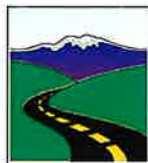


2005



WASHINGTON
Traffic Safety
COMMISSION

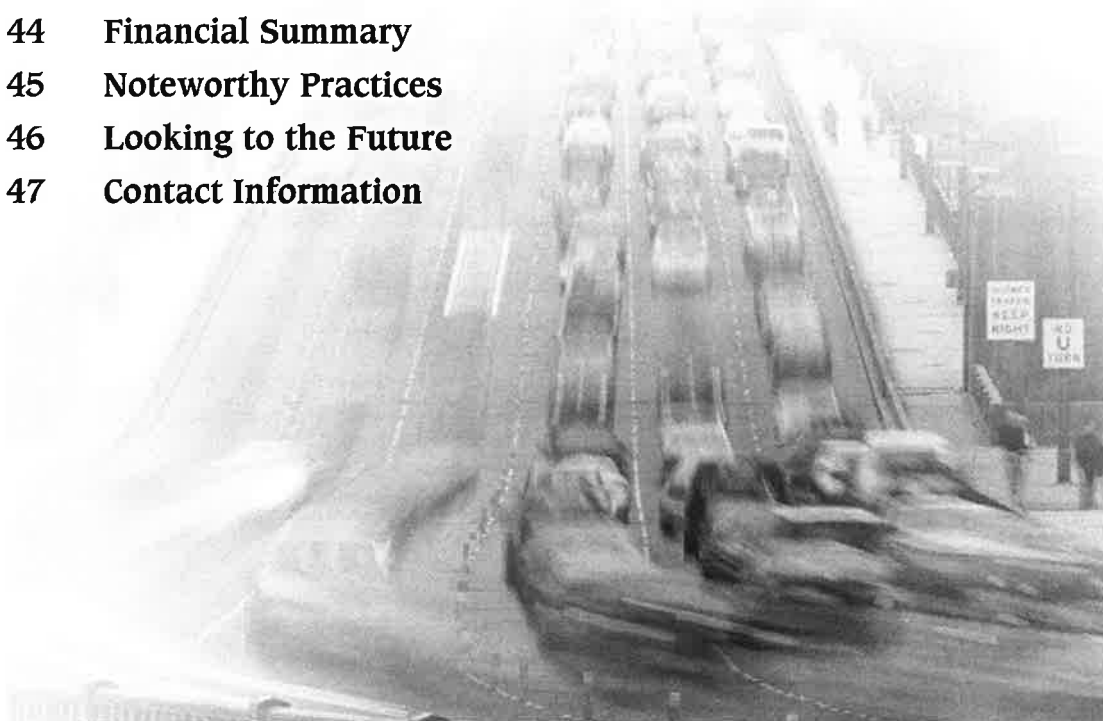
Washington



Highway Safety Annual Report

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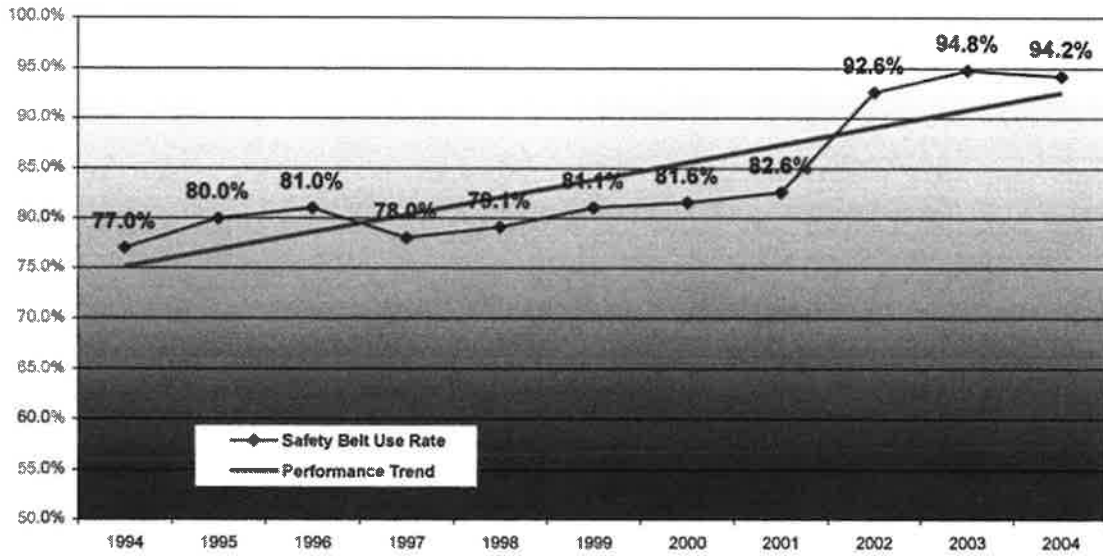
Crash Data and Performance Measures

	Baseline Data 1994-1997				Progress Report Data 1998-2004						
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Fatalities	640	653	712	674	662	637	631	649	658	600	563
Fatality Rate /100 million VMT	1.34	1.33	1.45	1.32	1.27	1.21	1.17	1.21	1.2	1.09	1.01
Safety Belt Use Rate	77.0%	80.0%	81.0%	78.0%	79.1%	81.1%	81.6%	82.6%	82.6%	94.8%	94.2%
Drinking Driver Related Fatalities	296	305	353	266	286	243	248	243	262	221	213
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	0.38
Fatality Rate / 100K Population	11.91	11.96	12.79	11.9	11.51	10.92	10.71	10.9	10.95	9.84	9.08
Fatalities - Speed-related	220	251	249	242	247	227	241	234	260	234	226
Vehicle occupant fatalities	499	625	558	555	524	526	511	509	513	449	419
Pedestrian Fatalities	66	74	92	73	77	60	68	75	70	75	58
Bicyclist Fatalities	15	13	14	16	10	9	12	8	11	10	7
Motorcyclist Fatalities	35	37	42	29	51	38	39	57	54	59	72
Child safety seat use rate	54.4%	57.0%					76.8%			56.1%	70.9%
Booster seat use rate							22.0%		46.7%	44.7%	49.0%

PERFORMANCE GOALS AND TRENDS

Goal: Seat Belt Use Rate
Baseline

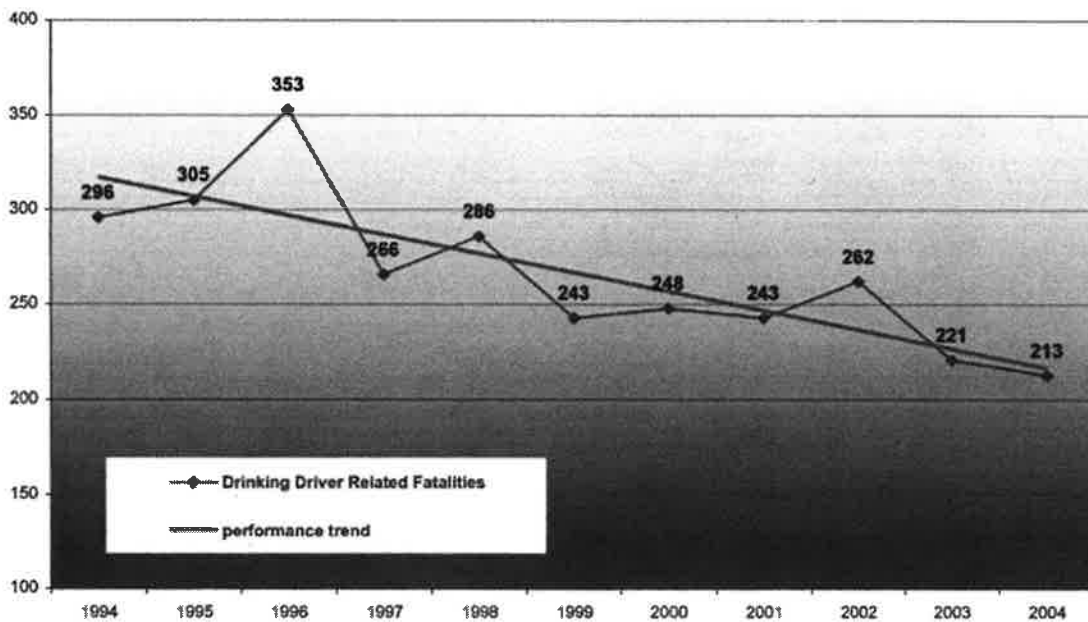
Increase Seat Belt Use Rate to 85% by 2005
1994 = 77%



7

Goal: Drinking Driver Related Fatalities
Baseline

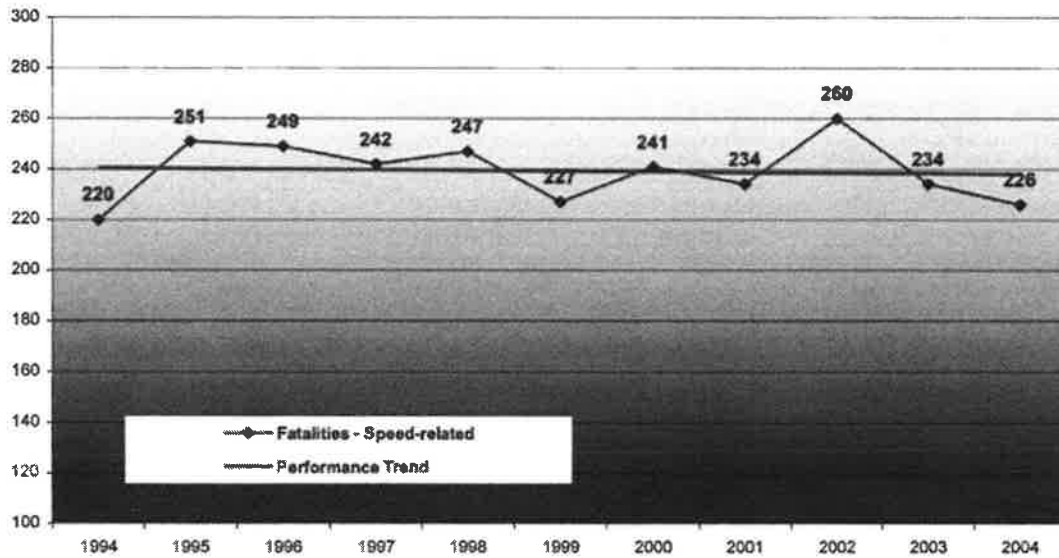
Reduce to 225 by 2005
1994 = 296



PERFORMANCE GOALS AND TRENDS

Goal: Speed Related Fatais
Baseline

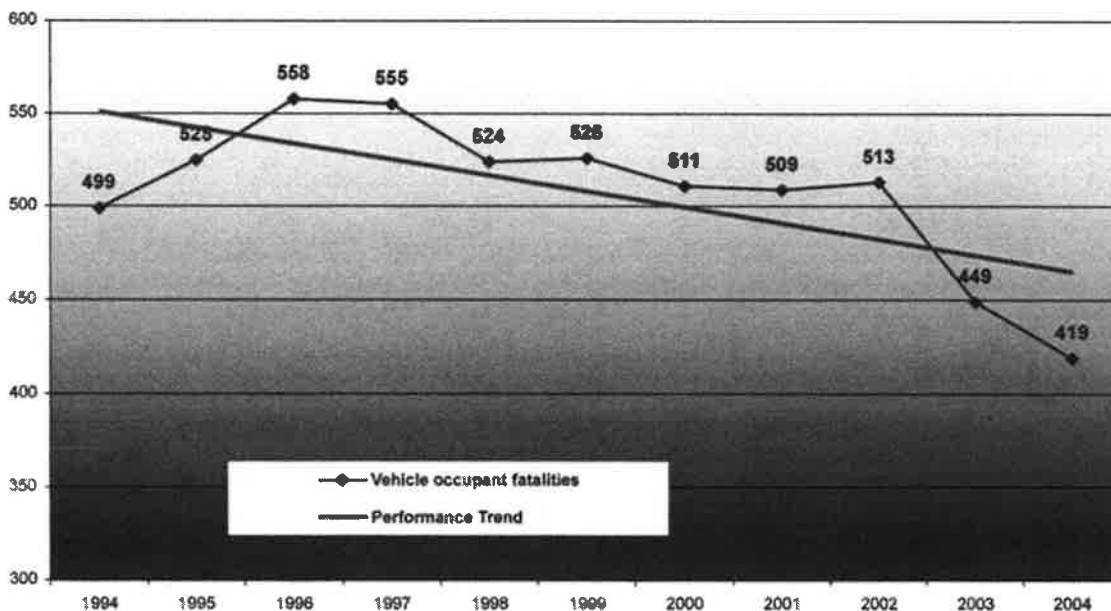
Reduce Speed Related Fatais to 210 by 2005
1994 = 220



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Goal: Vehicle Occupant Fatais
Baseline

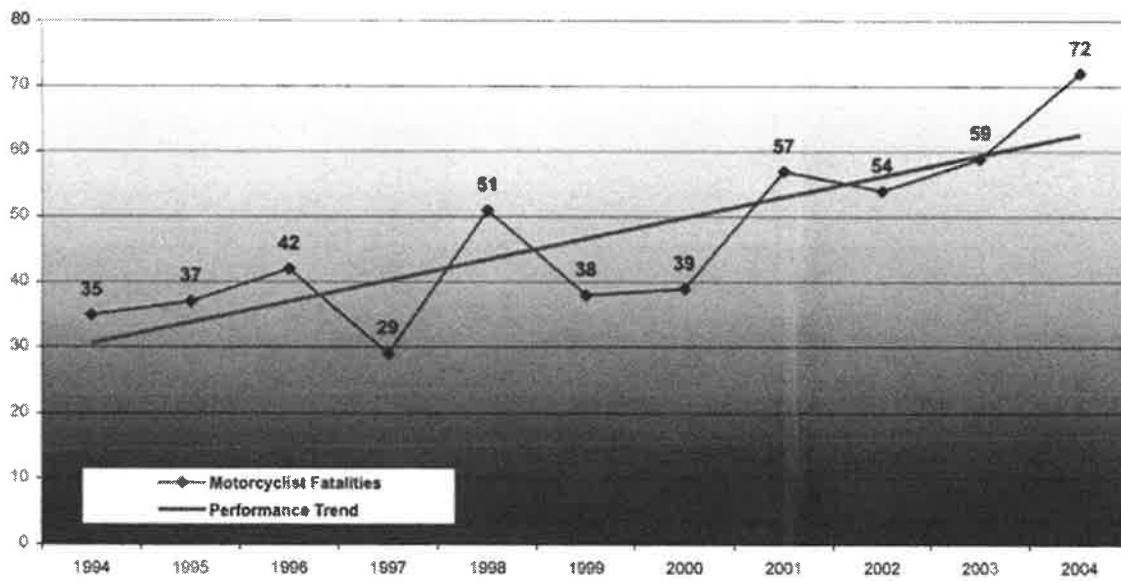
Reduce Occupant Fatais to 450 by 2005
1994 = 499



PERFORMANCE GOALS AND TRENDS

Goal: Motorcyclist Fatalities
Baseline

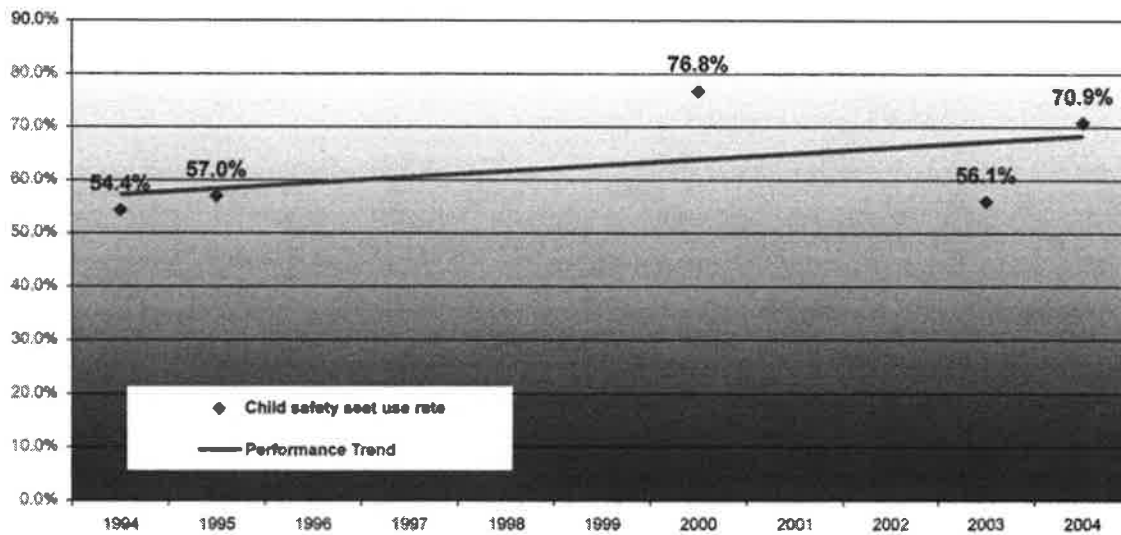
Reduce Motorcyclist Fatalities to 25 by 2005
1994 = 35



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Goal: Child Safety Seat Use Rate
Baseline

Increase to 85% by 2005
1994 = 54.4%



IMPAIRED DRIVING PROGRAM

Goals and Objectives:

The goals and objectives of the impaired driving program can be found in pages 6 through 12 of this 2005 Annual Report.

Strategies:

Although many varied strategies were employed in our effort to reduce the injuries and deaths that result from crashes involving impaired drivers, the main strategy remains combining a strong public education component with intense, visible enforcement. Other strategies can be found in the Noteworthy Program section below.



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Results:

Although final data is not yet available for 2005, the number of Washingtonians that died in a crash involving a driver who had been drinking appears to have increased since 2004. That increase follows a decline in 2004 of nearly 18% since 2002.

Noteworthy Programs:

WTSC Impaired Driving Program – Drive Hammered – Get Nailed DUI Campaigns were conducted in November & December 2004 and January & August of 2005. Overtime funds were provided to law enforcement agencies for DUI enforcement. Over 100 law enforcement agencies participated in the campaigns. A comprehensive public information campaign was developed to warn the public of these additional patrols.



Training opportunities were provided to law enforcement, judges, prosecutors and others in the DUI system. Brochures, videos, and other educational materials dealing with impaired driving were developed and distributed.

The 17th Annual Impaired Driver Traffic Safety Conference was held in Seattle, December 7-9, 2004. 465 attendees participated in workshops and heard national speakers talking about impaired driving issues.

Washington State Patrol Drug Evaluation and Classification Project (DRE) - Funds were used to support the Washington State DRE program. This program is coordinated by the Washington State Patrol (WSP) and represents 27 municipal and county police agencies involved in the program as well. The pro-

WAPA's Staff Attorney argued the constitutionality of the new law before the Supreme Court on October 25, 2005, in a case titled "City of Fircrest versus Jensen". WAPA also drafted new search warrant applications designed to implement the blood draw provision under the new law.

Court Administrator Education - The Washington state Administrative Office of the Courts coordinated a program to provide continuing education for court managers on traffic safety related topics. This education was conducted at the Washington State District and Municipal Court Managers Association Conference held in Yakima September 27, 28, 29.

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Think Again - This project funded the "Think Again" program to 60 high school classes in King county reaching 1,741 students. This DUI prevention program is presented by trained EMS and Fire Department personnel who also address other traffic safety issues.

Washington Trauma Society - This project, managed by the Washington Trauma Society, provided training and travel support for the 8 regional EMS and Trauma Care Councils.

Mock Crashes - In an effort to reach 16-21 year-old drivers with a strong traffic safety message, the East Region Emergency Management Services & Trauma Care Council coordinated "Mock Crashes" in ten schools over the past year. These assemblies depict a dramatic recreation of a serious traffic crash, and conclude with real-life crash victims telling their stories to the students. This program touched 2,620 students during the program period.

belt law and that it was being actively enforced. This paid media also increased the exposure of the message through earned media, i.e., radio talk shows and newspaper articles and editorials. 132 police agencies received grant funding for overtime including the Washington State Patrol, county sheriff's offices, city police agencies, tribal police departments and college campus police.

As a result of the CIOT campaign the seat belt use rate in Washington is currently 95%. This rate appears to be associated with reductions in the death toll among vehicle occupants.

After the first two years of aggressive CIOT campaigns approximately 70 lives were saved, a 13% decrease for Washington State. This decrease in fatalities, as well as the projected decrease in serious injuries will significantly lower the overall cost of traffic crashes in Washington.

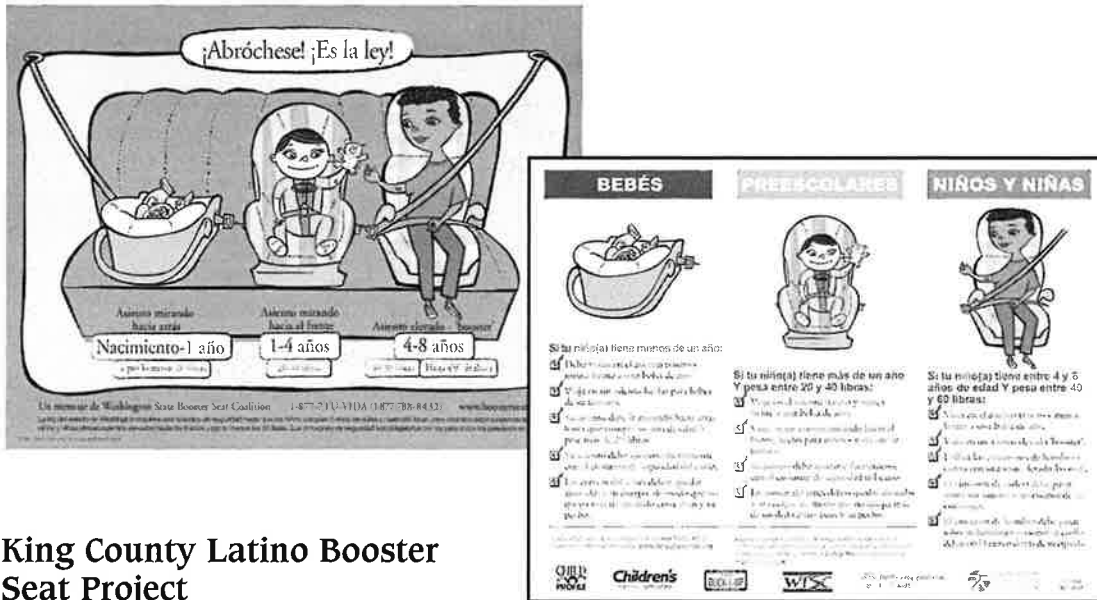


Child Passenger Safety Program

The Child Passenger Safety (CPS) 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), 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, the WTSC occupant protection program manager, and the SAFE KIDS (SK) program state coordinator ensures 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 8,900 car seat checks at outreach and education events and trainings. Over 2,044 free or low-cost car seats and boosters were distributed to low-income families during this same time period.



King County Latino Booster Seat Project

Latino children and their families are the fastest growing population in the United States. Latino children are also less likely to be properly restrained in the vehicle and are therefore at higher risk of dying in a crash when they travel. Harborview Injury Prevention and Research Center continues to reach out to the Latino population in King County through the King County Latino Booster Seat Program. This project aims to determine the behavioral barriers and facilitators for booster seat use among Latino families. Using qualitative research to identify these barriers, Harborview developed and tested campaign messages to promote booster seat use among Latino families not only in King County, but across the state. These materials are being widely disseminated throughout the state. This project also endeavors to point Latino families to the Spanish toll-free child passenger safety line. In addition the availability of a coupon for \$5 off of select booster seats at Target was also coordinated through this project. Baseline observational use data on car seat use has been collected for both intervention and control communities involved in the project. Follow-up observational data will be collected in the fall of 2006 in order to measure the change in booster seat use among Latino families.

Cross Cultural Child Passenger Safety Project

Based on the expanding Russian and Latino populations in Snohomish County, the SAFE KIDS Coalition there developed a program to increase the correct use of child passenger safety devices in those communities. The coalition trained

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 a seat belt use rate of 95.2%, one of the highest rates in the United States. Washington continues to maintain this high seat belt use rate by combining law enforcement efforts



and statewide publicity. The publicity warns 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. A similar model to the Click It or Ticket formula was used for the TACT project – Ticketing Aggressive Cars and Trucks.

Washington was chosen to lead a pilot safety project known as TACT, which is an enforcement and education campaign to increase awareness and reduce collisions between commuter vehicles and large commercial vehicles. The Commission conducted Mall Market Research to study driver behavior and awareness of these issues. Based on driver feedback, billboards were designed to warn cars to give more space to large commercial vehicles on freeways. These billboards were put up in many locations throughout the state, and many trucking companies put this message on their trailers to create rolling billboards. Radio PSA's were broadcast to educate drivers about the TACT safety project. The Thurston County and Whatcom County sections of the I-5 corridor were chosen as the enforcement sites. After the education and awareness campaign had time to take effect, law enforcement officers began ticketing aggressive cars and large commercial trucks.

As in the past few years, two large enforcement/publicity campaigns were implemented in 2005 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, fliers, billboards, bumper stickers and banners (including airplane 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. Spanish language materials were also developed and distributed to the Spanish speaking population during these campaigns.

driver. Another similar educational video is in production featuring Tricia McCoy, a Washington resident whose brother and husband were killed while driving drunk. Both productions will be distributed state-wide for educational purposes.

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

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. Static clings were also developed in association with the Office of Superintendent of Public Instruction to remind drivers to stop for school buses. The static clings are designed to be displayed on personal vehicles with the message "Thanks For Stopping For My School Bus", and reminds people it's illegal to pass a school bus when the stop sign is displayed and red lights flash.

An educational DVD on the dangers of Street Racing was produced and distributed to law enforcement agencies statewide, and a teaching curriculum has been designed to accompany this DVD. The teaching curriculum is being reviewed by several traffic safety education teachers throughout the state and, once it's finalized, will be distributed along with the DVD to high school and traffic safety teachers statewide.

A Motorcycle Safety Working Group was established between the Washington Traffic Safety Commission, Dept. of Licensing, and the Washington State Patrol. This group is working to reduce injuries and fatal crashes involving motorcycles using statistics as well as input from motorcycle riders, emergency medical personnel, law enforcement officers, and other traffic safety experts. A key component of this campaign is public information and education. A brochure



PUBLIC INFORMATION AND EDUCATION PROGRAM
(CONTINUED)

The program's objectives include:

- Assess the effectiveness of the “Click It or Ticket”, “Drive Hammered. Get Nailed” and “TACT – Ticketing Aggressive Cars and Trucks” campaigns 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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Highway 26 Traffic Safety Project. This project consists of a 20-mile section of State Route 26 extending from the Adams County line to a point just east of Othello.

Driving 101 Traffic Safety Project. The US 101 Corridor is approximately 32 miles in length, extending from State Route 112 (Laird's Corner) east through the cities of Port Angeles and Sequim to the Clallam County Line, just east of Chicken Coop Road.

Francis to Nine Mile Traffic Safety Project. The State Route 291 Corridor consists of an 11 mile section of roadway extending from Division Street to the Stevens County line.

Mountain Highway Traffic Safety Corridor. Encompasses approximately 12 miles of State Route 7 extending from the intersection with State Route 702 north to the intersection of 184th Street South.

Upper Skagit Valley Corridor. This project consists of approximately 26 miles of State Route 20, extending from Sedro-Woolley to, and through, the City of Concrete.



PTS also provided the following large grants:

WASHINGTON ASSOCIATION OF SHERIFFS AND POLICE CHIEFS

A block grant of \$300,000 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 traffic safety efforts. Consideration in grant awards was given to agencies that work well with other agencies and to agencies that take part in statewide enforcement initiatives.

WASHINGTON STATE PATROL

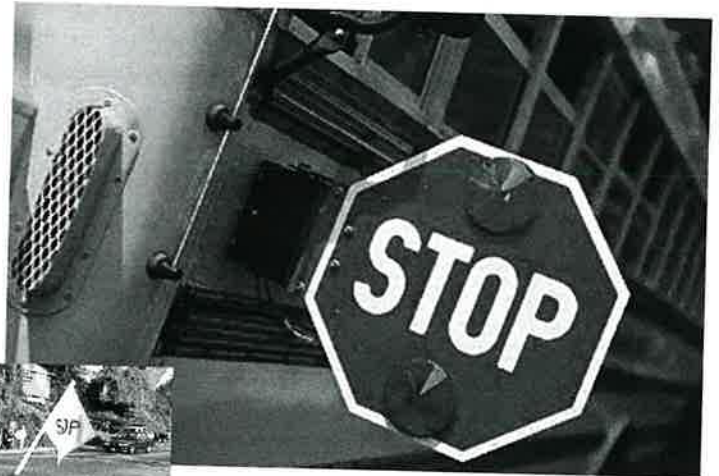
In fiscal year 2005, WSP received a block grant of \$1,335,000 from federal 157 and 163 funds. This grant was used to fund overtime and equipment for the eight WSP districts throughout Washington State. Overtime was used for WTSC emphasis patrols and for special events in the districts, such as Rod Run, Apple Blossom Festival, and enforcement before and after the Concerts in the Columbia Gorge. In addition, WSP purchased needed traffic enforcement equipment.



WTSC provides grants to the Washington Trauma Society to provide bicycle helmets for needy citizens. This activity is conducted through eight region EMS Councils and each helmet is fitted properly and accompanied by bicycle safety education.

WTSC staff provides assistance to local governments seeking to pass a local ordinance requiring bicycle helmets. State and local surveys conducted this past year indicate an 84% usage rate in local areas currently governed by helmet ordinances.

As part of our efforts to improve school zone and pupil transportation safety, the WTSC has worked very closely with the Washington State Department of Transportation, the Office of Superintendent of Public Instruction and Department of Health to establish an active Safe Routes to School Plan in Washington. School bus driver training has been offered in a "train the trainer" program, designed to enhance the school bus driver's skills in high-risk weather conditions. This training is conducted by the Washington State Patrol and is open to all school districts in Washington State.



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 (IDL) Law, the Washington Traffic Safety Commission is sponsoring and leading an interagency Intermediate Driver License Implementation Committee. The public information items that the committee developed were still in use by law enforcement, parents, teen and educators in fiscal year 2005. The fiscal year marked the first year that WTSC offered overtime grants to local law enforcement agencies to encourage enforcement of the IDL law. Nineteen agencies applied for and participated in the campaign.

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Crashes among teens in Washington State have been reduced since the IDL law took effect July 1, 2001. The overall highway collision rate for 16 year-olds dropped by nearly half in the first eighteen months years since the law took effect.

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.

TRAFFIC RECORDS AND RESEARCH

Program Activities

- A research study on the characteristics of drivers cited for seat belt violations was completed.
- Two studies on pedestrian and bicyclist safety issues were initiated.
- Various surveys of seat belt use were conducted including the annual state-wide survey, mini-surveys evaluating the click it or ticket program, and a survey of belt use comparing Washington and Idaho cities.
- A contract with the Washington Institute for Public Policy was executed to conduct a major study evaluating the deferred prosecution law. The research plan was completed and the study was initiated in FY 06.
- Work on the evaluation of the NHTSA-FMCSA commercial motor vehicle safety project continued and data collection and analysis was initiated.
- University research projects included a UW study of hospitalization costs for injured MV occupants and the annual WSU observation survey of child safety seat use.
- Development of the traffic records strategic plan for Washington continued and many of the projects in the plan were started.
- A Traffic Records Coordinator position was created and the Coordinator was hired.
- A Traffic Records Oversight Committee was formed to provide executive support for data system initiatives.

Research Reports Published:

Beard M & Salzberg P. The Last Five Percent: Who Are The Non-users of Seat Belts in Washington State? Olympia: Washington Traffic Safety Commission, 2005.

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, 2005. Olympia: Washington Traffic Safety Commission, 2004.



Drive Hammered-Get Nailed DUI Patrols

August 1 – September 4, 2005

Radio Spots: 1,838 paid spots. 2,014 spots at no charge.

Radio Air-buy Budget: \$76,500

Radio Audience Size: 477,750

Target Audience: Males-Ages18-34

Print Ads: Quantity 1, reached 128,000

Internet: Hits per month: 2,041,500

Click It Or Ticket Seat Belt Campaign

September 5 – October 2, 2005

Television Spots: 1,631 paid spots. 1,467 spots at no charge.

Television Air-buy Budget: \$283,834

Television Audience Size: 3,086,842

Target Audience: Ages 25-54

Radio Spots: 2,435 paid spots. 2,276 spots at no charge.

Radio Air-buy Budget: \$105,757

Radio Audience Size: 1,025,515

Target Audience: Ages 25-54

Drive Hammered-Get Nailed DUI Patrols

November 14, 2005 - January 1, 2006

Radio Spots: 2,648 paid spots. 2,900 spots at no charge.

Radio Air-buy Budget: \$111,088

Radio Audience Size: 552,515

Target Audience: Males-Ages18-34

Internet: Hits per month: 3,247,451

placed along the freeway, as well as on the sides of tractor-trailers which created rolling billboards. Radio PSA's were developed and broadcast to educate all drivers about the TACT safety project. TACT campaign posters and brochures were designed and then distributed at DOL offices, weigh stations, rest areas, and the WTSC website. The brochures were also given out by law enforcement officers when making a stop for this violation.

The School Zone Safety Project

September 5 – September 25, 2005

Radio Spots: 518 paid spots. 675 spots at no charge.

Radio Audience Size: 636,435 Target Audience: Females-Ages 25-54

Internet: Hits Per Month: 342,000

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Evaluation and Results include:

- Washington has maintained one of the highest seat belt use rates in the United States, and is currently at 95.3%.
- Although the 2005 final impaired driving numbers are not available yet, the final numbers for the previous three years show an impressive reduction in had-been-drinking (HBD) traffic deaths since the paid media-supported "Drive Hammered-Get Nailed" campaigns began in Washington:

2002 – 262 HBD deaths

2003 – 221 HBD deaths

2004 – 213 HBD deaths

Based on these results, it is shown that the Click It or Ticket and Drive Hammered-Get Nailed campaigns have been effective in changing driver behavior. Since the start of these campaigns in Washington State in 2002, seat belt use has increased and fatal crashes involving impaired drivers have decreased.

Accomplishments

National Awards

Washington FARS is the recipient of two national awards for "Outstanding Achievement" that were presented in September at the FARS National Training in Dallas, TX.

Sandi Lee- "This analyst is very dedicated to the state and for years of service to FARS. It is stated in the nomination for this Analyst that the contribution does not go unnoticed and will serve well as a new member on the Coding Committee."

Marcia Marsh- "The nomination states this Analyst is "Outstanding year after year in the FARS Program for the state. The volunteered personal time of this Analyst was provided in helping the AK FARS Analyst bring the AK Program to where it is today (from last in the country to the top 5% of entire programs in the country). The dedication to FARS not only at home but, shared with and instilled in others is outstanding. Is an invaluable asset with a willingness to offer the acquired knowledge and hard work unselfishly whenever and wherever it is needed, as in the example of Alaska."

FastFARS

FastFARS was created in response to a request from the NHTSA Administrator to create a system that would provide "real-time" notification of fatalities with a simple data set that would identify the number of fatalities occurring "yesterday," the location of the collision's occurrence (state, county), how many deaths occurring during a holiday period, the date and time of a crash, and jurisdiction. The FastFARS system is being implemented in two phases: the first being a Case Management System case entry screen, the other being the Electronic Data Transfer (EDT). Washington State is the only state in the nation to be a part of both pilot projects. In 2004, Washington successfully completed Phase I of the EDT Project, which involves WSDOT's feeding collision data from its statewide database to NHTSA on a daily basis. Phase II of the EDT will involve displaying that data on the FARS machines and exploring options to auto-fill the 27% or so of elements that are replicated in



Challenges

Challenges the FARS Team in Washington State faces include:

Lack of a single repository for Statewide EMS Data Collection

Currently the FARS Analyst must send out a "Request for Information" on every fatal collision in the State of Washington to each and every individual responding agency in the state in order to obtain EMS Times and other additional details. This past year, advances made by the Department of Health on the WEMSIS Project to create a statewide EMS database are a step in the right direction towards helping address this issue for FARS.

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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 Collision Reporting

Currently, the plan for an Early Fatal Notification System for traffic collisions in Washington State is in development. 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. The E-Collision project will play a major role in accomplishing this goal.

Improved Police Collision Report Design

Over the past year and a half, through partnership with the Traffic Records Committee and the Washington State Department of Transportation, FARS has successfully obtained the placement of new FARS-specific elements on the report form. This will ease the workload of having to write the officers back for additional information and elements not currently included on the existing form.

Improved Roadway Location Data

WA FARS has met with others in the Traffic Records Community to seek GIS solutions to improving the location quality of the data and allowing for data consistency between systems.

NOTEWORTHY PRACTICES

Project Title: Targeting Aggressive Cars and Trucks (TACT)

Target Group: Car and large truck drivers driving aggressively around large trucks – primarily commercial vehicles.

Program Area: Commercial vehicle/large truck safety.

Problem Statement: When large trucks are involved in traffic crashes, the consequences are often deadly for occupants of smaller vehicles. The US Congress directed NHTSA and the FMCSA to work with a state to test a pilot project that could reduce crashes involving large trucks with the hope that a successful model then could be applied in other states.

Objectives: Our primary objective was to reduce the number of crashes (and resulting injuries and deaths) involving large trucks. Secondary objectives included increasing the separation between large trucks and other vehicles, increasing public awareness that trucks need more space and reducing aggressive driving around large trucks.

Strategies: We employed the Click it or Ticket model, combining repeated waves of intense media and visible enforcement to change driver behavior.

Public education strategies included radio spots, posters, brochures distributed at licensing offices and truck stops/rest areas and road signs asking motorists to “LEAVE MORE SPACE” for large trucks.

Enforcement strategies included marked and unmarked traffic units, both local and state law enforcement agencies, aircraft surveillance and state troopers riding in commercial vehicles calling patrol vehicles to take enforcement action when they observed aggressive driving around large trucks.

Two waves of ten days of public education followed by ten days of enforcement were conducted in the summer and fall on two corridors of I-5, both about 20 miles in length. Two control corridors (no media, no enforcement) well outside the media and enforcement areas were selected. These control corridors gave us a means to measure progress in the two media/enforcement corridors.

Results: The evaluation of the pilot project will not be completed until early CY 2006.

Cost: About \$600,000 in federal funds were provided to support the project. These funds were augmented by a Washington State match of just over \$100,000 and in kind contribution by in state private trucking companies of around \$50,000.

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