more over the speed limit.
- 51% (44%) believe a driver in their community is moderately or more likely to be caught by the police for driving 10 mph or more over the speed limit.
- 61% (60%) support enforcement of violations of driving 10 mph or more over the speed limit.
- 83% (84%) support enforcement of violations of driving through a red light or not stopping at a stop sign.
- 27% (21%) believe people important to them would strongly disapprove of driving 10 mph or more over the speed limit.
- 40% (42%) perceive most people in their community usually or always drive 10 mph or more over the speed limit.

Family Rules and Workplace Policies

- 45% (37%) have a family rule about never exceeding the speed limit (43% said no; 4% said they don't know; 8% said they don't have a family).
- 40% (29%) have a workplace policy about never exceeding the speed limit (15% said no; 19% said they don't know; 27% said they don't have a workplace).

Proactive Traffic Safety

- 28% (25%) asked someone in the past 30 days who was speeding or driving aggressively to slow down (21% said no, 52% said they were never in that situation).
- 44% (46%) believe people important to them would strongly approve of asking someone who was speeding or driving aggressively to slow down.
- 29% (26%) believe most people in their community would often or always ask someone who was speeding or driving aggressively to slow down.
- 33% (30%) were extremely comfortable to ask someone who was speeding or driving

Source: Washington Traffic Safety Commission Annual Statewide Traffic Safety Survey (2023). Region 14, n= 435 (statewide n= 10,964). <https://wtsc.wa.gov/traffic-safety-reports/#statewidesurvey>

Distracted Driving

Beliefs

- 86% (Region 14) (statewide 87%) believe it is moderately or more dangerous for drivers to hold and talk on cell phones.
- 96% (95%) believe it is moderately or more dangerous for drivers to read or look at cell phones.
- 96% (96%) believe it is moderately or more dangerous for drivers to manually type or interact with cell phones with their hands.
- 39% (31%) believe a driver in their community is moderately or more likely to be caught by the police for driving while using a cell phone.
- 76% (77%) support enforcement of violations of driving while using a cell phone.
- 51% (48%) believe people important to them would strongly disapprove of driving while using a cell phone.
- 13% (6%) believe most people in their community never drive while holding and talking on a cell phone.
- 11% (9%) believe most people in their community never drive while reading or manually typing on a cell phone.
- 55% (59%) said it was very easy to NEVER talk on a cell phone while holding it and driving.
- 53% (57%) said it was very easy to NEVER read or manually type on a cell phone while holding it and driving.

Family Rules and Workplace Policies

- 66% (64%) have a family rule about never using a cell phone while driving (24% said no; 2% said they don't know; 8% said they don't have a family).
- 48% (32%) have a workplace policy about never using a cell phone while driving (10% said no; 15% said they don't know; 27% said they don't have a workplace).

Proactive Traffic Safety

- 32% (26%) asked someone in the past 30 days who was using their cell phone or distracted to focus on driving (22% said no, 47% said they were never in that situation).
- 50% (54%) believe people important to them would strongly approve of asking a driver using a cell phone to focus on driving.
- 31% (30%) believe most people in their community would often or always ask a driver using a cell phone to focus on driving.
- 41% (37%) were extremely comfortable to ask a driver using a cell phone to focus on driving.

Source: Washington Traffic Safety Commission Annual Statewide Traffic Safety Survey (2023). Region 14, n= 435 (statewide n= 10,964). <https://wtsc.wa.gov/traffic-safety-reports/#statewidesurvey>

