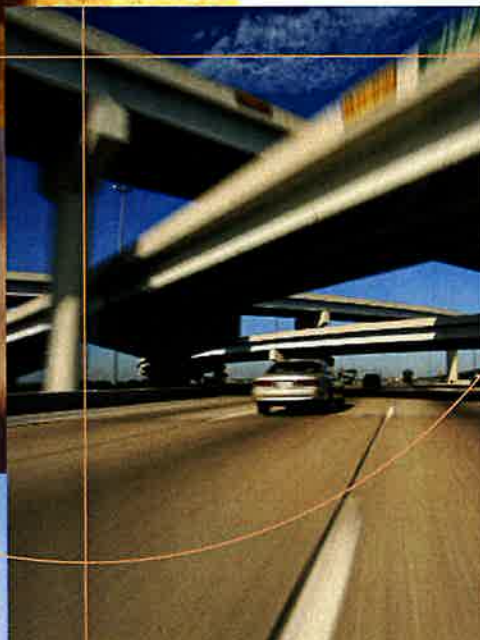
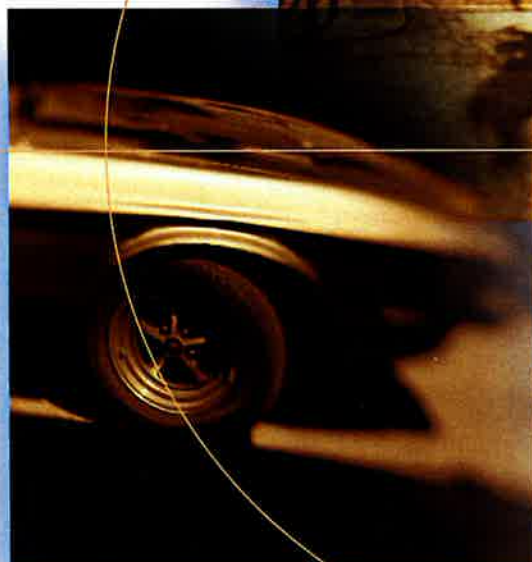


WASHINGTON  
TRAFFIC  
SAFETY  
COMMISSION

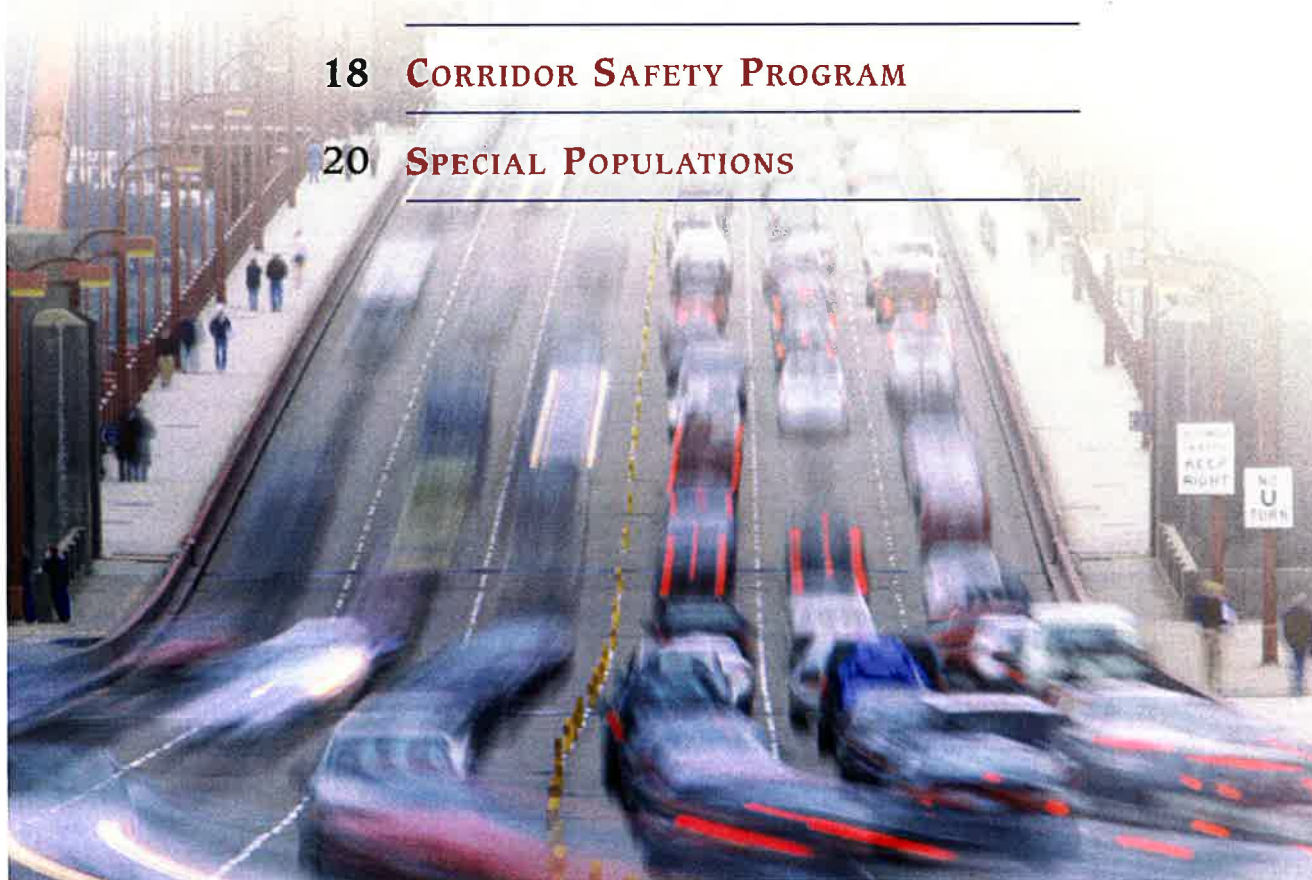


2002

ANNUAL REPORT

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## LETTER FROM THE DIRECTOR

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2002 was a landmark year for traffic safety in Washington State. The Legislature passed primary enforcement, allowing direct enforcement of the seat belt law. The 1986 Legislature made seat belt use mandatory, but restricted enforcement. The new law took effect in June.

Two major campaigns took place in 2002. "CLICK IT OR TICKET" was a major campaign that began in mid-May and ran through the summer. It was our first attempt at using extensive paid advertising, a strong slogan and heavy enforcement (with paid police overtime) as a way to change the behavior of traffic violators. This program was done in cooperation with the National Highway Traffic Safety Administration which provided substantial funding. Our campaign was synchronized with the national "Click It or Ticket" emphasis events.

**...There was an immediate reduction in the death toll for "occupants" of vehicles involved in crashes.**

The campaign was very successful. Seat belt use shot up to 92.6%, the highest level reported by any state, ever. Most important, there was an immediate reduction in the death toll for "occupants" of vehicles involved in crashes. This reduction has been sustained through the end of the year.

A second campaign, "Drive Hammered, Get Nailed" used the same methods and was very successful. Police reported that drunk drivers "took New Year's off." Overall, police report that drunk drivers are becoming harder to find. This strong message made a great impression on the public.

We are closely watching the highway death toll. "Occupant" deaths are down, but there are worrying trends as pedestrian, bicycle and motorcycle deaths have been increasing. These problems, and the continuing problem with drunk drivers, present us with continued challenges as we enter 2003.

Sincerely,

**John M. Moffat,**  
*Director*

# THE OCCUPANT PROTECTION PROGRAM

## Occupant Protection

**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.

In January 2002, Washington was chosen as one of twelve states to participate in a massive Click-it Or Ticket (CIOT) project. 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 upcoming 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 2002 included a major public information/education effort and an unprecedented mobilization of police agencies to increase enforcement of the seat belt law. Television and radio announcements were produced to inform the public of the new primary seat belt law and that it would be actively enforced. This paid media also produced more than double the exposure of the message through earned media, i.e., radio talk shows and newspaper articles and editorials. 120 police agencies received grant funding for overtime including the Washington State Patrol, county sheriff's offices and city police agencies.

In addition to the overtime and media efforts, an incentive program for law enforcement was also piloted over the summer months. Agencies that participated qualified for \$1,000 in grant money for every 100 seat belt citations written by their department. Individual officers qualified for a model replica of their patrol car for every 40 citations written. This program generated approximately 20,000 seat belt citations.

As a result of the new law, the CIOT campaign and the incentive program, the seat belt use rate increased from 83% to 93%. This rate, which is the highest in the nation, appears to be associated with reductions in the death toll among vehicle occupants. This decrease in fatalities, as well as the projected decrease in serious injuries will significantly lower the overall cost of traffic crashes in Washington.



**Because of the Click It or Ticket Project, Washington has the highest seat belt use in the United States: 93%.**

In order to coordinate this massive statewide campaign three law enforcement Spokesperson meetings were held. At these meetings training was provided and media packets were distributed for use at the local level.

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

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### **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 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, daycares, 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.

In addition to over 250 events coordinated by teams on the local level, the WTSC, SRC, and SK were involved in the following special events to raise awareness about the new law during the past year:

The WTSC and SRC partnered with, KLSY Mix 92.5 Radio, National Merit Insurance Company, local malls, and other local businesses to increase public

awareness of Washington's new CPS law by holding five large child car seat check-up events at the following locations:

- March 2.....Auburn Super Mall
- May 4.....Crossroads – Bellevue
- May 18.....Factoria Mall
- June 1.....Bellevue Merry Go Round store
- June 29.....Auburn Super Mall

A radio program accompanied the mall events were listeners were invited to get their child seats inspected. Approximately 250 child car seats were checked at these events and it is estimated that over \$100,000 of free airtime was received as a result of these activities.



The WTSC and SRC partnered with Radio Disney to distribute information at the Everett Aquasox family day game on June 25, 2002.

The WTSC, SRC, and SK continued to participate in the Ford Motor Company's 100-city *Boost America! Tour*.

Benton-Franklin Counties held an event March 16, 2002. Spanish translators assisted technicians with more than 260 convertible car seat, Britax Laptop, and booster seat installations.

Chelan County held their *Boost America!* event March 15, 2002. This event also assisted a large Hispanic population.

Spokane County hosted their Boost America! event on July 27, 2002. Three hundred forty three child car and booster seats were given away to low-income families. Over 200 families were served by this event.

In September, the Washington State Safety Restraint Coalition launched it's new child passenger safety website [www.800bucklup.org](http://www.800bucklup.org).

As part of the grant funding the WTSC provided to the King County Booster Seat Coalition, transit ads with a message about the coming booster seat law were purchased and placed on buses in King County.

The WTSC, SRC, SK, and the Harborview King County Booster Seat Coalition coordinated a statewide mailing in the spring of 2002. Information on the upcoming changes to the child passenger safety law was sent to school nurses, PTA/PTO organizations, and every daycare in the state. This mailing went to

over 15,000 individuals and organizations and included a sample of CPS educational material and posters, as well as a list of local resources and an order form to obtain additional copies of any of the materials.

The Harborview King County Booster Seat Coalition held a press conference just prior to the effective date of the changes to the child passenger safety law. In addition the coalition coordinated the booster seat discount coupon program in partnership with Fred Meyer. Because of the coalition's partnership with Children's Hospital, a booster seat flyer was translated into twelve different languages. These flyers are used in programs across the state.

This year a \$70,000 grant from the state Department of Health enabled the purchase and distribution of car seats to low income families.

**During this year 224 people were certified as child car seat technicians through the NHTSA Certification course.**

During this year 224 people were certified as child car seat technicians through the NHTSA Certification course. This brings Washington's total to over 500 technicians and 18 certified instructors.

The SRC 800-BUCK-L-UP phone line responded to over 10,000 calls this period and received 1,193 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.

"We Love You - Buckle Up" Early Childhood Education curriculums were distributed to preschools, day care centers, and elementary schools. Local pupil transportation staff were given information 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.

**Spokane Project S.T.O.R.K. (Safely Traveling Out Requires Knowledge)**

This project run by the Spokane Regional Health District designed and developed a tool kit for doctors. This tool kit contained booster seat information, Washington's new law and resources available to the patients. Approximately 250 tool kits were mailed to pediatricians, family practice doctors and general practitioners. This project also devoted a portion to marketing a new automated phone number in which parents and guardians can call and get many of their car seat questions answered.



### **Native American Traffic Safety Programs (NATS)**

The Native American Traffic Safety Program seeks to decrease the number of Native American deaths and injuries resulting from motor vehicle collisions, to increase seat belt and child car seat use rates on reservations, and to provide tribal communities with culturally-specific educational and promotional materials, technical assistance and resources to implement traffic safety programs. Mini-grants were provided to tribes for the production of personalized educational and promotional materials, and equipment grants were provided to tribes for the purchase of traffic safety equipment including radar, PBT's, laptop computers and radar/reader boards.

Tribal enforcement, Indian Health Clinics and tribal occupant protection advocates received child car seats and child passenger safety training.

Native American representatives participated in the law enforcement-led community child passenger safety teams, the 3-Flags programs, and all WTSC-sponsored occupant protection, child passenger safety and traffic programs. They also participated in the Car Seat Technician training programs.

An educational child passenger safety video focusing on the correct use of car seats, booster seats and seat belts continues to be distributed to tribal enforcement, health and safety agencies and organizations.

**Spokane's Project Stork developed and distributed a tool kit for doctors with information about correct child seat use.**



# IMPAIRED DRIVING PROGRAMS

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## Washington Bucks National Drunk Driving Trend

Despite nationwide increases in the number of deaths caused by drunk drivers, Washington State is enjoying a big drop in alcohol-related traffic deaths, probably the result of the .08 DUI law, and other new laws which took effect in 1999, according a study just released by the Washington Traffic Safety Commission in Olympia. The Commission study shows that about 100 lives have been saved since 1999.

In 1999, a law went into effect which reduced the legal blood alcohol limit for drivers to .08. Also that year, more drinking drivers lost their drivers' licenses as a result of their DUI, ignition interlock and home monitoring programs were adopted by courts for DUI offenders, and fewer people were being given an opportunity for "deferred prosecution."

### Impaired Driver Traffic Safety Conference



According to the Commission's study, following the implementation of the new laws, more impaired drivers were arrested who had lower blood alcohol levels, and there were fewer drunk drivers with high blood alcohol levels. The study also determined that there was an increase in the number of drunk drivers who pled guilty in court.

Nationally, drinking driver deaths have been increasing since 1999, going from 16,572 to 17,448 deaths in 2001.

The Commission organized a statewide law enforcement DUI emphasis effort which took place November 18 through January 1. Over 140 law enforcement agencies put extra officers on DUI patrols and publicity efforts warned people: "Drive hammered. Get nailed."

### Impaired Driving Program Coordination

This project funded the impaired driving activities of WTSC. Training opportunities were provided to law enforcement, judges, prosecutors and other personnel in the DUI system. Brochures, videos, and other educational materials dealing with impaired driving were developed and distributed. A new project was started this year in conjunction with the Corridor Safety Projects that installs signs on roadways where there is a demonstrated DUI problem that shows the picture of a DUI fatality with the caption "Caution - Drunk Drivers Are Out There." WTSC partnered with the Office of the Administrator of the Courts and the American Bar Association to host the ABA Traffic Court Technology Conference in Seattle, March 28-31, 2001. Approximately 175 judges, prosecutors and law enforcement personnel attended the conference. The conference highlighted the latest technology

**Number of Had Been  
Drinking Fatal Crashes  
1990 - 2002**



regarding alcohol and drug pharmacology and testing. Mini-grants were provided to 21 communities and organizations to conduct local impaired driving safety programs and events. The 13th

Annual Impaired Driver Traffic Safety Conference was held in Olympia December 5,6 and 7. Approximately 330 attendees participated in workshops and heard speakers talking about impaired driving issues. 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. By the end of the year Washington will have 153 certified DREs. These officers come from various municipalities, sheriff's departments and WSP.

**Northwest Region EMS and Trauma Care Council**

This project funded the Sober Roadways Program and the Youth DUI Victims Panels. 145 Sober Roadways presentations were made reaching approximately 10,000 people. The Sober Roadways presentation was made at the US Navy and Puget Sound Naval Shipyard including a presentation aboard the USS Abraham Lincoln. Approximately 6,500 naval personnel and families attended. A new Sober Roadways brochure was designed and produced. 32 Youth DUI Victim Panels were held reaching approximately 2,100 teens.

**Think First of Washington**

The Think First Program provided Washington high schools with 21 school assemblies reaching 12,400 students on a variety of traffic safety issues, but with emphasis on impaired driving.

**East Region EMS and Trauma Care Council**

This project funded the Sober Roadways and Mock Crashes Programs in the Spokane region. These programs were presented to over 10,000 teens.

**Trauma Nurses Talk Tough**

This is a high school program put on by the St. John Medical Centers Trauma Program and is a series of age-specific slide presentations that depict the realities of drinking and driving and other traffic safety problems. This program was presented 146 times to over 4500 teens and adults in Southwest Washington.

The Trauma Nurses Talk Tough Program was given to every fire district and city fire department in Lewis County. They in turn then presented the program to all the high schools in Lewis County.

#### **King County Fire and Life Safety Association**

Project funds were used to provide the Think Again program to over 11,000 students in King County. This is a DUI prevention program presented by EMS and Fire Department personnel.

#### **Parent Party Patrol**

This program provided Washington communities with 40 presentations on the risk to parents who host teen parties where alcohol is present. They started a new chapter in Spokane and sent out over 2500 letters to hotels/motels and schools/police concerning teen parties and graduation. They also developed and distributed a new brochure called the Prom Brochure.

#### **Minors In Prevention**

This project allowed teens in rural Eastern Washington to participate in the effective MIP program in Spokane. It is a diversion program that allows first time offenders with alcohol-related offenses to avoid prosecution if they successfully complete all requirements of the program.

#### **King County Traffic Safety Coalition**

This grant funded the development and distribution of a brochure dealing with impaired driving on Highway 99 between the north and south King County lines. The brochure included data describing the "hot spots" along Hwy 99, what people could do and resources that are available. The brochure was translated into five languages and 10,000 copies were printed and distributed.

#### **Washington State Department of Health**

Project funds were used to support the Injury Prevention/Public Education Technical Advisory Committee (IPPE TAC) for trainings, meetings, and supporting materials to address traffic safety issues. They have taken on impaired driving as their primary traffic safety issue for the next two years. The eight regional trauma care councils developed programs to deal with impaired driving at the local level. This included mock crash demonstrations, purchasing equipment for local police and EMS personnel, purchasing fatal vision goggles for the 8 regions, and sending out brochures and videos to local high school driver education classes.

# POLICE TRAFFIC SERVICES

**T**he Police Traffic Services program supports state traffic safety goals by providing support and encouragement to the approximately 300 law enforcement agencies within Washington State. Most law enforcement agencies in Washington State have ten or fewer commissioned officers. In most agencies, size, manpower constraints, and budgets do not allow for specialized training, equipment, or activities relating to traffic safety.

The PTS program awarded over \$2 million to state, county, municipal, and tribal enforcement agencies primarily from federal 402 funds for specialized training in priority traffic safety issues, for equipment for enforcement activities, and for low cost, 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 law enforcement agencies, especially those agencies that functioned with county or regional coalitions for multi-jurisdictional activities.

In addition, money was provided for public education programs and special projects undertaken by several agencies. PTS continued to support efforts by the Liquor Control Board and the Division of Alcohol and Substance Abuse of DSHS to reduce underage drinking and driving behaviors through a federal Department of Justice Office of Juvenile Justice and Delinquency Prevention grant.

Some grant requests could not be funded with available resources.

## **WASPC Block Grant**

Specialized police equipment and activities were funded from federal 157 funds by providing a block grant of \$250,000 to the Washington Association of Sheriffs and Police Chiefs (WASPC). These funds were used by the WASPC Traffic Committee to provide grants to local law enforcement agencies to improve traffic safety. Consideration and priority in grant awards were given to smaller agencies that demonstrated a willingness to work with other agencies and to take part in statewide initiatives, such as 3-Flags, Night of 1000 Stars, or the Click It or Ticket enforcement effort.



**Most law enforcement agencies in Washington State have ten or fewer commissioned officers.**

**Delivery of services directly to police agencies at their locations has resulted in over 40,000 man-hours of training yearly...**

**Washington State Patrol Block Grant**

Each WSP district throughout the state has special needs for programs and activities that positively affect traffic safety within that district. With these needs in mind, WSP received a block grant of \$1M from federal 157 and 163 funds to increase enforcement efforts, traffic safety education, district level community policing, and extensive DUI emphasis patrols. Funding in a block grant format allowed WSP administrators to prioritize the use and purpose of available resources.

In addition, WSP continues to work on its Aggressive Driver Apprehension Team concept. Federal funds were utilized to purchase and equip four additional unmarked police vehicles dedicated to enforcing statutes that identify aggressive drivers and road rage.

**Washington Criminal Justice Training Commission (CJTC)**

The CJTC received funding through federal 402 funds to retain a traffic safety training coordinator to provide on-site traffic safety training. CJTC also provided field training at locations throughout the state. Training was conducted or coordinated in collision investigation, radar training, Standardized Field Sobriety Testing, and DUI detection. This program has been well received. Delivery of services directly to police agencies at their locations has resulted in over 40,000 man-hours of training yearly and extensive cost saving by not requiring officers to travel to CJTC headquarters.

**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. No state funds were provided for the pilot projects. Requests for Proposals were written and sent and, in consultation with an advisory group, five locations were selected. Concerns of negative cash flow projections coupled with shrinking municipal budgets, caused four sites not to proceed. The City of Lakewood was the only pilot project that became operational. Due to the cost of the camera equipment and the infraction fine distribution scheme, the City of Lakewood lost revenue on the project. Most jurisdictions are enthusiastic about use of these cameras as a safety tool if use can generate a positive cash flow. A report on use of the cameras was presented to the Legislature in January 2003.

# PEDESTRIAN AND BICYCLE FUND

**T**he WTSC's Pedestrian and Bicycle fund continues to support community and statewide efforts in the ongoing development of pedestrian and bicycle safety programs. This program continues to support communities with consultation, training and materials to conduct specific programs for local audiences.

The Cooper Jones Advisory Committee is an on-going pedestrian, and bicycle advisory board. Members are representatives of the health, education enforcement, and insurance arenas as well as Department of Licensing and 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.

This past year funds provided statewide educational materials and enforcement overtime to promote safe pedestrian practices. Bremerton and Clark County/ Vancouver were selected as target sites. Each area promoted pedestrian enforcement with highly publicized mailings to local businesses, schools, and physicians' offices as well as personalized local media campaigns. Local law enforcement agencies increased targeted crosswalk enforcement and results have been promising. Materials developed for this campaign were printed in bulk and made available for all communities.



Law Enforcement agencies and elementary schools continue to work closely to increase traffic safety awareness near schools. This past year the Kitsap County Sheriff's Office participated in a pilot project, dedicating a full time vehicle and officer to enforce school violation and other traffic issues. As a result of this effort, there were no collisions in all of Kitsap County's 19 rural school zones this past year.

The Redmond Police Department and WTSC hosted three law enforcement training classes, educating officers, troopers and deputies on the importance of pedestrian enforcement. The class provided detailed information on the correct procedures to safely enforce motorist violations. 25 different agencies from all over Washington participated in the classes. Officers

**This past year the Kitsap County Sheriff's Office participated in a pilot project, dedicating a full time vehicle and officer... This effort resulted in ZERO collisions in all of Kitsap County's school zones.**

received overtime grants and returned to their communities to implement the new enforcement activity.

WTSC also worked with the city of Aberdeen to fund a 40 hour training class. Instructors were provided by the Institute of Police and Technology Management. This effort resulted in 29 agencies receiving specialized training about bicycle and pedestrian crash investigations.

The Cooper Jones Committee also supported a summer long television campaign to raise awareness about bicycle safety. This campaign reached all of Washington State and addressed the importance of safe riding and helmet usage.

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 Pedestrian Program are available for community education efforts.

The Washington Trauma Society acts as an on-going clearinghouse for the distribution of bicycle helmets to children of low-income families. This effort is conducted through eight regional EMS Councils and each helmet is fitted properly and accompanied with education. This past year the WTSC completed its 8th statewide bicycle helmet survey. The study identified helmet usage in rural and urban areas at 59%



# THE PUBLIC INFORMATION AND EDUCATION PROGRAM

**T**he goal of the program is to increase the effectiveness of other Traffic Safety Commission Program efforts by adding education and publicity components.

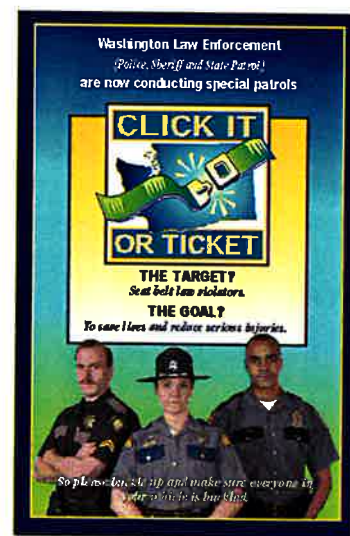
As noted in the Occupant Protection Program, Washington State participated in a multi-state effort to publicize seat belt enforcement. National research shows that the combination of enforcement and publicity holds the greatest promise for changing driver behaviors.

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The publicity efforts included radio commercials (called public service announcements) which featured the voices of law enforcement executives from the local jurisdiction where the commercial was being aired. Hence, in Spokane, the commercial featured the Captain of the Washington State Patrol District Office in Spokane, as well as the Spokane Police Chief and Spokane County Sheriff. Although this required more work, scheduling, and a larger production budget, the commercials told listeners that the seat belt enforcement effort was happening locally. An added benefit was that the local police and sheriff offices gave higher priority to seat belt enforcement because the chief executives of these public agencies were publicly identified with the cause.

In addition to radio commercials, we developed several posters which feature local law enforcement and State Patrol troopers. It was our experience that we received more “buy in” from law enforcement when the poster looked like someone from that law enforcement jurisdiction. Law enforcement officers distributed the posters, as well as the static cling window decals, the bumper stickers and 140 banners were put up against public buildings statewide. The Washington Department of Transportation (WSDOT) assisted with the project by putting banners up on Washington State ferries and by carrying the Click it or Ticket message on mobile road signs statewide.

In addition to the radio commercials, the Commission developed television commercials which featured actual footage from collision scenes where officers were responding to the chaos of the collision scene. The officer says on camera, “This is why we enforce the seat belt laws.” A television air buy accompanied the radio air buy.



**Law enforcement officers distributed the posters, the static cling window decals, the bumper stickers and 140 banners were put up against public buildings statewide.**



WSDOT cooperated with the Commission and put up 200 road signs that said "Seat belts required. \$86 fine. Click it or Ticket."

The campaign also included earned media efforts: pitching media to run the story and earned media public relations events to generate media attention to the story.

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Two Click It or Ticket emphasis efforts were conducted with law enforcement patrols. The first took place in May and early June. The second took place in August. Combined with other law enforcement emphasis efforts, the seat belt use rate in Washington jumped ten percentage points to the highest level in

the United States and it has remained high ever since. Prior to these efforts, the seat belt use rate had remained the same for six years running.

Following the successful Click it or Ticket Project, the Commission developed a similar project on the impaired driving theme. The slogan for the campaign: Drive Hammered. Get Nailed.



Similar radio commercials were developed using local police chiefs, sheriffs and State Patrol captains. Posters had a holiday theme and the slogan "He's making a list, checking it twice," with a visual of a law enforcement officer pulling over a drunk driver. Another poster with a similar theme showed two local officers putting an impaired driver in the back seat of their vehicle with the slogan, "Oh what fun it is to ride." The slogan "Drive Hammered. Get Nailed." went on all of the posters.

The anti-DUI campaign had similar components: radio ads, banners, a static cling bumper sticker, posters – as well as some billboards and newspaper ads. Law enforcement put up 140 banners statewide and materials were developed in Spanish.

In addition to these major media campaigns, the Public Information and Education Program did the following:

- ★ Continued efforts to promote booster seat and child car seat use through re-printing of previously developed educational materials,
- ★ Continued efforts to promote driving alert through re-printing and continued distribution of anti-drowsy driving materials,
- ★ Continued efforts to promote pedestrian and bicycle safety through re-printing of those educational materials.

The Commission partnered with, KLSY Mix 92.5 Radio, National Merit Insurance Company, local malls, and other local businesses to increase public awareness of Washington's new child car seat and booster seat requirements by holding five large child car seat check-up events at the following locations:

- March 2 .....Auburn Super Mall
- May 4 .....Crossroads – Bellevue
- May 18 .....Factoria Mall
- June 1 .....Bellevue Merry Go Round store
- June 29 .....Auburn Super Mall

**Approximately 250 child car seats were checked at these events and it is estimated that over \$100,000 of free airtime was received as a result of these activities.**

All of these events were advertised on the www.mix925.com web site, and on the air. Live call-ins invited listeners to come and get their child seat inspected. Approximately 250 child car seats were checked at these events and it is estimated that over \$100,000 of free airtime was received as a result of these activities.

The WTSC and SRC partnered with Radio Disney to distribute information at the Everett Aquasox family day game on June 25, 2002.

**New Child Car Seat Laws Coming**  
Effective July 1, 2002

Children 1-4 years of age must buckle into their car seats.

Children 4-6 years old must buckle into a booster seat.

**CAR BOOSTER SEATS SAVE LIVES**

Tickets cost \$26.00 for each unbuckled child.

For more information, call 1-800-SUCK-2-UP • www.boosterseat.org

The Commission, the Safety Restraint Coalition and the Harborview King County Booster Seat Coalition coordinated a statewide mailing in the spring of 2002. Information on the upcoming changes to the child passenger safety law was sent to school nurses, PTA/PTO organizations, and every daycare in the state. This mailing that went to over 15,000 individuals and organizations included a sample of CPS educational material and posters, as well as a list of local resources and an order form to obtain additional copies of any of the materials.

**Recognizing the efforts of safety advocates:**

The yearly statewide awards program was also held to recognize and promote traffic safety efforts.

# CORRIDOR SAFETY PROGRAM

**P**roject activity during the quarter 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. Strong law enforcement support continues through well-coordinated emphasis patrols. This group is meeting only quarterly, but the action plan appears to continue well. At a meeting in September, data concerning another section of SR 20 was shared with the group. The data indicates the corridor should go forward, and the task force agreed to support the effort. The present corridor will continue for a few more months, but the group will turn its attention to building a new action plan for the new section of highway.

## **US 2 Milepost 266.86 to 283.22**

Between the Spokane County Line and the junction with I 90. This project will be winding down towards the end of 2002. A pedestrian study was conducted prior to the installation of the three lighted crosswalks, and a post-study will be conducted as well. As this fiscal year is ending, particular attention will be given to the pedestrian issue in Airway Heights. Resources will then be shifted to the proposed new corridor on SR 904, also located in Spokane County.

## **SR 92**

(8.26 Miles - Granite Falls to SR 9)/ SR 9 (8.8 Miles - US 2 to Getchell Road) - A total of 17.06 Miles. This project is no longer considered an active corridor. Some minor support may be provided to the task force, which continues to meet. The group is seen as helpful to the county Traffic Safety Task Force, which is based in Everett.

## **SR 4**

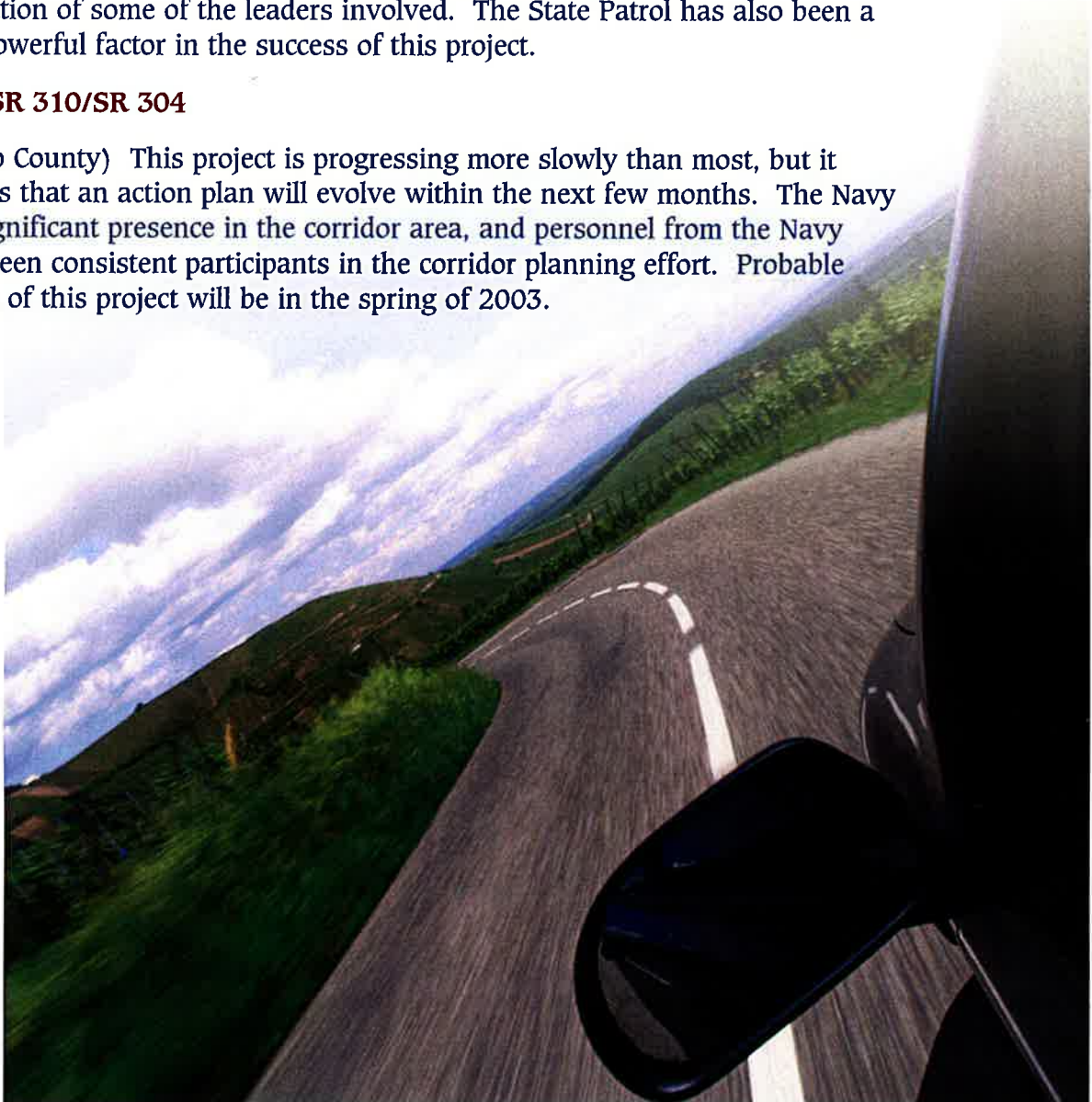
(17 miles, extending from I 5 to County Line Park). This project was launched with a media event on June 6. This has been a modest project in terms of scope and involvement. However, the law enforcement and local engineering elements of the project have come together very well. This project will continue through the next fiscal year.

**SR 17**

(MP27.36 – 50.88) Between I 90 and Othello. This project was launched with a media event at the O’Sullivan Grange on June 13. The task force continues to meet on a monthly basis, with regular updates on status of the action plan and results. A second section of SR 17 is also of concern, so may become the focus of a second phase of the project. This particular project has more of a “victim” focus than any other corridor project to date. While that is not seen as particularly desirable in a corridor project, it is a significant factor in the motivation of some of the leaders involved. The State Patrol has also been a very powerful factor in the success of this project.

**SR 3/SR 310/SR 304**

(Kitsap County) This project is progressing more slowly than most, but it appears that an action plan will evolve within the next few months. The Navy is a significant presence in the corridor area, and personnel from the Navy have been consistent participants in the corridor planning effort. Probable launch of this project will be in the spring of 2003.



# SPECIAL POPULATIONS

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## **Military Traffic Safety**

WTSC supported links between military personnel and civilian law enforcement in the state, as well as providing education and informational materials to base personnel. Local Community Traffic Safety Task Force coordinators visited military bases throughout the year to educate personnel on Washington traffic safety laws. A military underage drinking brochure and poster were also created, and these have proven to be very popular items. A grant was also given to a local non-profit group (Airmen Against Drunk Driving) on Fairchild AFB to provide safe rides home for personnel.

## **Youth Traffic Safety**

WTSC continued this year to grant youth traffic safety funds directly to schools and other local groups to assist them in their traffic safety efforts. This assistance included travel funds for school groups to attend the state SADD (Students Against Destructive Decisions) conference and national youth meetings, as well as to support regional meetings within the state. Funds were also available for schools to use for grim reaper programs, mock crashes, and to bring local and national speakers to their schools.

## **Community Traffic Safety Efforts**

In FY 2002, there were 23 Community Traffic Safety Programs, or task forces, in Washington State. WTSC provided funding for all the program coordinators and project directors to meet for trainings in the spring and the fall. Coordinators are also able to request scholarships to attend WTSC's conferences and trainings throughout the year. Once again this year, each task force coordinator had the opportunity to request additional funding for a special project or needed piece of equipment to enhance their local traffic safety efforts. A total of 13 such grants were awarded this year. This project also funded our five newest task forces – in Benton-Franklin Counties, Chelan-Douglas Counties, Jefferson County, Kittitas County, and Pacific County.

# TRAFFIC RECORDS AND RESEARCH

## Traffic Research & Data Center

The Traffic Research and Data Center provides traffic safety data, information, and research support services to WTSC staff, media representatives, policy analysts, and traffic safety professionals by conducting original research studies, database queries, and library services.

The TRDC upgraded system hardware and software to provide more efficient services. Improvements include enhancements to the agency LAN and connection with DIS mainframe computers. The WTSC Internet homepage has been implemented and the content and format are being upgraded and enhanced. Statistical data on traffic collisions are updated and posted on the homepage. The FARS staff and the fatal crash database are now fully integrated with the TRDC.

## Traffic Records Advisory Committee

The Traffic Records Advisory Committee is comprised of technical and administrative managers from traffic record system stakeholder agencies, including the Washington State Patrol, the Department of Transportation, the Department of Health, the Department of Licensing, the Office of Superintendent of Public Instruction, the County Road Administration Board, Washington Association of Sheriff's and Police Chiefs, and the associations of Washington cities and counties. The committee's objectives are to provide statewide coordination and information sharing among agencies concerned with the collection and analysis of traffic records data, to coordinate traffic records systems among participating agencies, and to develop and promote expanded use and analysis of traffic records data.

## Traffic Records Systems

WTSC provided funding support for implementation of the new statewide traffic collision database developed by WSDOT and specific funding assistance for efforts to get the multi-year backlog of data onto the new system.

A project with the Washington Association of Fire Chiefs to improve the state EMS data system was completed. The Association plans to continue enhancements to the system with their own funding over the next year.



**The WTSC Internet homepage has been implemented and the content and format are being upgraded and enhanced.**

### Research and Evaluation Projects

Major research papers published included:

- ★ NINETY THREE PERCENT: AN EVALUATION OF THE PRIMARY SEAT BELT LAW AND THE CLICK IT OR TICKET PROJECT IN WASHINGTON STATE.
- ★ DRUNK DRIVING TRENDS IN WASHINGTON STATE: EVALUATION OF THE 1998 DUI LAWS.
- ★ EVALUATION OF "TARGETED PEDESTRIAN ENFORCEMENT".

Two studies were initiated to examine the public costs (both medical costs and rehabilitation/social service costs) associated with injuries to vehicle occupants who did not use seat belts. The study of medical costs conducted by UW was completed and preliminary findings were presented to the legislature when they considered the primary seat belt law. The study of social service costs is being conducted by TRDC research staff and is ongoing.

Completed the annual observation survey of seat belt use and conducted numerous small surveys of belt use for the Click it or ticket project.

Continued a research and demonstration project with DOL and UW to evaluate a new driver improvement program that targets DUI and aggressive driving.

WSU conducted and completed the second observation survey of booster seat use.

A long-term research project to evaluate the Graduated Drivers Licensing law was initiated under the auspices of The Joint Legislative Audit and Review Committee.

Policy analysis and research literature review papers were completed on the following issues:

- ★ Projections of the numbers of lives saved by increased seat belt use.
- ★ Analysis of collisions involving uninsured drivers, seat belt use, alcohol impaired drivers and injury severity.
- ★ Observation survey of cell phone use by vehicle drivers.
- ★ Analysis of fatal traffic crashes, 1993 to 2000.

