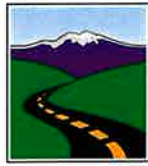


2004



WASHINGTON
Traffic Safety
COMMISSION

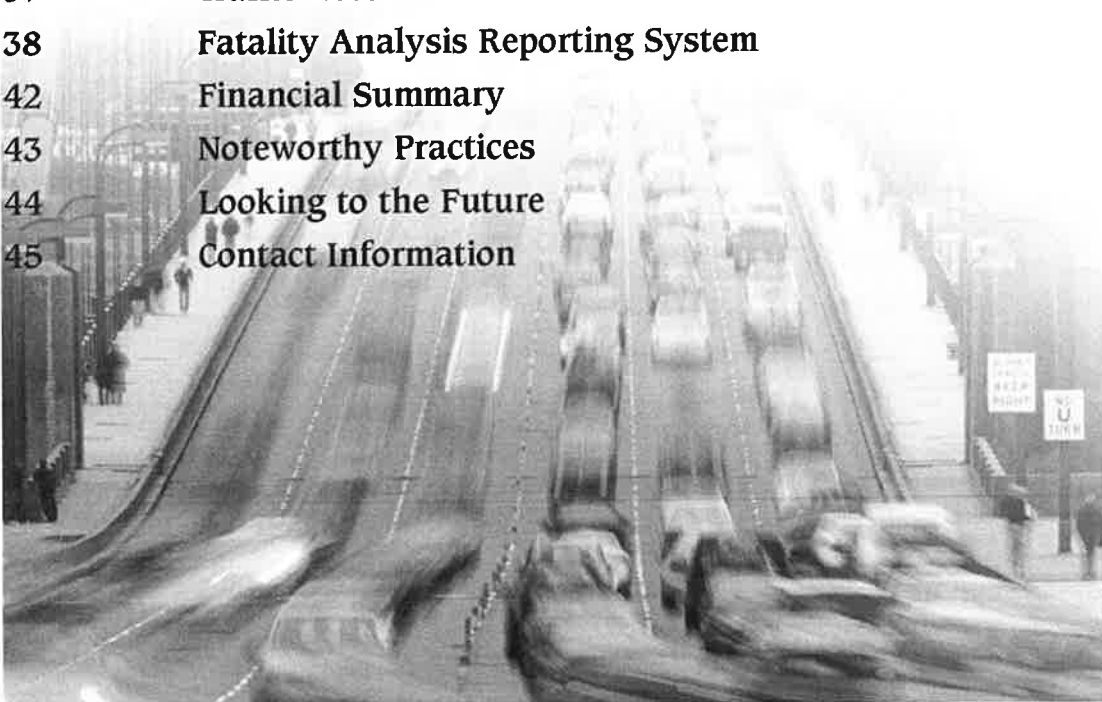
Washington



Highway Safety Annual Report

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Crash Data and Performance Measures

Baseline Data 1994-1997

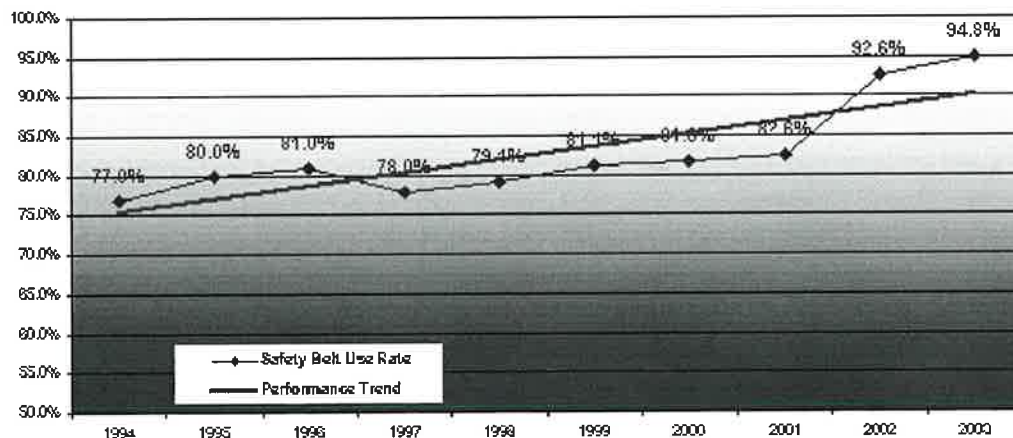
Progress Report Data 1998-2003

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
Fatalities / 100 million VMT	640	653	712	674	662	637	631	649	659	600
Fatality Rate	1.34	1.33	1.46	1.32	1.27	1.21	1.17	1.21	1.2	1.09
Safety Belt Use Rate	77.0%	80.0%	81.0%	78.0%	79.1%	81.1%	81.6%	82.6%	92.6%	94.8%
Drinking Driver Related Fatalities	296	305	353	266	286	243	248	243	262	221
Drinking Driver Rate / 100M VMT	0.62	0.62	0.72	0.52	0.55	0.46	0.46	0.45	0.48	0.40
Fatality Rate / 100K Population	11.91	11.96	12.79	11.9	11.51	10.92	10.71	10.9	10.95	9.84
Fatalities - Speed-related	220	251	249	242	247	227	241	234	260	234
Vehicle occupant fatalities	499	525	558	555	524	526	511	509	516	449
Pedestrian Fatalities	86	74	92	73	77	60	68	75	70	75
Bicyclist Fatalities	15	13	14	16	10	9	12	8	11	10
Motorcyclist Fatalities	35	37	42	29	51	38	39	57	61	58
Child safety seat use rate	54.4%	57.0%					67.4%			
Booster seat use rate							22.0%		46.7%	44.7%
Bicycle helmet use rate	39.5%		47.1%	47.3%	48.7%	52.7%	51.5%	64.2%	58.6%	49.6%

PERFORMANCE GOALS AND TRENDS

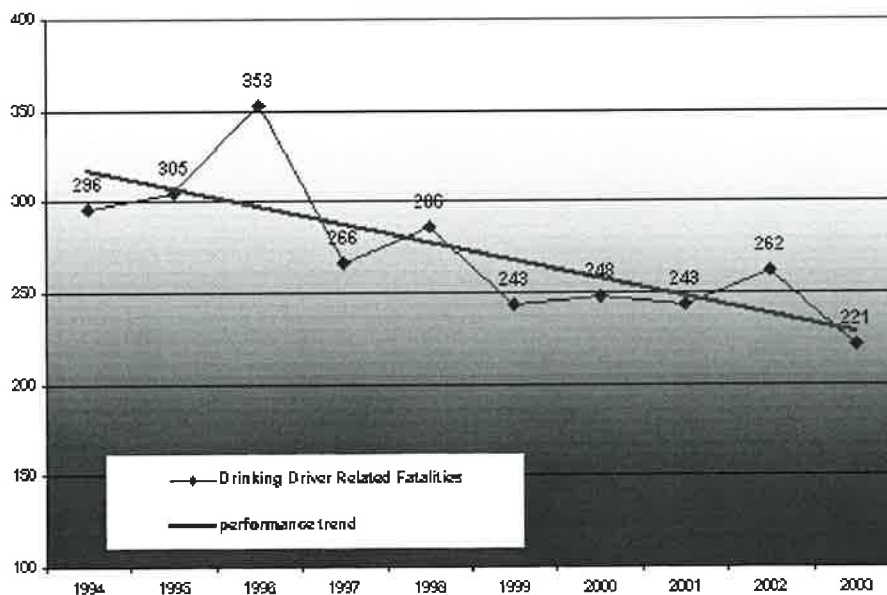
Goal: Seat Belt Use Rate Baseline

Increase Seat Belt Use Rate to 85% by 2005
1994 = 77%



Goal: Drinking Driver Related Fatalities Baseline

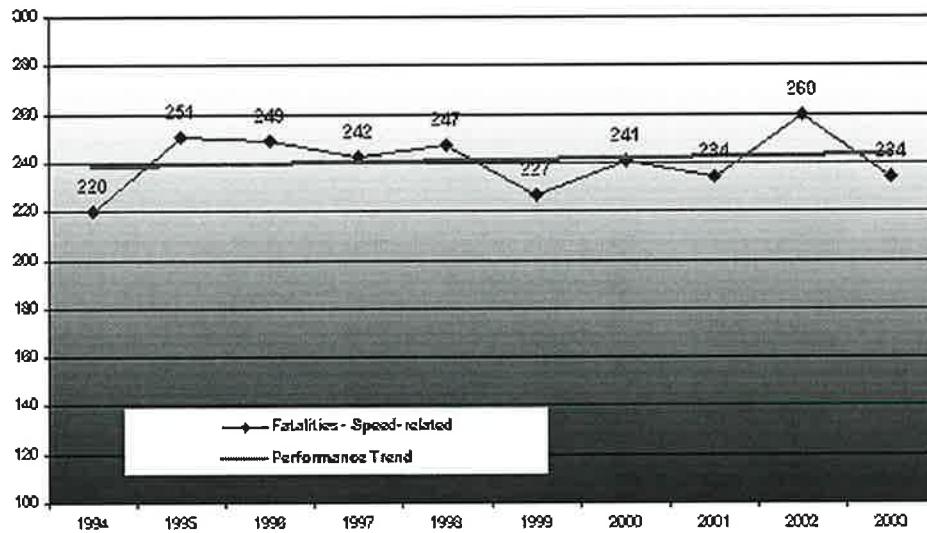
Reduce to 225 by 2005
1994 = 296



PERFORMANCE GOALS AND TRENDS

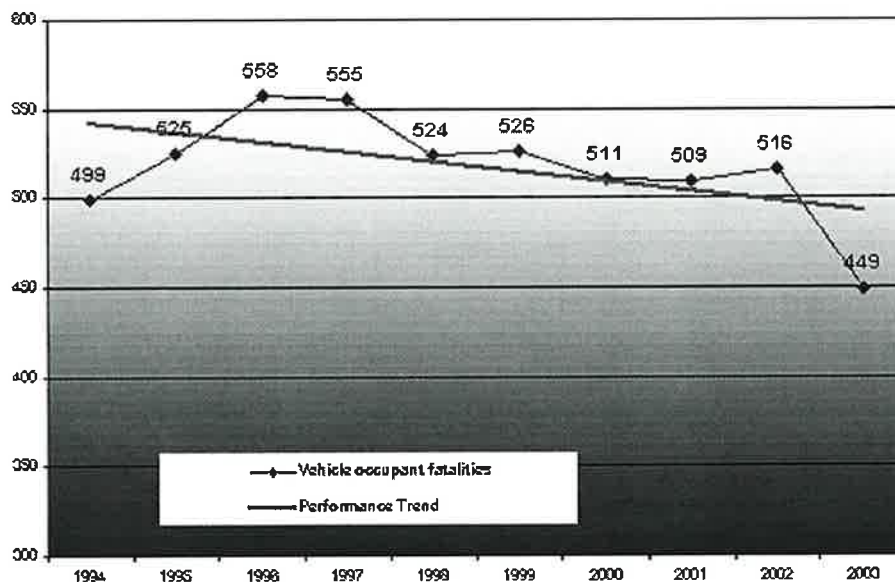
Goal: Speed Related Fatalities Baseline

Reduce Speed Related Fatalities to 210 by 2005
1994 = 220



Goal: Vehicle Occupant Fatalities Baseline

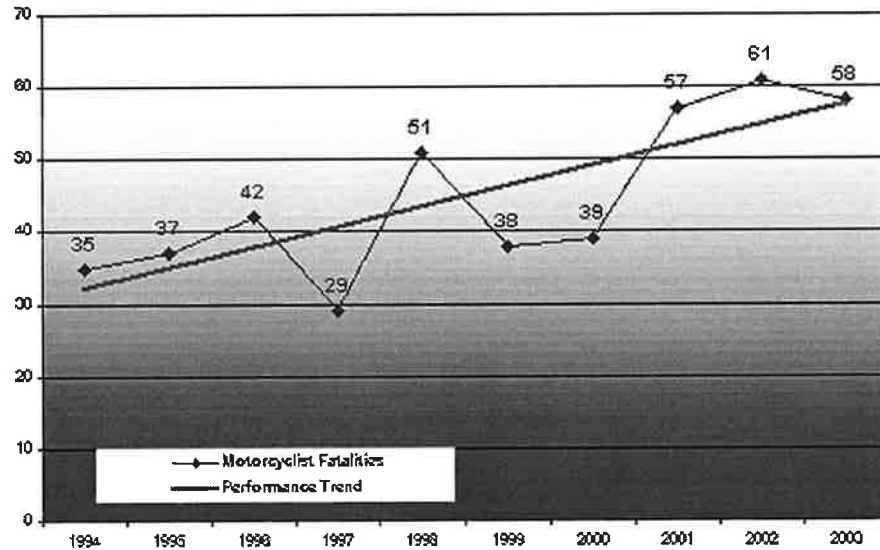
Reduce Occupant Fatalities to 450 by 2005
1994 = 499



PERFORMANCE GOALS AND TRENDS

Goal: Motorcyclist Fatalis
Baseline

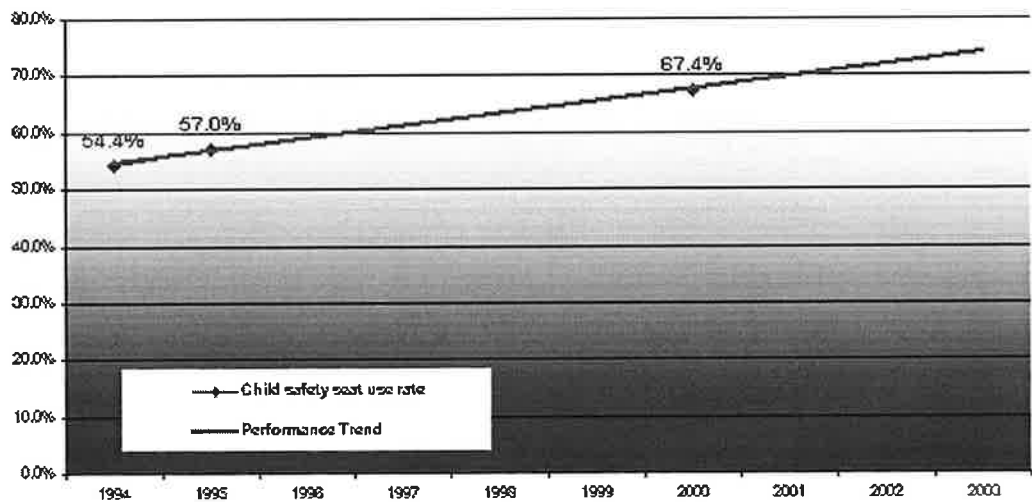
Reduce Motorcyclist Fatalis to 25 by 2005
1994 = 35



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Goal: Child Safety Seat Use Rate
Baseline

Increase to 85% by 2005
1994 = 54.4%



THE PUBLIC INFORMATION AND EDUCATION PROGRAM

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



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

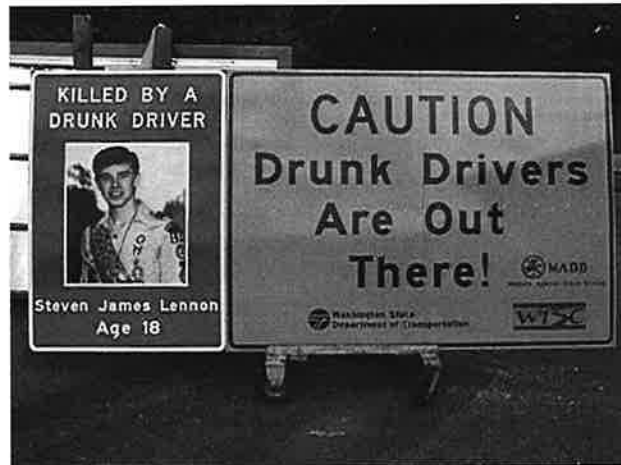
or Ticket" formula for changing driver behaviors, this same formula was applied in other traffic safety arenas, to combat the impaired driving problem, to promote pedestrian safety in school zones and other pedestrian problem areas and to promote greater awareness about rules for newly licensed teen drivers.

Two large enforcement/publicity campaigns were implemented this year to promote seat belt use and one large campaign was implemented to combat the impaired driving problem. Publicity efforts involved extensive radio and television campaigns supplemented by broad scale stakeholder work statewide to get the traffic safety messages picked up as news stories and to extend the reach of the publicity campaigns with posters, flyers, billboards, bumper stickers and banners distributed at the local level. Web page and newspaper ads were also purchased. Press releases, photo releases, radio news releases, ad slicks and guest editorial copy were all distributed in a targeted fashion to the print media statewide. Materials were also developed and distributed in Spanish to the Spanish-speaking population.



THE PUBLIC INFORMATION AND EDUCATION PROGRAM
(CONTINUED)

mation officers and school resource officers, hospital marketing specialists, child passenger safety team members, local health department community relations professionals, civic groups like Mothers Against Drunk Driving and Students Against Destructive Decisions, insurance professionals, drivers education instructors, trauma nurses and emergency response professionals. In addition to putting up posters and distributing flyers, these stakeholders gave presentations at the local level with educational videos and display materials, as well as speaker points developed by the Commission. They also found places at the local level where banners could be hung against public buildings, and where free ad placements could be obtained. They also helped organize press conferences and other media events.



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

A statewide publicity campaign combined with an enforcement effort was conducted to improve pedestrian safety in school zones. Posters and other print materials were developed and distributed to schools; a statewide billboard campaign reached parents with the message.

In addition to the seat belt and impaired driving public education and enforcement campaigns, the Commission worked hard this year to increase the visibility of the Intermediate Driver License (IDL) regulations for newly licensed teen drivers. The State Farm Insurance Companies® participated in a big way, volunteering their offices statewide as a point of distribution and donating all bonus air time for the project, which resulted in a sizeable air buy. State Farm donated air time valued at \$600,000 to get the message out and volunteered 300 State Farm offices statewide as points of distribution for posters, brochures and other educational materials.

THE PUBLIC INFORMATION AND EDUCATION PROGRAM
(CONTINUED)

A joint project with the Department of Licensing and the state Department of Social and Health Services resulted in the distribution of traffic safety educational videos via Licensing and Welfare offices, as well as hospitals, greatly increasing the public exposure to the messages in a meaningful way.

The program's objectives include:

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

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Northwest Region EMS and Trauma Care Council (J803-10) - This project funded the Sober Roadways Program and the Youth DUI Victims Panels in Kitsap County and surrounding counties. Presentations were made to approximately 8,200 young people throughout the region.

Department of Health (DOH) (J803-12) - Project funds were used by DOH to address DUI prevention and other traffic safety issues through the eight EMS and Trauma Care Regions. Once again, DOH provided Brief Alcohol Interventions training to designated trauma services (DTS) throughout the state. The training was presented to over 160 staff from 30 DTSs.

Mothers Against Drunk Driving (MADD) (J803-14) - Project funds were used by MADD to honor 116 law enforcement personnel involved in DUI enforcement. These officers were recognized for their outstanding work in removing impaired drivers from Washington's roadways. Over 270 people attended the Awards Banquet.

King County Fire and Life Association (J803-16) - This project funded the "Think Again" Program to 115 high school classes reaching 3,679 students. This is a DUI prevention program, as well as other traffic safety issues presented by trained EMS and Fire Department personnel.

Washington Association of Prosecuting Attorneys (WAPA) (J803-17) - This project funded an experienced prosecuting attorney who traveled to individual counties to train and mentor newly hired deputy prosecuting attorneys before they handled a significant number of criminal traffic offenses. In addition to helping individual counties, the WAPA attorney held 3 regional trainings in Eastern Washington. These regional trainings were attended by county and municipal prosecutors, and law enforcement personnel. In addition to the training sessions, WAPA's staff attorney was able to develop and distribute a DUI Prosecution Training Manual.

This is a summary of projects funded by federal 402 funds:

Washington Trauma Society (EM04-01) - This project funded through the Washington Trauma Society the training and travel support for the 8 regional EMS and Trauma Care Councils.



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 Washington State Booster Seat Coalition (WSBSC) 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 33 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. These teams conducted more than 5,843 car seat checkups, outreach and education events and trainings. Over 1,400 free or low-cost car seats and boosters were distributed to low-income families during this same time period.

During this year 100 people were certified as child car seat technicians through the NHTSA Certification course. This brings Washington's total to approximately 700 technicians and 23 certified instructors.



CORRIDOR TRAFFIC SAFETY PROGRAM

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

The traffic safety benefits in each corridor are immediate and significant. The return on investment averages about \$35 for each public dollar invested.

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

SR 14 (Skamania County) – 15.3 miles running from the county line east to North Bonneville. This project kicked off on May 12, 2004 and held a successful public forum with a number of community members present. ESD 112 has been a strong element under girding the public awareness portion of this project. The project is enjoying a high level of support from the community.

SR 904 (Spokane County) This Corridor extends from the south city limits of Cheney to its intersection with I-90 at Four Lakes, a distance of nearly eight miles. There has been a change in command at the WSP detachment, but the level of support from that office appears to be continuing. WSDOT and the WTSC shared the cost of a unique sign that is the first of its kind on any state highway in Washington. It is an automated sign that gives an electronic readout of the number of days since the last serious crash on the Corridor. It was unveiled with 139 days showing.



SR 291 (Spokane County) This corridor extends from Division Street to the Stevens County line. This project kicked off on April 1, 2004.

SR 26 (Adams County) This corridor kicked off on November 18, 2004, and extends from the Grant County line to a point several miles east of Othello. There is a significant degree of alcohol-involvement in crashes on that corridor. There is also a significant speeding problem, particularly involving populations commuting to and from the universities in Pullman and Moscow, Idaho.

POLICE TRAFFIC SERVICES

The Police Traffic Services (PTS) program supports traffic safety “Target Zero” goals by providing training and equipment for traffic enforcement for the law enforcement agencies of Washington State. In fiscal year 2004, the PTS program awarded over \$2,000,000 to state, county, and municipal enforcement agencies for specialized training in traffic safety issues, for equipment for traffic enforcement, for unmarked cars that target aggressive drivers, and for high-tech equipment that would not ordinarily be available to perform traffic-related functions.

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In addition, federal 402 and 410 funds were used by interagency groups studying street racing and aggressive driving and for law enforcement advisory groups that provide advice to WTSC on the effectiveness of its projects. These funds were also used to provide outreach to the Spanish speaking community in the Lower Columbia Valley area through a local adaptation of the El Protector program.

PTS continued to work in concert with agencies with similar missions, such as the Liquor Control Board and the Division of Alcohol and Substance Abuse of the state Department of Social and Health Services. The Washington Criminal Justice Training Commission also received 410 funding to provide training in the field at locations convenient to small agencies. Classes included SFST, collision investigation, and radar certification.

PTS also provided the following large grants:



WASHINGTON ASSOCIATION OF SHERIFFS AND POLICE CHIEFS

A block grant of \$275,000 was given to WASPC from 402 funds to distribute to local law enforcement agencies for traffic enforcement equipment. WASPC Traffic Committee members are professionals who are in the best position to know which types of equipment are needed by local agencies to further their

BICYCLE AND PEDESTRIAN SAFETY PROGRAM

WTSC bicycle and pedestrian programs support the local grass roots level in a multitude of communities. This program offers technical support, with consultation, training, and educational materials to conduct specific programs for local audiences.

This past year WTSC has worked very closely with local law enforcement to increase pedestrian and bicycle safety awareness towards drivers, cyclists and pedestrians. Local grants were allocated to individual cities and counties to increase enforcement activity and community awareness through public information and education.

A comprehensive effort to continue targeted crosswalk enforcement across the state supports the reduction of the preliminary pedestrian death toll from 69 in November of 2003 to 37 in November of 2004. Local communities in their pursuit towards traffic safety can also attribute this significant reduction to ongoing efforts.

The city of Kirkland has made extreme efforts to reduce the multi-threat towards pedestrians by increasing the sight distance for drivers at multilane intersections. Their engineering department moved the stop bar back by 15 feet, using lighted beacons similar to the lighted crosswalk. Due to these efforts, the city has not experienced even one injury or death at any intersection involved in the study.

The Spokane Regional Health District has worked very closely with Spokane County Traffic Safety Task Force and the Spokane Police Department to continue with Targeted Crosswalk Enforcement. They also implemented a new program called Stop, Look, and Wave. The object of these efforts is to have the pedestrian/cyclist make eye contact with the approaching driver prior to crossing the street. This project is still in the beginning stages, but has been extremely well received by the citizens, according to local media.

The Cooper Jones Advisory committee continues to support WTSC in the direction of pedestrian bicycle safety. Members of the board include representatives from health education, enforcement, insurance and licensing arenas, as well as



School Zone safety continues to be paramount to WTSC in its efforts to follow its mission by increasing school zone safety and pupil transportation safety. This past year \$1.5 million dollars have been allocated to 11 local schools and cities to increase safety in high-risk areas for walking and busing students. WTSC has worked very closely with WSDOT, the Office of Superintendent of Public Instruction, and Department of Health to disburse \$1 million directed by the legislature to increase Safe Routes to School. These specific projects all include education, enforcement, and engineering components and will be complete by the beginning of the 2005-2006 school year.



School bus driver training has been offered in a “train the trainer” program, which is designed to enhance the school bus driver’s skills in high-risk weather conditions. This training is conducted by the WSP and is open to all school districts through out Washington State.

Touchet School District, a small rural school in southeast Washington, worked to install flashing lights on the major highway that runs in front of the school. This project was spearheaded by 7th and 8th grade students and was funded from the school zone account. These students received a state wide Traffic Safety Superstars Award for their efforts toward community education. Grays Harbor College in Aberdeen, Washington, received the first grant to promote pedestrian safety at a local college. In-pavement flashing lights were installed between the parking lot and the campus to increase safety for students.

INTERMEDIATE DRIVER LICENSE (IDL)

In response to the need to educate teen drivers, parents, and law enforcement and to encourage proper enforcement of the Intermediate Driver License Law (IDL), the Washington Traffic Safety Commission is sponsoring and leading an interagency Intermediate Driver License Implementation Committee. This year the committee continued to meet and develop educational strategies that will improve the effectiveness of the IDL law. The committee developed and distributed a law enforcement roll call video/DVD and a parent-teen video/DVD that focuses on licensing issues. The parent-teen video began airing on the City of Olympia's Public Access Channel in the spring. The committee has identified the need to educate judges and prosecutors about the importance of the Intermediate License Law and the detrimental effects of reducing or dismissing infractions under the law.

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This grant also supported several law enforcement jurisdictions with overtime IDL emphasis patrols and their IDL education efforts.

INTERMEDIATE DRIVER LICENSE GUIDELINES

RCW 46.20.075 • Effective July 1, 2001

Note: DOL Driver History check will show current restrictions from issue date

From issue date Until age 18:	First six months	After six months until age 18
Restrictions on Passengers:	No passengers under age 20 except immediate family members	No more than 3 passengers under age 20 except immediate family members
Restrictions on Hours of Driving	No driving between 1 a.m. and 5 a.m. unless accompanied by parent, guardian or licensed driver at least age 25	No driving between 1 a.m. and 5 a.m. unless accompanied by parent, guardian or licensed driver at least age 25

EXCEPTIONS:

- There are no restrictions on hours of driving or passengers if IDL holder is driving for agricultural purposes.
- There are no restrictions on hours of driving or passengers if after twelve months IDL holder is not involved in a collision, or has not been convicted of, or found to have committed a traffic offense.

MILITARY TRAFFIC SAFETY PROGRAM

W

ashington State currently houses installations to three branches of military service (Army, Navy and Air Force) in six counties (Island, Kitsap, Pierce, Snohomish, Spokane and Yakima). According to the Department of Defense, the rate of heavy alcohol use—the consumption level most likely to result in alcohol-related problems – affects nearly one in five active-duty personnel. The need for traffic safety education and enforcement programs aimed specifically at military personnel is crucial, especially in light of the fact that many service members have been returning from long deployments during the past year. The military installations in the counties of Kitsap, Pierce, Snohomish, Spokane and Yakima have been well served by their local Traffic Safety Coordinator in terms of traffic safety education and resource development. The following efforts to combat drinking and driving among service members and improve traffic safety in and around military installations in the past year have been accomplished:



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- Traffic Safety presentations were made to local installations during their Safety Stand Down Days.
- Support for “Through our Eyes”, non-profit organizations of EMT’s who present traffic safety information to military installations.
- Support for Ft. Lewis’s Designated Driver Free Ride Home program.

Currently a “Under 21, Zero Tolerance” brochure and poster aimed at service members that addresses the “zero tolerance” drinking and driving laws in Washington State are available on the Traffic Safety’s website. This information is available to order for free and has been distributed among the military installations.

Seattle, researched radio markets statewide to determine which stations reach the target market. Optimedia then negotiated the air buy to ensure that the lowest media rates were secured for the Washington Traffic Safety Commission. Optimedia also negotiated to obtain a one-for-one bonus placement schedule for every paid advertisement placement secured, as well as numerous opportunities for earned media support for the campaigns.

Community Traffic Safety Task Force Coordinators supplemented the work of the paid media effort by organizing press events, putting up posters and banners statewide, and distributing collateral materials via government offices, business and the religious community.

The impaired driving campaigns were scheduled to coincide with grant funded enforcement campaigns following a schedule developed by the NHTSA. Similar to the seat belt campaigns, the goal of the impaired driving campaigns was to put people on notice that extra law enforcement patrols were taking place in their areas. The anti-DUI campaigns included a \$138,000 budget for the August, 2004, campaign and an \$89,972 budget for the winter holiday campaign (November through January 1, 2005). All of the radio air time purchases were conducted by a Seattle firm that specializes in the purchase of media air time. The paid schedules were supplemented with earned media local level.

A third campaign involved a partnership with State Farm Insurance Companies and was aimed at educating parents of newly licensed teen drivers about the state's new Intermediate (graduated) Licensing law. The paid media budget was \$50,000 and resulted in 400 television slots purchased by State Farm, as well as 1,200 radio placements. The campaign reached 80% of the adult population of the state with a frequency of four times.

The School Zone Project involved putting billboard messages in towns that had extra emphasis patrols targeting people who speed near schools and playgrounds. The School Zone billboard campaign cost \$50,000 and development costs totaled \$15,000. This project was paid for with state funds.

Another billboard educational effort involved reminding drivers that motorcyclists are traveling the roads with them and drivers need to be looking for them. The project cost for this billboard campaign was \$50,000.



TRAFFIC RECORDS AND RESEARCH

Program Activities

A research study on the characteristics of drivers cited for seat belt violations was initiated.

Two studies on pedestrian and bicyclist safety issues were initiated.

Various surveys of seat belt use were conducted including the annual statewide survey, mini-surveys evaluating the Click it or Ticket program, and a survey of belt use during night hours.

Planning for a major study evaluating the deferred prosecution law was initiated.

Development of the evaluation plan for the NHTSA-FMCSA commercial motor vehicle safety project was initiated.

Policy analysis papers on legislative issues included felony DUI, motorcycle helmets, drowsy driving, and motorized scooters.

University research projects included a UW study on prevention of drunk driving and aggressive driving, a UW study of hospitalization costs for injured MV occupants, and a WSU observation survey of child safety seat use.

A presentation on the paper "Evaluation Of Law, Policy, and Programs to Promote Seat Belt Use in Washington State" was made at the 2004 Lifesavers Conference.

Development of the traffic records strategic plan for Washington continued.

The final report on the Traffic Records Assessment of Washington State's data systems was completed.

A Traffic Records Coordinator position was created.

A Traffic Records Oversight Committee was formed to provide executive support for data system initiatives.

Research Reports Published:

Salzberg P & Moffat J. Ninety Five Percent: An Evaluation Of Law, Policy, and Programs to Promote Seat Belt Use in Washington State. *Journal of Safety Research*, 2004, 35, 215-222.

Salzberg P & Thurston R. Seat Belt Use Rates in Washington State, 2004. Olympia: Washington Traffic Safety Commission, 2004.



Accomplishments

Over the past year, Washington State FARS has continued work closely monitoring and analyzing the overall drop in traffic fatalities for Washington State. Extensive efforts have also been taken to coordinate efforts between Washington State Department of Transportation/ Washington State Patrol Collision Records and FARS, to ensure the highest quality data for both systems.



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Washington State FARS has been teaming up with Washington State Department of Transportation's Transportation Data Office and is one of only three states in the nation to be chosen to participate in a pilot project with NHTSA. The project involves WSDOT's feeding collision data from its statewide database to NHTSA on a daily basis. NHTSA then sends these records to FARS.

By feeding data to FARS each day, researchers will be able to process and analyze the data much more quickly than in the past, hence the name FastFARS. The FastFARS pilot project, a concept thought up by NHTSA Administrator Dr. Jeffery Runge, seeks to develop and implement a system to provide near real-time information on fatalities resulting from motor vehicle crashes. Now that Washington and Iowa have proven the feasibility of the pilot project for Phase I, NHTSA will be seeking other states to establish similar and more timely data transfers.

Other groups within NHTSA, along with FARS, will also be using this more timely data. In previous years, NHTSA often waited up to two years for collision information. This hinders NHTSA's ability to perform in-depth analyses, and to spot and address newly emerging safety issues. By transmitting collision data to NHTSA on a daily basis, more timely information will be available to researchers sooner to help continue efforts towards meeting National and State highway safety improvement goals.

WA FARS is also involved in a mini-pilot project with FARS Headquarters in Washington, D.C. exploring ways to accurately display and analyze GIS data from fatal crashes, which has been collected nationally by FARS since 2001.

Marcia Marsh, WA FARS Supervisor, recently finished up two terms as Chair of the National FARS Information Technology Advisory Panel (ITAP) and continues to hold a seat on the committee.

other additional details such as ejection path, restraint use, and extrication. This past year, advances were made by using the Department of Health's Trauma Registry to get some information, however, due to narrow criteria and further reporting issues, it is not possible to gain information on all fatal crashes this way. FARS has been actively supporting efforts for the formation of a statewide EMS database. Further, FARS is recommending elements such as ejection path be added to the police collision form so that the officers can collect that immediately at the scene of a crash.

Drug and Alcohol Reporting

Washington Administrative Code requires toxicology testing for all persons who die in a traffic collision within a 4-hour window. For surviving drivers, involved in fatal crashes, there is no such law, so unless the driver is tested, there are no test results to analyze.

Better, Faster Fatal Collision Reporting

Currently, there is no Early Fatal Notification System for traffic collisions in Washington State. In many cases, the media finds out about a fatal collision faster than FARS or WSDOT/WSP. WA FARS is actively working with the Traffic Records Committee and Law Enforcement Agencies to find a solution in light of upcoming demands the FastFARS will put on the states.

Improved Police Collision Report Design

WA FARS is working with Traffic Records Committee and the Washington State Department of Transportation to get elements commonly requested by FARS included in the new design of the form, to ease the workload of having to write the officers back for additional information not currently included on the existing form.

Improved Roadway Location Data

WA FARS will continue to seek GIS solutions to improving the location quality of the data.

NOTEWORTHY PRACTICES

Project Title: Click it or Ticket

Target Group: The last 5% who have not been convinced to wear their safety belts.

Program Area: Occupant Protection

Problem Statement: Although Washington achieved 94.8% safety belt use in 2003, the highest in the world, the 5% who remain unbelted still die in traffic crashes at an alarming rate.

Objectives: Our primary objective was to maintain a 94%-95% usage rate. Our secondary objective was to focus our efforts on the last 5% to convince them it is in their best interest to buckle up.

Strategies: We maintained constant pressure, emphasizing safety belts throughout the year and funding several intensive media/enforcement CIOT campaigns. We targeted areas of the state that had reported lower than acceptable safety belt use rates in the 2003 survey.

Results: Although we have not as yet succeeded in convincing the last 5%, we have been able to maintain a use rate of 94.2% in 2004. We are optimistic that now that the State Supreme Court has upheld our primary enforcement law we will be able to improve our use rate in 2005.

Cost: The share of costs funded by WTSC was about \$1.5 million.

Funding Source(s): Sections 157 (incentive), 163 & 405

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