

## 2024 Annual Report Summary

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



### **BACKGROUND**

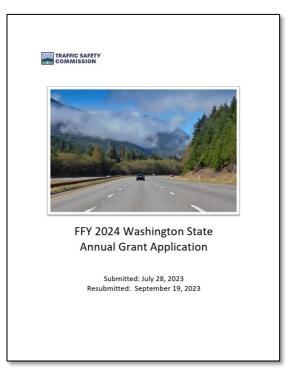
#### **FY 2024 Annual Grant Application**

• Submitted: July 2023

Approved: September 2023

Applies to Federal Fiscal Year:

October 1, 2023 – September 30, 2024







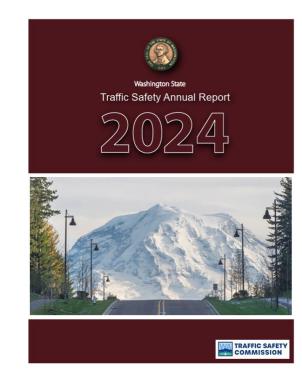


#### **FY 2024 Annual Report**

Submitted: January 2025

• Approved: April 2025

Applies to Federal Fiscal Year:
 October 1, 2023 – September 30, 2024





## **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.



#### **HIGHWAY SAFETY PROGRAMS**

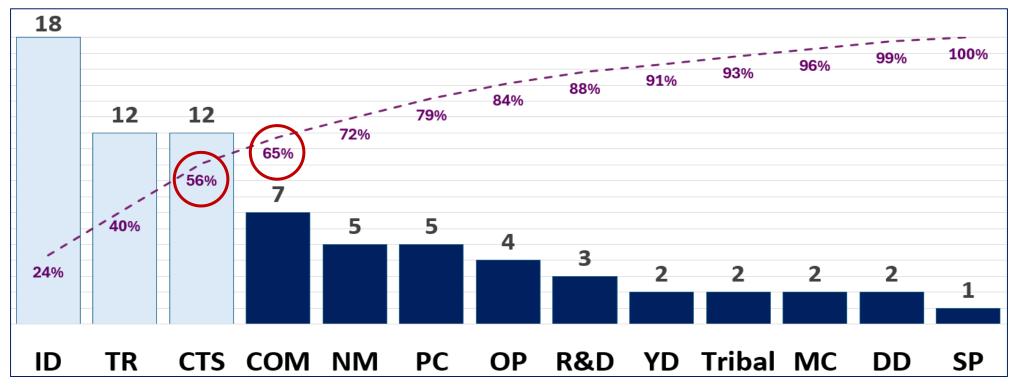
#### 13 Programs:

- 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		

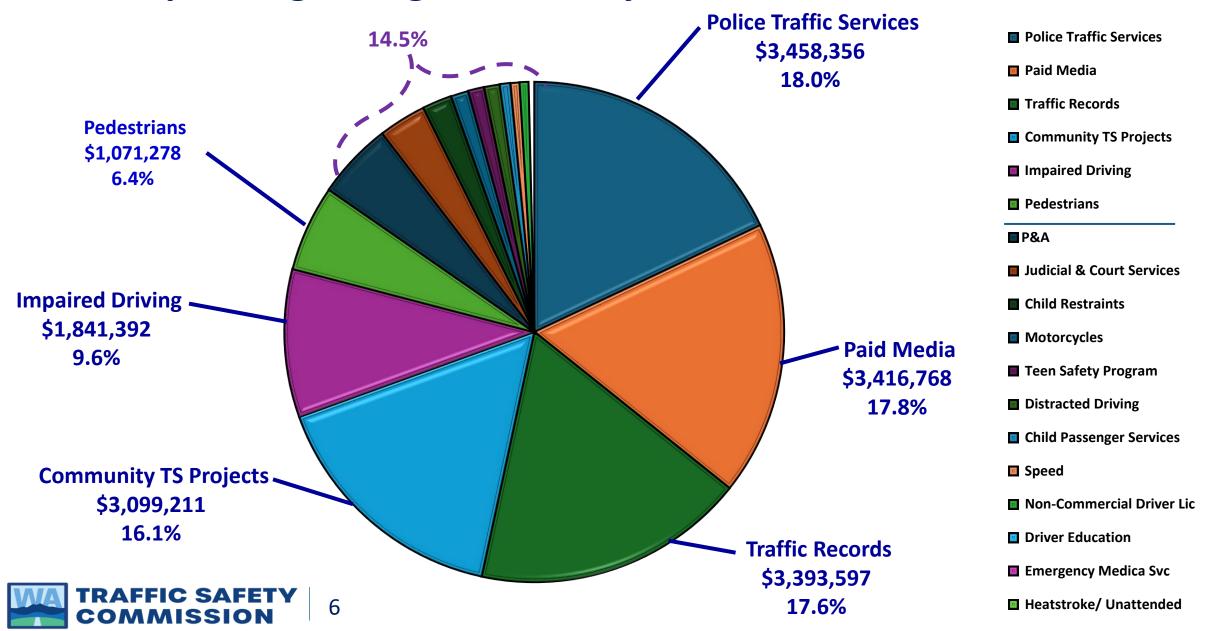
# **Projects by Program:** Count and Cumulative Percentage of Total Projects



ID	Impaired Driving	R&D	Research& Data
TR	<b>Traffic Records</b>	YD	<b>Young Drivers</b>
CTS	<b>Community Traffic Services</b>	Tribal	Tribal
OP	<b>Occupant Protection</b>	MC	Motorcycle
COM	Communications	DD	<b>Distracted Driving</b>
NM	Non-motorized	SP	Speed
PC	<b>Program Coordination</b>		



### **2024 Spending / Budget Summary**



### **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.

TZM¹s 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.

### 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<sup>1</sup>, SMAC<sup>2</sup>, 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.



### 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.



U. S. Department National Highway Traffic Safety Administration

915 Second Avenue, Suite 3140 Seattle, Washington 98174-1079 (208) 220-7840 (206) 220-7651 Fax

Washington Traffic Safety Commission

year and as you plan for your FY 2026 Annual Grant Application.

- TSRP for the Washington Association of Prosecuting Attorneys,

ou continue to implement your FY 2025 program and develop your FY 2026 Annual Grant you continue to imparement your F1 CUE, program and develop your F1 CUE Common discation (AGA), our office will follow up with you regarding any program adjustments you plan to Application (AOA), our office will fullow up will you regarding any programate to meet these performance target benchmarks. Specifically, you noted:

You will a empower local Target Zero Managers to engage their communities in order to help meet C-1, C-2, and C-3.



VEHICLE SAFETY HOTLINE 888-327-4236



We look forward to continuing our strong working relationship to support highway safety this year and

Fredericksen Date 2025 04.0

ce: Barbara Sauers, Associate Administrator, Regional Operations and Program Delivery, NHTSA

TRAFFIC SAFETY

Pacific Northwest-Region 10 Oregon, Montana, Washington

Shelly Baldwin, Director 621 8th Avenue SE - Suite 409 Olympia, WA 98501

NHTSA has received Washington's Annual Highway Safety Report for Federal Fiscal Year (FY) 2024. We have completed our review of your submission and will offer the comments outlined below.

First, we appreciate the efforts that the Washington Traffic Safety Commission has put rus, we appressure use enterto mat me washington traine. Sorety Commission has put into your sorety program during the past year. We saw, for example, that you greatly expanded your Speed and Distracted Ogeans use me past year we saw, soe example, user you greatly expensed your opecu and statusted riving Programs by gathering stakeholders into the Speed Management Advisory Cooperative (SMAC) Driving crograms by gamening stancinoners into the open management mursory cooperative (1981AL) and are receiving additional grant finds from GHSA to expand efforts to combat distracted driving and not receiving continuous grain author from ULIAA to capain carotte to contout distracted driving fatalines. We encourage you to keep that momentum as you continue your efforts for the current fiscal

While FARS data projects an overall 8% decline in fatalities in our Region for 2024, early estimates using While FARS and Brojects an overall 878 decline in Intalines in our neglosi for 2024, early communes using FARS and WSDOT data show a 10% decline in Washington in 2024 from the prior year. This is excellent

n your assessment of progress to achieve your performance target benchmarks, you noted that you are In your assessment of progress to acmeve your performance target centramates, you note unary unlikely to meet C-1, C-2, C-3, C-8, and C-11. You also did not implement the following projects

Lewis and Cowlitz County Walker Roller SES Equity Project, Transforming Traffic Safety Culture with PCN,

Speed and Distracted Driving Prevalence Report, and ommunity Speed Management Education and Resource Guide

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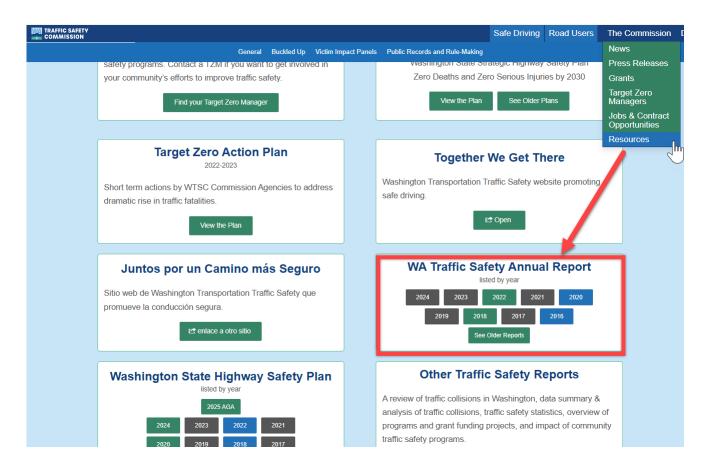
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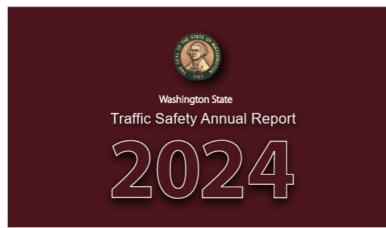
Approach

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## **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

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#### **Supplemental Slide: You in the Driver Seat app**

How did Washington compare in 2024?

