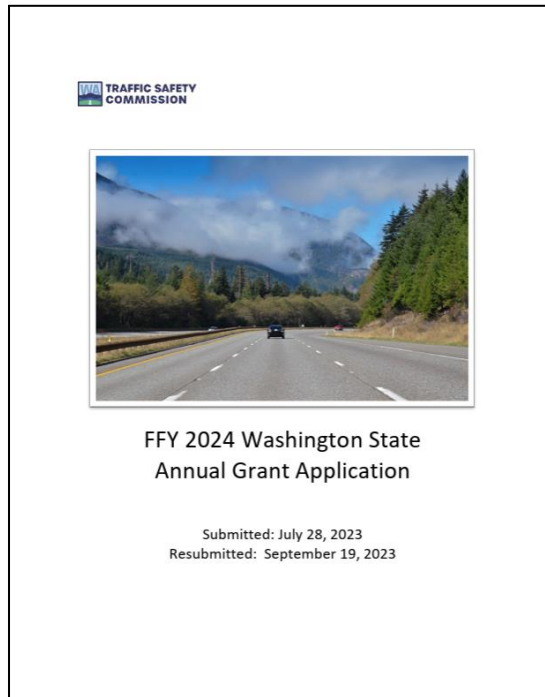# 2024 Annual Report Summary

Pam Pannkuk, Deputy Director
Washington Traffic Safety Commission
WTSC Meeting: April 17, 2025

WA TRAFFIC SAFETY COMMISSION
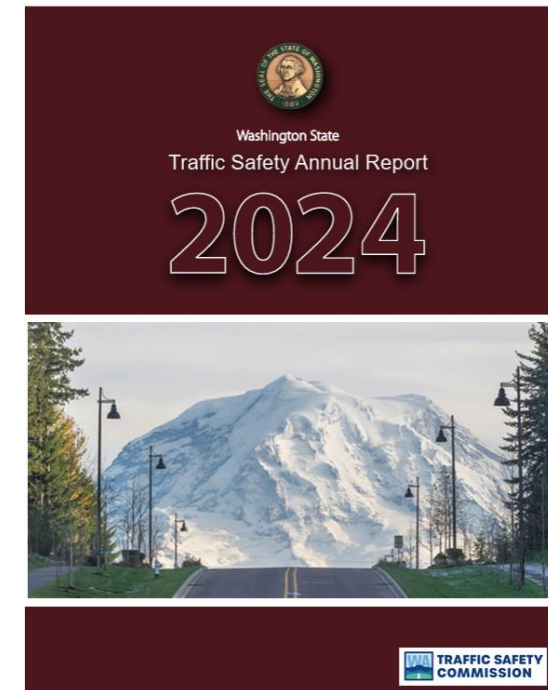
BACKGROUND

FY 2024 Annual Grant Application

- Submitted: July 2023
- Approved: September 2023
- Applies to Federal Fiscal Year:
  October 1, 2023 – September 30, 2024

FY 2024 Annual Report

- Submitted: January 2025
- Approved: April 2025
- Applies to Federal Fiscal Year:
  October 1, 2023 – September 30, 2024

120 Days

FFY 2024 Washington State
Annual Grant Application

Submitted: July 28, 2023
Resubmitted: September 19, 2023

Washington State
Traffic Safety Annual Report
2024

PURPOSE

Evaluate the effectiveness of federally funded highway safety programs.

Key Elements:

- Summary of public participation and engagement.
- Comparison of performance outcomes versus stated goals.
- Use of federal funds and program execution.
- Data-driven analysis for improvements.

Importance:

- Ensures <u>accountability</u> for federal funding.
- Helps identify <u>successful strategies</u> and areas for improvement.
- Guides <u>future funding decisions</u> and policy development.

Washington State
Traffic Safety Annual Report
2024
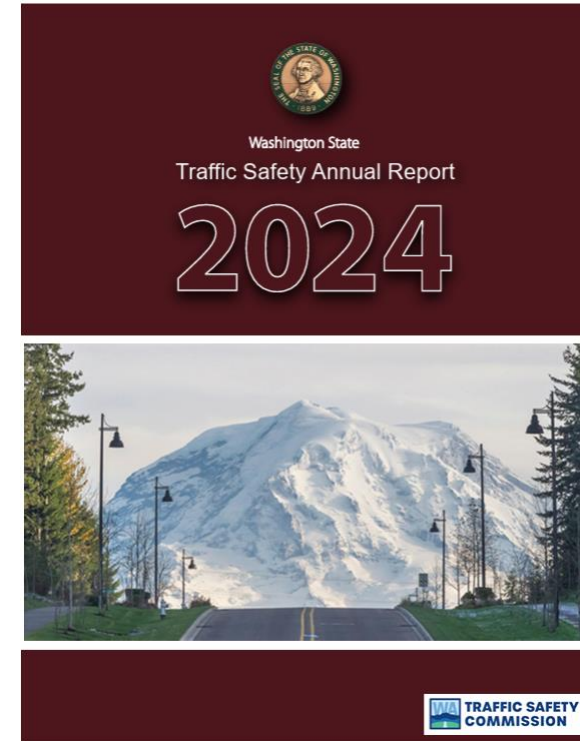
HIGHWAY SAFETY PROGRAMS

13 Programs:

1. Communications
2. Community Traffic Services
3. Distracted Driving
4. Impaired Driving
5. Motorcycle Safety
6. Non-Motorized Services
7. Occupant Protection
8. Program Coordination
9. Research and Data
10. Speed
11. Traffic Records
12. Tribal Traffic Safety
13. Young Drivers

➤ **91 Projects**

2024 Projects	
78	Original Projects
5	New Projects
8	"Removed" Projects

WA TRAFFIC SAFETY COMMISSION

Projects by Program: *Count and Cumulative Percentage of Total Projects*
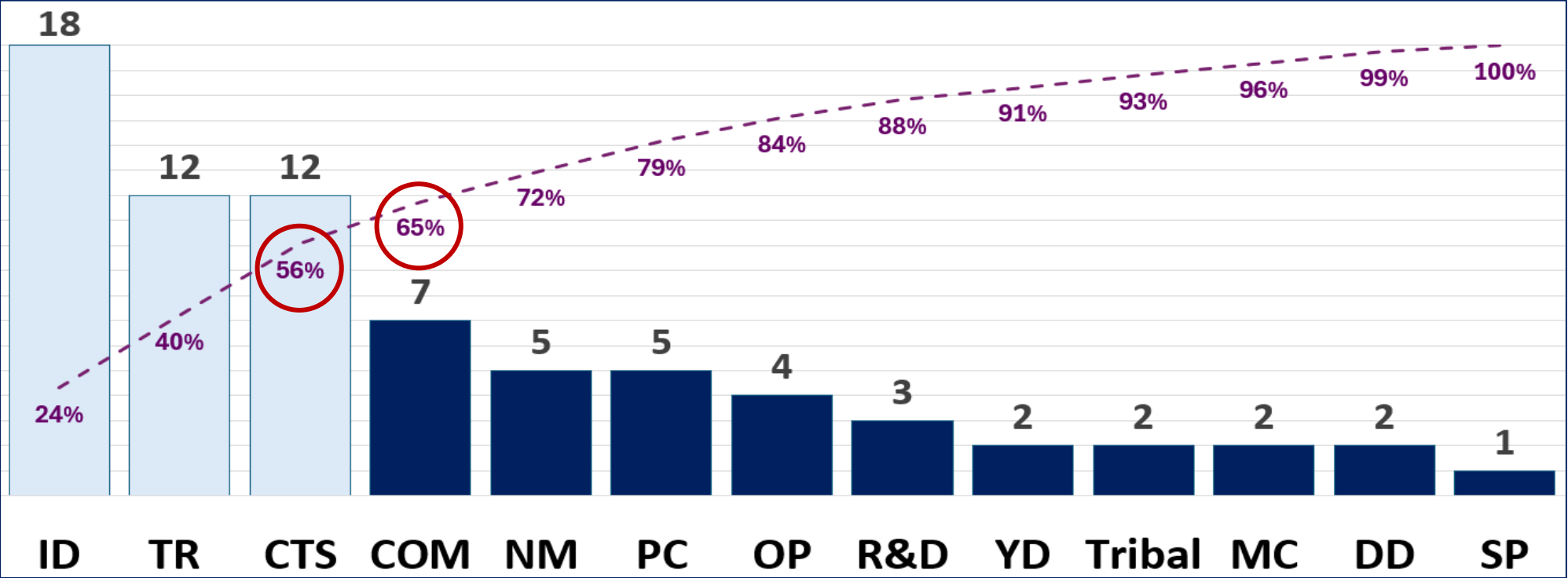
ID	Impaired Driving	R&D	Research& Data
TR	Traffic Records	YD	Young Drivers
CTS	Community Traffic Services	Tribal	Tribal
OP	Occupant Protection	MC	Motorcycle
COM	Communications	DD	Distracted Driving
NM	Non-motorized	SP	Speed
PC	Program Coordination		

2024 Spending /Budget Summary

Police Traffic Services
$3,458,356
18.0%

14.5%

Pedestrians
$1,071,278
6.4%

Impaired Driving
$1,841,392
9.6%

Community TS Projects
$3,099,211
16.1%

Paid Media
$3,416,768
17.8%

Traffic Records
$3,393,597
17.6%

Legend:
- Police Traffic Services
- Paid Media
- Traffic Records
- Community TS Projects
- Impaired Driving
- Pedestrians
- P&A
- Judicial & Court Services
- Child Restraints
- Motorcycles
- Teen Safety Program
- Distracted Driving
- Child Passenger Services
- Speed
- Non-Commercial Driver Lic
- Driver Education
- Emergency Medica Svc
- Heatstroke/ Unattended

WA TRAFFIC SAFETY COMMISSION | 6

2024 ANNUAL REPORT HIGHLIGHTS

Communications

313 million media impressions in paid campaigns, equating to 62 impressions per adult in Washington.

Community Traffic Services

$2.1 million allocated to HVE activities, with 130+ law enforcement agencies participating and an 88% spend rate.

TZM[1]s conducted 188 coalition meetings, recruited 293 members, and presented to 346 stakeholder groups.

The Rural Trauma Team Development Course trained 100+ emergency medical professionals across four rural counties.

TZM[1]s – Target Zero Managers

HIGHLIGHTS CONTINUED

Impaired Driving | Drug Recognition Experts (DREs): 132 officers became certified, including 23 new DREs and 4 instructors.

Motorcycle Safety | 970 people completed motorcycle training, and 616 obtained motorcycle endorsements.

Nonmotorized | The Walker and Roller project delivered bicycle and pedestrian safety education to 25 schools in Edmonds.

Occupant Protection | The Program provided 1,065 car seats, conducted 4,030 car seat checks, and trained 178 new car seat technicians.

HIGHLIGHTS CONTINUED

Research and Data

- Over 21,000 individuals completed the WTSC statewide traffic safety culture survey. *76% of survey respondents agreed that the only acceptable number of roadway deaths and serious injuries should be zero.*

- Fatal case file reviews were expanded to support WIDAC[1], SMAC[2], and the Motorcycle Program to identify risk factors beyond traditional data analysis.

- We added more information to the public data dashboard — now it includes crashes involving young and older drivers, distracted driving, and speeding-related fatalities

Speed

The SMAC was launched, with 20 members meeting monthly to develop a statewide speed management plan.

[1]WIDAC - Washington Impaired Driving Advisory Council
[2]SMAC - Speed Management Advisory Council

HIGHLIGHTS CONTINUED

Traffic Records

Added three new projects:
1. Legal Case Management Feasibility Study - DOL
2. Traffic Count Collection - WSDOT
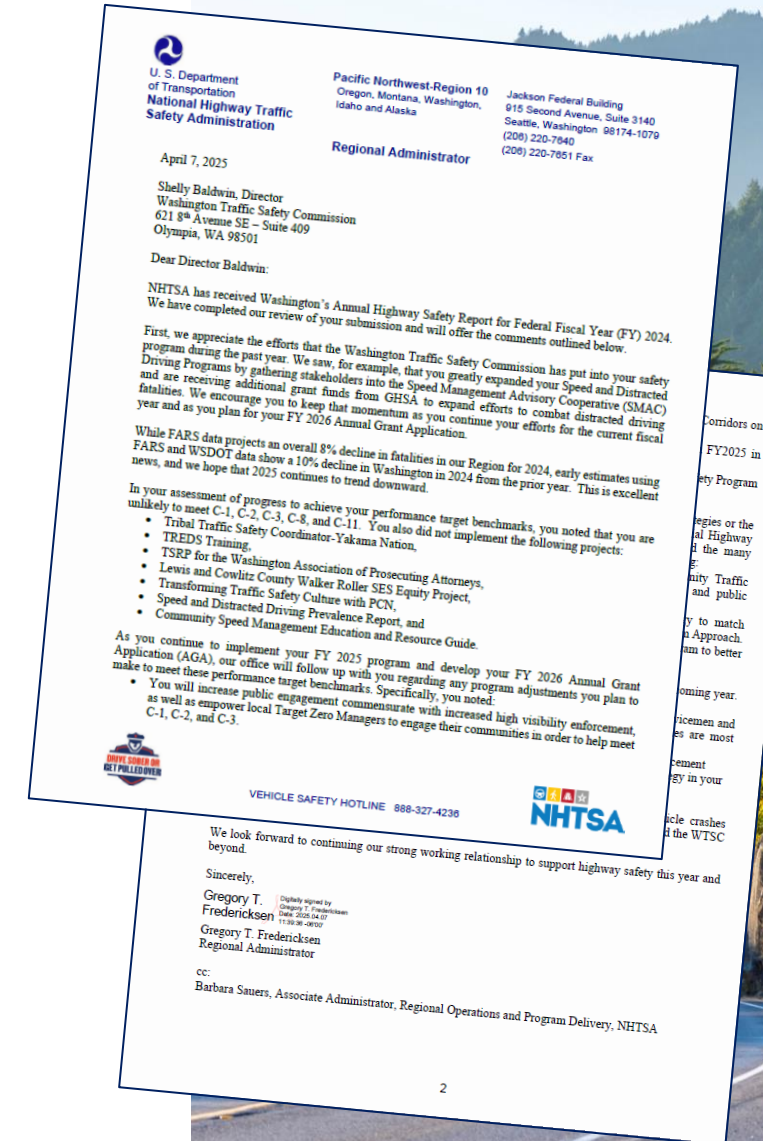3. TraCS Organizational Change Management (OCM) - WSP

Tribal Traffic Safety

Focus on building relationships.

Young Drivers

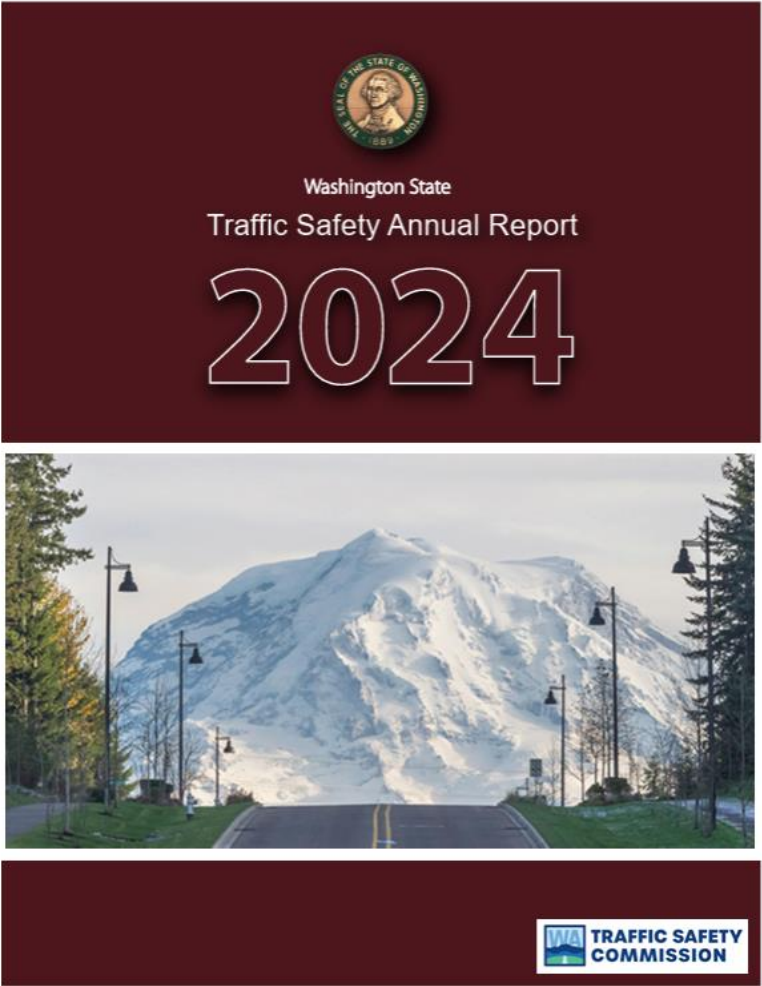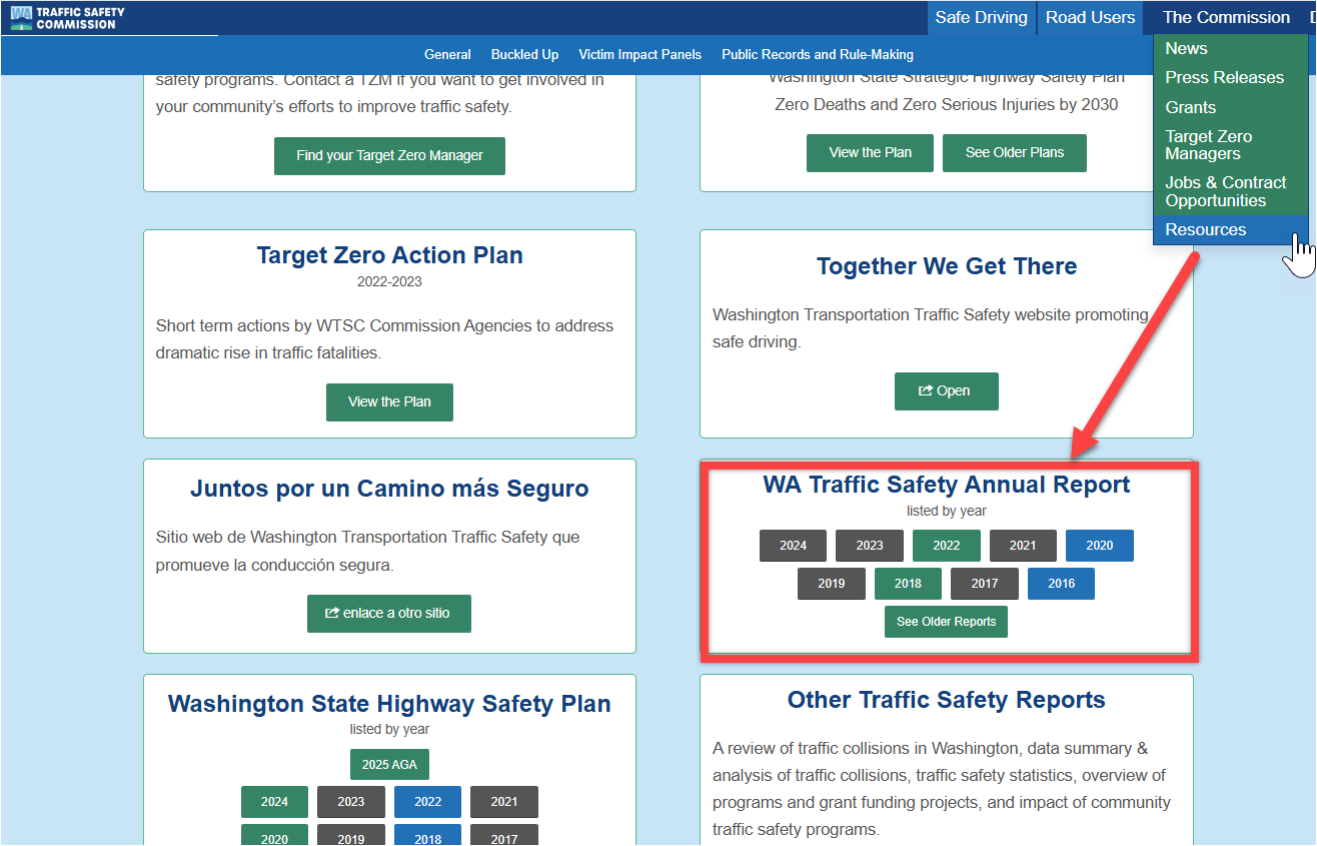52 high schools, 3 colleges, and 10 junior high schools participated in Teens in the Driver Seat.

NHTSA RECOMMENDATIONS

- Expand relationships with military installations in Washington.

- Continue to build and support strong statewide enforcement plans that make the most of state and local law enforcement to improve safety through WTSC programs.

- Maintain our momentum as we continue our work this fiscal year and begin preparing our FY 2026 Annual Grant Application.

SOURCE:

https://wtsc.wa.gov/wp-content/uploads/dlm_uploads/2025/04/Washington-State-Traffic-Safety-Annual-Report-FFY-2024.pdf

Questions

Pam Pannkuk, Deputy Director

ppannkuk@wtsc.wa.gov

Supplemental Slide: You in the Driver Seat app

How did Washington compare in 2024?

TOTAL TRIPS PER STATE

TripCount

State	TripCount
AK	1035
AZ	15
CA	11
CO	267
FL	252
GA	43
IA	1241
IN	465
KS	602
LA	4
MI	248
NC	48
NE	8
NH	2
NM	1956
NY	1066
OH	127
OK	49
TX	1666
WA	36358

TRAFFIC SAFETY COMMISSION