



# FFY 2023 Washington Highway Safety Plan

**Submitted: June 30, 2022**

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Washington is applying for the following:

<b>Section</b>	<b>Yes/No</b>	<b>File Name</b>
Section 402/HSP	Yes	WA_FY23_HSP
405(b) Occupant Protection Grant —High	Yes	WA_FY23_405b
405(c) State Traffic Safety Information System Improvements	Yes	WA_FY23_405c
405(d) Impaired Driving Countermeasures Grant —Low Range Rate State	Yes	WA_FY23_405d
405(d) Ignition Interlock	No	
405(d) 24-7 Sobriety Programs	Yes	WA_FY23_405d_24-7
405(e) Distracted Driving	No	
405(f) Motorcyclist Safety Grant	Yes	WA_FY23_405f
405(g) Graduated Driver Licensing	No	
405(h) Nonmotorized Safety Grant	Yes	WA_FY23_405h
1906 Racial Profiling Data Collection	No	

# Chapter 1: 2023 Washington Highway Safety Plan

The Highway Safety Plan (HSP) is an annual plan prepared by the Washington Traffic Safety Commission (WTSC). It is our application for federal funds from the National Highway Traffic Safety Administration (NHTSA). The plan includes a description of our HSP planning processes, the performance report, the performance plan, 12 program plans, the Traffic Safety Enforcement Program (TSEP), the High Visibility Enforcement (HVE) strategies, and the 405 grant applications.

The WTSC is Washington's designated highway safety office and is codified in RCW 43.59. We share a vision with numerous other state and local public agencies to reduce traffic fatalities and serious injuries to zero by 2030. The WTSC Director is the Governor's Highway Safety Representative, which is a designated position each state is required to have to qualify for federal traffic safety funding. Our Commission is made up of 25 employees and 10 Commissioners.

## Highway Safety Planning Process

The WTSC planning process involves two phases. The first phase is the development of the State's Strategic Highway Safety Plan (SHSP), referenced throughout the rest of this document as the Target Zero plan, which is updated every three to five years. The second phase is the annual development of WTSC's HSP. These two planning cycles work together to ensure coordination and collaboration between WTSC, the Washington State Department of Transportation (WSDOT), all agencies represented on the Commission, and other stakeholders.

### The Strategic Highway Safety Plan: Target Zero

Each update cycle of Target Zero begins with establishing three stakeholder teams: the Steering Committee, the Project Team, and the Data Team. These three teams ensure broad partner representation from tribal governments, state agencies, advocates, cities, and counties. They conduct an evaluation of the prior plan. Surveys are sent to a list of traffic safety practitioners to ask questions about the usefulness of the plan, the best parts of the plan, and what could make the plan better. Then the data team analyzes the new cycle of data. All three teams use the new data to shape the Target Zero priorities for the next cycle. Research is conducted to identify what new strategies have been developed that might be added to the plan, as well as the current research on existing strategies to make sure the plan is recommending the most effective strategies. The Project Team directs the work of teams of subject matter experts that craft each chapter of the plan. The Steering Committee presents the final draft to the Commissioners who approve it for the Governor's signature.

### The Highway Safety Plan

Relying on the extensive data analysis, research, and coordination accomplished through the state's Target Zero process, WTSC staff use the Target Zero plan as a basis for building their

annual portfolio of programs, countermeasures, activities, and projects. This process drives the decisions on our investments. The process is described under the “Methods for Project Selection,” subsection later in this chapter.

## Data Sources and Processes

Our primary sources for evidence-based strategies are NHTSA’s *Countermeasures That Work*, the Behavioral Traffic Safety Cooperative Research Program, the National Cooperative Highway Research Program (NCHRP), and other scientifically sound evidence-based research.

The WTSC uses information from the Fatality Analysis Reporting System (FARS) when data is final, and information from the Coded Fatal Crash files for performance measure target-setting and performance reports. The serious injury numbers are provided by WSDOT, and targets C-1 to C-3 are coordinated and set with WSDOT, Metropolitan Planning Organizations (MPOs), and other traffic safety partners. Representatives from the Federal Highway Administration (FHWA) and NHTSA are included in these discussions. The remaining targets are set by WTSC program managers and the partners with which they consult. Problem identification and target audience analysis is pulled from the WTSC program plans. These analyses come from a variety of sources including crash data, public health data, survey data, published data, and other sources.

## Process Participants

### The Commissioners

The Commissioners are the heads of various state agencies or represent other organizations with an interest and responsibility in making our roads safer for everyone. Agencies represented on the Commission include the Washington State Patrol (WSP), Department of Transportation (WSDOT), Department of Health (DOH), Department of Licensing (DOL), Health Care Authority (HCA), and the Office of Superintendent of Public Instruction (OSPI). In addition, the Washington State Association of Counties (WSAC), Association of Washington Cities (AWC), and the Judiciary are represented. The Commissioners review the HSP and request changes or vote to approve the plan as presented.

### Traffic Data Analysis and Evaluation Committee

The Traffic Data Analysis and Evaluation (TDAE) is a committee with oversight from the Traffic Records Governance Council (TRGC). The TDAE Committee is responsible for developing recommendations for performance measures, performance targets, long-term and intermediate goals, and identifying and prioritizing traffic safety problems when updating Target Zero. The primary indicators used by the TDAE Committee to assess risk are the number of fatalities and serious injuries that result from traffic crashes. This team ranks problem areas into Priority Levels One or Two based on the proportion of traffic fatalities and serious injuries associated with a particular emphasis or problem area. Analysts representing all the traffic records core data systems participate in TDAE.

### The Project Team and Steering Committee

The Project Team and Steering Committee develop and approve the content and evidence-based strategies, and consist of manager and executive-level representatives from the agencies listed above, plus the following organizations:

- Administrative Office of the Courts
- County Law Enforcement
- Department of Social and Health Services
- Target Zero Manager (TzM) Network
- Governor's Office
- Harborview Injury Prevention and Research Center
- Northwest Association of Tribal Enforcement Officers
- Office of Superintendent of Public Instruction
- Tribal Transportation Planning Organization
- Association of Washington Cities
- Washington State Association of Counties
- Tribal Police Departments
- Federal Highway Administration
- Washington Association of County Engineers
- Regional Transportation Planning Organization
- Metropolitan Planning Organization

In addition to the Target Zero process described above, there are numerous key groups representing the traffic safety community that are critical participants in each step of the Target Zero plan and HSP processes, including:

- WTSC Technical Advisory Committee
- Washington Traffic Safety Commissioners
- Washington Impaired Driving Advisory Council
- Washington Traffic Records Committee

### Washington Traffic Safety Commission Technical Advisory Committee

The WTSC Technical Advisory Committee (TAC) reviews and makes recommendations to the Commissioners regarding the WTSC staff proposed HSP and consists of representatives of key traffic safety stakeholder groups, including the tribes and NHTSA. Additionally, the group includes a representative from each Commission organization:

- The Governor's Office
- Department of Licensing
- Department of Transportation
- Department of Health
- Health Care Authority

- Washington State Patrol
- Office of Superintendent of Public Instruction
- Judiciary
- Association of Washington Cities
- Washington State Association of Counties

#### Washington Impaired Driving Advisory Council

The Washington Impaired Driving Advisory Council (WIDAC) was formed in June 2009 and is composed of 14 agency representatives, an expanded group of advisory members, and agency staff. WIDAC membership includes all appropriate stakeholders to meet the membership requirements of the Fixing America's Surface Transportation (FAST) Act. Stakeholders include representatives from the highway safety office, law enforcement, prosecution, adjudication and probation, driver licensing, treatment/rehabilitation, ignition interlock programs, data and traffic records, public health, and communication. The WIDAC Impaired Driving Strategic Plan is informed by the Impaired Driving section in the Target Zero plan. It provides in-depth information specific to impaired driving and organizes the information in accordance with the general areas stated in NHTSA's Uniform Guidelines for State Highway Safety Programs No. 8— Impaired Driving.

#### Washington Traffic Records Governance Council

The TRGC is a statewide stakeholder group with representatives from the transportation, law enforcement, criminal justice, and health professions. This cross-disciplinary team leads efforts to improve the quality and usefulness of the data in traffic safety related data systems across the state. TRGC's work includes implementing the recommendations of the traffic records assessment and identifying solutions and improvements to core and ancillary traffic records systems. Each year TRGC evaluates data systems improvement proposals to develop a package of projects consistent with the TRGC Strategic Framework while satisfying federal requirements. This project list and funding recommendations become the following fiscal year's spending plan for Washington's Section 405c – State Traffic Safety Information System Improvement Grants.

#### Cooper Jones Active Transportation Safety Council

The Cooper Jones Active Transportation Safety Council (ATSC), established by the Washington Legislature by RCW 43.59.156, works to create recommendations for the Legislature to improve the transportation system to decrease fatalities and serious injuries involving walkers, bicyclists, and other non-motorized methods of transportation. People are increasingly turning to these forms of transportation in Washington. Some are motivated by health concerns, by a desire to increase the use of public transportation, or by a desire to reduce their carbon footprint. The ATSC reviews and analyzes crash data to identify patterns in crashes and find points at which the transportation system can be improved. The ATSC reports to the Legislature annually to recommend changes in statutes, ordinances, rules, and policies to improve the transportation

system for all modes of travel. The ATSC’s name honors Cooper Jones, a 13-year-old boy who died after being struck from behind by a driver as he participated in a bicycle road race in Spokane County. Recommendations from the group were incorporated in two pieces of legislation passed in 2022.

### Description of Highway Safety Problems

The 2019 Target Zero plan determines emphasis areas for Highway Safety Plan program areas. Target Zero helps to focus HSP efforts on the primary factors involved in fatal and serious injury traffic crashes. In the HSP planning process, the most current fatal and serious injury data is reviewed and compared to the Target Zero priorities. If an emerging trend is identified that data is considered when choosing annual HSP projects. Each HSP program chapter includes a more in-depth problem and target audience data review for those emphasis areas.

The Washington Target Zero plan represents a bold vision: zero deaths and serious injuries on Washington’s roadways. Unfortunately, data trends for 2020 and 2021 are heading in the wrong direction. Traffic deaths and serious injuries are at historic highs and the rate at which death and injury are increasing year-over-year is unprecedented. High-risk behaviors like speeding, not using seatbelts, and driving while impaired are increasing. Additionally, incomplete data for 2022 year-to-date show further deadly increases.

Traffic Fatalities in Washington State					
	2019	2020	% Change in 2020	2021	% Change in 2021
<b>All Fatalities</b>	538	574	6.7%	663	15.5%
<b>Impaired Driver Involved</b>	241	274	13.7%	292	6.6%
<b>Speeding Involved</b>	152	173	13.8%	205	18.5%
<b>Distracted Driver Involved</b>	119	90	-24.4%	117	30.0%
<b>Unrestrained Vehicle Occupants</b>	108	110	1.9%	149	35.5%
<b>Motorcyclists</b>	95	93	-2.1%	93	0.0%
<b>Active Transportation Users</b>	116	123	6.0%	158	28.5%
<b>Driver Ages 16-17 Involved</b>	9	22	144.4%	33	50.0%
<b>Driver Ages 18-20 Involved</b>	42	63	50.0%	65	3.2%
<b>Driver Ages 21-25 Involved</b>	102	84	-17.6%	126	50.0%
<b>Driver Ages 70+ Involved</b>	89	74	-16.9%	80	8.1%
<b>Heavy Truck Involved</b>	83	69	-16.9%	94	36.2%
<b>Traffic Serious Injuries</b>	2,254	2,428	7.7%	2,924	20.4%



While research experts are studying how the COVID pandemic and other societal changes have impacted trends in traffic deaths, this public health crisis demands that we all take actions now to reverse this trend and bring us closer to our Target Zero goal. The rate at which fatalities increased in 2021 is the second highest single-year increase in history. Fatality and injury rates are increasing across all measures of exposure: vehicle miles traveled (VMT), population, licensed drivers, and registered vehicles.

<b>Traffic Fatality and Serious Injury Rates in Washington State</b>			
	<b>2019</b>	<b>2020</b>	<b>2021</b>
Vehicle Miles Traveled (VMT) (in 1,000s)	62,537	53,512	57,477
<b>Fatality Rate per 100 Million VMT</b>	<b>0.860</b>	<b>1.073</b>	<b>1.154</b>
<b>Serious Injury Rate per 100 Million VMT</b>	<b>3.604</b>	<b>4.534</b>	<b>5.090</b>
Population	7,546,410	7,707,047	7,766,975
<b>Fatality Rate per 100,000 Population</b>	<b>7.1</b>	<b>7.4</b>	<b>8.5</b>
<b>Serious Injury Rate per 100,000 population</b>	<b>29.9</b>	<b>31.5</b>	<b>37.6</b>
Licensed Drivers	5,779,353	5,888,294	5,920,572
<b>Fatality Rate per 100,000 Licensed Drivers</b>	<b>9.3</b>	<b>9.7</b>	<b>11.2</b>
<b>Serious Injury Rate per 100,000 Licensed Drivers</b>	<b>39.0</b>	<b>41.2</b>	<b>49.4</b>
Registered Vehicles	8,133,262	8,042,128	8,139,392
<b>Fatality Rate per 100,000 Reg. Vehicles</b>	<b>6.6</b>	<b>7.1</b>	<b>8.1</b>
<b>Serious Injury Rate per 100,000 Reg. Vehicles</b>	<b>27.7</b>	<b>30.2</b>	<b>35.9</b>

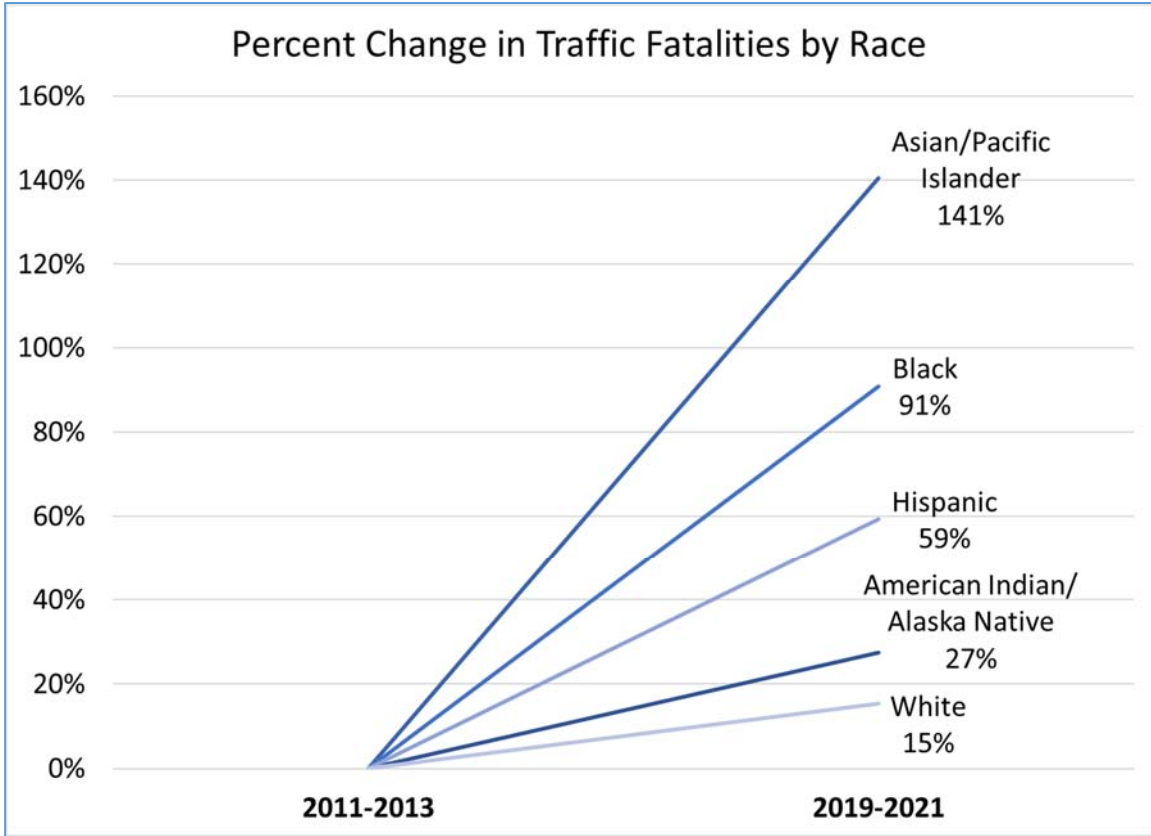
Source: WSDOT Annual Mileage and Travel Information; OFM Population Estimates; DOL Statistics at a Glance for Calendar Year 2021 (NOTE: DOL expects that slower growth of licensed drivers in registered vehicles reflect demand exceeding COVID-related diminished capacity and not true trends in population patterns.)

The number of traffic deaths and traffic death rate increased in 2021 for all races, but American Indian/Alaska Natives (AIANs) were most disparately impacted. Both the number and rate of these deaths nearly doubled in 2021 versus 2020.

Traffic Fatalities and Rates by Race			
	2020	2021	% Change in 2021
<b>White</b>	<b>376</b>	<b>396</b>	<b>5.3%</b>
<i>Rate per 100,000 Population</i>	7.6	8.0	5.3%
<b>Hispanic</b>	<b>96</b>	<b>110</b>	<b>14.6%</b>
<i>Rate per 100,000 Population</i>	8.8	10.0	13.6%
<b>Black</b>	<b>27</b>	<b>37</b>	<b>37.0%</b>
<i>Rate per 100,000 Population</i>	9.0	12.2	35.6%
<b>Asian/Pacific Islander</b>	<b>23</b>	<b>35</b>	<b>52.2%</b>
<i>Rate per 100,000 Population</i>	2.9	4.3	48.3%
<b>American Indian/Alaska Native</b>	<b>21</b>	<b>39</b>	<b>85.7%</b>
<i>Rate per 100,000 Population</i>	22.9	42.4	85.2%
<b>Multiracial</b>	<b>30</b>	<b>29</b>	<b>-3.3%</b>
<i>Rate per 100,000 Population</i>	6.0	5.7	-5.0%

For the last decade, active transportation user fatalities have increased at a much faster rate than overall fatalities, mirroring a national trend. Walker and roller deaths increased to the highest number ever in 2021. These deaths from 2019 to 2021 were 75 percent higher than the number of deaths from 2011 to 2013. This is part of an overall 34 percent increase in traffic fatalities during the same time period.

Increases in traffic fatalities over the past 10 years have also disproportionately increased for racial minority groups. Asian/Pacific Islander traffic deaths from 2019 to 2021 more than doubled with a 140 percent increase in the number of deaths from 2011 to 2013. The number of Black fatalities nearly doubled. AIAN deaths retain the highest population death rate and increased 27 percent.



Fatal crash patterns varied between counties. For example, Grant, Yakima, and Spokane counties have experienced year-over-year increases in fatal crashes, with both Yakima and Spokane counties containing traffic fatality hot spots. Conversely, Lewis, Kittitas, and Klickitat counties experienced year-over-year decreases in fatal crashes.

Fatal Crashes in Washington State by County					
	2019	2020	% Change in 2020	2021	% Change in 2021
<b>Adams</b>	6	5	-16.7%	6	20.0%
<b>Benton</b>	11	12	9.1%	17	41.7%
<b>Chelan</b>	5	6	20.0%	5	-16.7%
<b>Clallam</b>	3	10	233.3%	8	-20.0%
<b>Clark</b>	23	35	52.2%	31	-11.4%
<b>Columbia</b>	1	0	-100.0%	0	0.0%
<b>Cowlitz</b>	16	7	-56.3%	13	85.7%
<b>Douglas</b>	2	5	150.0%	4	-20.0%
<b>Ferry</b>	2	2	0.0%	2	0.0%

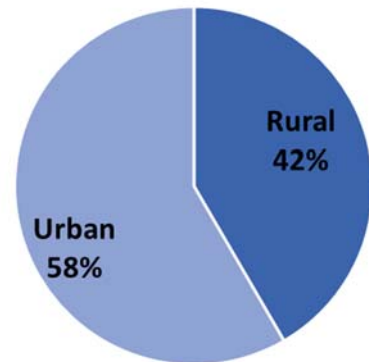
Fatal Crashes in Washington State by County					
	2019	2020	% Change in 2020	2021	% Change in 2021
Franklin	7	5	-28.6%	8	60.0%
Garfield	2	0	-100.0%	2	200.0%
Grant	10	17	70.0%	20	17.6%
Grays Harbor	11	6	-45.5%	10	66.7%
Island	8	7	-12.5%	5	-28.6%
Jefferson	4	3	-25.0%	4	33.3%
King	105	107	1.9%	125	16.8%
Kitsap	12	11	-8.3%	15	36.4%
Kittitas	8	7	-12.5%	3	-57.1%
Klickitat	7	5	-28.6%	0	-100.0%
Lewis	13	12	-7.7%	7	-41.7%
Lincoln	3	0	-100.0%	3	300.0%
Mason	9	14	55.6%	9	-35.7%
Okanogan	9	5	-44.4%	5	0.0%
Pacific	6	1	-83.3%	1	0.0%
Pend Oreille	2	2	0.0%	3	50.0%
Pierce	64	67	4.7%	91	35.8%
San Juan	1	0	-100.0%	3	300.0%
Skagit	16	17	6.3%	13	-23.5%
Skamania	1	6	500.0%	3	-50.0%
Snohomish	39	45	15.4%	32	-28.9%
Spokane	29	51	75.9%	56	9.8%
Stevens	4	4	0.0%	3	-25.0%
Thurston	20	17	-15.0%	20	17.6%
Walla Walla	4	1	-75.0%	4	300.0%
Whatcom	14	8	-42.9%	15	87.5%
Whitman	4	2	-50.0%	3	50.0%
Yakima	32	37	15.6%	47	27.0%

\*Note: There were zero traffic fatalities 2019-2021 in Asotin and Wahkiakum counties.

The types of roadways where the increases in fatal crashes occurred differed between 2020 and 2021. In 2020 there were increases in fatal crashes on city streets and county roads, and reductions on highways and interstates. Nearly all the increase in fatal crashes in 2021 occurred on highways and interstates.

Fatal Crashes in Washington State by Road Class					
	2019	2020	% Change in 2020	2021	% Change in 2021
<b>Interstate</b>	60	54	-10.0%	87	61.1%
<b>US highway</b>	55	36	-34.5%	46	27.8%
<b>State route</b>	140	137	-2.1%	166	21.2%
<b>County road</b>	137	152	10.9%	155	2.0%
<b>City street</b>	114	145	27.2%	135	-6.9%
<b>Other</b>	7	15	114.3%	6	-60.0%

**Fatal Crashes 2019-2021**



Washington has also seen a shift in the days and months when fatal crashes are more likely to occur. There was a large increase in fatal crashes occurring on Saturdays in 2020. However, in 2021 fatal crashes on Saturdays declined and the largest increases in fatal crashes occurred on Sundays and Mondays. Fatal crashes occurring on Mondays increased in both 2020 and 2021.

Fatal Crashes in Washington State by Day of Week					
	2019	2020	% Change in 2020	2021	% Change in 2021
<b>Sunday</b>	73	67	-8.2%	88	31.3%
<b>Monday</b>	61	68	11.5%	95	39.7%
<b>Tuesday</b>	79	68	-13.9%	81	19.1%
<b>Wednesday</b>	67	66	-1.5%	74	12.1%
<b>Thursday</b>	59	61	3.4%	73	19.7%
<b>Friday</b>	100	104	4.0%	97	-6.7%
<b>Saturday</b>	74	105	41.9%	88	-16.2%

Finally, most of the fatal crash increases that occurred in 2020 and 2021 were in the months of August - November. Historically, summer months have been the deadliest of the year when it comes to fatal crashes, consistently comprising about one-third of fatal crashes during just one-quarter of the year. In 2019, just one-quarter of fatal crashes occurred during the months of September - November, but 30 percent of fatal crashes occurred in those months in 2021.

<b>Fatal Crashes in Washington State by Month</b>					
	<b>2019</b>	<b>2020</b>	<b>% Change in 2020</b>	<b>2021</b>	<b>% Change in 2021</b>
<b>January</b>	46	39	-15.2%	38	-2.6%
<b>February</b>	28	28	0.0%	25	-10.7%
<b>March</b>	46	27	-41.3%	41	51.9%
<b>April</b>	31	35	12.9%	35	0.0%
<b>May</b>	38	41	7.9%	43	4.9%
<b>June</b>	51	57	11.8%	61	7.0%
<b>July</b>	53	61	15.1%	58	-4.9%
<b>August</b>	39	63	61.5%	70	11.1%
<b>September</b>	41	51	24.4%	61	19.6%
<b>October</b>	43	48	11.6%	59	22.9%
<b>November</b>	41	43	4.9%	59	37.2%
<b>December</b>	56	46	-17.9%	46	0.0%

Early estimates of fatalities in the first quarter of 2022 suggest the increasing trends are not slowing, with as much as a 30 percent increase over this same time period in 2021. Crash characteristics and trends are shifting. The WTSC continues to build tools and resources that can be used by the traffic safety community to understand and monitor these shifts, and to plan strategies intended to reverse the trend in 2022.

## Methods for Project Selection

The HSP planning process uses the Target Zero plan as a guiding document that governs our traffic safety investments and provides the basis for annual HSP project selection. The HSP process begins with a review of evidence-based strategies, performance measures, and performance targets. Through this process, we:

- Identify and prioritize the traffic safety problems that contribute to the most serious and fatal crashes.
- Describe our highway safety performance measures included in the Performance Plan.
- Define performance targets included in the Performance Plan.
- Develop and select evidence-based countermeasures to address identified problems and achieve performance targets.

This analysis forms the WTSC program plan written for each traffic safety focus area. Our process starts with updating the focus area program plan. Program managers provide a summary of the most up-to-date data, research on the traffic safety topic area, and an overview of the countermeasures the program manager is recommending for funding in the HSP.

Program plans provide a summary of the most up-to-date data and research on the 12 traffic safety topic areas, an overview of the countermeasures to address them, and a spending plan. The 12 program areas are:

- Impaired Driving
- Communications
- Distracted Driving
- Occupant Protection
- Young Drivers
- Motorcycles
- Non-Motorized Traffic Safety
- Traffic Records
- Community Traffic Services
- Program Coordination
- Tribal Traffic Safety
- Speed (note that WTSC is looking at restarting a speed program in 2023)

The program plans provide robust problem identification that describes the problem, identifies the focus populations, and notes the behaviors that lead to traffic safety problems.

Throughout the year our program managers work with subject matter experts, attend conferences, and work with grantees and partners to identify opportunities to use grant funds to reduce traffic-related fatalities and serious injuries. The ideal opportunity is created when there is alignment between an evidence-based countermeasure (meaning there is research indicating the countermeasure is effective), policy (the countermeasure is permitted by law or rule), funding availability (meaning allowable expenses under NHTSA guidelines), and willing and skilled grantees or contractors to execute the work.

These opportunities translate into formal identification of countermeasures. Sometimes these countermeasures are designed to influence the behavior of the target audience, and sometimes the countermeasures are designed to fill a gap or improve the systems that support the effectiveness of a countermeasure. Program managers define the types of activities needed to implement the countermeasure by designing the projects and grants needed to get the work done.

Additional efforts were made to take the next step in a more data-driven approach in 2020. We paused our practice of opening a call for proposals in favor of creating program plans that document problem identification, countermeasure strategies, activities, and projects proposed to address what the data is indicating. In calendar year 2022 we are continuing that transition. All staff who manage grants have received training with ongoing technical support from Montana State University's Center for Health and Safety Culture. Trainings focused on helping us improve our ability to use tools like theories of change, logic models, and strategy maps to make more informed grant investment decisions focused on the most effective projects.

#### Agency Review

Because traffic fatalities result from multiple risk factors (and each risk factor requires multiple interventions to address it), the coordination of planning and grantmaking across WTSC programs is essential to maximize their cost effectiveness and efficacy. Program managers present their proposals to other program managers and WTSC staff, field questions, and receive feedback. After these presentations, they revise, and update plans based upon the feedback received. The revised program plans are shared with the TAC, described below.

#### Technical Advisory Committee Review

Each Commissioner assigns a technical advisory reviewer to review the program plans, provide feedback, and discuss the contents of the recommended plan with their respective Commissioner. Once the WTSC's review is complete, the Program Director sends a summary of the program plans to the TAC members and asks them to review the plans and provide written feedback via an online survey tool. TAC members are encouraged to contact individual program plan authors with questions prior to the TAC review meeting.

The WTSC held the TAC review meeting March 24, 2022. During the TAC meeting, program managers presented a funding summary of each program area. TAC members were given the opportunity to ask questions, provide comments, and share concerns. Program managers documented the feedback and asked clarifying questions. Program managers then sought resolutions to any issues by reaching out after the TAC meeting, as necessary.

TAC members were responsible for briefing their agency Director/Secretary and leadership team in advance of the April 21, 2022, WTSC quarterly meeting.



## WTSC Commissioners Review and Approval

At the April 21, 2022, quarterly commission meeting, the Program Director provided an overview of the funding recommendations and answered questions from Commissioners. The Commissioners then voted to approve the plan, giving the WTSC permission to produce the HSP and seek NHTSA approval.

## Information and Data Sources

Washington's core traffic records systems for addressing behavioral traffic safety include:

### **Fatalities**

FARS

WTSC Fatal and Fatality Dashboards

NHTSA FARS State Traffic Safety Information (STSI) and FIRST Tool

WSDOT Crash Data Portal (CDP)

### **Serious Injuries**

WSDOT Collision Location Analysis System (CLAS)

WSDOT CDP

### **All Crashes**

WSDOT CLAS

WSDOT CDP

WSP Collision Analysis Tool (CAT)

### **Exposure**

WSDOT VMT estimates

Washington Office of Financial Management (OFM) and US Census Bureau Population estimates

DOL Licensed Drivers and Registered Vehicles

### **Injury**

DOH Washington Emergency Medical Services Information System (WEMESIS)

DOH Rapid Health Information Network (RHINO)

DOH Comprehensive Hospital Abstract Reporting System (CHARS)

DOH Trauma Registry

## Description of Outcomes Regarding Washington Strategic Highway Safety Plan, Target Zero and Washington Highway Safety Improvement Program Coordination

As already described, priorities and performance are coordinated between Washington's Target Zero plan, the annual HSP, and WSDOT's annual Highway Safety Improvement Program (HSIP) report. WTSC actively coordinates with our Target Zero partners as we build our annual HSP. The Target Zero plan provides a comprehensive framework for reducing fatalities and serious injuries on Washington's roadways. This allows the HSP planning process to focus efforts on implementing the right projects to support the data-driven priorities established in Target Zero.

An important outcome of this coordination is the development of matching performance targets between WTSC and WSDOT for C-1 Total Fatalities, C-2 Total Serious Injuries, and C-3 Fatality Rate (as defined in 23 U.S.C. 148(a)). The fatality and serious injury targets (C-1, C-2, and C-3) are coordinated with WSDOT, including discussions and feedback from MPOs. As stated in the 23 Code of Federal Regulations (CFR) Part 1300, the shared goals "ensures that the highway safety community is provided uniform measures of progress." The goal in Washington's Target Zero plan is zero fatalities and serious injuries by the year 2030, and all partners agree that targets should reflect the realization of our goal. The targets are set on the most recent Target Zero line, a line straight to zero in the year 2030 from the most recent five-year rolling average. While the targets are based on a line to zero by 2030, they are data-driven in the sense that they are informed by a systematic review and analysis of quality data sources and used to make decisions related to planning, resource allocation, and implementation.

The WTSC and WSDOT have set up a collaborative approach with many partner agencies to discuss the bold new steps that would need to be taken to achieve the zero fatality and serious injury goal. Together the agencies will coordinate an approach to the Legislature that will align the policy and actions necessary to achieve the Target Zero goal. This concerted effort has been named the *Next 10 Years Plan*. While it is recognized that the Target Zero goal is aspirational in nature, all stakeholders and leadership believe in keeping with the Target Zero plan's vision in all performance goal efforts. The constant push to zero and incremental annual targets ensure data is driving how programs are being developed and implemented statewide.

Target Zero coordination and previously mentioned Target Zero program plans are the vehicle for how planning and funding can be used to improve safety performance outcomes.

## Chapter 2: Overall Performance Measures C-1, C-2, and C-3

WTSC, WSDOT, and MPOs coordinate the development of targets C-1 Total Fatalities, C-2 Total Serious Injuries, and C-3 Fatality Rate. A description of this coordination and the outcomes of this coordination can be found in **Chapter 1: 2023 Washington Highway Safety Plan**.

### Certification

State HSP performance targets are identical to WSDOT targets for common performance measures (C-1 Total Fatalities, C-2 Total Serious Injuries, and C-3 Fatality Rate) that will be reported in the HSIP Annual Report, as coordinated through the Target Zero plan.

### Performance Measures and Targets

Four program areas are linked directly to the overall traffic safety performance measures. Those program areas and corresponding chapters are as follows:

- Chapter 3, Program Coordination
- Chapter 4, Community Traffic Services Program
- Chapter 5, Communications Program
- Chapter 14, Research and Data Program

These four program areas are all linked to the following performance measures and targets:

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2023	C-1 Number of Traffic Fatalities (FARS)	2023	2019-2023	447.5
2023	C-2 Number of Serious Injuries in Traffic Crashes (state crash data files)	2023	2019-2023	1,876.5
2023	C-3 Fatalities/VMT (FARS, FHWA)	2023	2019-2023	0.757

### Performance Target Justification

The C-1, C-2, and C-3 targets are coordinated with WSDOT, and fully align with the goal set in the Target Zero plan. The goal in Washington’s Target Zero plan is zero fatalities and serious injuries by the year 2030. Overlapping HSP and HSIP targets are set on the most recent Target Zero line, a line straight to zero in the year 2030 from the most recent five-year rolling average; a data-driven approach to performance management of an aggressive, time-bound zero goal.

This Target Zero approach to statewide performance management of traffic injury-related goals is supported by WSDOT, WTSC, WSP, DOL, DOH, HCA, OSPI, and many other agency leaders, legislators, and the Governor.

Regardless of how aggressive these targets may seem; it is important to set targets reflective of our primary goal: zero traffic fatalities and serious injuries by 2030. This goal reflects a shared value that zero is the only acceptable number of traffic fatalities. While we have seen the data move farther from our goal during the last few years, it is important to focus our efforts in achieving this goal, which may include shifting strategies, increasing our collective efforts, and obtaining additional resources. Faced with increasing fatal and serious crashes, a purely statistical approach to target setting would lead to ever increasing targets. Instead, we will remain focused on working toward Target Zero.

The linear trend line of the five-year rolling average is shown on every HSP chart for progress comparison. This is just one simple way to monitor progress toward Target Zero. It is difficult to attribute individual behavior change projects funded under the HSP, or even the entire HSP portfolio, to direct reductions in fatalities. The HSP project portfolio is more process-based. According to *Countermeasures that Work* (9<sup>th</sup> Edition, page 2), we know that, if we implement a variety of behavioral safety countermeasures and implement them well, we are supporting a strong traffic safety culture, but that is only one small piece of eliminating traffic fatalities and serious injuries, or even reducing them. WTSC is building program and project-level logic models to better link our efforts to these outcomes, but we know some of these linkages will be less direct and difficult to measure.

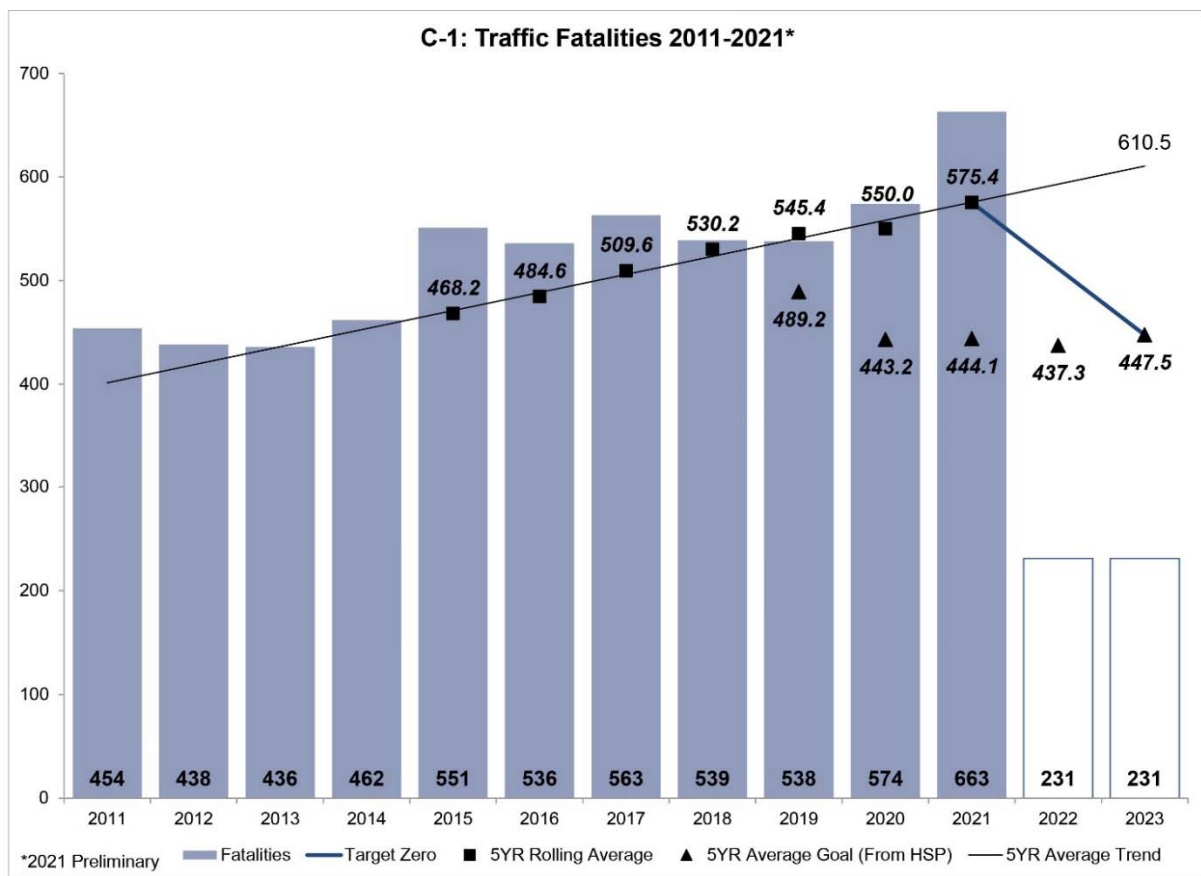
While these fatality and serious injury outcome performance measures are required in the HSP application, the majority of HSP projects have not been shown to have significant direct reduction in fatalities and injuries, especially once major policy milestones have been implemented, such as universal helmet and primary seat belt laws. In contrast, the HSIP infrastructure change impact on safety of all mobilities is better established and is complimented by statistical evaluation methods and guidelines (Highway Safety Manual and Crash Modification Factors) not available for HSP projects. For example, WSDOT is developing performance curves within its HSIP, Washington's overall approach to infrastructure spending. These performance curves are intended to show how given different investment levels, safety benefits would be achieved.

WSDOT implements the HSIP, and it is the efforts of WSDOT throughout its programs that will have the most measurable impact on traffic fatalities and serious injuries. In addition, WSDOT assumes the "penalties" for not meeting HSP/HSIP performance targets, which were not met this year. However, WSDOT already implements the "penalties" because they are good practices, and these actions would be carried out regardless of whether these performance targets are met or not met. Further, WSDOT leadership believes that the Target Zero plan sets the right policy direction as no life lost is acceptable. In our collective efforts to achieve safety culture, setting increasing targets (or any target that does not lead to Target Zero) does not

send the right message. Imagine telling the public and the Legislature that we set a target to reach 300 fatal crashes, and then ask for additional funding to do so. This is not effective, and targets must support the Target Zero goal.

The Commission represents a broad collection of transportation stakeholders and believes that Target Zero is the only appropriate goal. We are aware that there are factors outside of the control of WTSC programs and stakeholders. The WTSC also cannot measure the impact of non-HSP investments and efforts on fatalities and serious injuries. But our partners, who are the experts in these other areas, are also committed to the ultimate goal of Target Zero. There is coordinated work being done to see that we reach our targets. We will do everything we can to achieve our goals. It is better to attempt to achieve aspirational targets, rather than to set flat or increasing targets that are simply easier to achieve. We must never forget that each fatal or serious crash inflicts significant trauma upon families and imposes unacceptable costs on them, on their communities, and on the public.

### Performance Measure C-1: Number of Traffic Fatalities (FARS)



Progress: **Not Met**

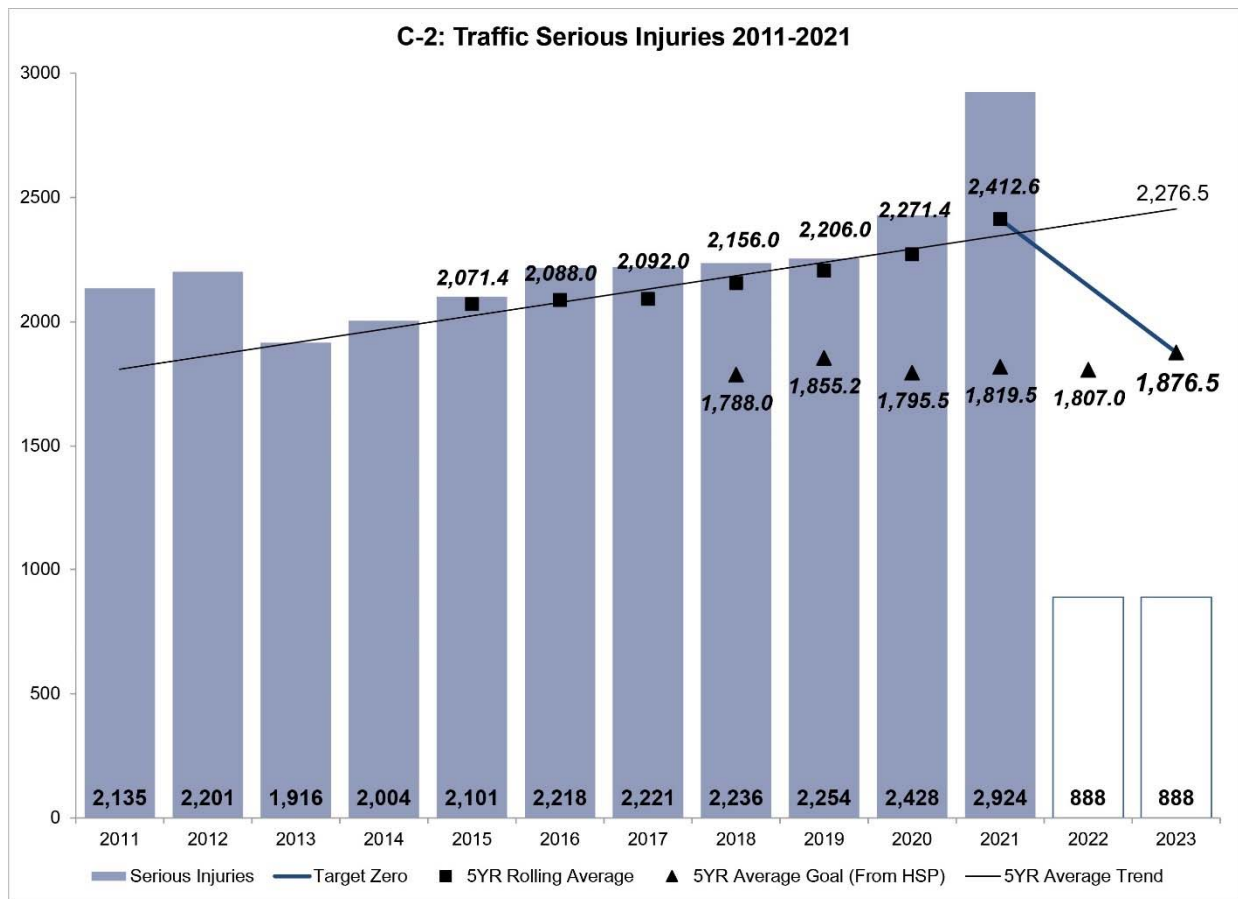
## Program Area-Level Report

The 2022 target included in the FFY 2022 HSP for fatalities was 437.3 (2018-2022 Rolling Average Value). The FFY 2022 C-1 target was coordinated with WSDOT. The FFY 2022 target was set equal to the value of the target zero line, a straight line to zero in 2030 from the most recent available data at that time the target was set (2016 – preliminary 2020). According to the revised trend line used to develop the 2023 target for FFY 2023, the FFY 2022 HSP target will not be met. To reach the 2018-2022 Rolling Average Target of 437.3, the total number of fatalities in 2022 would have to be less than one. This number has already been exceeded, therefore the FFY 2022 target was not met.

## Performance Plan Targets

<b>Fiscal Year</b>	<b>Performance Measure Name</b>	<b>Target End Year</b>	<b>Target Period</b>	<b>Target Value</b>	<b>Forecast Target*</b>
2022	C-1 Number of Traffic Fatalities (FARS)	2022	2018-2022	437.3	
2023	C-1 Number of Traffic Fatalities (FARS)	2023	2019-2023	447.5	610.5

Performance Measure C-2: Number of Serious Injuries in Traffic Crashes (state crash data files)



Progress: **Not Met**

Program Area-Level Report

The 2022 target included in the FFY 2022 HSP for serious injuries was 1,807.0 (2018-2022 Rolling Average Value). The FFY 2022 target was coordinated with the WSDOT. The FFY 2022 target was set equal to the value of the Target Zero line, a straight line to zero in 2030 from the most recent available data at the time the target was set (2016 – preliminary 2020). According to the revised trend line used to develop the 2023 target for FFY 2023, the FFY 2022 HSP target will not be met. To reach the 2018-2022 Rolling Average Target of 1,807.0, the total number of serious injuries in 2022 would have to be less than one, therefore the FFY 2022 target was not met.

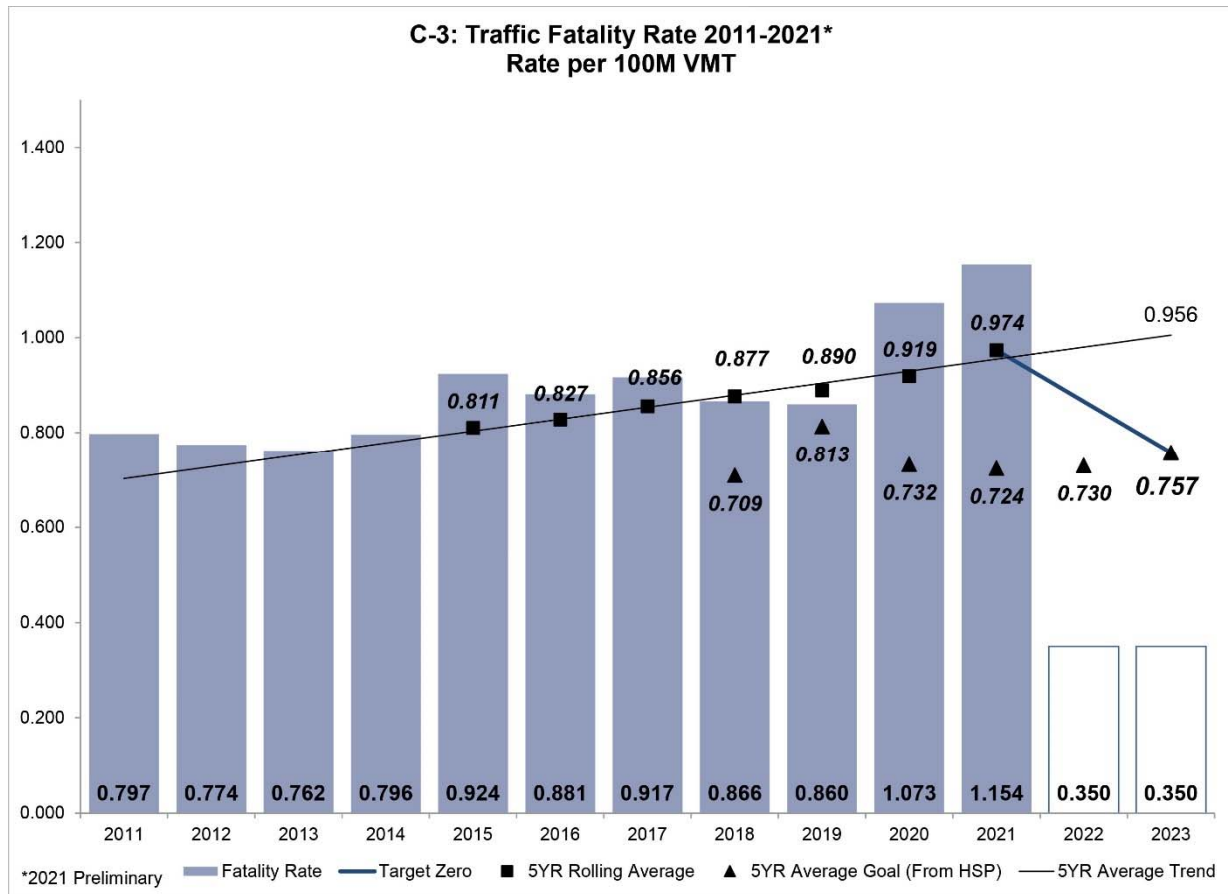
## Performance Plan Targets

<b>Fiscal Year</b>	<b>Performance Measure Name</b>	<b>Target End Year</b>	<b>Target Period</b>	<b>Target Value</b>	<b>Forecast Target*</b>
2022	C-2 Number of Serious Injuries in Traffic Crashes (state crash data files)	2022	2018-2022	1,807.0	
2023	C-2 Number of Serious Injuries in Traffic Crashes (state crash data files)	2023	2019-2023	1,876.5	2,276.5

Forecast target is based on the 2022 five year-rolling average value of the linear trend line.



### Performance Measure C-3: Fatalities/VMT (FARS, FHWA)



Progress: **Not Met**

#### Program Area-Level Report

The 2022 target included in the FFY 2022 HSP for the fatality rate was 0.730 (2018-2022 Rolling Average Value). The FFY 2022 target was coordinated with WSDOT. The FFY 2022 target was set equal to the value of the Target Zero line, a straight line to zero in 2030 from the most recent available data at the time the target was set (2016 – preliminary 2020). According to the revised trend line used to develop the 2023 target for FFY 2023, the FFY 2022 HSP target will not be met. To reach the 2018-2022 Rolling Average Target of 0.730, the total number of fatalities in 2022 would have to be less than one, therefore the FFY 2022 target was not met.

## Performance Plan Targets

<b>Fiscal Year</b>	<b>Performance Measure Name</b>	<b>Target End Year</b>	<b>Target Period</b>	<b>Target Value</b>	<b>Forecast Target*</b>
2022	C-3 Fatalities/VMT (FARS, FHWA)	2022	2018-2022	0.730	
2023	C-3 Fatalities/VMT (FARS, FHWA)	2023	2019-2023	0.757	0.956

## Chapter 3: Program Coordination

Program coordination and development encompasses many of the activities required to successfully operate and improve Washington’s highway safety program.

[Performance Measures and Targets \(Link C-1, C-2, and C-3\)](#)

Program coordination is linked to the following performance measures and targets:

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2023	C-1 Number of Traffic Fatalities (FARS)	2023	2019-2023	447.5
2023	C-2 Number of Serious Injuries in Traffic Crashes (state crash data files)	2023	2019-2023	1,876.5
2023	C-3 Fatalities/VMT (FARS, FHWA)	2023	2019-2023	0.757

For a full understanding of these shared performance targets, please see [Chapter 2, Traffic Safety Performance Measures C-1, C-2, and C-3](#).

### Linkage Between Program Areas

Summary of Program Coordination Countermeasures, Activities, and Projects		
Countermeasure	Activity	Project
WTSC Grant Management System (WEMS) – Maintenance and Upgrades	Maintenance and Upgrades to WEMS	WEMS Maintenance, Upgrades, and Support
Professional Development	Training and Technical Assistance for WTSC Staff and Contractors	Positive Traffic Safety Culture Training and Technical Support
Planning, Administration, and Program Coordination	Planning and Administration	Planning and Administration
		Program Coordination

### Problem Identification

Program coordination and development encompasses various activities required to successfully operate and improve Washington’s highway safety program. WTSC is required to provide staff and services related to the performance of the professional and technical functions outlined in

Washington's HSP and in accordance with Target Zero. This funding is essential to ensure that (1) traffic safety projects authorized for the year are appropriately planned, executed, monitored, and closed and (2) investments in projects are made to enhance the future of traffic safety in Washington State.

### Focus Populations

These funds are the federal share of costs to support WTSC employees' salaries and benefits for executive, administrative, training, and services staff. Program coordination encompasses all activities associated with implementing Target Zero strategies applicable to specific WTSC traffic safety programs.

### Countermeasure: WTSC Grant Management System (WEMS) – Maintenance and Upgrades

Consistent and systematic grant management is important and valuable for WTSC. This countermeasure provides funding for the continued operation, upgrades, and maintenance of a web-based Grant Management System (WEMS). This system is used by WTSC to manage all aspects of the traffic safety grants, including soliciting and receiving grant proposals, tracking reviews and approvals, awards, contract development, risk analysis, monitoring, invoicing, and grant close out. It is used by all WTSC grantees. NHTSA gave WTSC a commendation for this program during its 2018 and 2021 management reviews.

### Projected Safety Impacts

WEMS assists WTSC in systematically managing federal grants so that program managers can consistently follow state and federal regulations. It is a powerful tool to reduce the risks associated with managing a complex grant portfolio across a range of different grantees.

### Rationale for Countermeasure Selection

This countermeasure was selected as it was recognized that an automated, web-based solution would not only mitigate the risks associated with managing a large and complex portfolio of federal grants, but also help the WTSC streamline its business processes and increase its capacity to manage federal grants. This system also creates transparency of WTSC's grant portfolio to NHTSA staff, who can review any project file at any time.

### References

We are not aware of any formal recommendation for adopting a systematic, web-based grant management solution; however, Region 10 NHTSA gave WTSC a commendation following its 2018 and 2021 management reviews for the use and transparency of the WEMS system.

### Activity: Maintenance and Upgrades to WEMS

WEMS went into use in 2016. Since then, WTSC has continued to invest in the system to remove bugs, streamline business processes, and improve functionality as the work evolves. As

an example, a major improvement was the recent development of the digital activity log functionality. This functionality allows law enforcement officers to enter information about their patrol activities in WEMS. That data is then immediately available to law enforcement (LE) supervisors, Target Zero Managers (TZMs), and WTSC staff. TZMs can quickly summarize patrol results and provide them to local task forces and media inquiries. Digital activity log functionality has allowed the ability to do better data analysis sooner, create dashboards, develop great training resources, and better built-in system checks.

### Project: WEMS Maintenance, Upgrades, and Support

The project for 2023 would provide funding to the WTSC to fund maintenance, upgrades, and support to the WEMS system. Specifically, WTSC will explore enhancements to the system, so it better reflects WTSC’s current and future processes, allows more program-by-program customization of calls for project proposals, and accommodates multi-year contracts.

#### Intended Subrecipients

Washington Traffic Safety Commission

#### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Community Traffic Safety Project (FAST/Bil)	\$150,000	\$37,500	\$0

### Countermeasure: Professional Development

This funding will support several activities intended to increase the professional development, training, and technical capacity of WTSC staff and stakeholders. WTSC will pursue two activities, including (1) planning for a Washington State Traffic Safety Conference in 2024; and (2) providing ongoing training and technical assistance for WTSC staff and TZMs. The WTSC will not use federal funds to support the LifeSavers Conference efforts but will use federal funds to send staff and partners to the conference as part of their professional development. Professional development activities are designed to strategically improve the capacity of WTSC staff and partners. This includes training and coordination around the Safe Systems Approach and public health practices, while increasing diversity, equity, and inclusion of traffic safety interventions. This work will also help prepare WTSC and its partners to comply with the Bipartisan Infrastructure Law.

#### Rationale for Countermeasure Selection

Washington is facing an unprecedented rise in fatal and serious injury traffic crashes. This crisis requires us to adapt our approach. This countermeasure will help WTSC and partners

coordinate efforts around concepts and plans that will help address new challenges. It will also help comply with the new requirements of the Bipartisan Infrastructure Law, work toward widespread adoption of the Safe System Approach, and increase the diversity, equity, and inclusion of traffic safety interventions. Lastly, this will help WTSC staff continue to receive training and technical assistance on the positive culture framework and public health approach.

## References

This strategy is consistent with the US DOT National Roadway Strategy – Key Departmental Actions to Enable Safer People – page 16, “1. Leverage new funding in the Bipartisan Infrastructure Law for behavioral research and interventions, and use education, technical assistance, and outreach to disseminate information to partners. Leverage public health approaches for implementation by engaging with a wide variety of stakeholders using a diversity of interventions...” (emphasis added). Available at <https://www.transportation.gov/sites/dot.gov/files/2022-02/USDOT-National-Roadway-Safety-Strategy.pdf>.

The Center for Health and Safety Culture at Montana State University, along with Cambridge Systematics, contributed to a report recently released by Transportation Research Board’s National Cooperative Highway Research Program (NCHRP) called “A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries.” This report provides guidance to traffic safety stakeholders seeking to improve traffic safety culture in their communities.

Citation-National Academies of Sciences, Engineering, and Medicine. 2018. *A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries*. Washington, DC: The National Academies Press.

Prof. Nicholas Ward, Prof. William Schell, Jay Otto, M.S., and Kari Finley, Ph.D. with the Center for Health and Safety Culture at Montana State University, along with Tara Kelley-Baker at the AAA Foundation for Traffic Safety, have published an article in the Traffic Injury Prevention Journal. The article highlights a study exploring a theoretical model to assess the influence of culture on the willingness and intention to drive under the influence of cannabis. The findings of this research suggest that specific attitudes and norms reliably predict past driving under the influence of cannabis (DUIC) behavior, general DUIC willingness, and future DUIC intention.

Ward, N.J., Schell, W., Kelley-Baker, T., Otto, J., & Finley, K. (2018). Developing a theoretical foundation to change road user behavior and improve traffic safety: Driving under the influence of cannabis (DUIC). *Traffic Injury Prevention*.

MCC.1.2 Provide training opportunities for traffic safety agencies and partners on cultural competence, multicultural engagement, and multicultural communications. (U)  
“Creating a Traffic Safety Culture – A Case Study of Four Successful States Case Study Three: Washington” created by the National Cooperative Highway Research Program Transportation Research Board.

## Activity: Training and Technical Assistance for WTSC Staff and Contractors

The activities funded under this countermeasure will allow WTSC to continue culture work directed toward promoting traffic safety. The projects will include growing the skills of staff and partners to promote proactive traffic safety and implementing projects to grow supportive behavioral, normative, and control beliefs leading to effective and safer behaviors.

WTSC took its first steps toward adopting the positive traffic safety culture framework as a cornerstone of its work in 2021. We trained program managers on how to create theories of change for countermeasures and logic models to translate the theories of change to actionable grant agreements with robust strategies, objectives, and performance measures. This work will support WTSC's continued progress toward increasing the evaluation component of most, if not all, projects so that we can work toward increasing effectiveness. In that light, this project will complement the work WTSC is doing in 2023 on a statewide survey that will help surface the beliefs, knowledge, skills, and behaviors of our focus populations.

WTSC will use the survey data to inform grant opportunities.

## Project: Positive Traffic Safety Culture Training and Technical Support

This project is intended to fund a vendor contract with the Montana State University Center for Health and Safety Culture to fund traffic safety culture training and support for WTSC staff and TZMs.

### Intended Subrecipients

Montana State University Center for Health and Safety Culture

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low - Flex (FAST/Bil)	\$150,000	\$37,500	\$0

## Countermeasure: Planning, Administration, and Program Coordination

### Projected Safety Impacts

This allows WTSC to assign federal traffic safety funds to advance the goals of the Target Zero plan, specifically for the technical coordination of Washington's various traffic safety programs, including Alcohol, Distracted Driving, Motorcycle Safety, Occupant Protection, Young Drivers, Speeding, Traffic Records, Bicycle and Pedestrian Safety, Police Traffic Services, and Community Traffic Safety.

### Rationale for Countermeasure Selection

The planning, administration, and program coordination countermeasure supports the C-1, C-2, and C-3 performance targets. This countermeasure fits into the Target Zero plan of providing support across all traffic safety programs. This countermeasure is necessary to allow WTSC to provide staff to perform the professional and program functions for all activities related to various traffic safety program coordination as outlined in Washington's HSP and accordance with the Target Zero plan. This program coordination is essential to ensuring that all traffic safety projects authorized for the year are appropriately planned, executed, monitored, and closed.

### References

This countermeasure follows NHTSA Uniform Guidelines for State Highway Safety Programs No. 21, Roadway Safety.

### Activity: Planning and Administration

Provide staff and applicable services for the performance of the professional and technical functions outlined in Washington's HSP and in accordance with the Target Zero plan to ensure that all traffic safety projects are appropriately planned, executed, monitored, and closed.

### Project: Planning and Administration

This project funds administrative staff and applicable services, training, and software for the performance of the professional and technical functions outlined in Washington's HSP, in accordance with the Target Zero plan. These funds pay for appropriate planning, execution, monitoring, and closeout of traffic safety projects.

### Intended Subrecipients

Washington Traffic Safety Commission



### Funding Sources

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil NHTSA 402	Planning & Administration (FAST/Bil)	\$706,455	\$706,455	\$0

### Project: Program Coordination

Provide technical and operational staff and applicable services for the performance of the professional and technical functions outlined in Washington’s HSP, in accordance with the Target Zero plan. These funds pay for appropriate planning, training, execution, monitoring, and closeout of traffic safety projects.

### Intended Subrecipients

Washington Traffic Safety Commission

### Funding Sources

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Ac/Bil NHTSA 402	Community Traffic Safety Project (FAST/Bil)	\$2,251,019	\$562,755	\$0

## Chapter 4: Community Traffic Services

The community traffic services program aims to connect the programs of WTSC to individuals within communities. Through this program, WTSC can provide traffic safety resources and support to law enforcement, TZMs, and engaged community members. The program builds interest and engagement in traffic safety by providing resources and support to community members, local leaders, law enforcement officers, and other partners.

### Performance Measures and Targets

The community traffic services program is linked to the following performance measures and targets:

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2023	C-1 Number of Traffic Fatalities (FARS)	2023	2019-2023	447.5
2023	C-2 Number of Serious Injuries in Traffic Crashes (state crash data files)	2023	2019-2023	1,876.5
2023	C-3 Fatalities/VMT (FARS, FHWA)	2023	2019-2023	0.757

For a full understanding of these shared performance targets, please see [Chapter 2, Traffic Safety Performance Measures C-1, C-2, and C-3](#).

### Linkage Between Program Areas

Summary of Community Traffic Services Countermeasures, Activities, and Projects		
Countermeasure	Activity	Project
Target Zero Managers	Statewide TZM Program/Support	TZM Contracts and Grants
		TZM Professional Development and Support
Law Enforcement Support	Law Enforcement Support	Statewide and Local LEL Program
		Law Enforcement Training and Professional Development
		Community Traffic Safety Culture Strategy Development and Implementation
	HVE/ Traffic Safety Enforcement and Law	Local HVE/Traffic Safety Enforcement

High Visibility Enforcement/Traffic Safety Enforcement Program – Local Law Enforcement	Enforcement Support – Local Law Enforcement	WASPC Administrative Support and Resources
Traffic Safety Leadership and Professional Development	Training and Professional Development	Training and Professional Development Conferences
	WTSC Conference Planning	WTSC Conference Planning for 2024
Strategic Highway Safety Planning	Washington’s Strategic Highway Safety Plan: Target Zero	WTSC Target Zero Plan

### Problem Identification

Communities—especially rural communities—have limited resources to address traffic safety concerns. Washington’s diversity calls for a customized approach to reaching Target Zero. This diversity from community to community creates a need for community-level approaches to traffic safety improvements that consider the following:

- Diversity in people – ethnicity, language, political beliefs, socioeconomic status, etc.
- Diversity in roads – rural vs. urban differences in roads include roadway design, safety features, and options available for roadway improvements.
- Diversity in resource availability – capacity to make traffic safety improvements varies greatly from community to community.

Factors that drive local traffic safety priorities and efforts may not match the priorities of Target Zero at the state level. This program provides resources to support traffic safety at a local level, based on the needs of specific communities, so that:

- Local communities can implement strategies to increase traffic safety.
- Local leaders recognize the importance of traffic safety.
- Community members feel empowered and take ownership to solve traffic safety problems identified in their community.

### Focus Populations

- Localized leaders, agencies, traffic safety activists, and organizations who support or ignore traffic safety issues (or are not aware of them).
- Traffic safety professionals throughout the state including:
  - Target Zero Task Force representatives
  - Local law enforcement leadership
  - WSP District Leadership
- Community coalitions that share similar goals that provide mutually supportive efforts.

## Countermeasure: Target Zero Managers

This countermeasure strategy influences the behavior of focus populations by providing resources to key groups.

### Projected Safety Impacts

For local community leaders and organizations, this countermeasure strategy provides resources and opportunities for them to prioritize traffic safety within their communities. It also provides tools, training, and technical assistance for how they can engage with the public to increase awareness in traffic safety issues.

For traffic safety professionals, this countermeasure provides the resources necessary to conduct traffic safety activities. It also provides them with opportunities to learn about current traffic safety issues in the state and nation, and solutions created to address them. The countermeasure also provides tools to better reach the entire public in each community, regardless of the language they speak. Finally, this countermeasure provides support and guidance in traffic laws and best practice enforcement models to law enforcement officers in the state.

### Rationale for Countermeasure Selection

Washington is known for strong state and local partnerships in traffic safety efforts. For over 30 years our state has invested in a coordinated network of local traffic safety professionals known as TZMs. TZMs guide local traffic safety task forces and coordinate local traffic safety efforts. WTSC will continue to fund this network.

### References

Washington Strategic Highway Safety Plan, Target Zero 2019:

State, Regional, and Local Implementation chapter, pages 222, 228-229.

- IMP.2.1 Continue statewide High Visibility Enforcement (HVE) and media campaigns to reduce impaired driving. (P, CTW).
- IMP.2.9 Support local integrated and dedicated DUI enforcement. (R, CTW).
- DIS.1.1 Conduct statewide distracted driving High Visibility Enforcement (HVE). (R, CTW).
- DIS.1.3 Develop educational tools for law enforcement on how to identify drivers violating Washington's distracted driving laws. Make these materials available for patrol briefings prior to distracted driving HVE campaigns. (U).
- DIS.1.4 Conduct statewide road education campaigns focused on the dangers of driving distracted. The campaigns should address the diversity of the project/enforcement area in the appropriate cultural context. (U).
- SPE.1.2 Conduct High Visibility Enforcement efforts at locations where speeding-related crashes are more prevalent. (P, NCHRP).

- UVO.1.3 Identify population groups with lower-than-average restraint use rates and implement communications, outreach, and enforcement campaigns directed at groups/areas where restraint use is lowest, particularly rural areas. (R, CTW).
- UVO.1.6 Host car seat awareness and instruction classes, especially in diverse community locations with populations that have lower than average proper car seat use. Target child transport agencies, hospitals, childcare centers, schools, etc. Collaborate with Target Zero Manager, SafeKids Coalition, or local Child Passenger Safety Team. (R, CTW).
- YDI.1.4 Provide local Target Zero Task Forces with information and materials about GDL for teens, parents, law enforcement, and driver education programs. (R, WTSC).

### Activity: Statewide Target Zero Manager Program/Support

The TZM network has evolved over time as the traffic safety picture has changed at the local, state, and national levels. We currently utilize TZMs to guide local Target Zero task forces around many counties and tribal reservations in the state. These task forces are ideally composed of engineering, enforcement, education, and Emergency Medical Services (EMS) experts, as well as other community agencies and organizations with an interest in traffic safety. The TZMs and task forces coordinate local traffic safety efforts and resources by tracking data, trends, and issues in their area. They develop and provide a variety of traffic safety programs, services, and public outreach throughout their communities by working with local partners.

### Project: TZM Contracts and Grants

Provide support to program management activities in coordinating HVE campaigns, monitoring local data to identify emerging trends, lead planning and outreach efforts for the local traffic safety coalition, and manage other traffic safety projects as well as professional development training.

### Intended Subrecipients

Washington Traffic Safety Commission that will contract with certain TZMs throughout Washington.

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Community Traffic Safety Project (FAST/Bil)	\$614,000	\$153,500	\$614,000

## Project: TZM Professional Development and Support

These funds will support the TZM program by enhancing TZM skills and knowledge with opportunities to attend trainings, such as:

- National conferences, like Lifesavers, GHSA, etc.
- Statewide TZM meetings (one or two per year)
- Local training opportunities
- Communications training (through TSI or another contractor)
- TZM Guide Service – Montana State University

Funds will support TZM public education efforts. They can be used to purchase items like rack cards, flyers, posters, or other distributable materials that inform and educate.

Funds will support local traffic safety recognition activities which can include plaques and certificates, or other like items that recognize strong efforts of community partners in traffic safety.

### Intended Subrecipients

Washington Traffic Safety Commission

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low - Flex (FAST/Bil)	\$147,000	\$36,750	\$0

## Countermeasure: Law Enforcement Support

This countermeasure is intended to help support law enforcement partners in Washington through a range of activities and projects to increase their capacity to effectively address traffic safety problems in their communities. This includes existing activities like supporting a network of law enforcement liaisons (LELs), as well as new endeavors. In 2021 and 2022, WTSC worked with the Washington Association of Sheriffs and Police Chiefs (WASPC) Traffic Safety Committee Co-Chairs in creating a traffic safety focused subcommittee. That sub-committee provided a number of recommendations to the WTSC. Those included the need for traffic safety specific professional development and technical training to current and future law enforcement leaders including LEL. They also recommended that the WTSC fund an opportunity for law enforcement agencies to develop traffic safety culture building strategies specific to their community needs.

## Projected Safety Impacts

This countermeasure strategy provides resources and opportunities for law enforcement officers who are leaders in traffic safety, giving them knowledge, skills, and tools to support the prioritization of traffic safety within their department.

This countermeasure provides the resources necessary for law enforcement officers to conduct traffic safety activities that are supplemental to what they can do as part of their assigned position. It also provides them with opportunities to learn about current traffic safety issues in the state and nation, and solutions created to address them. The countermeasure also provides tools to better reach all people in each community, regardless of the language they speak.

Finally, this countermeasure provides support and guidance in traffic laws and best practice enforcement models to law enforcement officers in the state.

## Rationale for Countermeasure Selection

In Washington, as in many other states in the nation, law enforcement agencies are experiencing extraordinary challenges to their profession. Staffing and political pressures have resulted in traffic enforcement taking a backseat to other issues. This countermeasure aims to reinvigorate support for traffic enforcement across the law enforcement spectrum: from officers to chiefs and from small to large departments.

## References

Washington Strategic Highway Safety Plan, Target Zero 2019:

- IMP.2.1 Continue statewide High Visibility Enforcement (HVE) and media campaigns to reduce impaired driving. (P, CTW).
- IMP.2.9 Support local integrated and dedicated DUI enforcement. (R, CTW).
- IMP.5.1 Build effective partnerships designed to reduce impaired driving. (P, NCHRP).
- DIS.1.1 Conduct statewide distracted driving High Visibility Enforcement (HVE). (R, CTW).
- DIS.1.3 Develop educational tools for law enforcement on how to identify drivers violating Washington's distracted driving laws. Make these materials available for patrol briefings prior to distracted driving HVE campaigns. (U).
- DIS.1.4 Conduct statewide road education campaigns focused on the dangers of driving distracted. The campaigns should address the diversity of the project/enforcement area in the appropriate cultural context. (U).
- SPE.1.2 Conduct High Visibility Enforcement efforts at locations where speeding-related crashes are more prevalent. (P, NCHRP).
- UVO.1.3 Identify population groups with lower-than-average restraint use rates and implement communications, outreach, and enforcement campaigns directed at groups/areas where restraint use is lowest, particularly rural areas. (R, CTW)

## Washington Impaired Driving Strategic Plan and Guide (2020):

- Conduct training with law enforcement and prosecutors to ensure the descriptions of “objective signs of impairment”, especially for drugs, are adequately described for DUI prosecution.
- Increase law enforcement awareness of poly-drug driving prevalence and encourage the collection of blood evidence, even when breath evidence indicates a BAC $\geq$ 0.08.
- Implement a DRE mentorship program to improve officer competency in traffic enforcement, emphasizing DUI.
- Encourage law enforcement leadership to support the DRE program.
- Promote proactive traffic safety enforcement as a priority among law enforcement leadership.
- Increase law enforcement officer proficiency in DUI detection and apprehension.

### Activity: Law Enforcement Support

This activity provides support to law enforcement officers and departments through the LEL program and supports law enforcement agencies working on WTSC HVE and TSEP projects. It also provides support for law enforcement agencies by providing training opportunities for current and future traffic safety leaders and providing for traffic safety culture growth-focused strategy development.

Washington’s LEL network includes a lead for the state and approximately 21 representatives at the local level across the state. The LELs work with state and local organizations to develop and implement statewide and local initiatives focusing on traffic safety education and enforcement of traffic laws. The statewide LEL also provides guidance and support to a network of local LELs.

This activity also provides funding to local law enforcement entities to support their participation in traffic safety activities in their jurisdiction. The activity will support agencies’ participation in facilitating and addressing a multitude of traffic safety issues, such as distracted driving, speeding, and impaired driving. This support comes as providing training to officers and agencies to implement projects aimed at changing the culture of an agency to prioritize traffic enforcement, training in traffic law enforcement leadership, ensuring officers have access to devices necessary for speed and impaired driving enforcement, and providing training in other traffic enforcement areas to law enforcement officers who have a demonstrated interest in traffic safety. Lastly, this activity includes support for law enforcement agencies to develop strategies to grow the traffic safety culture of their communities.

### Project: Statewide and Local LEL Program

The LEL program provides an opportunity to work with state and local organizations to develop and implement statewide initiatives focusing on traffic safety education and law enforcement. The frequency of contact with local police executives is important to help facilitate cooperation



in achieving the WTSC’s mission of building partnerships to save lives and prevent injuries on our roadways for the health, safety, and benefit of our communities. The local LELs work closely with TZMs and Target Zero task forces to address traffic safety needs at the local level. LELs help to promote and enhance state and national highway safety programs, initiatives, and campaigns, and perform a myriad of functions, including but not limited to planning, organizing, networking, promoting, recruiting, implementing, reporting, and evaluating law enforcement’s role in traffic safety projects, activities, and achievements.

The program is comprised of one statewide LEL who provides a direct connection between local law enforcement and WTSC. In addition to providing guidance, the statewide LEL also supports a network of LELs representing local communities throughout the state. The involvement of a state LEL has increased the number of law enforcement agencies participating in traffic safety activities, which we believe contributes to crash reductions.

This project also provides funding for professional development through local, regional, and national trainings. The statewide and local LELs will be eligible to attend training, as well as other law enforcement officers who have been recommended by their local LEL. These officers must have a strong interest in traffic enforcement and departments that support their work. Trainings will be focused on traffic safety practices and current trends and will also support increasing support for traffic safety within law enforcement agencies through training in leadership development.

**Intended Subrecipients**

WTSC will contract with one LEL contractor, and at least one Local LEL sub-grantee per WTSC region, and other law enforcement officers and officials.

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil NHTSA 402	Police Traffic Services (FAST/Bil)	\$180,000	\$45,000	\$145,000

**Project: Law Enforcement Training and Professional Development**

Representatives from the WASPC conducted a needs assessment regarding traffic safety from law enforcement agencies throughout the state. The results of this work are a selection of recommendations for ways to increase prioritization of traffic safety within law enforcement agencies across the state. These recommendations, which this project will fund, are:

- Provide training to law enforcement officers who excel and have a passion for traffic safety. This training should be provided in multiple modes of delivery, such as online modules, training conferences done in Washington or nationwide, and smaller trainings

done locally/regionally. Funding may also be used to bring in national leaders in traffic safety to provide training, and expenses incurred by attendees to attend, including travel and staffing costs.

- Provide training specifically to LELs. This training should consist of traffic safety topics, but also include topics that will support the officer’s ability to influence the traffic safety culture of their assigned region. These trainings may include topics related to leadership development, public speaking, data analysis, etc.
- Provide funding to support a biannual traffic safety symposium of the WTSC and WASPC Traffic Safety Committee to review HVE performance, discuss emerging issues that impact grant performance and participation, and identify topics for future trainings.

**Intended Subrecipients**

WTSC, WASPC, local and state law enforcement agencies, and law enforcement officers.

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil NHTSA 402	Community Traffic Safety Project (FAST/Bil)	\$250,000	\$62,500	\$0

**Project: Community Traffic Safety Culture Strategy Development and Implementation**

Representatives from the WASPC worked closely with WTSC staff to explore how law enforcement agencies could lead traffic safety culture growing efforts. The subcommittee recommended WTSC provide funding for an expert in traffic safety culture development to work with selected law enforcement agencies on strategies to grow the positive traffic safety culture in their jurisdictions. Once the strategies are developed, WTSC will work with the selected agencies to determine how additional funding may be used to support their implementation of those strategies.

**Intended Subrecipients**

WTSC, WASPC, local and state law enforcement agencies, and law enforcement officers.

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil NHTSA 402	Community Traffic Safety Project (FAST/Bil)	\$50,000	\$12,500	\$0

## Countermeasure: High Visibility Enforcement/Traffic Safety Enforcement Program – Local Law Enforcement

This countermeasure strategy influences the behavior road users by deterring dangerous driving behaviors by creating the perception of heightened law enforcement presence.

### Projected Safety Impacts

HVE is designed to create deterrence through the increased expectation of a citation/fine/arrest. And the heightened presence of law enforcement also stops offending drivers at the point of offense. So together, this countermeasure works by preventing dangerous driving behaviors and stopping those who still decide to engage in those behaviors.

### Rationale for Countermeasure Selection

HVE has been a proven countermeasure for many years. This countermeasure, with all its components taken together, are best practices recognized by NHTSA. Through this strategy, partnerships at the state and local level are engaged to show communities that dangerous driving behaviors will not be tolerated. When drivers believe that they will be stopped for driving dangerously, they will refrain from engaging in these behaviors. This strategy influences the general driving public.

### References

Washington Strategic Highway Safety Plan, Target Zero 2019:

- DIS.1.1 Conduct statewide distracted driving High Visibility Enforcement (HVE). (R, CTW).
- IMP.2.1 Continue statewide High Visibility Enforcement (HVE) and media campaigns to reduce impaired driving. (P, CTW).
- UVO.1.1 Engage and collaborate with all levels of law enforcement to effectively carry out high visibility communications, outreach, and enforcement of seat belt use, such as the Click It or Ticket campaign. (P, CTW).
- SPE.1.2 Conduct High Visibility Enforcement efforts at locations where speeding-related crashes are more prevalent. (P, NCHRP).
- NHTSA *Countermeasures That Work* – 10<sup>th</sup> Edition 2020. Enforcement and education are needed to conduct these strategies listed to improve motorcycle safety. This includes increase helmet use, reduce alcohol- and drug-impaired motorcycle riding, and increase other motorists' awareness of motorcyclists by increasing the visibility of motorcyclists and educating drivers on the importance of sharing the road with motorcycles.

## Activity: HVE/ Traffic Safety Enforcement and Law Enforcement Support – Local Law Enforcement

This activity will fund HVE and TSEP that will be implemented by local law enforcement agencies throughout the state. Enforcement will have five focus areas: impaired driving,

speeding, distracted driving, seat belt use, and motorcycle safety. This activity creates deterrence through the increased expectation of a citation/fine. It is intended to stop offending drivers at the point of the offense and influence long-term behavior by growing safe driving behaviors. Law enforcement provides an opportunity to focus solely on traffic safety enforcement, strengthen partnerships within regions, and foster creativity in enforcing these laws.

This activity will be conducted throughout the entire year, including but not limited to, enforcement during the following national campaigns:

- Impaired driving enforcement during the Holiday DUI campaign in December 2022.
- Distracted driving enforcement during the Distracted Driving campaign in April 2023.
- Seat belt enforcement during the Click It or Ticket campaign in May 2023.
- Impaired driving enforcement during the Summer DUI campaign in August 2023.

This project will also fund the coordination of HVE grants given to local law enforcement agencies.

### [Project: Local High Visibility Enforcement/Traffic Safety Enforcement](#)

This project will fund traffic safety enforcement in the areas of impaired driving, speeding, distracted driving, seat belt use, and motorcycle safety. Funding will be awarded to local law enforcement agencies following an application process using data to support funding decisions.

Program decisions will be made at the local level by regional traffic safety task forces. These task forces will use local data to determine enforcement priorities for their jurisdictions and will schedule and plan enforcement and outreach activities. While the funding may be used to conduct a range of different emphasis areas, participation in the following campaigns is mandatory:

- Impaired driving enforcement during the Holiday DUI campaign in December 2022.
- Distracted driving enforcement during the Distracted Driving campaign in April 2023.
- Seat belt enforcement during the Click It or Ticket campaign in May 2023.
- Impaired driving enforcement during the Summer DUI campaign in August 2023.

### [Intended Subrecipients](#)

Washington Association of Sheriffs and Police Chiefs (WASPC) and WTSC that will provide subawards to individual regions/task forces.

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Police Traffic Services (FAST/Bil)	\$1,500,000	\$375,000	\$1,500,000

### Project: WASPC Administrative Support and Resources

This project will fund coordination of traffic safety enforcement in the areas of impaired driving, speeding, distracted driving, seat belt use, and motorcycle safety. WTSC will work closely with the intended sub-recipient, the WASPC, to help them take on the task of managing the grants given to local law enforcement agencies for carrying out HVE and traffic safety enforcement. This will include providing oversight and review of digital activity logs and invoices as well as providing feedback to participating agencies and task forces. This project will also provide support for law enforcement agencies participating in NHTSA funded enforcement activities, by funding the purchase of equipment to support speed and impaired driving enforcement, such as, but not limited to, speed detection devices, impairment measurement devices, and Statewide Electronic Collision & Ticket Online Records (SECTOR) components.

Funding will be used for 1) salaries and benefits for the administrative work and 2) for the purchase of traffic safety enforcement tools such as, but not limited to, speed detection devices, impairment measurement devices, and Statewide Electronic Collision & Ticket Online Records (SECTOR) components.

### Intended Subrecipients

Washington Association of Sheriffs and Police Chiefs

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Police Traffic Services (FAST/Bil)	\$355,000	\$88,750	\$300,000

### Countermeasure: Traffic Safety Leadership and Professional Development

#### Projected Safety Impacts

This funding will support several activities intended to increase the professional development, training, and technical capacity of WTSC staff and stakeholders. Professional development activities are designed to strategically improve the capacity of WTSC staff and partners. This includes training and coordination around the Safe System Approach and public health

practices, while increasing diversity, equity, and inclusion of traffic safety interventions. This work will also help prepare WTSC and its partners to comply with the Bipartisan Infrastructure Law.

### Rationale for Countermeasure Selection

Washington is facing an unprecedented rise in fatal and serious injury traffic crashes. This crisis requires that Washington adapt its approach. This countermeasure will help Washington and its partners coordinate their efforts around concepts and plans that will help position it to address new challenges. It will also help WTSC and its partners comply with the new requirements of the Bipartisan Infrastructure Law and work toward widespread adoption of the Safe System Approach and increasing the diversity, equity, and inclusion of traffic safety interventions. This will also help WTSC staff continue to receive training and technical assistance on the positive culture framework and public health approach.

### References

- WTSC believes that this strategy is consistent with the US DOT National Roadway Strategy – Key Departmental Actions to Enable Safer People – page 16, “1. Leverage new funding in the Bipartisan Infrastructure Law for behavioral research and interventions, and use education, technical assistance, and outreach to disseminate information to partners. Leverage public health approaches for implementation by engaging with a wide variety of stakeholders using a diversity of interventions...” (emphasis added) available at <https://www.transportation.gov/sites/dot.gov/files/2022-02/USDOT-National-Roadway-Safety-Strategy.pdf>
- The Center for Health and Safety Culture at Montana State University, along with Cambridge Systematics, contributed to a report recently released by Transportation Research Board’s National Cooperative Highway Research Program (NCHRP) called “A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries.” This report provides guidance to traffic safety stakeholders seeking to improve traffic safety culture in their communities.
- Citation-National Academies of Sciences, Engineering, and Medicine. 2018. *A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries*. Washington, DC: The National Academies Press.
- Prof. Nicholas Ward, Prof. William Schell, Jay Otto, M.S., and Kari Finley, Ph.D. with the Center for Health and Safety Culture at Montana State University, along with Tara Kelley-Baker at the AAA Foundation for Traffic Safety, have published an article in the Traffic Injury Prevention Journal. The article highlights a study exploring a theoretical model to assess the influence of culture on the willingness and intention to drive under the influence of cannabis. The findings of this research suggest that specific attitudes and norms reliably predict past DUIC behavior, general DUIC willingness, and future DUIC intention.

- Ward, N.J., Schell, W., Kelley-Baker, T., Otto, J., & Finley, K. (2018). Developing a theoretical foundation to change road user behavior and improve traffic safety: Driving under the influence of cannabis (DUIC). *Traffic Injury Prevention*
- MCC.1.2 Provide training opportunities for traffic safety agencies and partners on cultural competence, multicultural engagement, and multicultural communications. (U).
- “Creating a Traffic Safety Culture – A Case Study of Four Successful States Case Study Three: Washington” created by the National Cooperative Highway Research Program Transportation Research Board. Available at: [Creating a Traffic Safety Culture: Washington Case Study](#)

### Activity: Training and Professional Development

WTSC anticipates the need to convene a wide range of traffic safety partners to increase the general awareness and competence around the Safe Systems Approach and other emerging issues such as diversity, equity, and inclusion.

### Project: Training and Professional Development Conferences

This project would support the WTSC convening training opportunities of law enforcement partners, municipal and state engineers, TZMs, local elected officials, and others in transitioning to the Safe Systems Approach and addressing other emerging issues such as diversity, equity, and inclusion. This project would potentially fund training, travel, supplies, and other program needs to partners and stakeholders.

#### Intended Subrecipients

Washington Traffic Safety Commission

#### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Community Traffic Safety Project (FAST/Bil)	\$50,000	\$12,500	\$0

### Activity: WTSC Conference Planning

Hosted by WTSC, this event is intended to promote dialogue around the most important issues in traffic safety and build partnerships among public, private, and non-profit organizations. Program updates, new information, and innovative strategies are presented through breakout sessions and networking opportunities over three days. Over 500 people attended this conference in both 2015 and 2018.

Partners from many organizations attend this conference, including:

- Law enforcement (state, tribal, and local)

- Government (state, tribal, federal, and local)
- Non-profit and private sector partners
- Target Zero Managers
- WTSC staff and Commissioners

Breakout sessions are developed to appeal to a wide audience with a variety of topics, including (but not limited to) impaired driving, distracted driving, young drivers, older drivers, motorcycles, pedestrians and bicyclists, driver education, traffic laws and prosecution, speeding, traffic safety culture, automated vehicles and emerging technologies, enforcement, engineering, tribal traffic safety, and data trends.

### Project: WTSC Conference Planning for 2024

This project will provide funding for conference planning efforts in 2023 to carry out a traffic safety conference in 2024.

#### Intended Subrecipients

Washington Traffic Safety Commission

#### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bill NHTSA 402	Community Traffic Safety Project (FAST/Bil)	\$25,000	\$6,250	\$0

### Countermeasure: Strategic Highway Safety Planning

The WTSC led the effort to update the Washington Target Zero plan, in 2019. This countermeasure is designed to help WTSC and other state partners advance the goal of Target Zero by creating an implementation plan. The vision is to identify the policies the state of Washington should adopt, actions it should take, and funds it should budget to make progress in meeting the goal of Target Zero. The WTSC will do this work in close collaboration with its partners at the WSDOT.

#### Projected Safety Impacts

The planning process will begin in FFY 2023 and conclude in FFY 2024. Based upon the Safe System Approach and Proactive Safety Culture, the plan will address multiple layers of safety, multiple stakeholders, and representation from all road user groups. The project will yield a series of recommendations that WTSC, WSDOT, and other state partners can work toward to achieve our shared goal of Target Zero. The plan will outline priorities, roles, and goals for partners to focus on over the next five years. This will help Washington create accountability for state traffic safety stakeholders and help them coordinate efforts. As the plan author and



state traffic safety office, WTSC will work to educate, inform, and engage critical partners such as lawmakers in this effort by having a single set of concrete recommendations supported across stakeholder groups.

### Rationale for Countermeasure Selection

The Target Zero plan is a guiding document designed for policymakers and practitioners of traffic safety in Washington State. It is established through an exhaustive review of traffic safety data and potential strategies to address problem areas. WTSC engages in data-driven decision-making, which requires a continual review of state data collections and attention to the latest research on evidence-based countermeasures. This strategy and activity will help Washington by focusing WTSC and other state partners on the most important actions they can take to advance our shared goal of Target Zero.

### References

23 USC 148 requires all states to have an updated, approved SHSP, which is consistent with specific requirements under section 148, including an implementation focus that describes the process, actions, and potential resources for implementing the strategies in the emphasis areas.

### Activity: Washington’s Strategic Highway Safety Plan: Target Zero

WTSC and WSDOT will co-fund the work of developing a robust strategic highway safety plan. This will involve conducting a formal competitive procurement process to identify and hire an appropriate contractor to help design and execute a process to implement the work related to this activity. Funds identified in this activity will cover WTSC’s portion of the project. WSDOT will fund the remaining portion of the project.

### Project: WTSC Target Zero Plan

The WTSC will partner with the WSDOT to hire a contractor to help design, execute, and facilitate a process to create a series of recommendations on the highest priority strategies the state should implement as well as a timeline and budget estimates for implementation to advance our goal of zero fatal traffic crashes by 2030.

### Intended Subrecipients

Washington Traffic Safety Commission

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Community Traffic Safety (FAST/Bil)	\$75,000	\$18,750	\$0

## Chapter 5: Communications

The communications program supports behavior change across all traffic safety programs, including all Priority Level One high-risk behaviors and road user categories.

### Performance Measures and Targets ([Link C-1, C-2, and C-3](#))

The communication program is linked to the following performance measures and targets:

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2023	C-1 Number of Traffic Fatalities (FARS)	2023	2019-2023	447.5
2023	C-2 Number of Serious Injuries in Traffic Crashes (state crash data files)	2023	2019-2023	1,876.5
2023	C-3 Fatalities/VMT (FARS, FHWA)	2023	2019-2023	0.757

For a full understanding of these shared performance targets, please see [Chapter 2, Traffic Safety Performance Measures C-1, C-2, and C-3](#).

### Linkage Between Program Areas

Summary of Communications Countermeasures, Activities, and Projects		
Countermeasure	Activity	Project
Social and News Media	Traffic Safety Program Support	News Media and Communications Support
		Website Maintenance, Updates, and Support
HVE Media Support	HVE Media Support	DUI Media Campaign
		Distracted Driving Media Campaign
		Occupant Protection Media Campaign
		Motorcycle Media Campaign

Growing a Positive Traffic Safety Culture	Conduct Positive Traffic Safety Culture Activities	Traffic Safety Culture Media Initiative ( <i>Together We Get There   Juntos por un camino más Seguro</i> )
		Local Support for TZM Positive Community Norms Projects
		Community Engagement and Outreach
		TZM Communications Lead

### Problem Identification

Since the COVID-19 pandemic, fatalities on Washington roadways have been increasing at unprecedented rates (reaching highs not seen since the early 2000s) and is currently on track to reach highs not seen since the 1990s. High-risk driving behaviors have increased, and it seems decades of building a positive traffic safety culture have been undermined by the unprecedented effects of the COVID pandemic. But we have a solid foundation upon which to rebuild. A comprehensive Safe System Approach involves using all available tools, including education and outreach. These outreach efforts support enforcement and engineering countermeasures by increasing public awareness. The Communications program complements many other countermeasures throughout this plan and is a robust and comprehensive approach to influencing human behavior.

### Focus Populations

**Vulnerable Road Users** - Some road users are more susceptible to involvement in fatal or serious injury crashes. This includes young or inexperienced drivers, older drivers (70+ years old), motorcyclists, and people who walk or roll.

**Risky drivers** - Drivers most at risk of driving impaired, distracted, or failing to wear their seat belts.

**Safe Road Users** - Most road users exhibit safe behaviors and can influence the behaviors of the smaller group engaging in risky behaviors.

**Traffic Safety Partners and Stakeholders** - Partners are people and organizations who share our vision and will work directly with us to take action to improve traffic safety. Stakeholders are all road users and the people and organizations they encounter such as their families, friends, classmates, teachers, employers, and community members.

## Countermeasure: Social and News Media

General communications support is needed for over-arching initiatives such as our web presence with various support subscriptions, as well as stakeholder and general public education. This includes the development of communications materials to support HVE and traffic safety enforcement grants—such as public service announcements (PSAs), print materials, videos, graphic design, etc.

### Projected Safety Impacts

WTSC uses communication tactics designed to accomplish the following:

- Encourage safe road users to grow their proactive safety behaviors and use their influence to engage with risky drivers.
- Create awareness of specific safety issues that vulnerable road users face and encourage safe road users to take proactive steps to increase protections for those vulnerable road users.
- Provide social media platforms and content to engage our partners to help us grow proactive traffic safety behaviors.
- Conduct outreach to stakeholders from across the social ecology who can take actions to engage others in ways that change the shared belief systems of the traffic safety culture.
- Conduct outreach to risky drivers that challenge their misperceptions about risky driving behaviors and increase their perception of the risks of those behaviors.

### Rationale for Countermeasure Selection

To gain public support and compliance with traffic safety laws, WTSC must create and distribute news releases, social media posts, public service announcements, and printed material. The public relies on us to help them understand major traffic law changes—such as the 2017 distracted driving law and the 2019 change to our child passenger safety laws. Our websites provide valuable information to the public about traffic safety data and issues. For example, since Washington changed its child passenger safety law, our website pages explaining the new law have had over 50,000 visits. Most of these visitors found the site because they were searching for specific traffic safety information, or because they were driven there through one of our news releases or PSAs.

The Social and News Media countermeasure also supports NHTSA-required HVE campaigns and WTSC's traffic safety enforcement campaigns. Matching enforcement with public education amplifies the effectiveness of both strategies, according to *Countermeasures That Work*.

As the 2019 Target Zero plan embraces using a Positive Culture Framework approach for our work, it becomes more important to use the Social and News Media countermeasure to support this proactive traffic safety effort.

### References

The Communications Program follows best practices as outlined in the 2019 Target Zero plan. Additionally, the Social and News Media Countermeasure supports *Countermeasures That Work* as follows:

- Chapter 1, Sections 2.2, 5.2.
- Chapter 2, Sections 2.1, 3.1, 3.2, 6.1, 6.2.
- Chapter 3, Sections 2.2, 4.1.
- Chapter 4, Sections 2.1, 2.2.
- Chapter 5, Sections 4.1, 4.2.
- Chapter 6, Section 3.1.
- Chapter 8, Section 4.7.

### Activity: Traffic Safety Program Support

Traffic Safety Program Support provides resources for agency staff to pass on information, outreach, and education to stakeholders and the general public.

### Project: News Media and Communications Support

General communications support is needed for over-arching initiatives such as our web presence with various support subscriptions, as well as stakeholder and public education. In addition, news media and ancillary publicity efforts as well as the development of communications materials such as PSAs, print materials, videos, graphic design, etc. are instrumental in supporting HVE and traffic safety enforcement grants. These funds also support education on laws affecting traffic safety efforts such as *Move Over*, *Slow Down* and unsecured loads.

### Intended Subrecipients

Washington Traffic Safety Commission

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low - Flex (FAST/Bil)	\$400,000	\$92,500	\$0

### Project: Website Maintenance, Updates, and Support

The WTSC websites are tools to provide staff, partners, and citizens with information on traffic safety programs, media campaigns, grants, and data. This information should be available in a clear, concise, and easy to find format. WTSC communications utilize the expertise of our

communications contractors to have websites that continually accomplish that. It is also important to maintain updated websites that are healthy and secure.

### Intended Subrecipients

Washington Traffic Safety Commission

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low – Flex (FAST/Bil)	\$75,000	\$18,750	\$0

### Countermeasure: HVE Media Support

WTSC participates in national impaired driving campaigns in December during the holidays and in August during Labor Day weekend. Our high visibility impaired driving campaigns include participation by the WSP and more than 145 county, city, and tribal law enforcement agencies. Each campaign is supported by updated messaging responding to the most current data, including survey results, paid media buys, and an earned media campaign localized and headed by our TZMs.

### Projected Safety Impacts

Outreach and media efforts are expected to amplify enforcement efforts. For example, media efforts during the 2017 Distracted Driving law change campaign resulted in 41.1 million ad impressions, more than 2 million campaign video views, and 1.4 billion earned state and national media impressions. Additionally, from 2018 to 2020, 325 people died in crashes involving distraction in Washington, which is 68 fewer than the 393 deaths reported from 2017 to 2019.

### Rationale for Countermeasure Selection

Participation in three National HVE Campaigns is a requirement for states to receive NHTSA funds. WTSC chooses to match enforcement funding levels with similar levels of investment in paid media campaigns. This model was developed by Washington during the Click it or Ticket (CIOT) campaign in 2002. We continue to use this paid media tactic to accomplish the following:

- Conduct outreach to risky drivers that challenge their misperceptions about risky driving behaviors and increase their perception of the risks of those behaviors.
- Conduct outreach designed to encourage seat belt use and decrease impaired driving among risky drivers by making them aware that the chances of being caught are increased due to extra law enforcement patrols.

- Encourage safe road users to engage with risky drivers to encourage seat belt use and decrease impaired driving by showing them how to intervene to prevent dangerous driving behaviors.
- Provide social media platforms and content to engage our partners to help us grow proactive traffic safety behaviors.
- Conduct outreach to stakeholders from across the social ecology who can take actions to engage others in ways that change the shared belief systems of the traffic safety culture.

## References

Using paid media to support HVE campaigns is supported in the 2019 Target Zero plan and by *Countermeasures That Work*. The Communications program follows best practices as outlined in the 2019 Target Zero plan. Additionally, the Paid Media Countermeasure supports *Countermeasures That Work* as follows:

- Chapter 1, Sections 2.2, 5.2.
- Chapter 2, Sections 2.1, 3.1, 3.2, 6.1, 6.2.
- Chapter 3, Sections 2.2, 4.1.
- Chapter 4, Sections 2.1, 2.2.
- Chapter 5, Sections 4.1, 4.2.
- Chapter 6, Section 3.1.
- Chapter 8, Section 4.7.

## Activity: HVE Media Support

HVE media support provides outreach, education, and awareness during the two national impaired driving campaigns and one occupant protection HVE campaign occurring annually.

## Project: DUI Media Campaign

This project covers paid media for the December Holiday DUI campaign and the August/Labor Day DUI campaign.

The Holiday DUI campaign targets men between the ages of 21 and 34 and is designed to reach them at decision-making times, such as on their way to social gatherings, while out at a bar, at holiday parties, or sporting events. Prior to placing the media buy, the Communications team works closely with the Impaired Driving team to identify the media buys to fit their analysis.

The August/Labor Day DUI campaign is targeted primarily at young male drivers who are between ages of 21 and 34. Prior to placing the media buy, the Communications team works closely with the Impaired Driving team to identify the media buys to fit their analysis.

## Intended Subrecipients

Washington Traffic Safety Commission

#### Funding Source

Funding for these media campaigns is under [Chapter 8, Impaired Driving, Project: DUI HVE Paid Media](#).

#### Project: Distracted Driving Media Campaign

The Distracted Driving media campaign is designed to improve road safety and includes notification of additional patrols and an awareness campaign targeting Washington drivers.

#### Intended Subrecipients

Washington Traffic Safety Commission

#### Funding Sources

Funding for this media campaign is in [Chapter 13, Distracted Driving, HVE-TSEP Media Campaign](#).

#### Project: Occupant Protection Media Campaign

The Distracted Driving media campaign is designed to improve road safety and includes notification of additional patrols and an awareness campaign targeting roadway users in Washington during the national CIOT campaign. The project includes the purchase of advertising across the state.

#### Intended Subrecipients

Washington Traffic Safety Commission

#### Funding Sources

Funding for this media campaign is in [Chapter 7, Occupant Protection Media Campaign](#).

#### Project: Motorcycle Media Campaign

The Motorcycle Safety paid media campaign is designed to let Washington roadway users know about extra enforcement focused on keeping motorcycle riders and drivers safe.

#### Intended Subrecipients

Washington Traffic Safety Commission

#### Funding Sources

Funding for this media campaign is in [Chapter 10, Motorcycle, TSEP Media Campaign](#).



## Countermeasure: Growing a Positive Traffic Safety Culture

NHTSA concluded that driver behavior was the critical reason for 94 percent of all traffic crashes. Impaired driving, speeding, distraction, and lack of seat belt use are the major driver behaviors cited in fatal crashes in Washington. Each of these behaviors is the result of a choice. The choices that we make are deeply connected to our values, attitudes, and beliefs. Therefore, growing a positive traffic culture requires understanding of which attitudes and beliefs are most closely associated with either the choices that increase traffic safety, or choices that disregard traffic safety.

According to the Center for Health & Safety Culture, Western Transportation Institute, University of Montana, a traffic safety culture is “the shared belief system of a group of people, which influences road user behaviors and stakeholder actions that impact traffic safety.”

Road users include all participants in the roadway transportation system such as drivers, passengers, and people who walk or roll. Road user behaviors include actions that increase crash risk such as speeding, driving impaired, or driving distracted, as well as actions that decrease crash risk or crash severity such as a driver keeping their focus on the road or wearing a seat belt.

Our partners also take actions that impact this shared belief system. They establish effective traffic safety laws, enforce traffic safety rules, engineer safer roads, or fund effective traffic safety programs. This countermeasure also seeks the assistance of the majority of our road users, those that exhibit consistently safe behaviors. It encourages them to be proactive in driving-related activities such as setting up family rules about wearing seat belts, planning ahead to avoid impaired driving, securing vehicle loads, or coaching new drivers about hazard perception.

This countermeasure is designed to influence the behavior of risky drivers by engaging traffic safety partners and stakeholders to promote proactive traffic safety behaviors. Growing a positive traffic safety culture also influences safe road users by giving them the tools and confidence to take actions such as asking someone to put away their phone while they are driving.

The long-range plan for this countermeasure seeks to answer, “What are the skills we need to build in safe road users, partners, and stakeholders to grow proactive traffic safety?” We plan to work with the concept that everyone has a role in traffic safety because our actions impact one another. We share road dangers and responsibilities for mitigating those dangers. Additionally, we want to map culture change treatment for each risky-driving behavior—impairment, distracted driving, seat belt use, and speed.

### Projected Safety Impacts

An increase in a statewide representative sample of Washingtonians who:

- Agree the only acceptable number of fatalities and serious injuries on our roadways should be zero. (Baseline 75 percent.)
- Agree that it is the responsibility of the driver to comply with the laws of our roads. (Baseline 91 percent.)
- Agree that impairment begins with the first sip of alcohol. (Baseline 64 percent.)
- Agree that impairment begins as soon as you start consuming cannabis. (Baseline 76 percent.)
- Take steps to prevent someone from driving impaired when they find themselves in a situation to intervene. (Baseline 81 percent.)

Development of baseline performance indicators for:

- The number of parents of young drivers who agree teaching their child to drive safely is important.
- The number of Washingtonians who report taking proactive steps to improve the transportation system.

### Rationale for Countermeasure Selection

To grow a positive traffic safety culture, we will need to leverage the large group of people making safe choices by integrating efforts to grow our traffic safety culture into existing programs and influence the smaller group of Washingtonians who are engaged in risky road user behaviors.

### References

The Center for Health and Safety Culture at Montana State University, along with Cambridge Systematics, contributed to a report recently released by Transportation Research Board’s National Cooperative Highway Research Program (NCHRP) called “A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries.” This report provides guidance to traffic safety stakeholders seeking to improve traffic safety culture in their communities. The report is available at: <http://www.trb.org/main/blurbs/178272.aspx>.

National Academies of Sciences, Engineering, and Medicine. 2018. *A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries*. Washington, DC: The National Academies Press. [A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries | The National Academies Press](#)

Prof. Nicholas Ward, Prof. William Schell, Jay Otto, M.S., and Kari Finley, Ph.D. with the Center for Health and Safety Culture at Montana State University along with Tara Kelley-Baker at the AAA Foundation for Traffic Safety have published an article in the Traffic Injury Prevention Journal. The article highlights a study exploring a theoretical model to assess the influence of culture on willingness and intention to drive under the influence of cannabis. The findings of this research suggest that specific attitudes and norms reliably predict past DUIC behavior, general DUIC willingness, and future DUIC intention.

Ward, N.J., Schell, W., Kelley-Baker, T., Otto, J., & Finley, K. (2018). Developing a theoretical foundation to change road user behavior and improve traffic safety: Driving under the influence of cannabis (DUIC). *Traffic Injury Prevention*, [Developing a theoretical foundation to change road user behavior and improve traffic safety: Driving under the influence of cannabis \(DUIC\): Traffic Injury Prevention: Vol 19, No 4 \(tandfonline.com\)](#)

### Activity: Conduct Positive Traffic Safety Culture Activities

*Together We Get There/Juntos por un Camino Más Seguro* is WTSC's proactive traffic safety culture initiative in English and Spanish. It is designed to influence the behavior of risky drivers by engaging traffic safety partners and stakeholders to promote proactive traffic safety behaviors. Growing a positive traffic safety culture also influences safe road users by giving them the tools and confidence to take actions such as asking someone to put away their phone while they are driving. Ultimately, it promotes the belief that most of us in Washington engage in safe behaviors and help to ensure our roads are a safe place for everyone. The hope for the initiative is for people in Washington to feel good about themselves because they are making safe choices and taking actions on and off the road that ensure the safety of all road users. The initiative's call to action will encourage people in Washington to engage in, share, support, and model positive traffic safety behaviors.

The projects funded under this activity will allow WTSC to continue culture work. The projects will include growing proactive traffic safety, developing workgroups to increase engagement in communities most effected by traffic safety inequities, training and support on implementing social norms projects, and funding for TZMs to implement social norms grants in their communities.

WTSC completed a positive traffic safety culture survey in 2018 to better understand Washington residents' views on traffic safety in general, driving after using alcohol (and cannabis specifically), and bystander intervention behaviors. WTSC used this information to inform several grants. We developed a presentation about the findings and held a training to train others to present this material to promote meaningful conversations about the findings.

Together with the Center for Health and Safety Culture, we developed a comprehensive plan for designing, implementing, and evaluating tools to grow bystander engagement. We also conducted formative research on parent/guardian driver best practices to improve driving safety among their children.

### Projects: Traffic Safety Culture Media Initiative (*Together We Get There | Juntos por un Camino Más Seguro*) Media Campaign

WTSC will continue to develop and promote its proactive traffic safety culture initiative based on research conducted by the Center for Health and Safety Culture. This over-arching concept has been referred to as the "Umbrella Campaign." The project includes an educational

campaign to air PSAs and messaging based on proactive traffic safety work using concepts, visuals, and messaging developed in 2021. In 2023, WTSC will work with its contractors to develop creative assets for occupant protection under the *Together We Get There* brand. A 2-week ad campaign will run to educate the public on the importance of wearing a seat belt and proper child restraints, and how to influence people in your life to buckle up. The project also includes funds for messaging testing of creative assets. WTSC will also conduct four 2-week ad “flights” throughout the summer months with messaging on all traffic safety programs within the “umbrella.”

**Intended Subrecipients**

Washington Traffic Safety Commission

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low - Flex (FAST)	\$1,000,000	\$0	\$0

**Projects: Local Support for TZM Positive Community Norms Projects**

This funding will be used to support TZM work using Positive Community Norms (PCN) strategies in the field. Funds will be used to cover community-based media projects with local advertising. TZMs will work with the TZM Communications Lead to develop PCN traffic safety messaging materials for this work.

**Intended Subrecipients**

Washington Traffic Safety Commission

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low – Flex (FAST/Bil)	\$200,000	\$50,000	\$0

**Projects: Community Engagement and Outreach**

This funding will be used to recruit, form groups, and conduct outreach in communities most affected by traffic safety inequities.

**Intended Subrecipients**

Washington Traffic Safety Commission

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low – Flex (FAST/Bil)	\$45,000	\$11,250	\$0

### Project: TZM Communications Lead

This project establishes the WTSC’s lead in providing strategic communication support and direction to the TZM program. This contractor will have two main responsibilities:

- Lead WTSC’s effort to make communications a key component of the TZM program. This may include doing things like:
  - Developing or testing creative ways to engage with the public and act as a “testing lab” for innovative ideas.
  - Testing curricula used by the business community to establish positive driving policies.
  - Establishing best practices and how-to resources for TZMs to work with local media.
  - Conducting focus groups to test key messaging.
  - Providing technical assistance to TZMs throughout the state.
- Monitor TZM performance of communication efforts, provide communications training, and work with WTSC to ensure that the program is meeting the needs of the state to reach the public. Support TZMs to develop regular communication channels with their local media network.

### Intended Subrecipients

One WTSC Contractor will be selected for this contract.

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low (FAST/Bil)	\$100,000	\$25,000	\$0

## Chapter 6: Tribal Traffic Safety

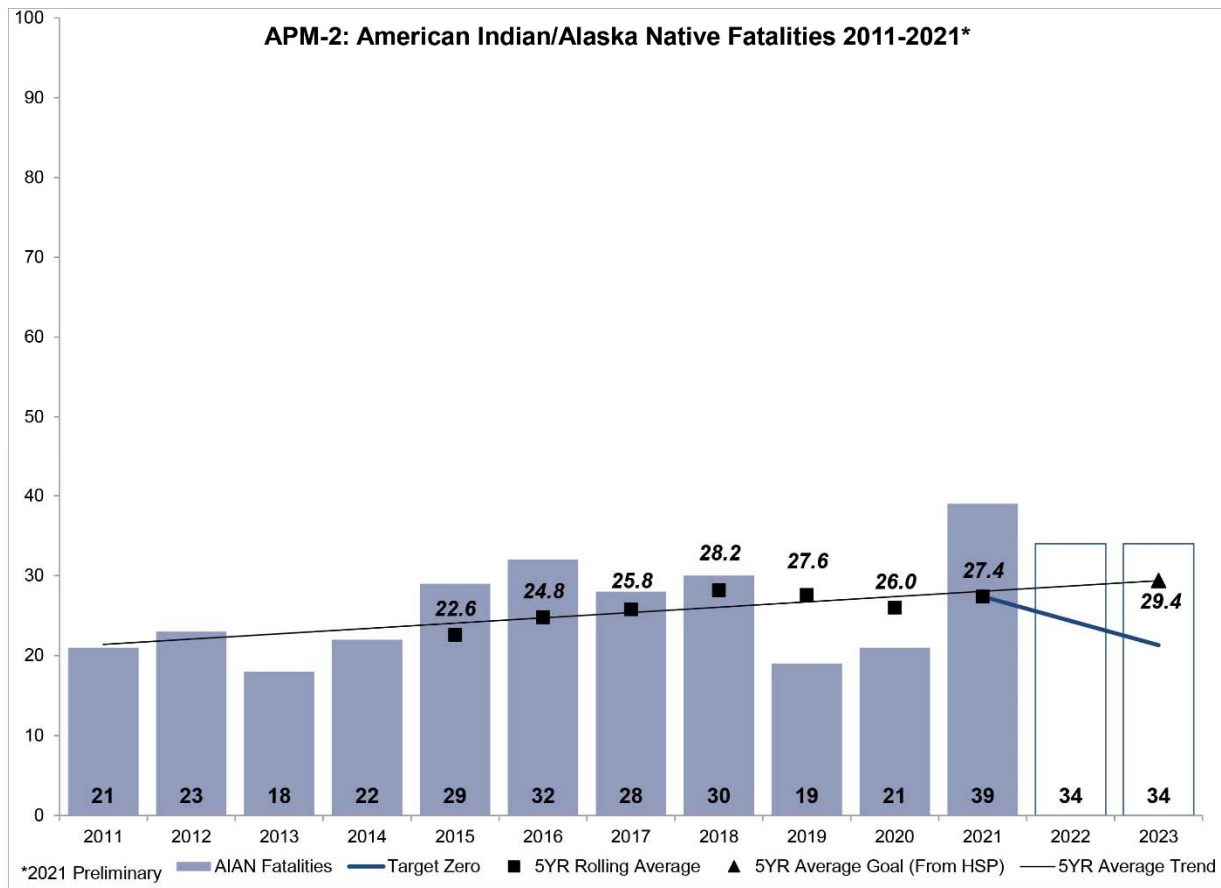
The Tribal Traffic Safety program provides funding, training, and technical support to federally recognized tribes in Washington to increase their capacity to reduce fatal and serious injury traffic crashes.

### Performance Measures and Targets

The Tribal Traffic Safety program is linked to the following performance measures and targets:

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2023	APM-2 AIAN Fatalities	2023	2019-2023	29.4

### Performance Measure APM-2: American Indian/Alaska Native Fatalities



Progress: **In Progress**

## Program Area-Level Report

Tribal Traffic Safety received a new performance measure for FFY 2023 – American Indian/Alaska Native (AIAN) Fatalities. For this reason, there was not a target set in FFY 2022.

### Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2023	APM-2 AIAN Fatalities	2023	2019-2023	29.4

### Performance Target Justification

The FFY 2023 performance measure target was set equal to the value of the linear trend line based on data available at the time the target was set. AIAN fatalities increased by 86 percent in 2021. The COVID-19 pandemic diverted resources among tribes away from traffic safety toward more pressing public health efforts. The WTSC anticipates tribal resources returning to traffic safety efforts.

### Program Description

Each federally recognized tribe is a sovereign nation, governed by the unique laws, policies, and ordinances of each. The tribal laws and ordinances are not the same as state laws. And, with very few exceptions, only the tribal law enforcement entity can enforce tribal laws and ordinances.

Under RCW 43.376.020, each state agency, including WTSC, must “Make reasonable efforts to collaborate with Indian tribes in developing policies, agreements, and program implementation that directly affects Indian tribes and develop a consultation process used by the agency for issues involving specific Indian tribes.” Utilizing the planning and consultation process helps provide information to the tribes about effective traffic safety strategies, and this is an important way to address the disproportionate involvement of tribal members in fatal and serious injury crashes.

The WTSC’s Tribal Liaison provides staffing support and leadership to the Tribal Traffic Safety Committee. The Tribal Traffic Safety Committee (TTSC) is a standing sub-committee of the Tribal Transportation Planning Organization (TTPO) that is managed Washington State Department of Transportation. The sub-committee’s mission is to identify and effectively communicate traffic safety behavior challenges and recommend strategies for addressing those challenges for Washington State Tribes. This group also assists the WTSC by providing input on potential grant opportunities for tribal agencies. In FFY2023, WTSC will seek to provide grants to at least two tribes to support tribal traffic safety coordinators – professionals whose job is to organize traffic safety improvement and data collection efforts on reservations.

The WTSC Tribal Liaison coordinates with both the Occupant Safety Child Passenger Safety program and the Communications program to develop and implement culturally appropriate training and messaging.

### Linkage Between Program Areas

Summary of Tribal Services Countermeasures, Activities, and Projects		
Countermeasure	Activity	Project
Tribal Traffic Safety Leadership Support and Development	Traffic Safety Leadership	Tribal Traffic Safety Strategic Planning and Education
		Tribal Traffic Safety Coordination (1)
		Tribal Traffic Safety Coordination (2)

### Problem Identification

From 2016 to 2020, 130 AIANs died in traffic crashes in Washington State, including both reservation and non-reservation roadways. The AIAN traffic death rate (27.9 deaths per 100,000 population from 2016-2020) is nearly four times higher than all other races. AIAN people are overrepresented among traffic deaths involving high-risk behaviors such as speeding (7.9 deaths per 100,000 population), impairment (20.1 deaths per 100,000 population), and unrestrained (9 deaths per 100,000 population).

According to the recent WTSC research brief:

- More than 50 percent of AIAN traffic deaths occurred on county roads or reservation lands from 2016 to 2020, versus 25 percent of all other races.
- Over one-third of AIAN traffic deaths occurred in Yakima County, versus less than 5 percent of all other races.
- Almost half of AIAN traffic fatalities were people ages 26-45, versus 32 percent of all other races.
- Eight percent of AIAN traffic deaths were youth under age 18, versus 5 percent of all other races.
- Nearly three of every four (72 percent) AIAN traffic deaths involved impairment, versus 60 percent of all other races.
- One-third of AIAN deaths were unrestrained vehicle occupants, versus less than 20 percent of all other races.

### Countermeasure: Tribal Traffic Safety Leadership Support and Development

WTSC will make some changes in implementation initiated in FFY 2021. In response to the COVID-19 pandemic, most Washington State tribes completely shut down to curtail



unnecessary travel and to decrease the potential for spreading the deadly disease. Prior to the pandemic, tribal transportation leaders as well as federal and state agencies interested in tribal traffic safety met regularly to identify common contributing factors for AIAN traffic-related fatalities. That group is being re-formed as a subcommittee of another ongoing tribal transportation entity called the Tribal Transportation Planning Organization.

### Projected Safety Impacts

- Develop new sources of tribal program data and information for analysis of traffic safety issues.
- Build new relationships and foster existing relationships with outside organizations to identify further and collect traffic safety-related data.
- Collaborate with other existing health and safety coalitions to provide data-driven decision-making regarding tribal traffic safety efforts.
- Organize and conduct community outreach and awareness-building campaigns to increase general tribal awareness about traffic safety data and problems.
- Provide training to tribal transportation safety leaders.
- Contract with two tribes to house tribal traffic safety coordinators

### Rationale for Countermeasure Selection

The Tribal Traffic Safety Strategic Planning and Education group is comprised of multi-agency representatives. They review tribal data and formulate recommendations for WTSC. This group addresses this requirement of RCW 43.376.

### References

The supported activities will employ one or more of the following evidence-based strategies from the Washington State Target Zero plan:

- TRB.1.1. Tribes are encouraged to conduct a traffic records assessment to ensure that methods being used to collect, share, and analyze crash data are providing optimal benefit to the tribe. Traffic records assessments can also be an effective tool to establish communication with state and local safety partners. (R, FHWA).
- TRB.5.3. Conduct community-wide information and enhanced enforcement campaigns based on beliefs, attitudes, and behaviors of tribal members that include mass media, information and publicity, child passenger safety system displays, and other targeted strategies such as checkpoints, dedicated law enforcement officials, or alternative penalties. (R, CDC).
- TRB.6.4. Conduct sustained education programs based on beliefs, attitudes, and behaviors of tribal members that educate drivers about the importance of seat belts and the use of seat belts during all trips with varying content, duration, intensity, and delivery methods. (R, FHWA).
- TRB.7.2. Develop a policy for tribal employees prohibiting participation in teleconferences while driving. (U).
- TRB.8.7. Conduct public education campaigns based on the beliefs and norms of the tribe to educate individuals to avoid drinking and driving. (R, FHWA).

- TRB.9.1. Encourage the purchase of current and appropriate materials by tribal law enforcement. (R, FHWA).
- TRB.9.2. Encourage participation by tribal law enforcement agencies in professional and continuing education and training. (R, FHWA).
- TRB.10.1. Create public education campaigns for both motorists and active transportation users regarding pedestrian and bicyclist safety to promote the health and welfare of tribal members, especially children. (P, NCHRP).

### Activity: Traffic Safety Leadership

Develop and enhance traffic safety leadership within the tribes through engagement with the Tribal Traffic Safety Strategic Planning and Leadership Consultation, tribal traffic safety committees, and tribe-specific traffic safety programming.

### Project: Tribal Traffic Safety Strategic Planning and Education

Develop and enhance traffic safety leadership within the tribes through engagement with the Tribal Traffic Safety Strategic Planning and Leadership Consultation, tribal traffic safety committees, and tribe-specific traffic safety programming. WTSC may organize a tribal traffic safety conference and peer review in 2023 if it is feasible to do so.

### Intended Subrecipients

Washington Traffic Safety Commission.

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Community Traffic Safety (FAST/Bil)	\$40,000	\$9,500	\$0

### Project: Tribal Traffic Safety Coordination (1)

The Tribal Traffic Safety Coordination project funds the work, activities, and training of a professional in a tribal setting to help gather and analyze data, develop data systems, form a tribal traffic safety committee, support enforcement of laws and ordinances, and implement traffic safety education and outreach.

In the past, this was a continuing grant with the Confederated Tribes of the Colville Reservation. Due to the impact of the pandemic, there was a change in leadership with our partners and were not able to rehire someone to perform this work, therefore work and activities were not accomplished. However, in 2023, with tribal staff returning to traffic safety efforts, we will

continue to support traffic safety work and activities in Colville or another tribe. **Intended Subrecipients**

Confederated Tribes of the Colville Reservation

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil NHTSA 402	Community Traffic Safety (FAST/Bil)	\$100,000	\$25,000	\$100,00

**Project: Tribal Traffic Safety Coordination (2)**

The Tribal Traffic Safety Coordination project funds the work, activities, and training of a professional in a tribal setting to help gather and analyze data, develop data systems, form a tribal traffic safety committee, support enforcement of laws and ordinances, and implement traffic safety education and outreach. The work and activities identified by the Tribal Traffic Safety Committee include developing public outreach regarding safe walking practices and pathways near and on the Yakama Nation Reservation. The Confederated Tribes and Bands of the Yakama Nation reservation sits inside the boundaries of Yakima County, which has one of the worst rankings among Washington’s counties for walker and roller traffic-related fatalities per 100,000 population. The members of the Yakama Nation living on the reservation are among the lowest per capita income households in the state. Although the area is very rural, many households do not have working vehicles which means that people often walk or bicycle.

The Yakama Nation roads, state highways, and county roads that cut across the reservation were not designed to safely accommodate walkers or bicyclists. Most roads are narrow, two-lane facilities with minimal shoulder space. The state highways on the reservations have speed limits of 70 mph in most places. Still, due to the economics of the area, people need to walk to get to work or access resources. The project provides funding to support the coordination among the county, regional, and state agencies and organizations to identify alternative pathways for people to walk so they can avoid exposure to high-risk road environments.

**Intended Subrecipients**

Confederated Tribes and Bands of the Yakama Nation

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil NHTSA 402	Community Traffic Safety (FAST/Bil)	\$100,000	\$25,000	\$100,000

## Chapter 7: Occupant Protection

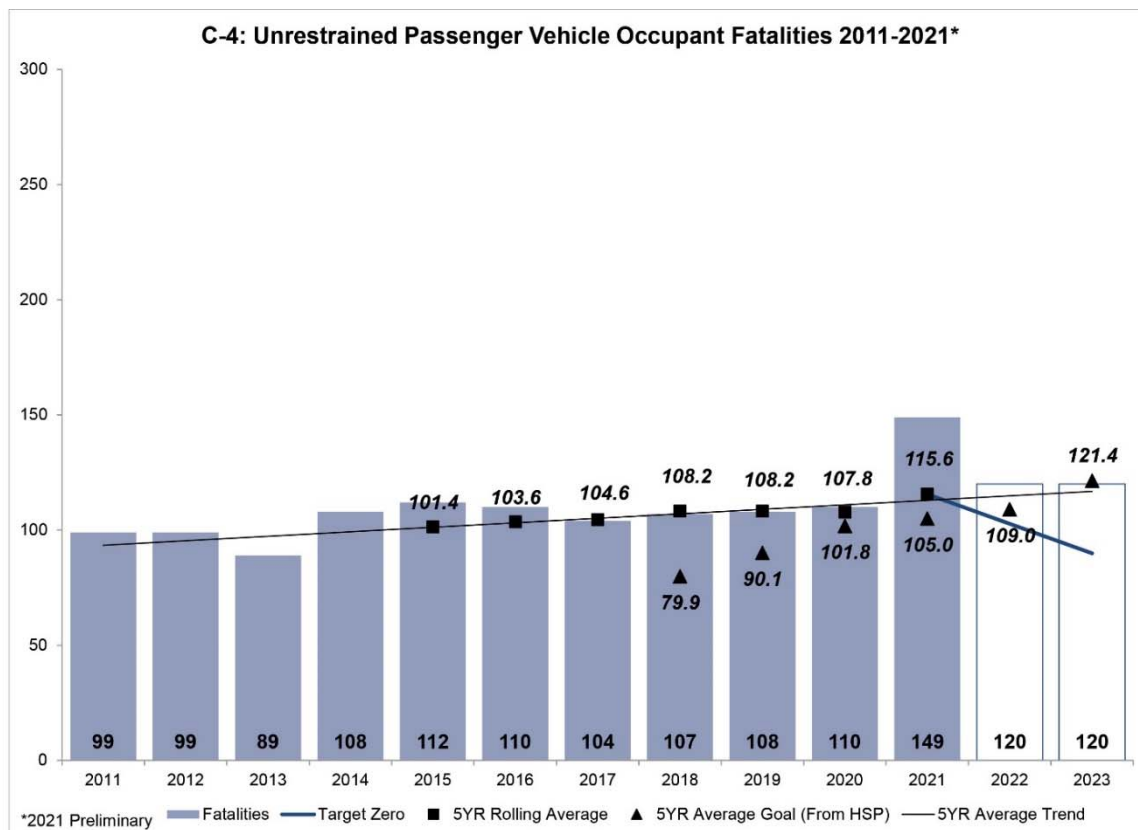
Restraining occupants of a vehicle to improve safety involves two general categories: seat belts used by young drivers and adults (unrestrained occupants), and child passenger safety systems that are added to the vehicle to increase the safety and security of children riding in vehicles (child passenger safety).

### Performance Measures and Targets

The Occupant Protection program is linked to the following performance measures and targets:

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2023	C-4 Unrestrained Passenger Vehicle Occupant Fatalities	2023	2019-2023	121.4
2023	B-1 Observed Seat Belt Use for Passenger Vehicles, All Seat Positions (Survey)	2023	2023	>95%

### Performance Measure C-4: Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions



Progress: **Not Met**

### Program Area-Level Report

The 2022 target included in the FFY 2022 HSP for unrestrained passenger vehicle occupant fatalities was 109.0 (2018-2022 rolling average value). This target was set by taking the average of the most recent three years of known data (2018-2020) and inputting that number for the two unknown (2021-2022) years to calculate the five-year rolling average value based on the data available at the time the target was set. According to the revised trend line used to develop the 2023 target for FFY 2023, the total number of unrestrained passenger vehicle occupant fatalities in 2022 would have to be less than 71. So far 2022 seems to be tracking the 2021 trend so given recent trends, it is unlikely the 2022 target will be met.

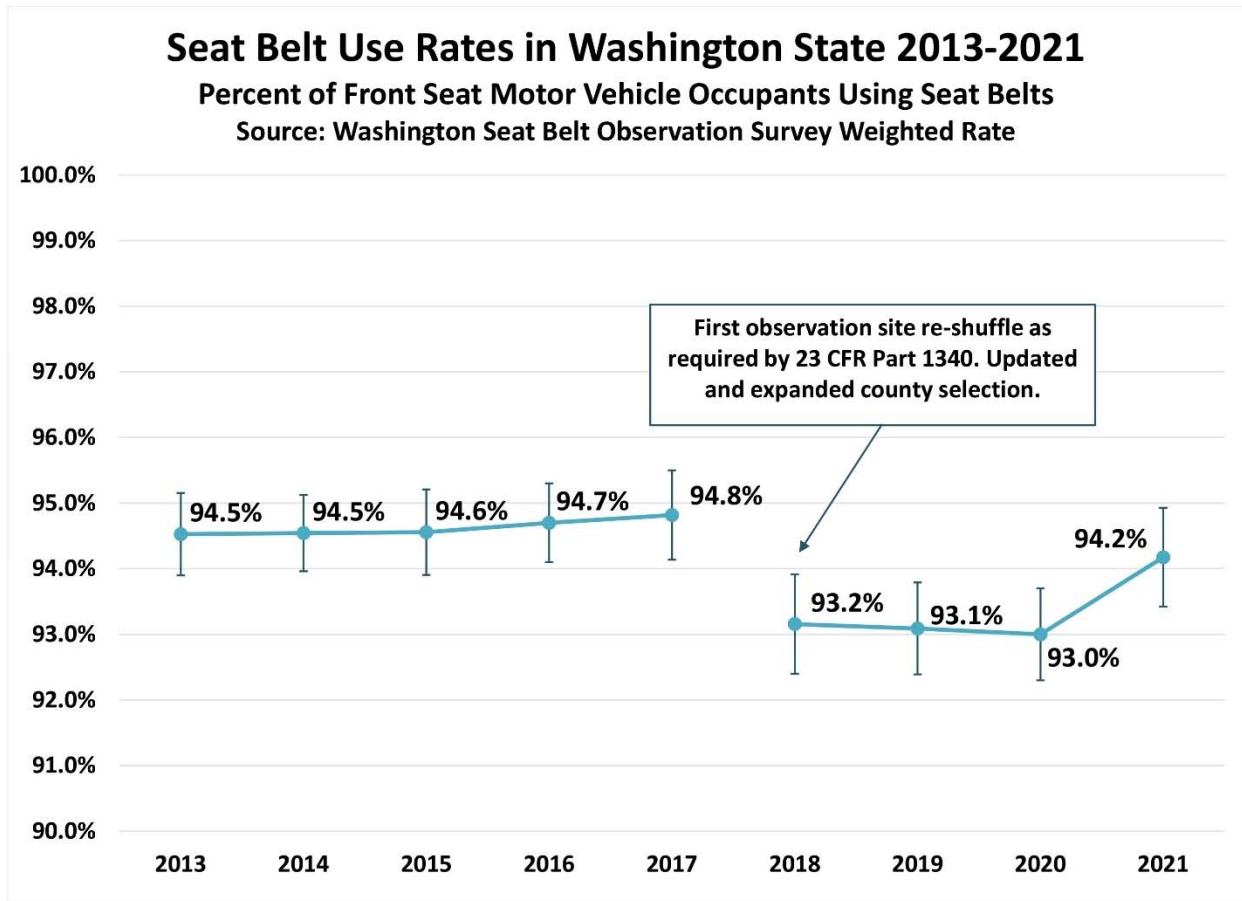
### Performance Plan Targets

<b>Fiscal Year</b>	<b>Performance Measure Name</b>	<b>Target End Year</b>	<b>Target Period</b>	<b>Target Value</b>
2022	C-4 Unrestrained Passenger Vehicle Occupant Fatalities	2022	2018-2022	109.0
2023	C-4 Unrestrained Passenger Vehicle Occupant Fatalities	2023	2019-2023	121.4

### Performance Target Justification

The FFY 2023 target was set by taking the average of the most recent three years of known data (2019-2021) and inputting that number for the two unknown (2022-2023) years to calculate the five-year rolling average value based on the data available at the time the target was set. Washington has one of the highest seat belt use rates in the nation, but unrestrained occupants continue to represent approximately 20 percent of all vehicular fatalities year to year.

Performance Measure B-1: Observed Seat Belt Use for Passenger Vehicles, All Seat Positions (Survey)



Progress: **In Progress**

Program Area-Level Report

The seat belt use target is set at >95 percent. Seat belt observation surveys are conducted in June of each year so at the time of this report the 2022 estimate is not available. The target remains “in progress” until the 2022 survey data becomes available.

Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	B-1 Observed Seat Belt Use for Passenger Vehicles, All Seat Positions (Survey)	2022	2022	>95%

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2023	B-1 Observed Seat Belt Use for Passenger Vehicles, All Seat Positions (Survey)	2023	2023	>95%

Performance Target Justification

Washington's seat belt use rate goal is to achieve and maintain a rate of >95 percent. Washington has one of the highest seat belt use rates in the nation, but our rate has hovered just below 95 percent for the past several years. The 95 percent goal is consistent with previous years.

Linkage Between Program Areas

Summary of Communications Countermeasures, Activities, and Projects		
Countermeasure	Activity	Project
CPS Safety	Statewide CPS Service Delivery	Washington CPS Program Delivery
		CPS Program Mini-Grants
		CPS Program Training
Seat Belt HVE	High Visibility Enforcement	WSP HVE Block Grant - CIOT
Science of the Positive - PCN	Positive Community Norms	Transforming Traffic Safety Culture with PCN - Pilot
Communications - <i>Together We Get There</i>	<i>Together We Get There</i>	Occupant Protection Media Campaign

Problem Identification

**Unrestrained Occupants** - The statewide seat belt use rate has remained approximately 93-94 percent in the previous few years, however, nearly one in five fatally injured persons were not using, or not properly using a seat belt.

The key issues are:

**Some Populations are Less Likely to use Seat Belts** - Currently we know, based on seat belt citation and FARS data, as well as other research, that some populations are less likely to use seat belts. There is a variety of solid and anecdotal evidence that demonstrates males, AIAN males, males aged 55 and older, and younger drivers aged 16-25 are at higher risk of not wearing seat belts while driving. For example, for AIANs in Washington, the lack of seat belt use results in a restraint-related fatality rate that is much greater than other populations. Of the AIANs who died in traffic crashes between 2016 and 2020, approximately half were unrestrained at the time of the crash.

**Unrestrained Occupants Tend to Correlate with Other High-Risk Behaviors** - Individuals who do not use their seat belts closely correlate with other high-risk driving behaviors like speeding, distracted or aggressive driving, and impaired driving. For example, the correlation between being impaired by alcohol or drugs and lack of seat belt use is extremely high. Between 2016 and 2020, almost three-fourths of unrestrained deaths involved an impaired driver, and more than one-third of unrestrained serious injuries involved impairment. And among drivers aged 16-25 who were unrestrained and involved in a fatal crash between 2016 and 2020, approximately three out of four were positive for alcohol or drugs.

**Younger Drivers are More Likely to be Unrestrained** - Between 2016 and 2020, approximately one in five drivers aged 16-25 involved in fatal crashes were unrestrained at the time of the crash. Among this group who were unrestrained, more than three-fourths were positive for alcohol or drugs.

**Child Passenger Safety** - Motor vehicle crashes remain one of the leading causes of death for children aged four years and older. Child restraint systems can be very complicated and are often installed incorrectly. Every parent knows how complicated these systems can be: rear facing, forward facing, booster seats, harnesses, different cars have different anchor points, seats are different, and more.

Washington's original passenger restraint law has been reinforced by a relatively new law (effective January 1, 2020), which can be confusing. Washington's primary seat belt law RCW 46.61.687, in relation to child passengers, states that all passengers under the age of 16 years either wear a seat belt or use an approved child restraint device.

The new law, RCW 46.61.687, "Children up to age 13 must ride in the back seat and those older than four must ride in a booster seat until they are 4'9". This issue is illustrated by the most common mistakes observed in Washington:

- No restraint used
- Children aged 12 and under are illegally seated in the front seat
- Premature graduation from the booster seat to a seat belt
- Child restraint not installed in vehicle properly
- Harness is not correctly fitted

### Focus Populations

**Child Passenger Safety Technician Network** – This group needs to know the laws regarding child passenger safety, but also needs to know where they can get appropriate resources, training, and direction so they can provide the necessary education to Washington families.

**High schools with reported lower than average seat belt use, coupled with a low perceived usage rate** – Many high schools in Washington participated in a statewide COVID-19 related student survey. This survey included questions specific to seat belt usage. Several schools have



been identified as potential sites for PCN pilot projects. The priority will go to schools with reported low reported seat belt use coupled with wide gaps between perceived and reported seat belt use.

**Safe Road Users** – Most road users do not engage in risky driving behaviors. These safe road users could influence the behaviors of the smaller group of drivers engaging in risky behaviors, such as not wearing their seat belt.

### Countermeasure: CPS Safety

Children are our most vulnerable road users. Washington places a high priority on child passenger safety. We are attempting to reduce the number of children who ride in vehicles while unrestrained or improperly restrained. Washington is working to increase safety for children on our roads through the maintenance of a large network of child passenger safety technicians. These technicians support the compliance with our child restraint laws by identifying improper car seat installation and provide education to parents and guardians to understand the correct way to use child car seats and understand Washington’s child car seat laws. In addition, the CPS program provides education and resources to community partners who expand the reach of the technician network to educate the public.

### Projected Safety Impacts

Using the correct car safety seat or booster seat can help decrease the risk of death or serious injury by over 70 percent.

### Rationale for Countermeasure Selection

The most dangerous thing that children do as part of daily life is ride in a car. Motor vehicle crashes remain one of the leading causes of death for children.

The American Academy of Pediatrician’s latest evidence-based recommendations call for the following:

- Infants and toddlers should ride in a rear-facing car safety seat, if possible, until they reach the highest weight or height allowed by their seat. Most convertible seats have limits that will allow children to ride rear facing for two years or more.
- Once they are facing forward, children should use a forward-facing car safety seat with a harness for as long as possible, until they reach the height and weight limits for their seats. Many seats can accommodate children up to 65 pounds or more.
- When children exceed these limits, they should use a belt-positioning booster seat until the vehicle’s lap and shoulder seat belt fits properly. This is often when they have reached at least four feet nine inches in height and are eight to 12 years old.
- When children are old enough and large enough to use the vehicle seat belt alone, they should always use lap and shoulder seat belts for optimal protection.

- All children aged 12 years old and younger should be restrained in the rear seats of vehicles for optimal protection.
- Citation: <https://www.aafp.org/news/health-of-the-public/20180921kidscarsafety.html>

## References

The Occupant Protection program follows best practices as outlined in the 2017 *Countermeasures That Work* Guide:

- Chapter 6, Section 1 (Strategies for Older Children).
- Chapter 6, Section 2 (Strategies for Child Restraint Use and Booster Seat Laws).
- Chapter 7, Section 2 (Inspection Stations).

The program also subscribes to the 2019 Washington State Target Zero plan:

- UVO.1.6 (Host car seat awareness and instruction classes, especially in diverse community locations with populations that have lower than average proper car seat use. Target child transport agencies, hospitals, childcare centers, schools, etc. Collaborate with Target Zero Manager, SafeKids Coalition, or local Child Passenger Safety Team).
- UVO.1.8 (Promote child car seat distribution programs).
- UVO.2.5 (Ensure educational materials follow the most recent recommendations issued by the American Academy of Pediatrics).

## Activity: Statewide CPS Service Delivery

This activity is intended to increase appropriate use of child passenger safety devices by providing education tools to local partners and support a network of trained Child Passenger Safety Technicians (CPSTs) that conduct education and outreach on this issue to influence the focus population to install and use child car seats properly. It involves providing CPST training multiple times each year across the state and supporting a mini-grant program that supports community-based child passenger safety providers. It will also involve CPS inspections, training, and car seat distribution. The NHTSA requirement for a statewide network to provide child safety system inspections and installations is met through this strategy. All inspection stations or events serve at-risk populations.

## Project: Washington CPS Program Delivery

Statewide efforts to provide child safety system education, inspections, and installations to parents, guardians, grandparents, and others who transport children. This project coordinates and delivers statewide CPS services as required by NHTSA. The statewide CPS program consists of close to 400 trained CPSTs who provide car seat checks to individuals at car seat check events and appointments. Each county in the state has at least one location that delivers child safety seat checks. Additionally, there are CPST training classes and other services provided through a

series of mini-grants to regional providers. We will use some funding to deliver culturally appropriate Child Passenger Safety education, resources, and training to families in Washington with limited English proficiency.

In addition to program operations, this project will fund the creation of and distribution of CPS educational tools, such as flyers, handouts, educational coloring books, etc., as well as tools needed for CPSTs needed to conduct car seat checks, such as tablets to collect and submit data.

**Intended Subrecipients**

Bonney Lake Police Department

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil NHTSA 402	Occupant Protection (FAST/Bil)	\$230,730	\$57,683	\$230,730

**Project: CPS Program Mini-Grants**

The goals of this project are to increase the number of trained CPS technicians and to provide resources to communities so that they can operate a successful CPS program. Funding will be used to provide training services for CPS technician training and purchasing supplies to support car seat check events.

Funds will be used to purchase supplies, such as child car seats, CPS training aides/seats, tablets for new CPS technicians to use during car seat inspection events, and other supplies needed during child car seat inspection events.

**Intended Subrecipients**

Washington Traffic Safety Commission. Additionally, the Bonney Lake Police Department will provide oversight of the CPS mini-grant project and provide pass-through mini-grants to local non-profit agencies and individuals with a demonstrated capability to provide CPS service (inspections, training, seat distribution).

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil 405b OP High	405b High Community CPS Services (FAST/Bil)	\$119,270	\$29,818	\$0

## Project: CPS Program Training

Washington’s CPS program relies on a network of CPSTs who are trained in up-to-date practices and trends related to child car seat safety. This project will support bringing many CPSTs together to receive training in child car seat related topics, provide an opportunity to network, provide exposure to various child restraints, share success of programs, and hear directly from the child restraint manufactures.

### Intended Subrecipients

WTSC and active CPSTs who regularly support local activities, education, and car seat check efforts.

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405b OP High	405b High Community CPS Services (FAST/Bil)	\$75,000	\$18,750	\$0

## Countermeasure: Seat Belt HVE

WTSC will conduct year-round seat belt enforcement activities, including participation in the national CIOT mobilization in May 2023. WTSC will fund overtime for the WSP to conduct seat belt enforcement statewide during this national campaign. These enforcement efforts will provide high exposure to most Washingtonians throughout the state. In addition, WTSC will rely on the state’s network of TZMs and law enforcement partners to garner earned media to let the public know about this extra enforcement and encourage the majority of Washingtonians who do wear seat belts to intervene when in a situation to do so. As we have done before, we will partner with WSDOT to display CIOT messaging on variable message boards across the state during the campaign period.

### Projected Safety Impacts

Our state-level data shows a small percentage of Washington drivers and passengers resist using their seat belts. This population is overrepresented in the fatality and serious injury statistics. We hypothesize that if we can influence these populations to wear their seat belts, we can drive down the percentage of drivers/occupants involved in fatal and serious injury crashes. The countermeasure strategy chosen to address this problem area is HVE. This is classified as an effective countermeasure to influence target populations to wear their seat belts by increasing the perceived risk of a citation.

Washington supports aggressive efforts to publicize seat belt patrols and seat belt use, while law enforcement aggressively enforces the state’s seat belt law. WSDOT broadcasts messages

on variable message signs on state and interstate routes across the state, while TZMs across 17 regions provide outreach from a local perspective. WSP will also utilize its strong network of Public Information Troopers to actively engage with the public during the CIOT campaign.

### Rationale for Countermeasure Selection

- Unrestrained occupants tend to exhibit other high-risk behaviors:
  - Individuals who do not use their seat belts closely correlate with other high-risk driving behaviors like speeding, distracted or aggressive driving, and impaired driving.
- Participating in the national CIOT campaign is a requirement to receive NHTSA funding.
- HVE is a proven countermeasure for occupant protection, per *Countermeasures that Work*.
- Partnering with WSP and WSDOT provides statewide exposure.

### References

The Occupant Protection program follows best practices as outlined in the 2020 *Countermeasures That Work* Guide:

Chapter 2 (Seat Belts and Child Restraints Sections):

- Chapter 2, Section 1 (Short Term HVE)
- Chapter 2, Section 3 (Sustained Seat Belt Enforcement)
- Chapter 3, Section 1 (Communications and outreach supporting enforcement)

The program also subscribes to the 2019 Washington State Target Zero plan:

- UVO.1.1 (Engage and collaborate with all levels of law enforcement to effectively carry out high visibility communications, outreach, and enforcement of seat belt use, such as the Click It or Ticket campaign).
- UVO.1.3 (Identify population groups with lower-than-average restraint use rates and implement communications, outreach, and enforcement campaigns directed at groups/areas where restraint use is lowest, particularly rural areas).

### Activity: High Visibility Enforcement

This activity consists of seat belt enforcement and public education during strategic dates throughout the year, including a statewide effort during the national CIOT campaign.

### Project: WSP HVE Block Grant – CIOT

This project will continue Washington’s statewide participation in the national CIOT campaign and provide funding for other HVE efforts aimed at increasing seat belt use throughout the year. WSP Troopers will conduct enforcement targeting seat belt laws across the state. In

addition, Washington’s network of TZMs and public information officers will conduct statewide media messaging in support of those statewide enforcement efforts.

**Intended Subrecipients**

Washington State Patrol

**Funding Sources**

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405b OP High	405b HVE (FAST/Bil)	\$150,000	\$37,500	\$0

**Countermeasure: Science of the Positive – PCN**

The PCN approach to improving community health is a transformational model founded upon The Science of the Positive (SOTP). The seven-step Montana model for PCN communication uses the core principles of the SOTP to grow positive norms through leadership development, communications strategies, integration of prevention resources, and structured reflection. The PCN approach cultivates cultural transformation by working on multiple community levels and factors at once.

**Rationale for Countermeasure Selection**

The PCN approach to improving community health is a transformational model founded upon the SOTP. The seven step Montana model for PCN communication uses the core principles of the SOTP to grow positive norms through leadership development, communications strategies, integration of prevention resources, and structured reflection. PCN cultivates cultural transformation by working on multiple community levels and factors at once.

There is strong research to support using a culture change approach to grow positive behaviors. We know that most road users make safe choices. We can leverage this large group of people making safe choices by integrating efforts to grow our traffic safety culture into existing programs and influence the smaller group of Washingtonians who engage in risky road user behaviors.

To accomplish this, we must seek allies who can influence those risky road users. Think of all the people and spaces surrounding an individual—family members, friends, teachers, coaches, co-workers, bosses, health professionals, law enforcement officers, community leaders, and legislators. Each contact helps to shape an individual’s beliefs and attitudes. Each can also influence an individual’s intention and willingness to engage in the desired behavior.

This countermeasure leads to the identification of hyper-local problem areas and targets drivers in those locales.

Unrestrained occupants tend to exhibit other high-risk behaviors. Individuals who do not use their seat belts closely correlate with other high-risk driving behaviors like speeding, distracted or aggressive driving, and impaired driving.

### Projected Safety Impacts

Our state-level data shows a small percentage of Washington drivers and passengers resist using their seat belts. This population is overrepresented in the fatality and serious injury statistics. We hypothesize that if we can influence these populations to wear their seat belts, we can drive down the percentage of drivers/occupants involved in fatal and serious injury crashes. The countermeasure strategy chosen to address this problem area is PCN. Like social norming, we believe this strategy is classified as an effective strategy to influence target populations to wear their seat belts. This is achieved by addressing misperceptions as well as empowering bystanders to act.

Washington's observed seat belt use rate of 94 percent is a strong behavioral norm.

### References

2019 Washington State Target Zero plan, strategy UVO.1.3 (Identify population groups with lower-than-average restraint use rates and implement communications, outreach, and enforcement campaigns directed at groups/areas where restraint use is lowest, particularly rural areas).

While the PCN strategy has not directly been used to influence occupant protection, it has been shown to influence behavior change. Below are two references:

- Linkenbach, J.W. and Perkins, H.W. (2005). MOST Of Us Prevent Drinking and Driving: A Successful Social Norms Campaign to Reduce Driving after Drinking among Young Adults in Western Montana. A publication by the National Highway Traffic Safety Administration— U.S. Department of Transportation. DOT HS 809 869.
- Linkenbach J. and Perkins H.W. (2003). Most Of Us® Are Tobacco-Free: An Eight-Month Social Norms Campaign Reducing Youth Initiation of Smoking in Montana. In H.W. Perkins (Ed), The Social Norms Approach to Preventing School and College Age Substance Abuse: A Handbook for Educators, Counselors, and Clinicians. San Francisco: Jossey-Bass.

### Activity: Positive Community Norms

The PCN approach to improving community health is a transformational model founded upon the SOTP. The seven-step Montana model for PCN communication uses the core principles of the SOTP to grow positive norms through leadership development, communications strategies, integration of prevention resources, and structured reflection. PCN cultivates cultural transformation by working on multiple community levels and factors at once.

## Project: Transforming Traffic Safety Culture with PCN - Pilot

We will pilot this project using the PCN approach as a traffic safety intervention. WTSC will identify up to six communities to target, with the commitment of providing funding for at least three years, pending annual approval. Each project team is responsible for data collection and analysis, message development including the use of focus groups to fine tune messaging, message deployment and rotation, and ongoing analysis. The anticipated focus for FFY 2023 is local project implementation.

Included in this project are training and technical assistance from professionals in the field to ensure that local grantees have the knowledge and skills needed to implement these new projects. Each project will have unique issues to identify and work through that will impact the implementation timelines.

### Intended Subrecipients

Washington Traffic Safety Commission

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST/Bil Flex)	\$370,000	\$92,500	\$0

## Countermeasure: Communications - Together We Get There

The *Together We Get There* communications campaign is WTSC's proactive traffic safety culture initiative. The *Together We Get There* messages are designed to influence the behavior of risky drivers by engaging traffic safety partners and stakeholders to promote proactive traffic safety behaviors. Growing a positive traffic safety culture also influences safe road users by giving them the tools and confidence to take actions such as asking someone to put away their phone while they are driving. One of the initiative's goals is for Washingtonians to feel good about themselves because they are making safe choices and taking actions on and off the road that ensure the safety of all people who use our roadways. Calls to action from the initiative encourage Washingtonians to engage in, share, support, and model positive traffic safety behaviors.

### Rationale for Countermeasure Selection

To grow a positive traffic safety culture, we will need to leverage the large group of people making safe choices by integrating efforts to grow our traffic safety culture into existing



programs and influence the smaller group of Washingtonians who are engaged in risky road user behaviors.

### Projected Safety Impacts

An increase in a statewide representative sample of Washingtonians who agree that all vehicle users should always wear a seat belt.

### References

The Center for Health and Safety Culture at Montana State University, along with Cambridge Systematics, contributed to a report recently released by Transportation Research Board’s National Cooperative Highway Research Program (NCHRP) called “A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries.” This report provides guidance to traffic safety stakeholders seeking to improve traffic safety culture in their communities. The report is available at: <http://www.trb.org/main/blurbs/178272.aspx>

### Activity: Together We Get There

The *Together We Get There* communication campaign is designed to improve road safety by focusing on the positive behaviors of road users and growing these behaviors, thereby reducing dangerous driving behaviors. This activity will focus on developing a communication campaign consistent with the *Together We Get There* approach that will be focused on seat belt use.

### Project: Occupant Protection Media Campaign

The Together We Get There - OP project will be a communication campaign designed to increase seat belt use with messaging that is consistent with the *Together We Get There* approach. The project includes creative development and advertising across the state.

### Intended Subrecipients

Washington Traffic Safety Commission

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Paid Advertising (FAST/Bil)	\$300,000	\$750,000	\$0

## Chapter 8: Impaired Driving

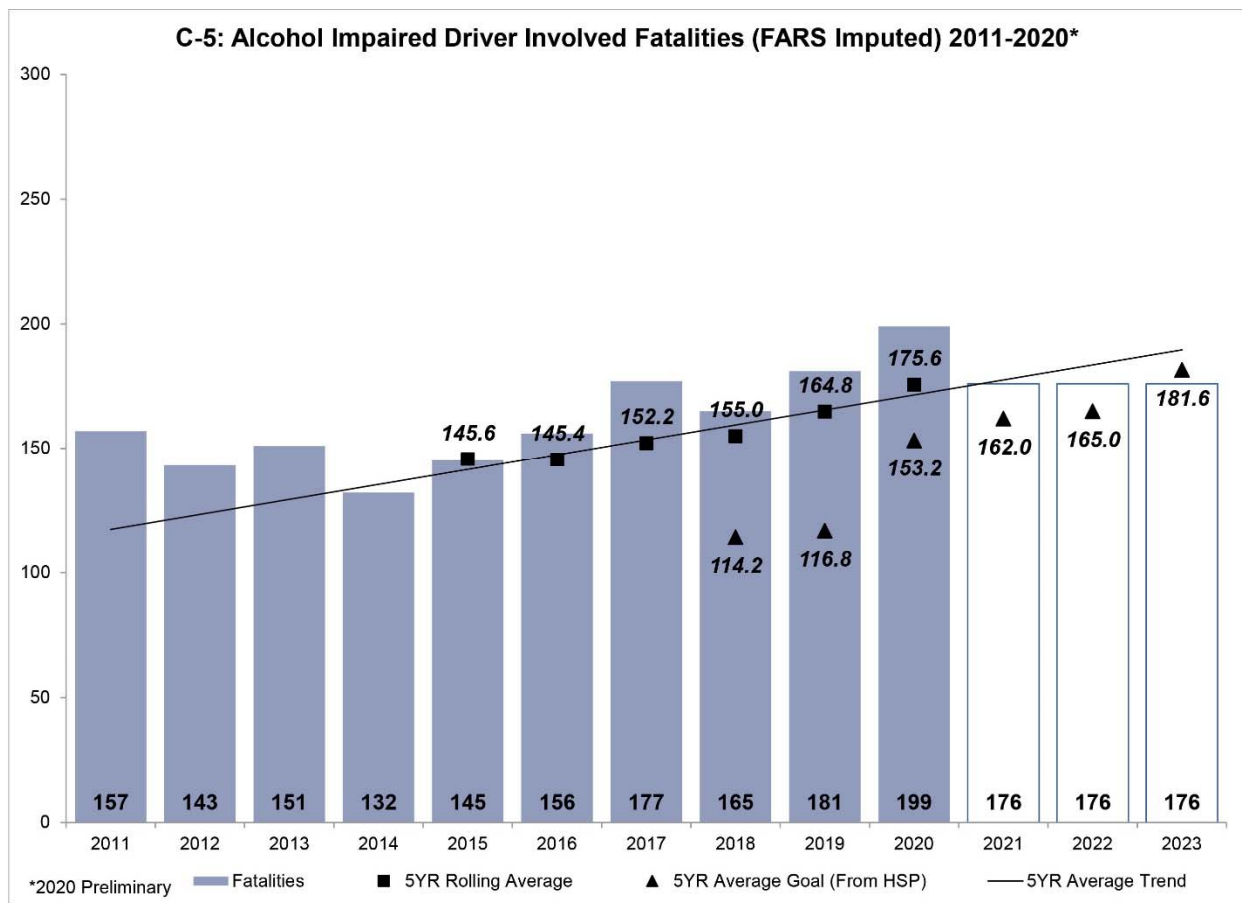
The Impaired Driving program prioritizes implementing proven strategies and best predictive models while engaging key partnerships across the DUI spectrum to drive down the incidence of impaired driving.

### Performance Measures and Targets

The Impaired Driving program is linked to the following performance measures and targets:

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2023	C-5 Alcohol Impaired Driver Involved Fatalities (FARS Imputed)	2023	2019-2023	181.6

### Performance Measure C-5: Alcohol Impaired Driver Involved Fatalities (FARS Imputed)



Progress: **In Progress**

## Program Area-Level Report

The 2022 target included in the FFY 2022 HSP for alcohol impaired driver-involved fatalities (imputed) was 165.0 (2018-2022 rolling average value). It is not possible to provide a performance report for this measure, as currently the data available is insufficient to evaluate this progress with any confidence. The imputation method is a statistical approach for estimating missing information, which results in this measure fluctuating based on data completeness and not impaired driving programming. There is no state data comparable to the imputed estimates to supplement this performance report. Washington does not report imputed alcohol results in the Target Zero plan; therefore, this measure has no Target Zero line. Imputed alcohol information is only used for required HSP target setting purposes and this measure remains in progress.

## Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-5 Alcohol Impaired Driver Involved Fatalities (FARS Imputed)	2022	2018-2022	165.0
2023	C-5 Alcohol Impaired Driver Involved Fatalities (FARS Imputed)	2023	2019-2023	181.6

## Performance Target Justification

Impairment remains the most prevalent issue resulting in crashes. Impaired driving crashes and fatalities have remained consistent for decades. With current programming and an apparent increase in impaired driving crashes during 2021, we do not expect a dramatic decrease in impairment related crashes or fatalities. Without the adoption of new strategies and policy addressing the full gravity of the impaired driving issue, a maintenance target was set for FFY 2023. The maintenance target was calculated by setting each unknown calendar year value equal to the most recent five-year rolling average.

## Linkage Between Program Areas

Summary of Impaired Driving Countermeasures, Activities, and Projects		
Countermeasure	Activity	Project
Impaired Driving Enforcement	DUI Enforcement	WSP Block Grant - Impaired Driving
	Communications/Paid Advertising	DUI Media Campaign

	Support Efficiency and Visibility of DUI Arrests with Mobile Impaired Driving Unit	WSP Impaired Driving Project - MIDU
Sustained Enforcement and Adjudications	WSP DRE Training	WSP Impaired Driving Project - DRE Program
	Improve Proficiency and Competency of Officers in Making DUI Arrests	Impaired Driving Enforcement Training – Seattle PD
	Improve the Proficiency of Officers and Prosecutors to Result in the Effective Prosecution of Cases	TSRP – Municipal Research and Services Center
		TSRP – Seattle Prosecuting Attorney’s Office
		State TSRP
		TSRP Support
	Support Effective DUI Prosecution Through Forensic Blood Evidence	WSP Toxicology Lab Support
Electronic Home Monitoring (EHM) for Indigent DUI Offenders	EHM for Indigent DUI Offenders – Clark County District Court	
Ignition Interlock Program	Support WSP Impaired Driving Program's Work to Monitor Ignition Interlock Usage Across the State	WSP Impaired Driving Project - Ignition Interlock Program
DUI Courts	Support DUI Court Implementation	Spokane Municipal DUI Court
		Clark County DUI Court EHM
		Spokane County DUI Court Probation
		New DUI Court
		WTSC DUI Court Support
Science of the Positive – Positive Community Norms	Positive Community Norms	Neighborhood House - Most Steer Clear Project
		Neighborhood House - Most Steer Clear Expansion - Pilot
Public Outreach and Education	Research and Creative Development	Impaired Driving Public Outreach-Research & Creative

## Problem Identification

Impairment remains the most frequent contributing factor in fatal crashes in Washington, despite efforts to combat this issue for decades.

In 2021, Washington experienced the deadliest year on our roads since 1997. After years of declining serious crashes, in 2015 traffic fatalities increased 19.3 percent in a single year—the largest single year increase in fatalities since data collection began in 1968. Following this unprecedented increase, traffic fatalities remained stable from 2015 to 2019. In 2020, like many other states during the pandemic, Washington fatalities increased from 538 fatalities in 2019 to 574 fatalities in 2020, a 6.7 percent increase. This was despite large decreases in VMT and non-severe crashes, and the closure of schools and businesses. In 2021 Washington once again experienced an unprecedented single year fatality increase, from 574 deaths in 2020 to 663 deaths, a 15.5 percent increase.

Initiative 1183 privatized liquor sales and distribution, and public sales began March 1, 2012. In 2021, there were 18,473 retail establishments in Washington licensed to sell alcohol for on-premises and off-premises consumption. That year, House Bill 1480 allowed bars, restaurants, distilleries, wineries, and caterers that carry a liquor license to sell alcohol for curbside pickup or delivery, though this permission is set to expire July 1, 2023. Initiative 502 legalized the production, possession, delivery, and distribution of cannabis for recreational use. The first stores opened to the public July 8, 2014. In 2021, there were 915 licensed producers/processors and 484 licensed retailers statewide.

Poly-drug use – combining two or more drugs, or one or more drugs mixed with alcohol – is also very prevalent in fatal crashes. The number of drivers in fatal crashes positive for multiple substances reached the highest number ever in 2021, a trend that has been increasing since 2011. While alcohol and tetrahydrocannabinol (THC) are the most frequent combination, there are hundreds of unique drug combinations encountered among fatal crash-involved drivers in recent years. Many of these are prescription drugs. Many prescription drugs have an impairing effect on driving even when taken exactly as prescribed. A driver may not understand the impact their medication has on their driving abilities and may assume all drugs they take are safe simply because they were prescribed by a doctor.

Trends show fatal crashes involving drivers testing positive for delta-9 THC have remained mostly stable since an increase in 2014 following the launch of the recreational marijuana market. However, 2020 had the highest number in history of drivers in fatal crashes positive for delta-9 THC. Approximately 45 percent of drivers were tested for drugs in both 2019 and 2020. Of those that tested positive for delta-9 THC:

- Nearly 80 percent were also positive for alcohol or other drugs.
- They also exhibited other high-risk behaviors, such as speeding (43 percent), not wearing a seat belt (30 percent), and being distracted (17 percent).
- More than one-third were between the ages of 16 and 25.
- The majority (80 percent) were male.

Cannabis and alcohol are the most common combination of poly-drugs among drivers in fatal crashes. But overall, alcohol (alone or in combination with other drugs) is three times more prevalent among drivers in fatal crashes than delta-9 THC.

The WSP Toxicology Lab is a vital part of testing blood evidence for DUI prosecution and conviction. The lab received around 16,000 cases in 2021 with over 10,000 of those involving impaired drivers. Blood tests have approximately a 200-day turnaround time as of April 2022. More complex drug test cases have a turnaround time of 9-12 months.

### Focus Populations

**Safe Road Users** – people that are safe road users can influence the behaviors of the smaller group of impaired drivers engaging in risky behaviors.

**Impaired Drivers** – WTSC engaged researchers from the Center for Health and Safety Culture in the Western Transportation Institute of Montana State University to better understand the state of beliefs, values, and reported behavior around impaired driving. The study demonstrated that 22 percent of respondents reported driving after drinking alcohol. Nine percent of respondents reported driving within two hours of drinking and using cannabis.

**High Risk Impaired Drivers** – people that are high risk impaired drivers are individuals who have a history of substance abuse/dependency and a history of impaired driving. These individuals are less likely to change their behavior without significant intervention, such as the treatment and monitoring received in a DUI Court.

### Countermeasure: Impaired Driving Enforcement

Enforcement of DUI laws acts as a deterrent to the behavior. Deterrence means enacting laws that prohibit driving while impaired, publicizing and enforcing those laws, and punishing the offenders. It includes HVE, TSEPs, DUI specific training for law enforcement officers, and other specific activities.

### Projected Safety Impacts

This countermeasure, with all its components taken together, includes best practices recognized by NHTSA in their Uniform Guidelines for impaired driving programs.

### Rationale for Countermeasure Selection

The enforcement of DUI laws creates a deterrence effect. Deterrence works by changing behavior through the fear of apprehension and punishment. If drivers believe that impaired driving is likely to be detected and that impaired drivers are likely to be arrested, convicted, and punished, many will not drive while impaired by alcohol. This strategy influences the general driving public.

## References

Washington Strategic Highway Safety Plan: Target Zero, Strategy IMP.2.1, Impaired Driving Chapter (p. 57).

Law Enforcement: *Countermeasures That Work*: Chapter 1, Sections 2.2, 2.5, 5.2, and 7.1.

Paid Media: *Countermeasures That Work*: Chapter 1, Section 5.2.

## Activity: DUI Enforcement

This activity will use HVE that consists of many law enforcement officers patrolling a specific area looking for impaired drivers. These patrols usually take place at times and locations where impaired driving crashes commonly occur. Concurrently, the strategy supports paid media to publicize the added patrols and increase the perception of risk of apprehension and arrest.

## Project: WSP Block Grant - Impaired Driving

Overtime and straight time funding for WSP to conduct statewide HVE focused on impaired driving.

## Intended Subrecipients

Washington State Patrol

## Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low (FAST/Bil)	\$350,000	\$87,500	\$0

## Activity: Communications/Paid Advertising

This activity will support HVE through advertising and other communications methods to increase public awareness of the HVE patrols.

## Project: DUI Media Campaign

Paid media to support the DUI HVE patrols. WTSC will administer funds for contractors that will conduct media buys and coordinate with media outlets where our messaging will be purchased.

For more information on HVE Paid Media, please see [Chapter 5, Communications, HVE](#).

## Intended Subrecipients

Washington Traffic Safety Commission

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405d Impaired Driving Low	405d Paid Media (FAST/Bil Flex)	\$250,000	\$62,500	\$0
FAST Act 164 Transfer	164 Alcohol (FAST)	\$250,000	\$0	\$0

### Activity: Support Efficiency and Visibility of DUI Arrests with Mobile Impaired Driving Unit

WSP’s Mobile Impaired Driving Unit (MIDU) supports impaired driving HVE events by expediting the DUI arrest times. The MIDU is a motorhome set up as a mobile DUI processing center. WSP staffs the MIDU with at least two officers who can provide post-arrest processing of drivers arrested for DUI. This allows the arresting officer to continue conducting DUI enforcement while the arrested driver is processed. The MIDU is strategically used in partnership with large HVE DUI events. It is requested by allied agencies for use statewide to support law enforcement agencies conducting DUI emphasis patrols at fairs, festivals, concerts, and other public gatherings where many DUI arrests are expected.

### Project: WSP Impaired Driving Project - MIDU

This project will fund the operational and maintenance expenses for the MIDU and the personnel who work during deployment events.

### Intended Subrecipients

Washington State Patrol

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low (FAST/Bil)	\$150,000	\$37,500	\$0

### Countermeasure: Sustained Enforcement and Adjudications

Enforcement of DUI laws acts as a deterrent to the behavior. This countermeasure supports impaired driving enforcement through officer training, prosecutor training and assistance, supporting Washington’s statewide toxicology services, and full time DUI enforcement. This countermeasure supports the entire spectrum of DUI enforcement and adjudication.



### Projected Safety Impact

Decreased deaths and serious injuries due to impaired driving.

### Rationale for Countermeasure Selection

This countermeasure supports activities that address proactive law enforcement and post arrest adjudication of impaired driving.

Supporting the statewide Drug Recognition Expert (DRE) program will ensure that the state has a network of skilled officers trained in drug impairment detection to support impaired driving enforcement throughout the state. Impaired driving enforcement training at the Seattle Police Department is critical, as they are the largest local law enforcement agency in the state. Supporting training dedicated to impaired driving enforcement ensures that this is a priority for their officers.

Laws and defense strategies are ever changing, and it is imperative that local prosecutors have support and training by Traffic Safety Resource Prosecutors (TSRP).

Washington uses a central toxicology lab for all DUI blood analysis. The number of blood samples have significantly increased over the past several years as drug and poly-drug impaired driving has increased. This countermeasure provides funding to the toxicology lab, so they have the resources to address the increased demand for forensic blood testing.

Finally, this countermeasure supports full-time DUI enforcement in Spokane County. This increase in focused DUI enforcement creates a deterrent effect to reduce impaired driving.

### References

Washington Strategic Highway Safety Plan: Target Zero, Impaired Driving Chapter (p. 48).

*Countermeasures That Work*: Chapter 1, Section 2.2, 2.5, 5.2, and 7.1.

*Countermeasures That Work*: Chapter 1, pages 34-35.

### Activity: WSP DRE Training

Funding to support the WSP's DRE statewide program. This project is led by the WSP hosted DRE State Coordinator and the Washington State DRE Advisory Board, who oversee and support the DRE Regional Coordinators and all DREs statewide. This project funds the management of this program, as well as training for DRE officers in the state.

### Project: WSP Impaired Driving Project - DRE Program

Funding to support the WSP's DRE statewide program. This project is led by the DRE State Coordinator and the Washington State DRE Advisory Board, who oversee and support the DRE Regional Coordinators and all DREs statewide. This project funds the management of this program, as well as training for DRE officers in the state.

### Intended Subrecipients

Washington State Patrol

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low (FAST/Bil)	\$475,000	\$118,750	\$0

### Activity: Improve Proficiency and Competency of Officers in Making DUI Arrests

The primary goal of this planned activity is to support the Seattle Police Department’s goals of increasing the capacity and confidence of its officers to enforce DUI laws. The Seattle Police Department is the largest police agency in Washington. The agency leadership is supportive of moving their workforce to being much more proactive in enforcing DUI laws, and this project takes advantage of this administrative momentum. The primary objective is to eradicate drunk driving, eliminate impaired driving fatalities, and provide the needed training to those officers tasked with contacting and processing impaired drivers so they can present solid, winnable cases to the city Prosecutor's Office. We will accomplish this work through several tactics including holding an ongoing series of trainings (which are also available to surrounding agencies). The training will include but not be limited to at least two DUI Detection and Standardized Field Sobriety Test (SFST) classes with drinking labs, and four Advanced Roadside Impaired Driving Enforcement (ARIDE) classes in the fiscal year.

### Project: Impaired Driving Enforcement Training – Seattle PD

This project will support the Seattle Police Department’s goals of increasing the capacity and confidence of its officers to enforce DUI laws.

### Supplies

A portion of this project may be used to provide supplies such as portable breath testers (PBT) to officers attending DUI arrest training that do not have a PBT. NHTSA-funded supplies will be used to support project efforts. Officers that have a PBT of their own – as opposed to one they must share with other officers – are more likely to make DUI arrests.

### Intended Subrecipients

Seattle Police Department

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Police Traffic Services (FAST/Bil)	\$65,000	\$16,250	\$65,000

### Activity: Improve Proficiency of Officers and Prosecutors to Result in Effective Prosecution of Cases

This activity is designed to provide funding and support for up to three TSRPs. These TSRPs provide training, education, and technical support to other prosecutors and law enforcement agencies. They increase the capacity of both groups in successfully prosecuting DUI cases and help prevent negative case law. We intend to fund three TSRP positions, hosted by a local agency or contracted directly with the WTSC. They will deliver training and guidance directly to local prosecutors and law enforcement officers in the state. This activity also includes a grant to the WTSC to provide funding for training, contract services, and other support for the three TSRPs.

### Project: TSRP – Municipal Research and Services Center

This project will fund a TSRP hosted by the Municipal Research and Services Center (MRSC). This TSRP will train and educate prosecutors, law enforcement, judges, probation staff, legislators, and hearing examiners on topics crucial to impaired driving enforcement. The TSRP will provide experienced litigation assistance in the courtroom, legal memoranda, research assistance, and online assistance via the TSRP website and newsletter.

### Intended Subrecipients

Municipal Research Services Center

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low (FAST/Bil)	\$196,000	\$49,000	\$0

### Project: TSRP – Seattle Prosecuting Attorney’s Office

This project will fund a TSRP hosted by the city of Seattle Prosecuting Attorney’s Office (SPA0). Through education, training, and therapeutic models, the TSRP will support the mission of

Target Zero, raise the level of competence, engage in more effective prosecutions, and increase public safety by reducing recidivism.

**Intended Subrecipients**

City of Seattle Prosecuting Attorney’s Office

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low (FAST/Bil)	\$191,000	\$47,750	\$0

**Project: State TSRP**

Provide funding for ongoing support of the Washington State TSRP Program by funding an additional TSRP at a yet to be identified host agency or contracted directly with the WTSC.

**Intended Subrecipients**

To be determined

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low (FAST/Bil)	\$175,000	\$43,750	\$0

**Project: TSRP Support**

Provide a program support budget to the Washington State TSRP program. This project will fund travel and fees associated with the TSRPs providing training to partners and stakeholders or receiving ongoing professional development themselves.

**Intended Subrecipients**

Washington Traffic Safety Commission

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low -Flex (FAST/Bil)	\$70,000	\$17,500	\$0

## Activity: Support Effective DUI Prosecution Through Forensic Blood Evidence

This countermeasure is designed to support the DUI ecology by providing law enforcement officers and prosecutors with comprehensive alcohol and drug testing results in a timely manner, and to provide comprehensive impaired driving, traffic fatality, and drug statistics to customers such as WTSC, DOL, DOH, University of Washington, and other researchers.

Provide funding to support the WSP Tox Lab. Specifically, the WSP Tox Lab will screen and confirm suspected impaired driving cases, conduct technical reviews, enter data, and finalize toxicology reports. The funding will further support the WSP Tox Lab in reducing the backlog of cases.

### Project: WSP Tox Lab Support

Support the WSP Tox Lab with resources, testing supplies/materials, and training to expedite the processing of blood testing for DUI prosecution and addressing the backlog.

#### Supplies

This project will fund and support blood test evidence kits for law enforcement agencies. The kits purchased with this project will only be used for drug/alcohol blood testing, and not for blood evidence collection/testing in non-traffic crimes.

#### Intended Subrecipients

Washington State Patrol Toxicology Laboratory Division

#### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low (FAST/Bil)	\$400,000	\$100,000	\$0

## Activity: Electronic Home Monitoring (EHM) for Indigent DUI Offenders

EHM conducted through passive alcohol monitoring devices, such as the Secure Continuous Remote Alcohol Monitor (SCRAM) ankle bracelet device, provides continuous alcohol monitoring of DUI offenders. These devices offer DUI offenders an alternative to jail, while ensuring that they are not using alcohol while not incarcerated. The devices are assigned to DUI offenders as approved by the court. This activity is not grouped with the DUI Court Countermeasures because this activity and associated project support only the Clark County District Court, which is not a DUI Court.

## Project: EHM for Indigent DUI Offenders - Clark County District Court

This project supports the DUI: Sustained Enforcement and Adjudications countermeasure and will provide monitoring devices to DUI offenders who meet the eligibility requirements to use the device(s) as an alternative to incarceration but do not have the financial ability to pay for the device(s). They are owned by the manufacturer and are rented/leased to clients through a local vendor. Clients are charged a setup fee as well as a daily usage fee to access these services. They are returned to the local vendor when the client's sentence is complete. The target audience is motorists driving while impaired and contributes to the state's effort to improve compliance with DUI court requirements and reduce the risk that a person convicted of driving under the influence will re-offend.

Electronic monitoring is a service that includes home monitoring as well as portable monitoring of the client's alcohol use. These services are provided to clients following a daily-fee based approach. Some examples of these services include using in home or portable breath test devices that are triggered throughout the day at various times, or alcohol sensing ankle monitors that continuously measure a client's alcohol usage while it is being worn. Regardless of the type of monitoring, the devices used are owned and maintained by the manufacturer and leased to a local vendor, who rents them per day to clients. The manufacturer maintains the devices to ensure they are calibrated correctly. The manufacturer also provides access to web-based monitoring/tracking and data analysis tools.

This project is part of WTSC's Training and Adjudication countermeasure and in the activity: EHM for Indigent DUI Offenders. To the extent that data is available, relevant data on invoices or quarterly reports will be gathered and reviewed.

Per the tenth edition of Countermeasures That Work, DUI offender monitoring with electronic monitoring has been evaluated and shows "substantial reductions in DWI recidivism". The effectiveness rating for this strategy is 4 stars, with a citation that the strategy is "proven for reducing recidivism".

### Intended Subrecipients

Clark County District Court

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low (FAST/Bil)	\$150,000	\$37,500	\$0

## Countermeasure: Ignition Interlock Program

The ignition interlock program (IIP) works with people convicted of DUI, post-conviction, to gain interlock installation compliance through active education and enforcement. The program will conduct up to 250 compliance and education contacts with interlock customers unable to demonstrate a change in behavior. These individuals are identified by their high alcohol level during failed vehicle starts or after the vehicle is in motion. The program will also conduct criminal investigations when someone circumvents the interlock device or fails to have it properly installed.

### Projected Safety Impacts

Decreased deaths and serious injuries due to impaired driving.

### Rationale for Countermeasure Selection

Ignition interlock devices ensure that drivers are not able to operate a vehicle after consuming alcohol. This countermeasure supports the monitoring of all interlock device users throughout the state. Many of these users are repeat DUI offenders, who are an extreme danger on the roadway. This countermeasure supports the efforts to ensure compliance with these devices.

### References

*Washington Strategic Highway Safety Plan: Target Zero, Impaired Driving Chapter (p. 40).*

IMP.3.1 Expand use of ignition interlocks. Improve exchange of information between agencies regarding compliance.

## Activity: Support WSP Impaired Driving Program's Work to Monitor Ignition Interlock Usage Across the State

The IIP works with people convicted of DUI, post-conviction, to gain interlock installation compliance through active education and enforcement. The program will conduct up to 250 compliance and education contacts with interlock customers unable to demonstrate a change in behavior. These individuals are identified by their high alcohol level during failed vehicle starts or after the vehicle is in motion. The program will also conduct criminal investigations when someone circumvents the interlock device or fails to have it properly installed.

## Project: WSP Impaired Driving Project - Ignition Interlock Program

Funding to support the WSP's IIP. WSP provides regulations and oversight for ignition interlock companies and users. The project intends to expand the amount of monitoring needed to address the large amount of non-compliant IIP users.

### References

*Washington Strategic Highway Safety Plan: Target Zero, Impaired Driving Chapter (p. 42).*

*Countermeasures That Work: Chapter 1, Chapter 4, Section 4.2*

**Intended Subrecipients**

Washington State Patrol

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
164 Transfer Funds-AL	164 Transfer Funds-AL	\$200,000	\$0	\$77,500

**Countermeasure: DUI Courts**

This countermeasure is designed to prevent high-risk impaired drivers from reoffending by targeting the root causes of their impaired driving. Often these are related to mental health issues including addiction.

**Projected Safety Impacts**

Treatment and monitoring allow the legal and medical system to identify the alcoholic DUI offender early in the process to encourage treatment. This countermeasure includes the intervention of DUI courts.

DUI treatment courts are the most successful strategy for holding repeat impaired drivers accountable while ensuring they receive life-saving treatment. DUI treatment courts are specialized, comprehensive court programs that provide individual treatment, supervision, and accountability for repeat DUI offenders. These specialty courts follow the well-established drug court model and are based on the premise that impaired driving can be prevented if the underlying causes, such as substance use and mental health disorders, are identified and addressed.

**Rationale for Countermeasure Selection**

This countermeasure supports the Impaired Driving program. The activity listed below has been shown to decrease recidivism rates greater than enforcement alone. It is an integral component in Washington’s Impaired Driving program.

**References**

*Countermeasures That Work: Chapter 1, Sections 3.1.*

*Washington Strategic Highway Safety Plan: Target Zero, Impaired Driving Chapter (p. 40).*

IMP.4.2 Support and establish DUI Courts.

Research in support of DUI courts:

- A Minnesota study found that participants were 19 times less likely to be rearrested for another impaired driving offense than offenders processed through a traditional court.



DUI courts were also determined to be cost-effective and efficient.

[https://www.dwicourts.org/wp-content/uploads/2016/09/MN\\_DWI\\_All\\_Site\\_Summary\\_August\\_2014\\_FINAL\\_FOR\\_OTs.pdf](https://www.dwicourts.org/wp-content/uploads/2016/09/MN_DWI_All_Site_Summary_August_2014_FINAL_FOR_OTs.pdf)

- Michigan Supreme Court and NPC Research. (2008). Michigan DUI courts outcome evaluation: Final report executive summary. Lansing, MI: Michigan Supreme Court State Court Administrative Office.
- An evaluation in Georgia found that DWI court participants had a recidivism rate of 15 percent compared to a recidivism rate of 35 percent among DWI offenders who were processed through traditional courts.  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3256828/>
- Fell, J. C., Tippetts, A. S., & Langston, E. A. (2011). An evaluation of the three Georgia DUI courts (Report No. DOT HS 811 450). Washington, DC: National Highway Traffic Safety Administration. Retrieved from [www.nhtsa.gov/staticfiles/nti/pdf/811450.pdf](http://www.nhtsa.gov/staticfiles/nti/pdf/811450.pdf)

General information about DUI courts: <https://www.dwicourts.org/>

### Activity: Support DUI Court Implementation

DUI courts are specialized courts dedicated to changing the behavior of DUI offenders through intensive supervision and treatment. A dedicated DUI court provides a systematic and a coordinated approach to prosecuting, sentencing, monitoring, and treating DUI offenders. DUI courts follow the National Center for DWI Courts training curriculum and established guiding principles.

### Project: Spokane Municipal DUI Court

Provide funding for ongoing support of the city of Spokane’s Municipal DUI Court.

#### Intended Subrecipients

City of Spokane

#### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Police Traffic Services (FAST/Bil)	\$50,000	\$12,500	\$50,000

### Project: Clark County DUI Court EHM

Provide funding for EHM services for indigent participants of Clark County’s DUI Court. EHM services provide continuous alcohol monitoring of device users.

### Intended Subrecipients

Clark County District Court

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Police Traffic Services (FAST/Bil)	\$50,000	\$12,500	\$50,000

### Project: Spokane County DUI Court Probation

Provide funding for probation services in support of Spokane County's DUI Court program.

### Intended Subrecipients

Spokane County

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Police Traffic Services (FAST/Bil)	\$40,000	\$10,000	\$40,000

### Project: New DUI Court

Provide funding for the start of a new DUI Court program at a municipal or county court in the state.

### Intended Subrecipients

WTSC

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low (FAST/Bil)	\$100,000	\$25,000	\$0

### Project: WTSC DUI Court Support

Provide funding for ongoing support of current DUI courts and potential implementation of additional DUI courts. This project provides funding to current DUI courts for unexpected

expenses and prospective DUI court programs to attend national trainings and pay expenses related to starting a new program.

### Intended Subrecipients

WTSC and current and potential DUI court programs and DUI court training vendors

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low - Flex (FAST/Bil)	\$100,000	\$25,000	\$0

### Countermeasure: Science of the Positive – Positive Community Norms

The PCN approach to improving community health is a transformational model founded upon the Science of the Positive (SOTP). The Seven Step Montana Model for PCN Communication uses the core principles of the SOTP to grow positive norms through leadership development, communications strategies, integration of prevention resources, and structured reflection. PCN cultivates cultural transformation by working on multiple community levels and factors at once. One way to reduce impaired driving fatalities and serious injuries is to prevent impaired driving. Prevention using PCN includes using unique methods of educating the public about the dangers of substance abuse, including impaired driving, and promoting accurate community norms around sober driving. The combination of these actions can result in closing the gap between misperception and actual norm, which we expect to result in increasing the positive driving behaviors.

### Rationale for Countermeasure Selection

There is strong research to support using a culture change approach to grow positive behaviors, thereby reducing dangerous driving behaviors. We know that most road users make safe choices. We can leverage this large group of people making safe choices by integrating efforts to grow our traffic safety culture into existing programs to influence the smaller group of Washingtonians who engage in risky road user behaviors.

To accomplish this, we must seek allies who can influence those risky road users - all the people and spaces surrounding an individual—family members, friends, teachers, coaches, co-workers, bosses, health professionals, law enforcement officers, community leaders, and legislators. Each contact can help shape an individual’s beliefs and attitudes. Each can also influence an individual’s intention and willingness to engage in the desired behavior.

### Projected Safety Impacts

Our state-level data show a small percentage of Washington drivers drive while impaired. We hypothesize that if we can influence these populations to join most drivers who don't drive impaired, we will reduce the number of impaired driving related crashes and thus serious injuries and fatalities.

### References

Washington Strategic Highway Safety Plan: Target Zero, Impaired Driving Chapter (pp. 46-47) IMP.1.8 Continue statewide media campaigns to prevent underage use of alcohol and/or cannabis, prevent youth from riding with impaired drivers, and reduce overall misuse/ abuse by adult consumers.

National Academies of Sciences, Engineering, and Medicine. 2018. A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries. Washington, DC: The National Academies Press. <https://www.nap.edu/catalog/25286/a-strategic-approach-to-transforming-traffic-safety-culture-to-reduce-deaths-and-injuries>

Ward, N.J., Schell, W., Kelley-Baker, T., Otto, J., & Finley, K. (2018). Developing a theoretical foundation to change road user behavior and improve traffic safety: Driving under the influence of cannabis (DUIC). Traffic Injury Prevention. <https://doi.org/10.1080/15389588.2018.1425548>

### Activity: Positive Community Norms

This activity supports PCN campaigns, which use the SOTP Framework to grow the positive culture of youth through the Most Steer Clear project. The Most Steer Clear project was launched in 2017 with support from WTSC to decrease the rates of youth driving under the influence of cannabis and alcohol. This activity supports this project's expansion beyond King County to also include Pierce and Snohomish counties.

### Project: Neighborhood House – Most Steer Clear Project

The Most Steer Clear project uses the SOTP to grow the positive culture of youth. The grantee will expand the "Most Steer Clear" PCN campaign on the current website, posters, and social media ads to grow the reach through King County, adding short videos on social media and utilizing Peer Health Educators on and off college campuses to reach 200,000 young adults, particularly youth of color and immigrant youth.

### Intended Subrecipients

Seattle Neighborhood House

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Community Traffic Safety Project (FAST/Bil)	\$80,000	\$20,000	\$80,000

### Project: Neighborhood House – Most Steer Clear Expansion - Pilot

This pilot project expands the Most Steer Clear project from King County to the neighboring counties of Pierce and Snohomish.

### Intended Subrecipients

Seattle Neighborhood House

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Community Traffic Safety Project (FAST/Bil)	\$200,000	\$50,000	\$200,000

### Countermeasure: Public Outreach and Education

This countermeasure is designed to create a multi-year communications strategy to integrate impaired driving messages into Washington's *Together We Get There* communications campaign.

### Rationale for Countermeasure Selection

To have a cohesive integration of impaired driving messaging into the *Together We Get There* statewide communications campaign. These messages should be tested to ensure they are impactful for the focus populations.

### Projected Safety Impacts

An increase in a statewide representative sample of Washingtonians who:

- Plan ahead if they will be impaired and in need of transportation.
- Agree that impairment begins with the first sip of alcohol.
- Agree that impairment begins as soon as you start consuming cannabis.
- Take steps to prevent someone from driving impaired when they find themselves in a situation to intervene.

## References

*Countermeasures That Work*: Chapter 1, Section 5.2.

## Activity: Research and Creative Development

This activity will build upon the established *Together We Get There* statewide communications campaign by integrating new DUI specific messages designed to grow positive traffic safety culture around sober driving, and bystander intervention behaviors. We will test new impaired driving media products with focus populations to ensure we are reaching the intended audience effectively. We will conduct this activity in collaboration with statewide partners, to include the WIDAC.

## Project: Impaired Driving Public Outreach-Research & Creative

This project will build upon the established *Together We Get There* statewide communications campaign by integrating new DUI specific messages designed to grow positive traffic safety culture around sober driving, and bystander intervention behaviors. We will test new impaired driving media products with focus populations to ensure we are reaching the intended audience. We will conduct this activity in collaboration with statewide partners, to include the WIDAC.

## Intended Subrecipients

Washington Traffic Safety Commission

### Funding Sources

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil 405d Impaired Driving Low	405d Impaired Driving Low - Flex (FAST/Bil)	\$300,000	\$75,000	\$0

# Chapter 9: Speed

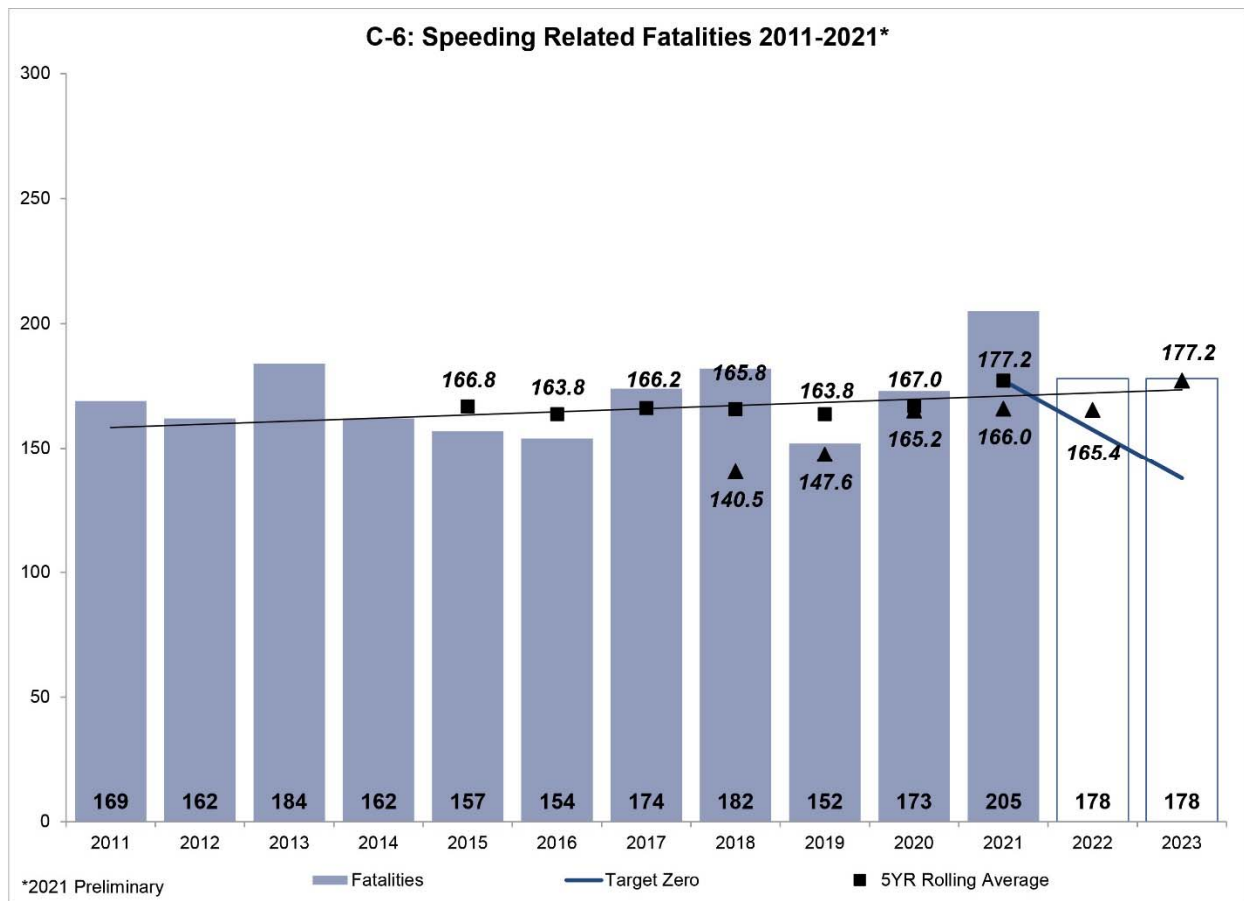
Nearly one in every three fatal crashes between 2016 and 2020 involved speeding as a contributing factor. The WTSC Speed program supports limited TSEP efforts.

## Performance Measures and Targets

The Speed program is linked to the following performance measures and targets:

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2023	C-6 Speeding Related Fatalities	2023	2019-2023	177.2

## Performance Measure C-6: Speeding-Related Fatalities (FARS)



Progress: **In Progress**

## Program Area-Level Report

The 2022 target included in the FFY 2022 HSP for speeding-involved fatalities was 165.4 (2018-2022 rolling average value). This target was set equal to the value of the most recent five-year rolling average value according to the data available at the time the target was set. According



to the revised trend line used to develop the FFY 2023 target, it appears that the FFY 2022 HSP target could be met. To reach the 2018-2022 rolling average target of 165.4, the total number of speeding involved fatalities in 2022 would have to be less than 115. The target remains “in progress” until full year 2022 data becomes available.

### Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-6 Speeding Related Fatalities	2022	2018-2022	165.4
2023	C-6 Speeding Related Fatalities	2023	2019-2023	177.2

### Performance Target Justification

The FFY 2023 target was set equal to the most recent five-year rolling average of known data, also known as a maintenance target. This conservative target setting approach was selected because WTSC has limited opportunities to address speeding. Washington State laws currently do not permit automated enforcement outside of a few narrow circumstances. Finally, the COVID-19 pandemic decreased traffic on the highway, but traffic speed increased. Traffic has largely returned to pre-pandemic levels, so the WTSC may expect a decline in speeding in 2022 due to returning traffic congestion.

### Program Description

HVE is a strategy used to keep driver’s speeds at or below the posted speed limit. Citations written during such enforcement help to deter future speeding. The Speed program focuses funding for WSP to increase speed emphasis patrols at times and locations when speeding is more prevalent. The most effective strategies for keeping traveling speed appropriate for the environment are engineering and design efforts.

WSDOT and local governments have embraced the Safe Systems Approach of considering speed, infrastructure, vehicles, and people. This approach is described in Washington’s Target Zero plan starting on page 192. Cities such as Seattle and Bellevue are using proactive traffic safety approaches to reduce speed within their Vision Zero plans. WTSC also focuses state dollars on reducing speed in school zones through the school zone safety account. Speeding in a school zone carries twice the fine of a regular speeding ticket in Washington. Half of those funds go to the school zone safety account and WTSC uses these funds to increase flashing school zone lights, develop safe walk route plans, and provide law enforcement the tools they need to effectively enforce school zones. Together, these efforts are focused on reducing speeding related fatalities.

## Linkage Between Program Areas

Summary of Speed Countermeasures, Activities, and Projects		
Countermeasure	Activity	Project
TSEP	Conduct TSEP Speed Enforcement	WSP Block Grant - Speeding

### Problem Identification

Speeding is a major factor contributing to motor vehicle crash fatalities in Washington State., Speeding was involved in 30 percent of fatalities in 2020. Younger drivers are more likely to be speeding than are older drivers in fatal crashes. Due to dramatic decreases in VMT due to the COVID-19 pandemic, and as reported around the nation, average speeds in 2020 increased. Law enforcement reported increases in egregious speeding violations and many fatal crashes resulted. We predicted we would see more “exceeding posted speed” fatal crashes; and in 2020 these crashes represented 42 percent of speeding drivers, up from just 29 percent in 2019. To continue to combat the decrease in enforcement due to the pandemic, the Speed program will focus on TSEP in FFY 2022.

### Focus Populations

A 2019 report from the GHSA “Speeding Away from Zero: Rethinking a Forgotten Traffic Safety Challenge,” identified four different categories of speeding drivers: deliberate speeders, typical speeders, situational speeders, and unintentional speeders. Deliberate speeders engage in more aggressive and deliberate speeding events. They engage in risky driving behaviors more often than other driver types. Deliberate speeders had the most favorable attitude towards speeding. Young males were more prevalent in this category. Typical speeders comprise the largest number of drivers with an even distribution across all driver demographics. These drivers engage in casual speeding most often compared to the other groups. Situational speeders engage in minimal amounts of aggressive and cruising speeding. They are only slightly more likely than unintentional speeders to engage in speeding events. This group did not share the same favorable views regarding not speeding as unintentional speeders. Unintentional speeders generally engage in incidental and casual speeding. These speeders have attitudes and beliefs most favorable toward not speeding. Both situational and unintentional speeders are mostly comprised of older drivers.

### Countermeasure: TSEP

#### Projected Safety Impacts

HVE campaigns have been used to deter speeding and aggressive driving through specific and general deterrence. In the HVE model, law enforcement targets certain high-crash or high-violation geographical areas using either expanded regular patrols or designated speeding and aggressive driving patrols. The objective is to convince the public that speeding and aggressive driving actions are likely to be detected and that offenders will be arrested, cited, or fined.

### Rationale for Countermeasure Selection

Traffic safety enforcement of speeding violations is a recommended strategy to address speeding. It is one of the few strategies available to WTSC to fund through behavior-focused grants. Automated speed enforcement is not currently an option in Washington.

### References

*Countermeasures that Work*: Chapter 3, Sections 2.2, 2.3, and 4.1.

Washington Strategic Highway Safety Plan, Target Zero SPE.1.2 Conduct High Visibility Enforcement efforts at locations where speeding-related crashes are more prevalent.

### Activity: Conduct TSEP Speed Enforcement

The planned activity is to fund overtime patrols carried out by members of WSP. Commissioned officers will take part in special patrols during events across the state and target certain high-crash or high-violation geographical areas using either expanded regular patrols or designated aggressive driving patrols. The objective is to create a perception among the driving public that speeding and aggressive driving actions are likely to be detected and that offenders will be arrested, cited, or fined. The WTSC intends to provide support for local agencies to conduct speed enforcement. See the Chapter 4 - Community Traffic Services for a description of that activity and project.

### Project: WSP Block Grant - Speeding

This project funds overtime for WSP troopers to take part in special patrols during events across the state.

### Intended Subrecipients

Washington State Patrol

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Police Traffic Services (FAST/Bil)	\$100,000	\$25,000	\$0

## Chapter 10: Motorcycle Safety

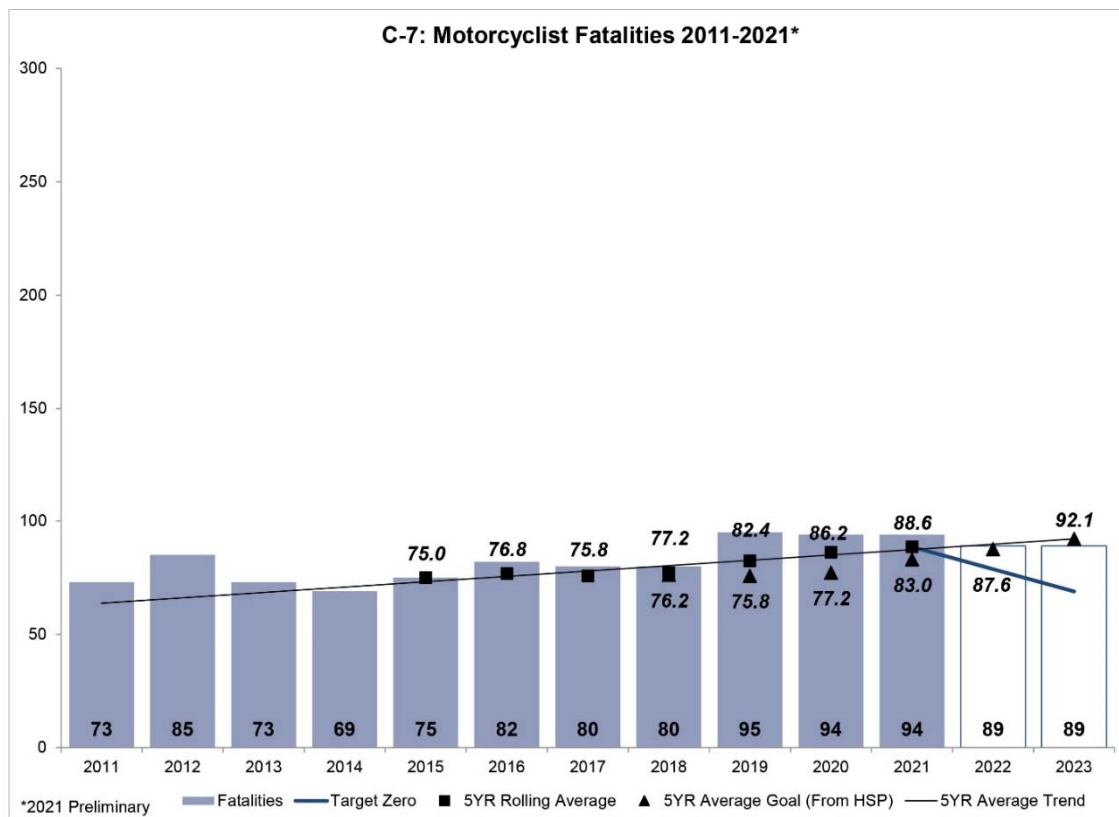
Motorcycles represent just 3 percent of the registered passenger vehicles in Washington but account for 15 percent of all traffic fatalities. We know from crash reports that 95 motorcyclists died in crashes in 2019, 93 in 2020, and 93 in 2021. These are the highest number of motorcyclist fatalities in a single year in Washington since 1982. NHTSA estimates that per VMT, motorcycle riders are killed at 29 times the rate of other vehicle occupants.

### Performance Measures and Targets

The Motorcycle Safety program is linked to the following performance measures and targets:

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2023	C-7 Motorcyclist Fatalities	2023	2019-2023	92.1
2023	C-8 Unhelmeted Motorcyclist Fatalities	2023	2019-2023	0.0

### Performance Measure C-7: Number of Motorcycle Fatalities (FARS)



Progress: **Not Met**

## Program Area-Level Report

The 2022 target included in the FFY 2022 HSP for motorcyclist fatalities was 87.6 (2018-2022 rolling average value). This target was calculated based on the assumption that the following two calendar years of data would be equal to or less than the value of the most recent five-year rolling average of known data at the time the target was set. According to the revised trend line used to develop the 2023 target for FFY 2023, it is unlikely the FFY 2022 HSP target will be met; 2019-2021 had the highest recorded motorcyclist deaths in decades. To reach the 2018-2022 rolling average target of 87.6, the total number of motorcyclist fatalities in 2022 would have to be less than 75. While this calendar year target is within historic values, recent trends indicate this target will not be met.

## Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-7 Motorcyclist Fatalities	2022	2018-2022	87.6
2023	C-7 Motorcyclist Fatalities	2023	2019-2023	92.1

## Performance Target Justification

The FFY 2023 performance measure target was set equal to the value of the linear trend line based on data available at the time the target was set. This target is a balance between a hopeful reduction in motorcyclist fatalities and the reality that motorcyclist fatalities have remained steady in recent years. The WTSC has invested additional funding to Motorcycle Safety programs, while simultaneously working to increase patrols. In addition, we have been rebranding messaging to promote safer riding.

## Performance Measure C-8: Number of Unhelmeted Motorcycle Fatalities (FARS)

Progress: **In Progress**

## Program Area-Level Report

The 2022 target included in the FFY 2022 HSP for unhelmeted motorcyclist fatalities was zero (2018-2022 rolling average value). The target remains “in progress” until full year 2022 data becomes available.

## Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-8 Unhelmeted Motorcyclist Fatalities	2022	2018-2022	0.0
2023	C-8 Unhelmeted Motorcyclist Fatalities	2023	2019-2023	0.0

## Performance Target Justification

Washington has a universal motorcycle helmet law therefore the WTSC’s goal is always zero for this measure. Historically, we have achieved zero unhelmeted motorcyclist fatalities. However, every year there are fatalities that involve misuse of helmets or helmets that are not compliant with WSDOT standards. Recently, unhelmeted motorcyclist fatalities have increased. There were four unhelmeted motorcyclist fatalities in Washington in 2021.

## Program Description

The Washington Motorcycle Safety program focuses on proven strategies and best practices that will reduce serious motorcycle crashes. Motorcycle rider training (beginner and advanced), endorsements, motorist awareness, and law enforcement patrols to influence and change dangerous rider behaviors are proven strategies in reducing crashes.

### Education, Training, and Endorsement

The Washington Motorcycle Safety Program is statutorily obligated to perform several tasks—one of which is public awareness of motorcycle safety ([RCW 46.20.520](#)). The DOL and WTSC work together on motorist awareness issues regarding motorcycles in many ways including:

- Video messaging and blogs on our websites.
- Social media outreach.
- Static and virtual messaging in DOL Licensing Offices.
- As part of DOL Traffic Safety Education Program.

Every May we work on the national Motorcycle Safety Awareness Month activities with social media posts, a statewide press release, and WSDOT variable message signs with the message “Watch Out for Motorcycles.” In 2011, we partnered with the WSDOT to install permanent road signs in rest areas statewide that included the message “Look Twice – Save a Life, Watch for Motorcycles.” Those signs are still in place today.

WTSC’s program to enhance motorists’ awareness of the presence of motorcyclists is found in the following chapters of the Target Zero plan:

- Chapter 5, Communications
- Chapter 10, Motorcycle Safety Program

This countermeasure focusing on education is based on research conducted by NHTSA, WTSC, and DOL that demonstrates that riders with beginner and advanced training and a motorcycle endorsement are less likely to be involved in a fatal or serious-injury crash. The strategy will also rely on convenience—ensuring training classes are easily accessible for all riders.

**TSEP Patrols**

TSEP is a proven strategy by NHTSA to influence drivers and riders to change risky driving behavior. Through enforcement, law enforcement officers can help deter dangerous motorcycle riding behavior. They can also deter dangerous behaviors of other motor vehicle drivers when operating around motorcycles.

[Linkage Between Program Areas](#)

<b>Summary of Motorcycle Safety Countermeasures, Activities, and Projects</b>		
<b>Countermeasure</b>	<b>Activity</b>	<b>Project</b>
Motorcycle Rider Training and Endorsements	Motorcycle Safety Program Support	DOL’s Motorcycle Safety Program
		WTSC’s Motorcycle Safety Program
Motorcycle TSEP	TSEP Patrols Including Media	WSP Block Grant - Motorcycle
		Motorcycle Media Campaign

[Problem Identification](#)

The common belief that most motorcycle crashes are caused by other motorists is inaccurate. While about two-thirds of fatal motorcycle crashes involved another vehicle, DOL reports that 70 percent of all fatalities are due to motorcycle rider error.

Broken down by type of motorcycle, 86 percent of sport bike fatalities were caused by riders. These motorcycles are primarily ridden by younger operators who are more likely to be unendorsed.

The main contributing factors cited in these crashes were illegal and dangerous actions by the rider including speeding, losing control in corners and curves, improper passing, and riding under the influence of alcohol and/or drugs.

About one in five motorcycle crashes results in serious injury or death.

Impairment by drugs and/or alcohol, speeding, and improper passing are the major risk factors for most serious and fatal injury motorcycle crashes.

Since the COVID-19 pandemic and stay at home orders began in March 2020, law enforcement has reported an increase in the number of riders who are traveling at over 100 miles per hour. They are also reporting an increase in the number of riders failing to stop for law enforcement (eluding police).

A license endorsement is required in Washington to ride a motorcycle. Currently, motorcycles may be purchased and registered in Washington without a valid motorcycle endorsement. Endorsed riders have fewer infractions and are less likely to be involved in fatal collisions when compared to unendorsed riders.

### Focus Populations

Recent research conducted jointly by WTSC and DOL points to several high priority audiences:

- Young male riders 19-25 years old and older male riders 45+ years old
- Riders of sport style motorcycles, and riders who drive larger cruiser style motorcycles
- Drivers of other passenger vehicles

### Countermeasure: Motorcycle Rider Training and Endorsements

This strategy seeks to influence the target audience to obtain their motorcycle endorsement through a peer-to-peer mentoring program and a direct mail campaign.

### Projected Safety Impacts

This strategy is designed to reduce fatal and serious injury motorcycle crashes by influencing the target audience to seek out motorcycle training. With more training, riders are more likely to avoid crashes due to increased skills and knowledge.

### Rationale for Countermeasure Selection

This countermeasure strategy is based on research conducted by NHTSA and WTSC's Research and Data Division (RADD) that demonstrates that riders with a motorcycle endorsement are less likely to be involved in a fatal or serious-injury crash. This strategy seeks to influence this audience to obtain their motorcycle endorsement through a peer-to-peer mentoring program and a direct mail campaign. This strategy is based on the fact that motorcycle riding is often a group activity. The strategy uses Facebook ads targeted at users who have self-identified as sport bike riders. The messaging will also be distributed via direct mailings using the DOL motorcycle registration database.

The strategy will also rely on convenience, ensuring training classes are easily accessible. The DOL trainers will target ZIP codes with the highest number of registered sport bikes and boost



the number of endorsement classes offered in those locations so that they are convenient and conducted year-round.

**References**

*Countermeasures That Work*: Chapter 5, Section 3.1, 3.2.

Washington Strategic Highway Safety Plan, Target Zero strategies:

MCX.1.2 Increase the number of riders participating in safety training. (U).

MCX.1.4 Conduct targeted safety/endorsement media outreach and education. (U).

MCX.1.5 Conduct outreach to registered owners of motorcycles who are not endorsed. (U).

MCX.1.6 Increase opportunities for motorcyclist field training. (U).

**Activity: Motorcycle Safety Program Support**

Support for DOL and WTSC Motorcycle Safety programs. NHTSA 405(f) funding supports motorcycle safety programs for rider training and motorist awareness.

**Project: DOL’s Motorcycle Safety Program**

Funding to support DOL’s Motorcycle Safety program. DOL manages the motorcycle training schools and endorsements. WTSC and DOL work closely through the state motorcycle safety work group to coordinate efforts.

**Intended Subrecipients**

Washington State Department of Licensing

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
Bil/Sup Bil 405f Motorcycle Programs	405f Motorcycle Programs (Bil/Sup Bil)	\$45,000	\$11,250	\$0
FAST Act/Bil 405d 24-7 Sobriety	405d 24-7 Community Traffic Safety (FAST/Bil)	\$55,000	\$13,750	\$0

**Project: WTSC’s Motorcycle Safety Program**

Funding to promote and enhance motorcycle training from WTSC’s Motorcycle Safety program, including the “It’s A Fine Line” campaign.

### Intended Subrecipients

WTSC is the funding recipient and will administer the funds for the Motorcycle Safety program activities.

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
Bil/Sup Bil 405f Motorcycle Programs	405f Motorcycle Programs (Bil/Sub Bil)	\$42,755	\$10,689	\$0
FAST Act/Bil 405d 24-7 Sobriety	405d 24-7 Community Traffic Safety (FAST/Bil)	\$107,245	\$26,811	\$0

### Countermeasure: Motorcycle TSEP

TSEP is a proven strategy recommended by NHTSA to influence drivers and riders and change bad behavior. This countermeasure is designed to reduce fatal and serious injury motorcycle crashes by increasing the presence and visibility of motorcycle enforcement in areas with demonstrated need.

### Projected Safety Impacts

Law enforcement officers can help prevent motorcycle crashes by deterring dangerous motorcycle riding behavior. They can also deter dangerous behaviors by all other motor vehicle drivers when operating around motorcycles by increasing the visibility of the patrols and increasing the perception of the risk of engaging in illegal or risky driving behaviors. This effect can be magnified when executed in conjunction with an effective media campaign before and during the patrols. These extra messages can warn riders and drivers of the increased patrols, educate them about causation factors of motorcycle crashes, and explain the reasons for the patrols.

### Rationale for Countermeasure Selection

TSEP is a proven strategy recommended by NHTSA to influence drivers and riders and change bad and dangerous behaviors.

### References

*Countermeasures That Work*: Chapter 4, Sections 2.1, 22.

### Activity: TSEP Patrols Including Media

WTSC will fund TSEP patrols in the Target Zero regions with the largest number of registered motorcycles and motorcycle crashes. This will include Pierce, King, Snohomish, Clark, Yakima,

and Spokane Counties. Depending on data and problem ID, this may include other Target Zero regions and counties around the state. WTSC will also coordinate and support TSEP patrols during large motorcycle events in Lewis County (ABATE Spring Opener), Ocean Shores (Hog Wild), and Anacortes (Oyster Run).

**Project: WSP Block Grant - Motorcycle**

Funding to support WSP’s participation in TSEP motorcycle safety patrols. This project is identified in Chapter 15, as an evidence based TSEP.

**Intended Subrecipients**

Washington State Patrol

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act 164 Transfer	FAST Act 164 Transfer	\$100,000	\$0	\$0

**Project: Motorcycle Media Campaign**

Funding for paid media buys to support TSEP motorcycle safety patrols. For detailed information about TSEP paid media, please see [Chapter 5, Communications, TSEP Media](#).

**Intended Subrecipients**

Washington Traffic Safety Commission

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil NHTSA 402	Paid Advertising (FAST/Bil)	\$200,000	\$50,000	

# Chapter 11: Young Drivers

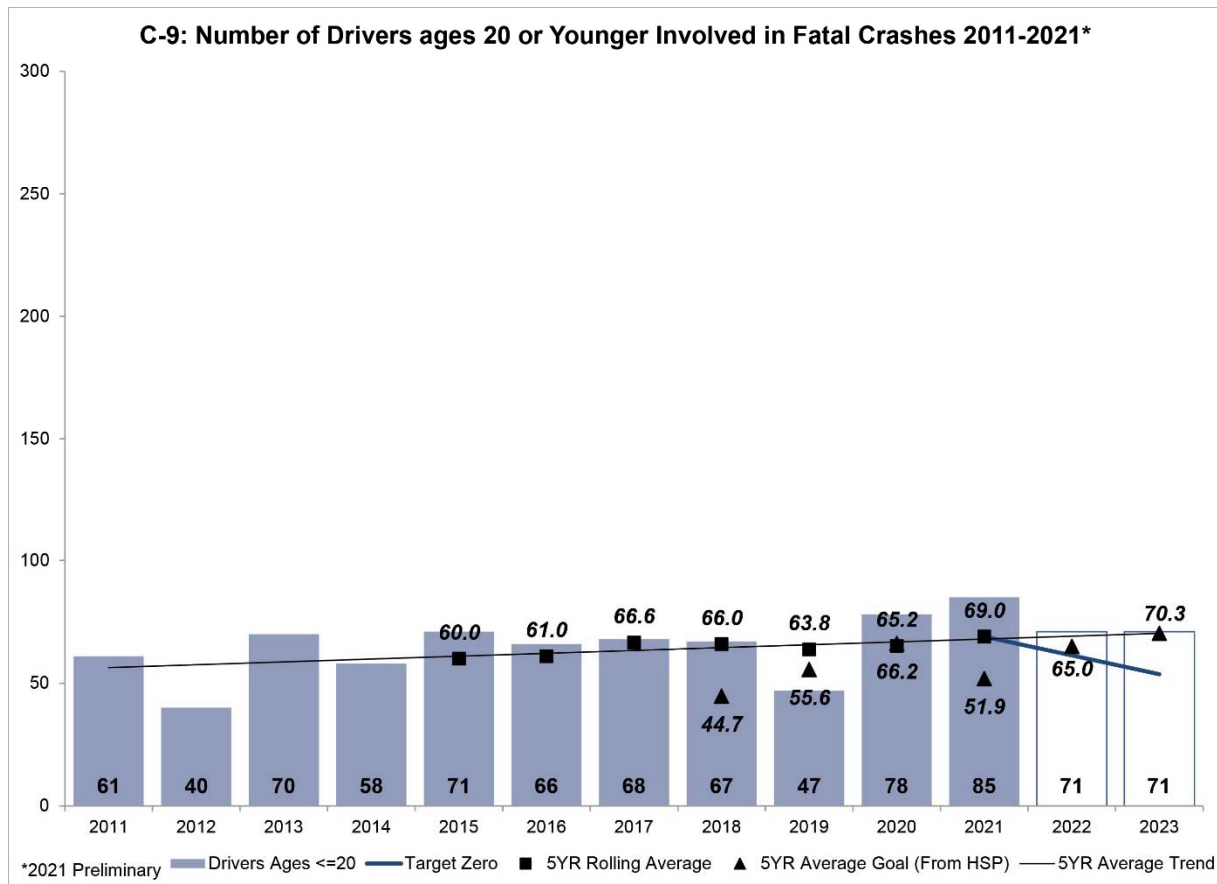
This program seeks to drive positive behavior change by building programs directed toward young drivers, parents/guardians, and traffic safety instructors. Its purpose is to develop programs and messages capable of influencing the behavior of young drivers and creating a system with critical resources for the most important influencers on young drivers: parents/guardians and traffic safety instructors.

## Performance Measures and Targets

The Young Driver program is linked to the following performance measures and targets:

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2023	C-9 Number of Drivers Ages 20 or Younger Involved in Fatal Crashes	2023	2019-2023	70.3

## Performance Measure C-9: Number of Drivers Ages 20 or Younger Involved in Fatal Crashes



Progress: **Not Met**

## Program Area-Level Report

The 2022 target included in the FFY 2022 HSP for the number of drivers ages 20 and younger involved in fatal crashes was 65.0 (2018-2022 rolling average value). This target was set equal to the value of the Target Zero line based on the data available at the time the target was set. According to the revised trend line used to develop the 2023 target for FFY 2023, the FFY 2022 HSP target will not be met. To reach the 2018-2022 rolling average target of 65.0, the total number of drivers ages 20 and younger involved in fatal crashes in 2022 would have to be less than one.

## Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-9 Number of Drivers Ages 20 or Younger Involved in Fatal Crashes	2022	2018-2022	65.0
2023	C-9 Number of Drivers Ages 20 or Younger Involved in Fatal Crashes	2023	2019-2023	70.3

## Performance Target Justification

The FFY 2023 performance measure target was set equal to the value of the linear trend line based on data available at the time the target was set. The trend among young drivers has been increasing, following the total statewide trend. Nevertheless, the WTSC wants to set our goal lower than the increasing trend. New young driver programs are in place, and we are hopeful that the increasing trend will not continue. However, the WTSC is taking a conservative approach to our target while new programming sets in.

## Program Description

Young drivers are defined as those between the ages of 16 and 25. Motor vehicle crashes remain the leading cause of unintentional death for this population. This 10-year span has three distinct sub-groups:

- Drivers aged 16 and 17: Newly licensed and under the restrictions of the Graduated Driver Licensing (GDL) program, they represent the largest number of new drivers annually in Washington.

- Drivers aged 18-20: These include newly licensed drivers who are not subject to driver training and intermediate license restrictions, as well as drivers who were licensed at 16 or 17 under the GDL.
- Drivers aged 21-25: They often have driving experience but are of legal drinking age and are more likely to drive impaired.

These three groups behave differently on the road. Reducing young driver-involved fatalities and serious injuries requires different strategies based on each group’s unique characteristics. This program seeks to drive positive behavior change by building programs directed towards young drivers, parents/guardians, and traffic safety instructors. Its purpose is to develop programs and messages capable of influencing the behavior of young drivers and creating a system with critical resources for the most important influencers on young drivers: parents/guardians and traffic safety instructors.

### Linkage Between Program Areas

Summary of Young Drivers Countermeasures, Activities, and Projects		
Countermeasure	Activity	Project
High Schools and Colleges Educational Programs	Peer-to-peer traffic safety programs in high schools and colleges	Teens in the Driver Seat
	High Schools Traffic Safety Educational Programs	Teen Target Zero
Vehicle Safety Technologies in Drivers’ Education Courses	Vehicle Safety Technologies Instructor Teaching Materials	Vehicle Safety Technology Education for Driving Instructors

### Problem Identification

Between 2018 and 2020 young drivers represented about 13 percent of Washington’s licensed drivers but accounted for roughly 20 percent of the drivers involved in fatal crashes. During this time, there were 467 fatalities involving drivers aged 16-25.

Fatalities involving young drivers often involve high risk behaviors such as:

- Impairment (42 percent of crashes)
- Speeding (31 percent of crashes)
- Not using seat belts (29 percent of crashes)
- Distraction (15 percent of crashes)

Young drivers face an increased crash risk due to both their inexperience and immaturity. Young drivers just learning to drive lack the skills and experience necessary to recognize and respond to risk appropriately. Additionally, their age-related immaturity (associated with

adolescent brain development) is a key factor in dangerous decision-making on the road. Research on adolescent development suggests key areas of the brain (especially in the prefrontal cortex—the brain center for judgment, decision-making, and deferring immediate reward) are not fully developed until about age 25.

### Focus Populations

**16 and 17-Year-Old Drivers** - The largest group of newly licensed drivers, they are open to influences – good or bad – from parents, teachers, and especially peers. It is critical for them to understand the GDL regulations, have good role models, and receive reminders about safe driving behavior.

**18 to 25-Year-Old Drivers** - Drivers initially licensed after 18 likely did not have the benefit of driver education or the GDL restrictions. Even the more experienced drivers have a higher likelihood of driving impaired. Much like the general driving population, they also need reminders on speeding, distraction, and seat belt use.

**Driver Education Teachers** - Every student should have access to high-quality instructors with quality curriculum. Instructors also need continuing education to stay current with their traffic safety instruction, including an understanding of vehicle safety technology and how to integrate it into their teaching.

**Parents/Guardians of Children of all Ages** - The state relies heavily on the family to educate young drivers. Those under age 18 must complete 50 hours of behind-the-wheel driving time with a parent, guardian, or other licensed driver with over five years of experience. We place a big responsibility on parents to teach driving at a challenging time in their child’s development, and after they’ve already spent years demonstrating possibly less than ideal driving habits themselves. They need awareness of GDL “guardrails” and tools to teach their new drivers.

### Countermeasure: High Schools and Colleges Educational Programs

High schools are one of the primary locations to educate young drivers. This countermeasure promotes and brings together curriculum, community leader and law enforcement involvement, peer-led programs, data measurement, and individual incentives to positively influence teen driving behavior.

### Rationale for Countermeasure Selection

Based on the latest research, WTSC is moving away from fear-based prevention programs and messages in all areas. However, there were no existing accessible, teen driver prevention programs designed to be delivered in schools based on this traffic safety culture approach. TZMs are asked by their local schools to deliver teen driver prevention programs but they didn’t previously have good program options.

### Projected Safety Impacts

WTSC will have a teen driver program consistent with the traffic safety culture approach developed for statewide delivery.

The high school students who receive these programs will have a better understanding of safe driving behaviors and a positive view of their ability to drive safely. The possibility of re-triggering trauma in students will be also reduced. Students will demonstrate safer driving behaviors and bystander interventions as needed, resulting in fewer crashes involving young drivers. Fewer crashes will result in reduced fatalities and serious injuries, primarily in young driver-involved crashes.

### References

Target Zero YDI.5.1 Implement traffic safety citizenship – an innovative approach that strategically shifts our focus to the engagement of most safe road users to influence the behaviors of the smaller group engaging in risky behaviors. (U).

### Activity: Peer-to-Peer Traffic Safety Programs in High Schools and Colleges

Expand the delivery of proven peer-to-peer traffic safety programs in high schools and colleges throughout the state to create a positive traffic safety culture. Data is collected at each school through student surveys and observation surveys to establish PCN messaging. Education and motivation are provided through public, visible pledges, social media, and continual student engagement with both physical and virtual resources. TZMs recruit local high schools and college groups to deliver the program.

### Project: Teens in the Driver Seat

Teens in the Driver Seat® (TDS) is a peer-to-peer program for teens that focuses solely on traffic safety throughout an entire year and addresses all major risks for this age group. The program uses a traffic safety culture approach and includes data collection, creation of positive communicate norms messages, and addresses multiple traffic safety risks for teens, including distraction, impairment, and speeding.

Texas A&M Transportation Institute (TTI) provides the science, guidance, project resources, and facilitates a wide variety of contests, outreach, and leadership awards for the TDS program's top students and teams. TTI will provide resources and technical assistance for implementation of TDS in 50 schools within Washington. Schools will be recruited and under the guidance of the Washington TZMs, utilizing peer-to-peer traffic safety resources and activities developed and owned by TDS.

Participating schools will be provided TDS physical support material such as banners and "Driving the message" materials. TTI staff will manage and provide analysis of student data and



provide follow-up support to TZMs for the implementation of the TDS program in Washington high schools.

TTI will also maintain the “You in the Driver Seat” phone app which is available to all teen drivers across Washington State. In addition to maintaining the app, TTI will track all app users and provide quarterly report of active users in Washington to WTSC.

#### Intended Subrecipients

Texas Transportation Institute

#### Funding Sources

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil NHTSA 402	Community Traffic Safety Project (FAST/Bil)	\$150,000	\$37,500	\$75,000

#### Activity: High Schools Traffic Safety Educational Programs

Provide training and material support for an alternative teen traffic safety program that can be delivered to students through law enforcement and first responders when TZMs are asked by their local schools to deliver teen safe driver programs.

#### Project: Teen Target Zero

Utilizing a program that was being piloted in Region 14 during FFY 2022, deliver the Teen Target Zero (TTZ) in schools statewide, with an emphasis on schools currently using “Every 15 Minute” or similar programs, and schools in high-risk counties. This project will fund print materials, pay for meeting costs, contractor time and travel for the TTZ trainer to train local law enforcement and first responders on delivering the TTZ program in high schools.

#### Intended Subrecipients

TBD

## Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Community Traffic Safety Grant (FAST/Bil)	\$60,000	\$15,000	\$60,000

## Countermeasure: Vehicle Safety Technologies in Drivers' Education Courses

Promote curriculum and provide classes to support the education of public and private driving instructors about vehicle safety technologies and how to effectively teach students how to safely use them without over-relying on them.

### Rationale for Countermeasure Selection

Research shows that drivers with less understanding of the limitations of safety technology in their cars – such as rear-view cameras, automatic emergency braking, blind spot monitoring, and lane keeping assist – are more likely to fail to act when in potentially dangerous situations. If we want young drivers to drive safely, we need to teach them the skills to utilize these systems safely.

Currently, the content of Chapter 11 Vehicle Technology Systems in DOL's required driver education curriculum is not being consistently delivered to students. This gap is being driven by a lack of knowledge about the technology systems by driver instructors and confusion about how to best teach these technologies without creating dangerous overreliance.

### Projected Safety Impacts

With additional education, driving instructors will understand how vehicle safety technology functions, its benefits, and limitations. They will have the skills needed to effectively teach students how to use vehicle technology safely and not over-rely on the systems.

This will allow instructors to begin teaching the benefits, limitations, and correct use of vehicle safety technology in more driving schools, resulting in new drivers having a better understanding of how to safely use vehicle technology while maintaining attention on driving.

This should result in decreased crashes by young drivers in Advanced Driver Assistance Systems (ADAS)-equipped vehicles due to maintaining vigilance, understanding when to take back control, and not turning off these safety systems. And less crashes will mean reduced fatalities and serious injuries, primarily in young driver distraction related crashes.

### References

Target Zero YDI.3.2 Support the development of traffic safety instructors through an improved training program, required regular instructor evaluations, required three-year recertification,

promoting continuing education that is meaningful and criteria-based, and developing a website containing both content and delivery resources. (R, DOL.)

The American Association of Motor Vehicle Administrators (AAMVA) “Safe Testing and Deployment of Vehicles Equipped with Automated Systems Guidelines” Edition 2: Recommendations for Jurisdictions 5.6.3. Establish standards and materials for required training of driver educators on the use of ADAS and Automatic Driving Systems (ADS)-equipped vehicles.

### Activity: Vehicle Safety Technologies Instructor Teaching Materials

Promote curriculum and provide classes to teach public and private driving instructors about vehicle safety technologies and how to effectively teach students how to safely use them without over-relying on them.

### Project: Vehicle Safety Technology Education for Driving Instructors

In close coordination with DOL, OSPI, Professional Driving School Association, and Washington Traffic Safety Education Association, promote curriculum and provide classes that support the education of public and private driving instructors about vehicle safety technologies and how to effectively teach students how to safely use them without over-relying on them.

Driving instructors will learn about how vehicle safety technology functions, its benefits, and limitations. They will also receive training on how to integrate the systems into existing driving instruction in a manner that emphasizes the correct use of vehicle technology and the importance of maintaining attention on driving.

### Intended Subrecipients

TBD

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Community Traffic Safety Grant (FAST/Bil)	\$50,000	\$12,500	\$50,000

## Chapter 12: Non-Motorized Services

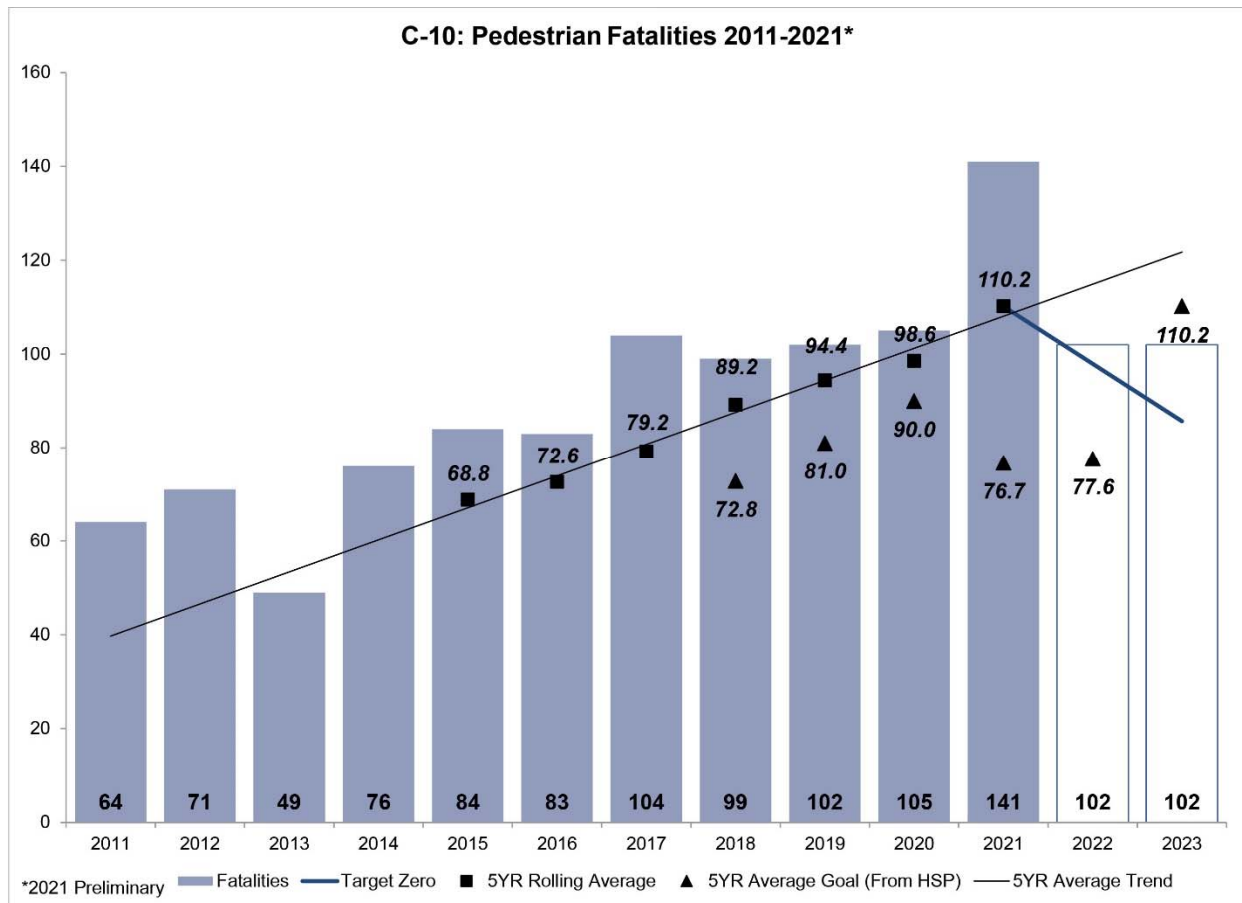
The Non-Motorized Services program addresses fatalities and injuries to walkers and rollers.

### Performance Measures and Targets

The Non-Motorized Services program is linked to the following performance measures and targets:

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2023	C-10 Pedestrian Fatalities	2023	2019-2023	110.2
2023	C-11 Bicyclist Fatalities	2023	2019-2023	12.0

### Performance Measure C-10: Number of Pedestrian Fatalities



Progress: **Not Met**

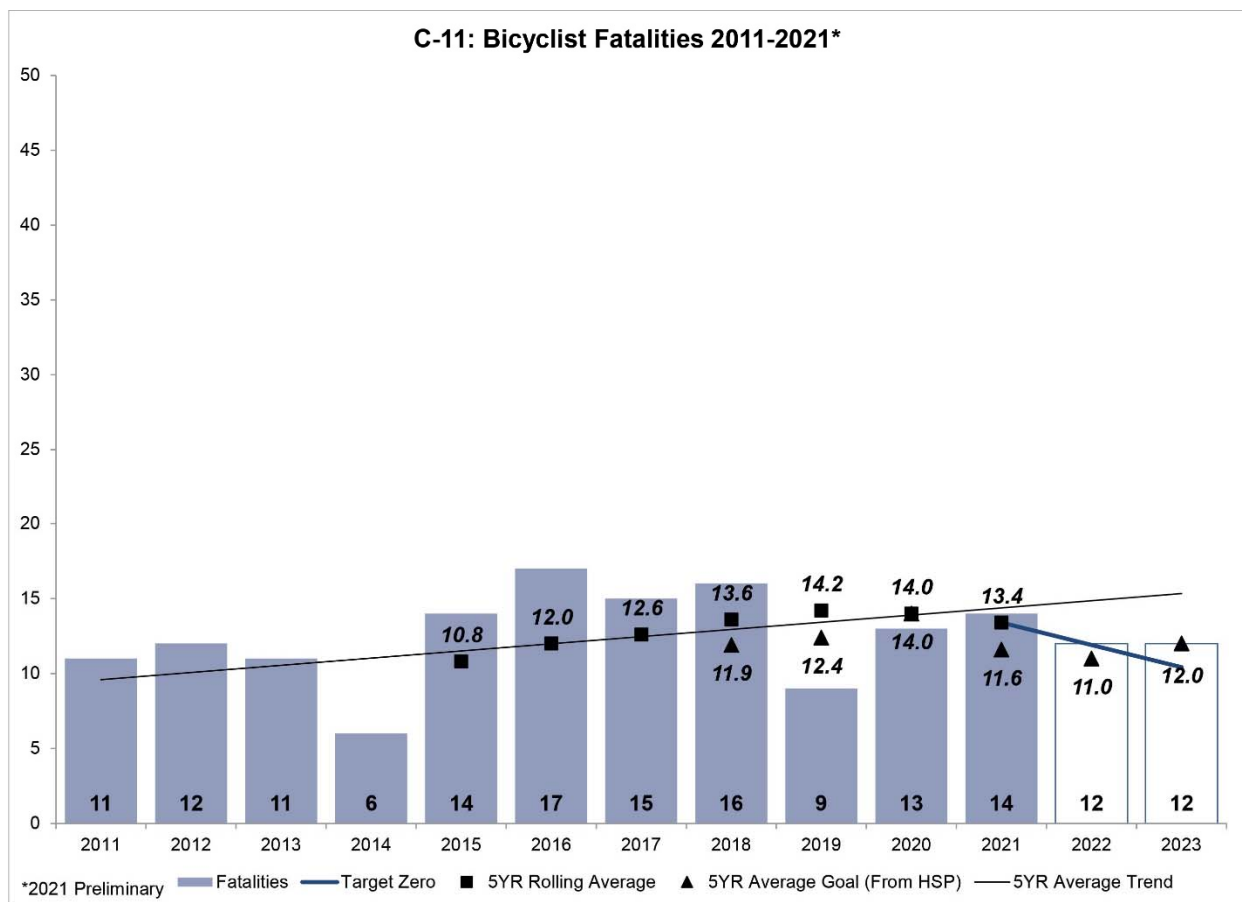
## Program Area-Level Report

The 2022 target included in the FFY 2022 HSP for pedestrian fatalities was 77.6 (2018-2022 rolling average value). This target was set equal to the value of the Target Zero line based on the data available at the time the target was set. According to the revised trend line used to develop the 2023 target for FFY 2023, the FFY 2022 HSP target will not be met. To reach the 2018-2022 rolling average target of 77.6, the total number of pedestrian fatalities in 2022 would have had to be less than one.

### Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-10 Pedestrian Fatalities	2022	2018-2022	77.6
2023	C-10 Pedestrian Fatalities	2023	2019-2023	110.2

### Performance Measure C-11: Number of Bicyclist Fatalities



Progress: **Not Met**

## Program Area-Level Report

The 2022 target included in the FFY 2022 HSP for bicyclist fatalities was 11.0 (2018-2022 rolling average value). This target was set equal to the value of the Target Zero line based on the data available at the time the target was set. According to the revised trend line used to develop the target for FFY 2023, it is unlikely that the FFY 2022 HSP target will be met. To reach the 2018-2022 rolling average target of 11.0, the total number of bicyclist fatalities in 2022 would have to be less than two. There was already one bicyclist fatality in 2022 and there are typically higher fatalities in the summer months which are still to come. Historical data indicates it is possible to have six or less fatalities in a year; however, more recent years indicate this would be an unlikely scenario in 2022, therefore we are considering this target not met.

## Performance Plan Targets

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-11 Bicyclist Fatalities	2022	2018-2022	11.0
2023	C-11 Bicyclist Fatalities	2023	2019-2023	12.0

## Performance Target Justification

The FFY 2023 C-10 target was set by using the most recent five-year rolling average (2017-2021), also known as a maintenance target. The FFY 2023 C-11 target was set by taking the average of the most recent three years of known data (2019-2021) and inputting that number for the two unknown years (2022-2023) to calculate the five-year rolling average value. Funding for Non-Motorist Services programs has increased notably since last year. This means additional funds for statewide public education campaigns. The WTSC is entering the second year of several grant projects started in FFY 2021, which may impact increasing trends seen in pedestrian fatalities in recent years.

The Washington Legislature created the Cooper Jones Active Transportation Safety Council (ATSC) to research problems for walkers, bicyclists, and other rollers and to research and recommend possible solutions to increase safety. The ATSC prepares annual reports with recommendations for changes to improve safety for walkers, bicyclists, and other rollers. Those recommendations include the need to complete a comprehensive, statewide infrastructure inventory; the need to increase investments in areas of cities and counties where there have been historically low investments in safety infrastructure like sidewalks; and the need to increase resources to enact numerous infrastructure fixes.

The work of the ATSC greatly influences the types of investments made with non-motorized funds. The ATSC annual reports are coordinated with other agencies' publications to provide a unified message about needs that exist for walkers, bicyclists, and other rollers. Through their work, the ATSC has identified a wide network of stakeholders interested in improving safety for walkers, bicyclists, and other rollers. In addition to law enforcement, stakeholders include

traffic engineers and planners who have not historically been involved in discussions regarding strategic direction of traffic safety efforts.

## Program Description

Washington has made significant resources available to provide leadership and coordination of active transportation safety improvement in the state. Washington integrates federal and state funding to address traffic safety issues faced by walkers, bicyclists, and other rollers. Federal 405h funds are used to support community-based grants in areas with high rates of walker and bicyclist fatalities and serious injuries. Many of the most effective strategies for improving the active transportation environment are not eligible for funding under 405h. So, with the coordination provided by the ATSC and Active Transportation Plan from WSDOT, state resources are made available to support any of the 35 evidence-based strategies identified in Target Zero that cannot be supported with federal funds.

Complementary state funding resources for Non-Motorized/Active Transportation include *(zero Federal dollars were spent on the following activities)*:

- Administer the Cooper Jones ATSC.
- Research and identify issues that reduce safety for walkers, bicyclists, and other rollers and make recommendations to improve those situations (\$75,000/yr. in state funds).
- Provide professional development training for traffic engineers, planners, and law enforcement.
- Coordinate with partners to provide technical assistance, coaching, and training for professional staff in city, county, state, and tribal public works and engineering offices, planners, and law enforcement.
- Participate in WSDOT Injury Minimization and Speed Control Policy Workgroup.
- Safe Routes to School Safety Enhancements, such as:
  - Installation of flashing beacons and other local safety improvements in school zones (\$300,000 in state funds for 2021-23 Biennium).
  - Equipment for law enforcement to use in school zone enforcement (\$150,000 in state funds for 2021-23 Biennium).
  - School crossing guard teams (\$90,000 in state funds for 2021-23 Biennium).
  - Community-based projects to increase safety for students walking and/or rolling to schools (\$200,000 in state funds for 2021-23 Biennium).
  - Maintenance of bicycles used in statewide bicycle riding education program (\$150,000 in state funds for 2021-23 Biennium).

## Linkage Between Program Areas

Summary of Non-Motorized Countermeasures, Activities, and Projects		
Countermeasure	Activity	Project
Community-Based Leadership to Increase Walker and Roller Safety	Community-Based Walker and Roller Safety Education and Enforcement Projects	Yakama Nation Bicycle and Walker Safety Program
		Asotin County-Let's Walk Safely
		Longview Pedestrian/Cyclist Safety Program
		Renton-Safer Access to Neighborhood Destinations
		Slow & Safe Seattle: Education That Saves Lives
		Thurston County Mobile Traffic Garden
		Tacoma Driver Awareness Campaign
		Pacific Highway (SR 99) South Walker and Roller Safety Program
		Bellingham Protecting Mobility for All
Growing Traffic Safety Culture around Walker and Roller Safety	Statewide Walker/Roller PCN Public Education Campaign	<i>Together We Get There</i> Walker and Roller Campaign
	Creation of New <i>Together We Get There</i> Branded Pedestrian and Bicyclist-Centered PSA	New Pedestrian PSA

### Problem Identification

Walkers and rollers experience elevated risk while crossing roadways due to a combination of infrastructure (light timing, width of road, availability of walker refuge zones), driver behavior, and walker/roller behavior. Deaths of people walking, biking, and rolling in Washington State reached the highest numbers in more than 30 years in 2021. Statewide, 21 percent of traffic fatalities and 18 percent of traffic serious injuries in 2021 were walkers or rollers.



The impact of a single fatality can touch entire communities. Each statistic represents a person and, in the case of a fatality, a person no longer able to pursue and contribute to their passions in life. Some were walking to public transit bus stops or to the grocery store. Many pedestrians who died lived in low-income neighborhoods, where walking and/or rolling were their primary forms of transportation. In addition to the personal impact of pedestrian and roller fatalities, monetary losses exist. Measured in terms of medical costs and work loss, [the Centers for Disease Control and Prevention \(CDC\) estimates the economic impact of 2018 pedestrian fatalities alone at \\$137M.](#)

### **Pedestrians (Walkers)**

In Washington State there has been an annual increase in pedestrian fatality crashes since 2018, reaching a 30-year high in 2021 with 123, up from 111 in 2020, and a 50 percent increase since 2010 when the number was just 64. Based on these figures, it is reasonable to assume that medical and work loss costs now exceed the 2018 CDC estimate of \$137M.

Between 2016 and 2020, 25 percent of statewide pedestrian fatalities involved a distracted driver and 18 percent were hit-and-run crashes—meaning the driver did not stop at the scene of the crash, as required by law. Nearly two-thirds of walkers seriously injured by motorists were in the process of crossing the roadway when they were struck. Within this same timeframe, over half of walkers who died as a result of vehicle crashes tested positive for alcohol or drugs - sometimes both (WTSC, 2022).

Crash statistics for pedestrians show that risk is not evenly distributed. Crashes resulting in pedestrian fatalities and serious injuries disproportionately affect certain groups. According to analysis conducted by the WSDOT, from 2013 to 2017, 59 percent of walker and roller fatal and serious crashes occurred in communities with a rate of poverty higher than the state average, despite these areas only accounting for 43 percent of the population.

### **Bicyclists and Other “Rollers”**

The term “rollers” includes bicyclists, skateboarders, in-line skaters, electric foot scooters and people using any type of mobility assistive device such as a wheelchair, walker, or scooter. Data gaps make accounting for serious injuries among each of these demographics challenging, as information is not available to identify these as separate categories. However, WTSC does collect enough data specific to bicyclists to reliably assess year to year trends.

In Washington State, the number of fatal crashes involving bicyclists has increased steadily since 2008, however total numbers remain relatively low, compared to those of walkers. It is suspected that the gradual increase in bicyclist fatalities is linked to an increase in exposure, as more people are cycling; however, the WTSC lacks a credible estimate of bicycling exposure.

### **Focus Populations**

Focus populations are based on the data provided above or identified as a strategy on the 2019 Washington State Target Zero plan.

**Washington State Legislature, Legislative Staff, Governor’s Office** – The state-funded ATSC is charged by the Legislature with submitting annual reports that detail active transportation trends and with making recommendations to increase the safety of walkers and rollers.

**Engineers and Roadway Planners Regarding the Need for Systemic Changes to Increase Safety and Address Language and Disability Accommodations** – Washington has no continuing education requirements for traffic engineers and others who are responsible for making decisions regarding roadway design. Largely because of this engineers and roadway planners – particularly in rural areas—can lack opportunities to stay current with transportation trends and harm mitigation strategies. WSDOT, WTSC, and ATSC will continue developing professional development opportunities for engineers and roadway planners across the state. One focus of that training and technical assistance effort needs to be low-cost strategies that can address risks faced by walkers and bicyclists because there is a significant problem with funding availability to address safety concerns.

**Drivers, Especially in Urban and Suburban Areas** – The main risk is vehicle speed. The unprotected human body is no match for the kinetic energy of a 3,000-pound vehicle traveling at 30 mph. Effective design of new roadways and reallocation of space on existing roadways are called for in the Active Transportation Plan developed by WSDOT. Our efforts will complement these necessary engineering efforts with education and enforcement.

**Walkers and Rollers Statewide** – A critical need is accurate data on the number of walkers and bicyclists and users of other active transportation options such as scooters and skateboards. This information is necessary to understand fatality and serious injury rates so we can evaluate our efforts. A key strategy to get more people walking and bicycling is showing them the activity is safe. The more people involved in the activity, the easier it is to convince others to try it. We will continue to expand the network of pedestrian and bicycle counters and help develop methodologies to use actual counts to create statewide projections of usage rates.

**Walkers and Rollers in Focus Communities** - One of the difficulties with fatalities involving walkers and rollers is that they can appear very random. Rather than focus on the individual crashes, we instead provide funding to address the locally specific conditions and causes in the cities where there is the highest incidence of fatalities for walkers and rollers. Local providers work with law enforcement, social service agencies, and other organizations to determine the causes and contributing factors for fatalities involving walkers and rollers in each community and implement unique strategies to mitigate the causes and contributing factors.

### Countermeasure: [Community-Based Leadership to Increase Walker and Roller Safety](#)

This countermeasure is designed to educate drivers through local organizations and government about required safety behaviors related to statewide and local laws that enhance safe interaction between motorists and pedestrians on the roadway.

## Projected Safety Impacts

- Reduce or eliminate fatality and serious injury crashes involving walkers and rollers in areas of the state with elevated numbers of walker and bicyclist/roller-related crashes.
- Implementation of observational studies at selected locations to determine the causes and contributing factors for fatalities and serious injuries for walkers and bicyclists.
- Implementation of public outreach and education and enforcement efforts to get walkers, rollers, and drivers to adopt behaviors that reduce the local community's specific problems.
- Implementation of follow-up observational studies at the same selected locations to determine if any change resulted from the public education and enforcement efforts.

## Rationale for Countermeasure Selection

The purpose of this strategy is to reduce or eliminate fatality and serious injury crashes involving walkers and bicyclists in cities where numbers of walker and bicyclist-related crashes have increased since 2016. Awardees select strategies to implement projects based on local assessments of the unique risks faced by walkers, bicyclists, and other rollers. Fatality and serious injury crashes involving walkers and bicyclists are unacceptably high in the state, but there are different explanations for that aggregate increase depending on where you are.

## References

The supported activities will employ one or more of the following evidence-based strategies from the state's Target Zero plan.

- PAB.1.1 Increase public awareness of the significance of speed on pedestrian and bicyclist injury severity. (R, NCHRP).
- PAB 1.3 Revise design practices to emphasize context and target speed to reflect the needs of people walking and biking. (R, FHWA).
- PAB.4.2 Expand high visibility speed enforcement in school zones. (R, CTW).
- PAB.4.5 Implement pedestrian and bicycle safety training curriculum in schools. Develop and implement an additional module focused on teachers, parents, volunteers, and other school personnel. (R, CTW).
- PAB.4.6 Implement education, enforcement, and engineering elements of the Safe Routes to School program, including campaigns such as Walking School Buses and Bike Trains. (R, CTW).
- PAB 6.9 Encourage bicycle helmet use for children and adults. (R, DOH).
- PAB.7.1 Implement pedestrian and bicyclist safety zones, targeting geographic locations and audiences with pedestrian/bicyclist crash concerns. (R, CTW).
- PAB.7.2 Expand the use of high visibility crosswalk enforcement of motorists who fail to yield to pedestrians combined with culturally appropriate campaigns designed to consider equity issues in underserved high-need communities with high crash rates. (R, CTW).

- PAB.7.3 Improve training on pedestrian and bicyclist laws for law enforcement officers at state, tribal, and local levels, including training on equity issues for enforcement. (R, CTW).

### Activity: Community-Based Walker and Roller Safety Education and Enforcement Projects

The planned activities are designed to leverage the knowledge and experience of local partners to design location-specific interventions to reduce the incidence of fatal and serious injury crashes involving people who walk or bicycle. We will do this work by providing grants to eligible organizations with the expertise and resources to implement effective campaigns that may utilize a range of tactics, within their communities based on their unique circumstances, issues, resources, and constraints.

### Project: Yakama Nation Bicycle and Walker Safety Program

This project focuses on public outreach regarding safe walking practices and pathways near and on the Yakama Nation reservation. The reservation sits inside the boundaries of Yakima County, which has the worst ranking among Washington’s counties for walker and bicyclist fatalities per 100,000 population.

The members of the Yakama Nation living on the reservation are among the lowest per capita income households in the state. Although the area is very rural, many households do not have working vehicles which means that people frequently walk or bicycle. Both Yakama Nation roads and the state highways and county roads that cut across the reservation are not designed to safely accommodate walkers or bicyclists. Most roads are narrow, two-lane facilities with minimal shoulder space. Due to the economics of the area, people need to walk so they can get to work or access resources. The project also coordinates with county, regional, and state agencies and organizations to identify alternative pathways for people to walk so they can avoid the exposure to the high-risk road environments.

#### Intended Subrecipients

Confederated Tribes and Bands of the Yakama Nation

#### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405h Nonmotorized Safety	405h Nonmotorized Safety (FAST)	\$50,000	\$12,500	\$0

## Project: Asotin County-Let's Walk Safely

This project focuses on increasing public awareness and education regarding safety of walkers and rollers along a stretch of Bridge Street in Clarkston, Washington, where countless near misses and multiple walker/roller serious injuries have occurred in recent years.

The project will deliver advertisements and PSAs as three unique eight-week campaigns throughout FFY 22 and FFY 23, with a fall launch campaign in October (Pedestrian Safety Month), a spring campaign, and a summer campaign. In addition to the local educational advertising campaign, the project includes hiring project ambassadors (individuals with disabilities that "live" the challenges as walkers and/or rollers in the project's service area) to participate in outreach and educating community members at local events.

Project messaging introduces the community to the challenges ambassadors face every day in the community as they travel in a safe way in FFY 23. The community will have further opportunities – building on the year one foundation - to think, act, and participate in the process of being a part of the solution in FFY 23. (E.g., "What can I do to help keep walkers and rollers safe.") Through the educational campaign, members of the driving public will learn how they can improve the safety experience for walkers and rollers – especially individuals with special needs – by emphasizing the overarching themes of community and "do this together."

### Intended Subrecipients

Asotin County Department of Community Services

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405h Nonmotorized Safety	405h Nonmotorized Safety (FAST)	\$40,000	\$10,000	\$0

## Project: Longview Pedestrian/Cyclist Safety Program

This 24-month project develops a walker and roller safety program that includes law enforcement bike patrols as the mechanism for service delivery. Bike patrols (HVE) are highly visible and provide opportunities to increase positive perception of law enforcement.

Simultaneously, it enables officers to engage in positive interactions with citizens. Funds are being used for officer training, curriculum development and implementation, HVE, and an educational media campaign. The Longview Police Department are implementing a prevention-focused approach to walker/roller safety campaign components such as education, outreach, and enforcement.

The project manager oversees bike patrol trainings, school presentations, and public safety events. The coordinator collaborates with other partners to implement educational programs and community events. Key project partners include Target Zero Task Force members, school district administrators and staff, Community Prevention and Wellness Initiative (CPWI) Coalition members, and various partners such as BNSF Railway, the Port of Longview, Operation Lifesaver, Cowlitz 2 Fire & Rescue, the Cowlitz County Council of Governments, and Safety City Program partners.

**Intended Subrecipients**

The Longview Police Department

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act 405h Nonmotorized Safety	405h Nonmotorized Safety (FAST)	\$63,237	\$15,809	\$0

**Project: Renton-Safer Access to Neighborhood Destinations**

The city of Renton’s Safer Access to Neighborhood Destinations program is a neighborhood-specific educational engagement campaign that addresses traffic safety concerns by crowdsourcing feedback from Renton community members. Three purposeful engagement campaigns will target three groups: school-aged children, young drivers ages 16-18, and adults. Project staff will use feedback from each group to learn how community members prefer to walk, bike, or roll in their neighborhoods; how they learn about traffic safety; and identify and prioritize issues.

The Recreation and Neighborhoods division is a key partner in the engagement processes, in addition to the Renton Innovation Zone and King County Local Services.

Coupled with the Renton Local Road Safety Plan, which focuses on prevention of fatal and serious injury collisions, the results of engagement activities will be used to develop a neighborhood map denoting traffic concerns as well as preferred routes to walk, bike, and roll. This co-created, neighborhood-focused traffic safety map will encourage use of safe routes, increase situational awareness, and promote adherence to traffic laws. The program will arm people of all ages with the traffic safety knowledge to make positive, life-saving decisions.

**Intended Subrecipients**

The City of Renton

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405h Nonmotorized Safety	405h Nonmotorized Safety (FAST)	\$112,700	\$28,175	\$0

### Project: Slow & Safe Seattle: Education That Saves Lives

This project will launch and sustain an educational campaign aimed at people driving to increase awareness of speed limits (and why lower speeds can save lives) and to increase awareness and compliance of state law around every intersection being a legal crossing for walkers and rollers. These are two of the top contributing factors to serious and fatal crashes in Seattle, year-over-year. Grant funding will enable hiring of a marketing/communications consultant to develop a multicultural multimedia awareness campaign around those two components. As well, they will work with community-based organization(s) (to be determined) on a pedestrian yielding compliance study to inform a positive community norms-based communications effort.

### Intended Subrecipients

The City of Seattle

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405h Nonmotorized Safety	405h Nonmotorized Safety (FAST)	\$120,000	\$30,000	\$0

### Project: Thurston County Mobile Traffic Garden

In partnership with Intercity Transit’s Walk N Roll youth education program and Thurston County Target Zero, the Child Care Action Council’s Safe Kids Thurston County program will create a new interactive education program for pre-K and elementary school students in Thurston County.

Temporarily installed, pop-up traffic gardens will provide a child size version of the public street networks children will encounter while biking or walking. Each traffic garden event provides a safe and fun learning environment to practice being safe as walkers without the stress of motor vehicles. Pop-up mobile traffic gardens teach students to respect fellow travelers while learning to follow the rules of the road. The traffic garden kit will consist of lightweight, easy to transport and assemble materials.

The program targets elementary schools, preschools, summer camps, and events in communities where families have been challenged by decades of discrimination and disinvestment, along with those of low-income and people with limited English proficiency. The project will prioritize rural areas not previously served by walking and bicycling education programs.

**Intended Subrecipients**

The Child Care Action Council will implement this project in partnership with Intercity Transit and Target Zero to provide services to school districts and public events in Thurston County.

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act 405h Nonmotorized Safety	405h Nonmotorized Safety (FAST)	\$15,000	\$3,750	\$0

**Project: Tacoma Driver Awareness Campaign**

The city of Tacoma has actively pursued increasing walker and roller safety. Recent efforts include updating the Safe Routes to Schools Action Plan and adoption by the Tacoma City Council of a Vision Zero goal for traffic-related fatalities and serious injuries for the city. For its next step, the city of Tacoma will continue to develop and implement a driver speed awareness campaign. Building off WTSC’s *Together We Get There* initiative, grant funds will be used to hire a consultant to create and implement a driver speed awareness campaign focused on the need to slow down, drive the speed limit, and be alert for walkers and/or rollers. The campaign will focus on the positive community norm that most people do drive the speed limit. With input and guidance from a focus group, the consultant will develop messages to use in the campaign and graphics for a variety of paid media and outreach materials. Further, messaging will be translated and transcreated to reach all drivers.

The driver speed awareness campaign will be executed citywide, but there will be focused outreach in specific areas of the city based on crash data, equity indicators, and proximity to schools, parks, and business districts.

**Intended Subrecipients**

The City of Tacoma



## Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405h Nonmotorized Safety	405h Nonmotorized Safety (FAST)	\$100,000	\$25,000	\$0

## Project: Pacific Highway (SR 99) South Walker and Roller Safety Program

The project will focus on reducing the overall number of walker and roller serious injuries and/or deaths due to driver and walker and/or roller collisions along south Pacific Highway between mileposts 6.15 and 24.17. This stretch of road is among the most dangerous in Washington State. The project will focus on these main topic areas:

Education of the community surrounding Pacific Highway South on walker and roller safety measures and laws. This will include developing and distributing a bike helmet fact sheet distributed through community organizations, law enforcement, and other community partners. Also, the project will work to ensure educational materials are accessible and transcreated in appropriate languages. Project managers will research and engage community partners to support this effort including local businesses, Feet First, Washington Bikes, Bike/Ped advisory boards, residents, schools, and other partners as appropriate.

Education and engagement of law enforcement serving Pacific Highway South on current walker and roller safety issues. Including education of resources for low or no cost bike helmets within the community and proper helmet fitting.

Research walker and roller law curriculum for training law enforcement officers and then customize it for Washington State and local laws.

Fund enforcement and education of walker and roller safety to motor vehicle drivers along Pacific Highway South and provide education to walkers and rollers on safety best practices.

Create a baseline understanding of walker/roller safety issues using data from observational surveys conducted along Pacific Highway South pre/post enforcement of driver behavior around walkers/rollers.

## Intended Subrecipients

The City of Kent will coordinate with King County Public Health and the King County Target Zero Manager to provide services for six cities bisected by Pacific Highway (SR 99) South - Federal Way, Kent, Des Moines, SeaTac, Burien, and Tukwila.

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405h Nonmotorized Safety	405h Nonmotorized Safety (FAST)	\$100,000	\$25,000	\$0

### Project: Bellingham Protecting Mobility for All

Police training and education is needed to ensure officers are current on changes to Washington State laws regarding walkers, rollers, and school zones and that they are current regarding current best community engagement practices for protecting vulnerable users.

The Bellingham Police Department will use seven strategies to drive down the number of seriously injured or killed bicycle riders or pedestrians PSAs and videos by local police officers and profiles of community members who walk and roll in Bellingham on a mix of paid and public media.

### Intended Subrecipients

Bellingham Police Department is coordinating this project in cooperation with the region's TZM.

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405h Nonmotorized Safety	405h Nonmotorized Safety (FAST)	\$60,000	\$15,000	\$0

### Countermeasure: Growing Traffic Safety Culture around Walker and Roller Safety

Through a statewide PCN campaign, under WTSC's *Together We Get There* initiative, this countermeasure is designed to educate drivers about the required safety behaviors related to statewide and local laws to enhance safe interaction between motorists and pedestrians on the roadway.

### Projected Safety Impacts

Reduce or eliminate fatality and serious injury crashes involving walkers and rollers in areas of the state where there are elevated numbers of walker and bicyclist/roller-related crashes.

### Rationale for Countermeasure Selection

In 2019, nearly one-quarter of all traffic fatalities and 20 percent of all traffic serious injuries in Washington were people walking or biking. As a result, there is a critical need for increased public awareness and understanding of pedestrian and bicyclist hazards.

In Washington State there has been an increase in pedestrian/walker fatal crashes every year since 2018. In 2021, pedestrian deaths in Washington State reached an all-time high of 123, up from 111 in 2020, and a 50 percent increase since 2010 when the number was just 64.

Educating motorists and bicyclists/pedestrians on required safety behaviors related to specific laws to enhance safe interaction between motorists and pedestrians on the roadway.

Mass media campaigns are an essential part of deterrence and prevention countermeasures that depend on public knowledge to be effective.

### References

- PAB.1. Reduce the effect of motorist speeds where pedestrians or bicyclists are expected.
- PAB.4. Improve safety for children walking and bicycling to school.
- PAB.5. Improve data and performance measures.
- PAB.6. Improve traveler behavior.
- PAB.7. Improve education and enforcement of laws pertaining to motorists, pedestrians, and bicyclists.

### Activity: Statewide Walker/Roller PCN Public Education Campaign

The planned activities are designed to achieve the following:

- Increase driver knowledge and awareness of safe driving behaviors and laws related to pedestrian and bicyclist safety, such as yielding, distraction, and speed. Increase in drivers demonstrating safe and legal driving behaviors that increase pedestrian and bicyclist safety in areas where high rates of bicyclist and pedestrian fatalities and serious injuries occurred between 2016 and 2021.
- Implement statewide outreach campaign with focus on locations with large populations like cities, using PCN messaging consistent with WTSC's traffic safety culture initiative, *Together We Get There*.
- Communicate elevated risk of vulnerable road users and disproportionality of involvement in walker and/or roller crashes involving Black, Indigenous, and people of color (BIPOC) populations, low-socioeconomic status populations, and individuals with vision, hearing, cognitive, and mobility disabilities.
- Educate drivers about laws related to pedestrians and bicyclists and address common misconceptions through community organizations and local governments.

- Geo-target outreach to densely populated cities and counties where data indicates high rates of pedestrian/bicyclist fatality and serious injury crashes involving vehicles occurred.

### Project: “Together We Get There” Walker and Roller Campaign

The statewide outreach campaign will utilize PCN messaging consistent with WTSC’s umbrella campaign, *Together We Get There*, to educate drivers about laws related to pedestrians and bicyclists and address common misconceptions through community organizations and local governments. The campaign will target the general public, including drivers of all ages, especially those who travel in densely populated counties and cities, or “hot spots,” where statewide data shows pedestrian and bicyclist serious injuries and fatalities most commonly occur.

#### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405h Nonmotorized Safety	405h Nonmotorized Safety (FAST)	\$500,000	\$0	\$0

### Activity: Creation of New “Together We Get There” Branded Pedestrian and Bicyclist-Centered PSA

The planned activities are designed to achieve the following:

- Increase driver knowledge and awareness of safe driving behaviors and laws related to pedestrian and bicyclist safety, such as yielding, distraction, and speed. Increase in drivers demonstrating safe and legal driving behaviors that increase pedestrian and bicyclist safety in areas where high rates of bicyclist and pedestrian fatalities and serious injuries occurred between 2016 and 2021.
- Implement statewide outreach campaign with focus on locations with large populations like cities, using PCN messaging consistent with WTSC’s traffic safety culture initiative, *Together We Get There*.
- Communicate elevated risk of vulnerable road users and disproportionality of involvement in walker and/or roller crashes involving BIPOC populations, low-socioeconomic status populations, and individuals with vision, hearing, cognitive, and mobility disabilities.
- Educate drivers about laws related to pedestrians and bicyclists and address common misconceptions through community organizations and local governments.

- Geo-target outreach to densely populated cities and counties where data indicates high rates of pedestrian/bicyclist fatality and serious injury crashes involving vehicles occurred.

### Project: New Pedestrian PSA

Creation of a new *Together We Get There* branded pedestrian and bicyclist-centered public service announcement designed to increasing the number of drivers demonstrating safe and legal driving behaviors that improve pedestrian and bicyclist safety in areas where high rates of bicyclist and pedestrian fatalities and serious injuries occurred between 2016 and 2021. In addition, PSA messaging will promote driver adoption of a humanized approach to pedestrians and bicyclists. The PSA will target the general public, including drivers of all ages, especially those who travel in densely populated counties and cities, or “hot spots,” where statewide data shows pedestrian and bicyclist serious injuries and fatalities most commonly occur.

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil NHTSA 402	Pedestrian/Bicycle Safety (FAST/Bil)	\$200,000	\$50,000	\$0

# Chapter 13: Distracted Driving

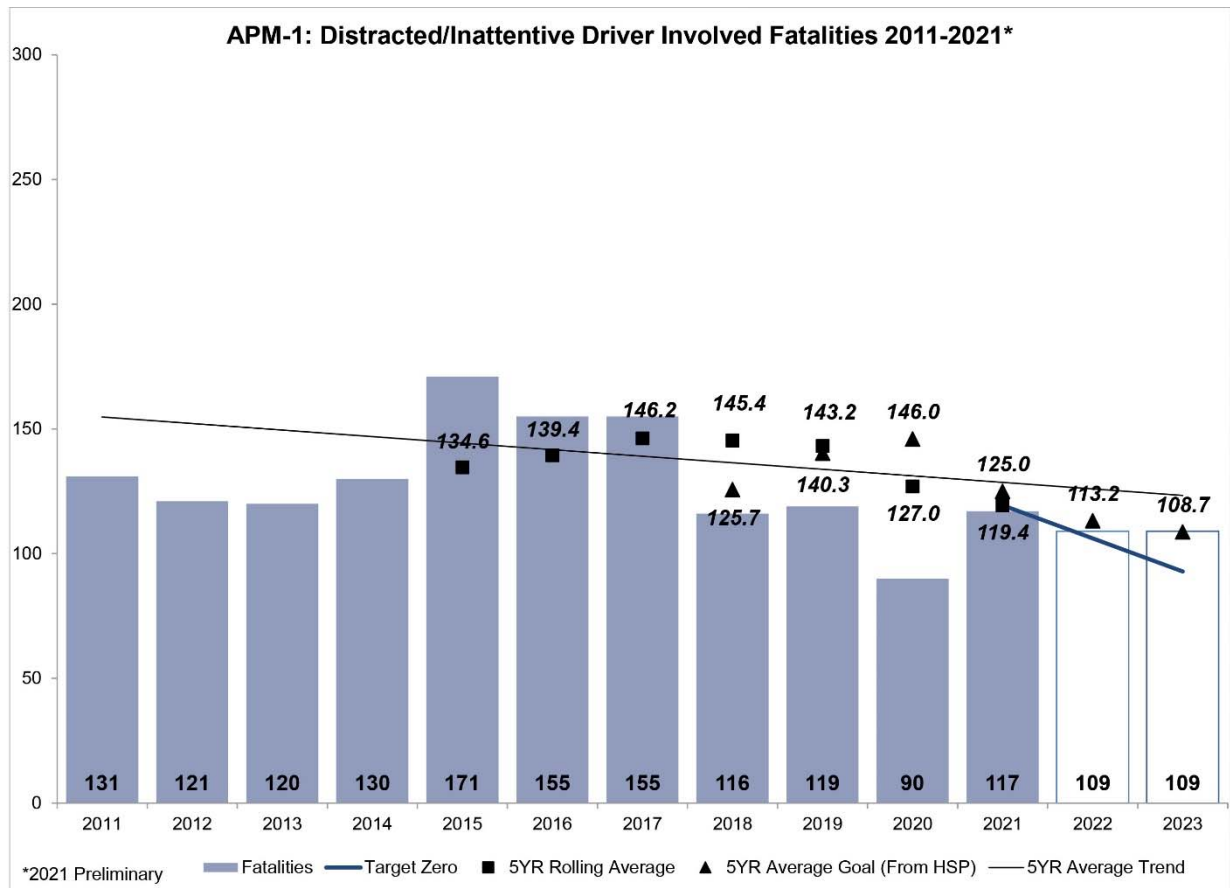
The Distracted Driving program seeks to address various root causes behind fatal and serious injury traffic crashes that involve distracted driving in all forms. The program draws on several sources of quality data to help drive investment decisions.

## Performance Measures and Targets

The Distracted Driving program is linked to the following performance measures and targets:

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2023	APM-1 Distracted/Inattentive Driver Involved Fatalities	2023	2019-2023	108.7

## Performance Measure APM-1: Number of Fatalities Involving a Distracted/Inattentive Driver



Progress: **Met**

## Program Area-Level Report

The 2022 target included in the FFY 2022 HSP for distracted/inattentive driver-involved fatalities was 113.2 (2018-2022 rolling average value). This target was set equal to the five-year rolling average inputting future calendar years equal to the most recent preliminary calendar year of data available at the time the target was set. According to the revised trend line used to develop the 2023 target for FFY 2023, it appears that the FFY 2022 HSP target will be met. To reach the 2018-2022 rolling average target of 113.2, the total number of distracted/inattentive driver-involved fatalities in 2022 would have to be less than 124. Given historical trends since Washington began enforcing the revised distracted driving law in 2018, it is unlikely that 2022 fatality numbers will be higher than 124, so the WTSC considers this target met.

### Performance Plan Targets

<b>Fiscal Year</b>	<b>Performance Measure Name</b>	<b>Target End Year</b>	<b>Target Period</b>	<b>Target Value</b>
2022	APM-1 Distracted/Inattentive Driver Involved Fatalities	2022	2018-2022	113.2
2023	APM-1 Distracted/Inattentive Driver Involved Fatalities	2023	2019-2023	108.7

### Performance Target Justification

The FFY 2023 target was set by taking the average of the most recent three years of known data (2019-2021) and inputting that number for the two unknown (2022-2023) years to calculate the five-year rolling average value based on the data available at the time the target was set. Distracted/inattentive driver-involved fatalities increased by 27 percent in 2021. Despite this increase, 2021 reflected similar counts seen in 2018 and 2019. This appears to show a dip in 2020 during the COVID-19 pandemic, followed by a rebound to pre-pandemic numbers. The 2020 dip may also be associated with a change to the Police Traffic Collision Report (PTCR) which removed 'inattention' as a contributing circumstance. The WTSC is being conservative with our target, being aware of the increase in 2021.

### Program Description

From 2020 to 2021, 207 people died in crashes involving distraction in Washington. This number reflects a 13 percent decrease from the 235 deaths in 2018 to 2019. The decrease in deaths began in 2018 when enforcement began of the primary law of Driving Under the Influence of Electronics Act and the secondary law of Driving Dangerously Distracted which was

passed July 23, 2017. In 2018, Washington had the lowest number of fatalities in the last 15 years. There was a dramatic decrease in deaths involving distracted driving in 2020 —almost 40 percent. The impact of the COVID-19 pandemic and changes to the PTCR may have been the reason for fewer distracted driving fatalities because in 2021 there was an increase back to the pre-pandemic totals; 117 deaths.

### Linkage Between Program Areas

Summary of Distracted Driving Countermeasures, Activities, and Projects		
Countermeasure	Activity	Project
Traffic Safety Enforcement	Conduct Enforcement	King County Distracted Driving Prevention Campaign
		WSP Block Grant – Distracted Driving
	Conduct Education	Distracted Driving Media Campaign
Employer Engagement	Employer Engagement Marketing Plan Support	Execution of the Toolkit Marketing Plan
	TREADS Training	WTSC - TREADS Training
Leadership Development	Distracted Driving Symposium/Training	Distracted Driving Symposium/Training

### Problem Identification

#### Statewide Distracted Driving Observation Survey

- The statewide distracted driver rate decreased from 9.4 to 6.9 percent of drivers. Although this change to the statewide rate was not statistically significant, the results certainly indicate an overall decrease in this high-risk behavior.
- Distracted driving is highest on city streets and lowest on state routes. This may be because drivers are more likely to engage in distractions when traveling at lower speeds.
- Distracted driving on city streets decreased from 17.4 percent in 2020 to 8.8 percent in 2021. On county roads, distracted driving decreased from 13.2 percent in 2020 to 7.3 percent in 2021. Distracted driving on state routes remained nearly the same at 6.4 percent.
- Most drivers in Washington do not drive distracted, over 90 percent are fully engaged.
- Distracted driving in 2020 increased due to several factors in response to COVID-19. In 2021, the rate declined to the same rate it was in 2019.



- Device use (hand-held or device to ear) is the most common source of driver distractions.

### **Statewide 2019 Positive Traffic Safety Culture Survey**

In 2019, the WTSC funded a survey to gather information about distracted driving and other traffic safety behaviors. This first-time positive culture survey will serve as a baseline for future statewide surveys. The survey was distributed using the Ask Your Target Market platform and respondent panel. The survey took place September 2019, covering 1,603 Washington residents ages 18 and older. Highlights from the survey include the following opportunities for PCN messaging:

- Almost 70 percent of us believe that using a hand-held cell phone while driving is dangerous.
- Most of us believe typing on a cell phone while driving is dangerous (85 percent).
- Half of us never, or rarely, use a hand-held cell phone while driving.
- Half of us never, or rarely, type on a cell phone while driving.
- More than 60 percent of us wait to use our cell phone until we are out of the flow of traffic.
- 65 percent start our GPS or music before we start driving.
- Half of us have family rules around using a hand-held cell phone and typing on a cell phone while driving.
- Only one-third of us have distracted driving policies at work.
- Most of us have a good understanding of the E-DUI law.

### **King County Distracted Driving Prevention Campaign Survey**

This research was conducted online. In this way, every English-only speaker, every bilingual speaker, and every Spanish-only speaker saw the question wording presented identically.

- Nine hundred sixty-four King County driving-age individuals were interviewed June 8-24, 2021.
- Hispanic/Latinx/Mexican respondents were intentionally oversampled and were 14 percent of completed interviews.
- Of the Hispanic people who completed the survey, 31 percent did so in Spanish.

When asked how often they regularly or fairly often engaged in different types of cell phone usage while driving during the last 30 days, King County adults reveal slight but consistent increases in numerous areas over time:

- Among drivers, 29 percent say they have used an app on their cell phone other than the GPS system while driving regularly or fairly often during the past 30 days, an increase from 18 percent in both 2018 and 2019
- Among Hispanic drivers, 42 percent report using an app, an increase from 27 percent in 2018 and 24 percent in 2019.

- About a quarter of drivers (26 percent) report having frequently read a text message or email while driving in the past 30 days, up from 20 percent in both 2018 and 2019.
- Another 16 percent have often typed a text message or email, up from 12 percent three years ago and 11 percent two years ago.
- Among Hispanic people, the percentage fluctuates from 24 percent in 2018, to eight percent in 2019, to a high of 25 percent in 2021.
- Male drivers are almost twice as likely as women drivers to acknowledge typing a message in the past month.

Links to the data used:

- Observational survey link: [http://wtsc.wa.gov/wp-content/uploads/dlm\\_uploads/2021/12/10\\_Distracted-Driver-Observation-Survey-Dec-2021-1.pdf](http://wtsc.wa.gov/wp-content/uploads/dlm_uploads/2021/12/10_Distracted-Driver-Observation-Survey-Dec-2021-1.pdf)
- Statewide 2019 Positive Traffic Safety Culture Survey: <http://wtsc.wa.gov/download/11394/>

### **The New Distraction: Advanced Driver Assistance Systems**

In the last decade or so, the ADAS has become much more commonplace in our vehicles. Some of the most common ADAS features include:

- Adaptive Cruise Control (ACC) – controls the speed of the car, both acceleration, and braking, based on driver settings and in response to vehicles ahead on the road.
- Forward Collision Warning (FCW) – alerts the driver when a forward collision is imminent.
- Automatic Emergency Braking (AEB) – applies the brakes automatically when a forward collision is imminent.
- Lane Departure Warning (LDW) – alerts the driver when they cross lane markings without a turn signal.
- Lane-Keeping Assist (LKA) – maintains the position of the vehicle between lane marking without driver input.

These technologies have the potential to reduce rates of crashes, injuries, and deaths on our roadways. American Automobile Association (AAA) did a thorough review of the existing research and found that ADAS technologies if installed on all vehicles, would have had the potential to help prevent or mitigate roughly 40 percent of all crashes involving passenger vehicles, 37 percent of all injuries, and 29 percent of all fatalities that occurred in those crashes. (<https://aaafoundation.org/potential-reduction-in-crashes-injuries-and-deaths-from-large-scale-deployment-of-advanced-driver-assistance-systems/>)

NHTSA estimated that crash types addressable by FCW and AEB systems capable of detecting pedestrians comprised 52 percent of all police-reported crashes involving pedestrians and 90

percent of fatal vehicle-pedestrian crashes  
([https://rosap.ntl.bts.gov/view/dot/12475/dot\\_12475\\_DS1.pdf](https://rosap.ntl.bts.gov/view/dot/12475/dot_12475_DS1.pdf)).

In another recent study, the Insurance Institute for Highway Safety evaluated the real-world safety impacts of FCW, AEB, and LDW systems using police crash report data from several states and found that vehicles equipped with these systems were in fact experiencing fewer of the types of crashes that these technologies seek to prevent, compared with similar vehicles not equipped with the technologies. A full compendium of their research can be found here: <https://www.iihs.org/media/7560e1bf-fcc5-4540-aa16-07444f17d240/A25ptg/HLDI%20Research/Collisions%20avoidance%20features/35.34-compendium.pdf>

These ADAS technologies with proven safety benefits are becoming available to a growing segment of the motoring public. However, those benefits will not be fully realized unless consumers understand the limitations of these technologies, and do not allow themselves to become lulled into complacency and become distracted thinking the vehicle is “driving itself.”

According to a survey from AAA, 40 percent of Americans expect partially automated driving systems, with names like Autopilot, ProPILOT, or Pilot Assist to have the ability to drive the car by itself, indicating a gap in consumer understanding of these technologies and reality. These systems combine the technologies of ACC and LKA and may give the impression that the car is driving itself. However, these systems are *not* designed to take over the task of driving and can be significantly challenged by every day, real-world conditions such as poor lane markings, unusual traffic patterns, and stationary vehicles. As this type of technology becomes more commonplace on the road, there is concern that consumers will take vehicle system names at face value and believe the technology can be used as a replacement for driver engagement. (<https://newsroom.aaa.com/tag/autonomous-vehicles/>)

A separate study found that when drivers have been using technology such as ACC and LKA for more than a few months, they become comfortable with the technology. This results in a natural human tendency to stop paying attention and engage in non-driving behaviors such as texting or reading. Drivers were 50 percent more likely to engage in any form of secondary task and 80 percent more likely to engage in visual and/or manual secondary tasks, compared with when the same drivers who were not using the automated system. In other words, the drivers became distracted. They took more frequent and longer glances at non-driving-related tasks and spent less time with their eyes on driving-related tasks. They are lulled into the idea that the car is driving itself if the car is controlling both the speed and the steering within the lane of travel, and they may feel they can do other activities. (<https://aaafoundation.org/understanding-the-impact-of-technology-do-advanced-driver-assistance-and-semi-automated-vehicle-systems-lead-to-improper-driving-behavior/>).

### Focus Populations

The focus populations were selected based on the data provided above or identified as a strategy on the 2019 Washington Target Zero plan.

**Business Community** – This focus population includes businesses that require their employees to drive for work. WTSC has produced a toolkit to assist businesses interested in developing a distracted driving policy for their employees. It is WTSC’s hope that changing the culture of distracted driving in the workplace will translate into changing the overall driving culture of those employees. A 2019 survey revealed that only one-third of Washingtonians report having a policy focused on distracted driving at their workplace.

**People with Limited English Proficiency Driving Distracted** – This focus population is not receiving the full benefit or any benefit of the educational campaigns because of language and cultural barriers. By adding them as a focus population we can increase opportunities to include or increase demographics in data collection efforts and increase our messaging in other languages.

**Drivers in High Priority/Risk Areas** – Indicated by collision, fatality, and serious injury data.

**Drivers with ADAS in their Vehicles** – To address the potential distraction of ADAS technology, we need to educate drivers that these systems are a safety net only and the importance of staying focused on the road.

## Countermeasure: Traffic Safety Enforcement

The Distracted Driving TSEP strategy creates deterrence through the increased expectation of a citation/fine. It is intended to stop offending drivers at the point of offense and influence long term behavior by growing engaged driving. Law enforcement provides an opportunity to focus solely on distracted driving enforcement, strengthens partnerships within regions, and fosters creativity in enforcing distracted driving laws.

### Projected Safety Impacts

- Deterrence through the increased expectation of a citations/fines
- Stop offending drivers at the point of the offense
- Influence long term behavior by growing engaged in driving

### Rationale for Countermeasure Selection

According to our data sources, this countermeasure appears to be effective. WTSC pursued this countermeasure in 2018 and 2019 and it appears to be effective in helping drive home the importance of following the distracted driving law. The data is compelling, if not conclusive. This strategy, used in conjunction with others, creates a multi-tactic approach more likely to influence driver behavior.

### References

- DIS.1.1 Conduct statewide distracted driving HVE. (R, CTW).

- DIS.1.4 Conduct statewide road education campaigns focused on the dangers of driving distracted. The campaigns should address the diversity of the project/enforcement area in the appropriate cultural context. (U).

### Activity: Conduct Enforcement

Fund a distracted driving TSEP that would be implemented by both statewide and local/municipal law enforcement agencies through increased patrols. This strategy creates deterrence through the increased expectation of a citation/fine. It is intended to stop offending drivers at the point of the offense and influence long-term behavior by growing engaged in driving. Law enforcement provides an opportunity to focus solely on distracted driving enforcement, strengthen partnerships within regions, and foster creativity in enforcing distracted driving laws.

### Project: King County Distracted Driving Prevention Campaign

This is a distracted driving prevention campaign hosted in King County, the most populated county in Washington. The campaign evolves the King County Task Force planning enforcement patrols in the spring and summer. The campaign includes an annual survey to measure the success of the project and an educational campaign, in multiple languages, using traditional and social media to inform the public about the dangers of distracted driving.

Identified as an evidence based TSEP in Chapter 15.

#### Intended Subrecipients

Washington Traffic Safety Commission

#### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405b OP High	405b Distracted Driving – Flex (FAST/Bil)	\$150,000	\$37,500	\$0

### Project: WSP Block Grant - Distracted Driving

This project is aligned with the national distracted driving month campaign as a high visibility statewide patrol.

Identified as an evidence based TSEP in Chapter 15.

### Intended Subrecipients

Washington State Patrol

#### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405b OP High	405b Distracted Driving – Flex (FAST/Bil)	\$100,000	\$25,000	\$0

### Activity: Conduct Education

Produce and distribute distracted driving public service announcements and key messaging in multiple languages to traditional and social media networks in conjunction with the increased law enforcement patrols. Messages will be developed in multiple languages to serve Washingtonians with limited English proficiency.

### Project: Distracted Driving Media Campaign

Statewide traditional and social media campaign distribution of educational messaging to accompany the high visibility patrols during the national distracted driving campaign.

For more information about TSEP Paid Media, please see [Chapter 5, Communications, Distracted Driving Media](#).

### Intended Subrecipients

Washington Traffic Safety Commission

#### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST/Bil Act NHTSA 402	Paid Advertising (FAST/Bil)	\$400,000	\$100,000	\$0

### Countermeasure: Employer Engagement

This countermeasure will focus on creating a communications and engagement plan and hiring a person to market to businesses the distracted driving policy toolkit. This policy toolkit was developed in 2020 and was placed in a website for businesses to access.

This countermeasure also will focus on making law enforcement and commercial vehicle drivers aware of distracted driving challenges within their line of work and training them on solutions to address them.

### Projected Safety Impacts

Promoting and supporting employers with the workplace tools to:

- Market the toolkit to let workplaces know that this toolkit is available.
- Test the toolkit.
- Educate employees about the dangers of distracted driving.
- Build culture change across their organization.
- Help employers understand their responsibility to maintain a healthy workplace for their employees.
- Maximize the number of employers writing and implementing distracted driving policies.
- Train and maintain conversations with employees about distracted driving.
- Educate employees on how to speak up to prevent distracted driving.
- Encourage and engage leadership to be models for the policy and enforce it.

In addition, by training professional drivers – both law enforcement officers and commercial drivers, we hope to influence their behavior by changing their perception of their duty and added risks they face from the added distractions, above and beyond those encountered by non-professionals.

### Rationale for Countermeasure Selection

The 2019 survey on distracted driving revealed that only 30 percent of respondents reported having a distracted driving policy at their workplace. This indicates an opportunity. The toolkit is intended to help employers that do not have a distracted driving policy or have an ineffective policy to create a policy and shape the culture of their organizations to ensure that policy, expectations, and practice are aligned. Engagement and outreach are needed to market the distracted driving policy toolkit. This policy toolkit was placed in a website for businesses to access.

Law enforcement officers are exempt from the distracted driving law in Washington. This can cause several issues if officers fail to moderate their behavior:

- Negative perception in their communities
- Bad role models
- Endanger their lives and those that live in the communities they serve

Commercial vehicle drivers are not exempt from the distracted driving law. Both the employees and the employers need to be trained to understand the different impacts that driving distracted can make on their businesses and jobs.

Both the law enforcement and vehicle driver training will help trainees understand the negative impacts of this high-risk behavior and give them the tools to change perspectives, change culture, and change effects around distracted driving.

## References

Washington Strategic Highway Safety Plan: Target Zero 2019:

- DIS.3.1 Encourage employer and other agencies to adopt anti-distracted driving policies (R, WTSC).
- DIS.3.3 Educate commercial vehicle and fleet drivers about the dangers of distracted driving (R, WTSC).
- DIS.3.4 Encourage the implementation of employer-based programs that prevent distracted driving (U).
- DIS.1.2 Conduct statewide education campaigns focused on the dangers of driving distracted in work zones. (R, WSDOT).
- DIS.1.3 Implement community level projects that promote culture change. (U).
- DIS.3.1 Encourage employers and other agencies to adopt anti-distracted driving policies that are more restrictive than the law, such as also banning the use of hands-free devices while driving. (R, WTSC).
- DIS.3.2 Educate emergency responders, such as EMS and police, about the dangers of distracted driving. (R, WTSC).
- DIS.3.3 Educate commercial vehicle and fleet drivers about the dangers of distracted driving. (R, WTSC)
- DIS.3.4 Encourage the implementation of employer-based programs that prevent distracted driving, especially among employers with fleets. (U).

## Activity: Employer Engagement Marketing Plan Support

A marketing/business development professional will roll out the marketing plan for the distracted driving policy toolkit. This position will conduct outreach, engage, and support businesses across the state to implement a distracted driving policy according to the [Toolkit](#).

## Project: Execution of the Toolkit Marketing Plan

Hire a marketing/business development professional to roll out the marketing plan for the distracted driving policy toolkit. This position will reach out to, engage, and support businesses across the state to implement a distracted driving policy according to the [Toolkit](#).

## Intended Subrecipients

To be determined



### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405b OP High	405b High Community CPS Services-Flex (FAST/Bil)	\$130,000	\$32,500	\$0

### Activity: TREDs Training

Provide Training, Research, and Education for Driving Safety (TREDs) training to local law enforcement agencies and commercial vehicle drivers.

### Project: WTSC - TREDs Training

Provide TREDs training to local law enforcement agencies and commercial vehicle drivers.

### Intended Subrecipients

University of California at San Diego Training, Research, and Education for Driving Safety Program Consultants

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act 405b OP High	405b High Community CPS Services-Flex (FAST/Bil)	\$50,000	\$12,500	\$0

### Countermeasure: Leadership Development

This countermeasure will focus on providing training and conference opportunities to distracted driving partners and stakeholders.

### Projected Safety Impacts

By extending to our partners and stakeholders training and attendance to conferences we are expanding the knowledge and opportunities of engagement across the state.

### Rationale for Countermeasure Selection

Encouraging our partners and stakeholders to attend distracted driving events will:

- Help expand knowledge on this high-risk behavior
- Facilitate conversations about possible solutions to decrease the amount of fatalities
- Increases the number of knowledgeable people in the state's social ecology that can speak to the high-risk behavior and help increase empowerment of speak up to distracted drivers

Activity: Distracted Driving Symposium/Training

Provide training and conference opportunities to distracted driving partners and stakeholders.

Project: Distracted Driving Symposium/Training

Provide training and conference opportunities to distracted driving partners and stakeholders.

Intended Subrecipients

Distracted driving advisory board.

Funding Sources

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act 405b OP High	405b High Distracted Driving – Flex (FAST/Bil)	\$30,000	\$7,500	\$0

## Chapter 14: Research and Data

The Research and Data program seeks to support the informed development of traffic safety program areas problem identification, countermeasure implementation, and program evaluation. The research and data program uses several sources of data to help drive investment decisions.

### Performance Measures and Targets (Link C-1, C-2, and C-3)

The Research and Data program is linked to the following performance measures and targets:

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2023	C-1 Number of Traffic Fatalities (FARS)	2023	2019-2023	447.5
2023	C-2 Number of Serious Injuries in Traffic Crashes (state crash data files)	2023	2019-2023	1,876.5
2023	C-3 Fatalities/VMT (FARS, FHWA)	2023	2019-2023	0.757

For a full understanding of these shared performance targets, please see [Chapter 2, Traffic Safety Performance Measures C-1, C-2, and C-3](#).

### Program Description

Quality data, research, and evaluation are the foundation for traffic safety programs. Beyond collecting and storing data, it is vital to ensure that data is accurate and complete. That data must be analyzed appropriately to support the identification and implementation of effective traffic safety strategies and to ensure the continuous effectiveness of existing programs. Traffic safety professionals across the state require a source of quality data and analytical support to reach our goal of Target Zero.

### Linkage Between Program Areas

Summary of Distracted Driving Countermeasures, Activities, and Projects		
Countermeasure	Activity	Project
Conduct Research Using Traffic Records Data	Perform Research and Analysis	RADD Support
		Research Grant Program
	Collect and Analyze Survey Data	Observation Surveys
		Statewide Traffic Safety Survey

### Problem Identification

Traffic safety professionals need access to complete and accurate information. Even when data or information is available, it must be analyzed or explained to be consumable. Traffic safety data and information is diverse and complex, spanning multiple data systems and disciplines, such as crash data and different kinds of hospital data. Measures must be consistent over time to confidently interpret changes in trends.

### Focus Populations

Traffic safety professionals engaged in targeted program planning and resource allocation is this program's focus population. Professionals engaged in research activities across different disciplines that intersect with traffic safety (engineering, public health, etc.) are partners in carrying out the work.

### Projected Safety Impacts

The research and data program delivers information for accurate and timely identification of traffic safety problems and informed implementation and evaluation of countermeasures.

### Countermeasure: Conduct Research Using Traffic Records Data

This strategy seeks to provide traffic safety professionals with the information needed to make informed programming decisions and evaluate the effectiveness of those efforts.

### Rationale for Countermeasure Selection

Quality data, research, and evaluation are the foundation for traffic safety programs. Data must be analyzed appropriately to support the identification, implementation, and evaluation of effective traffic safety countermeasure strategies. Traffic safety professionals across the state require analytical support to reach our goal of Target Zero.

### References

Link to SHSP: <https://targetzero.com/>

Link to Research & Data website: <https://wtsc.wa.gov/research-data/>

### Activity: Perform Research and Analysis

Conduct research and analysis to create new knowledge or use existing knowledge in new and creative ways.

### Project: RADD Support

This project will support RADD in purchasing the necessary software licenses, data products, journal articles, other agency fees for data services, and other support items needed to conduct research.

### Intended Subrecipients

Washington Traffic Safety Commission

### Funding Sources

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil NHTSA 402	Traffic Records (FAST/Bil)	\$15,000	\$3,750	\$0

### Project: Research Grant Program

This project will fund a partner agency (government or university) to conduct research of traffic records data. Planning for specific research projects is underway. The WTSC has had project discussions with the DOH regarding utilizing a linkage between the Rapid Health Information Network (RHINO) and the Northwest Portland Area Indian Health Board for Native American analysis of transportation-related emergency, urgent, and outpatient service records. The WTSC has also had project discussions with Washington State University to discuss several student-led and faculty-led research projects.

### Intended Subrecipients

Department of Health, Washington State University

### Funding Sources

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil NHTSA 402	Traffic Records (FAST/Bil)	\$120,000	\$30,000	\$0

### Activity: Collect and Analyze Survey Data

Surveys are used to measure naturalistic driving and occupant behaviors, collect self-reported information and demographics, and provide measures to meet the problem identification and project/program evaluation needs of program managers and other traffic safety stakeholders.

### Project: Observation Surveys

WTSC has used the state procurement process to secure a vendor responsible for conducting observation surveys on behalf of the agency. The contractor performs the annual seat belt observation survey used to qualify for 405b funding for occupant protection. This project will cover collection and analysis of the annual seat belt observation survey and the annual

distracted driver observation survey (conducted since 2016). The project will also cover the cost of planning meetings and training needed to conduct the survey. WTSC also performs ad-hoc observation surveys to measure other high-risk driver behaviors in the natural driving environment. The vendor will conduct a child passenger safety observation survey in partnership with the Statewide Child Passenger Safety Coordinator and Occupant Protection program.

**Intended Subrecipients**

Almeida Consulting and Training

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil NHTSA 402	Traffic Records (FAST/Bil)	\$237,820	\$59,455	\$0

**Project: Statewide Traffic Safety Survey**

The Statewide Traffic Safety Survey will be a survey across a variety of program/behavioral areas to establish a baseline measurement of traffic safety culture, behavior, attitudes, knowledge, and beliefs in Washington State. This survey will also incorporate the NHTSA/GHSA recommendations for collecting additional survey performance measures (DOT HS 811 025).

**Intended Subrecipients**

Washington Traffic Safety Commission

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act 405b OP High	405b High Community Traffic Safety (FAST)	\$200,000	\$50,000	\$0

## Chapter 15: Traffic Records

The Traffic Records program coordinates multiple traffic record systems across partner state agencies to improve timeliness, accuracy, completeness, uniformity, integration, and accessibility of the state’s traffic records data.

### Performance Measures and Targets

The Traffic Records program is linked to the following performance measures and targets:

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2023	Total EMS Response Volume Captured in WEMSIS (estimated percent of total EMS Volume)	2023	2023	100%

### Performance Measure TR-1: EMS Response Volume Captured in WEMSIS (Estimated Percent of Total EMS Volume)

Injury Surveillance – Completeness	Baseline	Current
	April 1, 2020 – March 31, 2021	April 1, 2021 – March 31, 2022
Total EMS Response Volume Captured in WEMSIS (estimated percent of total EMS records)	91%	92%
<b>Written Description of Performance Measure –</b> The Washington EMS Information System, WEMSIS, is the state's prehospital data repository for electronic patient care records. Electronic prehospital data collection assists service, county, region and state efforts to monitor, evaluate and assess field experiences, patient care and the EMS system as a whole. WEMSIS is a Web-based program. The DOH may provide access to an EMS/fire service account to begin collecting data electronically. Other services using an agency’s own NEMSIS Gold-compliant vendor laterally submit data to WEMSIS. Currently WEMSIS participation is not required therefore the Traffic Records Governance Council relies on DOH to track and report on overall EMS reporting.		
<b>Calculation Method –</b> An estimated total response volume percent captured in WEMSIS.		
<b>Supporting Documentation –</b> WA_FY23_405c_data_EMS Volume.xlsx		

Progress: **In Progress**

### Program Area-Level Report

As of March 2022, DOH estimates that approximately 92 percent of statewide Emergency Medical Services (EMS) volume are now being reported to the Washington EMS Information System (WEMSIS). This is an increase of 1 percent over the previous year. Efforts continue to encourage consistent and ongoing reporting of EMS agencies already signed up to report and onboarding additional EMS service providers. A monthly update of this measure is provided at <https://doh.wa.gov/public-health-healthcare-providers/emergency-medical-services-ems-systems/wemsis-ems-data-registry/data-and-reports>.

### Performance Plan Targets

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	Number of ED visit records reported	2022	2022	100%
2023	EMS Response Volume Captured in WEMSIS	2023	2023	100%

### Performance Target Justification

The WEMSIS is the state's prehospital data repository for electronic patient care records. Electronic prehospital data collection assists service, county, region, and state efforts to monitor, evaluate and assess field experiences, patient care and the EMS system as a whole. WEMSIS is a web-based program. The DOH may provide access to an EMS/fire service account to begin collecting data electronically. Other services using an agency's own NEMSIS Gold-compliant vendor laterally submit data to WEMSIS. Currently, WEMSIS participation is not required therefore the TRGC relies on DOH to track and report on overall EMS reporting.

### Program Description

The Traffic Records program aids all traffic safety programs by improving traffic records data. Without a cohesive and robust Traffic Records program, data-driven funding decisions cannot be made. The mission of the Traffic Records program is to enhance transportation safety through coordinated projects to provide more timely, accurate, complete, uniform, integrated, and accessible traffic records data.

### Linkage Between Program Areas

Summary of Traffic Records Countermeasures, Activities, and Projects		
Countermeasure	Activity	Agency and Project
Traffic Data Systems Improvement	Improve the Data Attributes of Core Traffic Records Systems	AOC – DOL Data Exchange Enhancement
		CRAB – GIS-Mo Training
		DOH – RHINO
		DOH – WEMSIS



		DOL – Data Catalog
		DOL – Legal Case Management Feasibility Study
		OFM – Traffic Records Data Integration
		WSP – SECTOR 24x7 Support
		WSP – SECTOR Collision Diagram Tool Replacement
		WSP – WRECR Replacement
		WTSC Traffic Records Training and Coordination

**Problem Identification**

The Traffic Records program brings together core traffic records systems partners and provides grants for improving timely, accurate, complete, uniform, integrated, and accessible traffic records data for crash, driver, vehicle, roadway, injury surveillance, and citation and adjudication data systems. Potential barriers to the success of the Traffic Records program include:

- Archaic systems can hinder the success of the Traffic Records program. Traffic records systems are comprised of the software, processes, equipment, and staff that create, manage, and analyze traffic records data. Over time, technology improves, systems become outmoded, and databases degrade.
- Irrelevant, incorrect, or incomplete data can hinder the success of the Traffic Records program. WTSC programs allocate funds based on data generated by traffic records systems. Without a cohesive, robust Traffic Records program, data-driven funding decisions cannot be made.
- An ineffectual TRGC can hinder the success of the Traffic Records program. The TRGC is comprised of stakeholders and partner agencies who represent the core safety databases of crash, driver, vehicle, roadway, injury surveillance, and citation and adjudication. Without an actively engaged TRGC, proper deployment of knowledge and resources cannot effectively occur.
- The 2019 Traffic Records Assessment yielded 13 recommendations which needed to be addressed by the Traffic Records program; however, changes to federal requirements leave the necessity of addressing these recommendations in question. Further guidance from NHTSA is needed.
- 

**Countermeasure: Traffic Data Systems Improvement**

This countermeasure is designed to improve the traffic data systems of Washington State.

**Projected Safety Impacts**

If the Traffic Records program can fulfill its mission, then there are several projected impacts:

- Up-to-date data systems will contribute to the success of the Traffic Records program. Even though systems will still become outdated over time, the Traffic Records program

can mitigate associated challenges by actively pursuing projects that upgrade, enhance, and replace outdated systems.

- Relevant, correct, or complete data that will contribute to the success of the Traffic Records program. Since WTSC programs allocate funds based on data generated by traffic records systems, a cohesive, robust Traffic Records program can contribute to data-driven funding decisions.
- An effective, engaged TRGC that will contribute to the success of the Traffic Records program. An actively engaged TRGC can ensure proper deployment of knowledge and resources across projects and partner agencies.
- Fulfilled assessment recommendations from the 2019 Traffic Records Assessment, and compliance with updated federal requirements.

### Rationale for Countermeasure Selection

Without a cohesive and robust Traffic Records program, data-driven funding decisions cannot be made.

### References

- 23 CFR § 1300.22
- 23 U.S. Code § 405(c)

### Activity: Improve the Data Attributes of Core Traffic Records Systems

The TRGC determines which traffic records projects are submitted for NHTSA funding. Per federal regulation, projects must make measurable improvements to the attributes of the core traffic records systems.

### Project: AOC - DOL Data Exchange Enhancement

The purpose of this project is for the Administrative Office of the Courts (AOC) to collect, integrate, and exchange required data elements related to traffic citations to the DOL, which will significantly improve efficiency for the superior and limited jurisdiction courts while promoting data completeness, timeliness and accuracy for records transmitted to DOL on impaired driving cases, including:

- DUI
- Physical Control
- Minor in Possession of drug, alcohol, or firearms
- Negligent driving vulnerable user
- Vehicular homicide
- Vehicular assault

### Quantifiable and Measurable Improvement

Driver Accuracy – Number of courts added to their system and able to automatically send driver conviction information to DOL.

### Traffic Records Assessment Recommendation Implementation

Improve data quality control programs for driver data systems – Washington did not meet the advisory ideal regarding the questions, “Are there accuracy performance measures tailored to the needs of systems managers and data users?” This project will advance that ideal. It will allow a process of exchanging citation data between the courts and DOL to be automated through a data exchange and will improve the accuracy, completeness, and timeliness of the crucial data required by DOL.

Improve data quality control programs for citation and adjudication systems – This project will implement and incorporate automated and manual processes to perform data integrity checks for completeness, accuracy, and timeliness for data exchange with DOL through the FORMSITE application.

### Intended Subrecipients

Administrative Office of the Courts

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405c Data Program	405c Data Program (FAST/Bil)	\$390,017	\$97,504	\$0

### Project: CRAB – GIS-Mo Training

The project is to develop further training for counties to use Geospatial Information System for Mobility (GIS-Mo) and add to the Pinnacle software already in place. CRAB will train county staff on timeliness, accuracy, completeness, uniformity/standardization, accessibility, and mobile data collection integration into GIS-Mo. This project will continuously grow the GIS-Mo knowledge library that will be made available to all counties in Washington.

### Quantifiable and Measurable Improvement

Roadway Uniformity – Percent/Number of counties provided training on the expanded features and content of the GIS-Mo Pinnacle.

### Traffic Records Assessment Recommendation Implementation

Improve the data quality control program for roadway data system – Washington did not meet the advisory ideal regarding the questions, “Are there procedures for sharing quality control information with data collectors through individual and agency-level feedback and training?” This project will advance that ideal by incorporating the data quality shortcomings of county roadway reporting into new training content and training outreach.

## Intended Subrecipients

County Road Administration Board

## Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405c Data Program	405c Data Program (FAST/Bil)	\$115,000	\$28,750	\$0

## Project: DOH - RHINO

The purpose of this project is to conduct surveillance for traffic-related injury across Washington State in partnership with the WTSC. The RHINO program has assembled a substantial quantity of data from EDs, hospitals, urgent care clinics and many outpatient clinics across the state. In previous years of this project, the DOH has explored the data, improved its quality, and developed Electronic Surveillance System for the Early Notification of Community-based Epidemics (ESSENCE) queries, dashboards, and definitions for traffic-related injury. DOH will continue to focus on maintaining existing data feeds and the quality of those while also working on integrating the data with other traffic injury surveillance systems, leveraging combined datasets to do more robust traffic injury surveillance, and disseminating observations to inform traffic injury prevention efforts.

### Quantifiable and Measurable Improvement

Injury surveillance accessibility – Number of traffic injury surveillance queries saved to the ESSENCE library.

### Traffic Records Assessment Recommendation Implementation

Improve the data quality control programs for injury surveillance data systems – The RHINO program will continue to onboard and maintain ED data while continually working toward a goal of collecting 100 percent of non-federal ED visits. Additionally, staff will work toward improving completeness of WEMIS data by establishing a data quality management process. This process will assist RHINO in maintaining awareness of any data quality concerns requiring action and will include the development and routine preparation of data quality reports. These reports will be aimed at data users such that visibility of existing data quality issues is improved.

Improve the interfaces with the injury surveillance data systems – DOH will work on integration of ED data with other DOH datasets useful for traffic injury surveillance (e.g., emergency medical services, hospital discharge, and trauma registry). DOH will also explore the feasibility of establishing an interface among these critical injury surveillance systems to reduce the resource burden of performing periodic, one-to-one linkages between datasets.

Improve the applicable guidelines for injury surveillance data systems – DOH will explore the feasibility of calculating and incorporating standard injury severity indicators into the RHINO dataset. Additionally, DOH will investigate supplementing RHINO data with hospital charge information by joining RHINO data with Washington’s hospital discharge dataset, the Comprehensive Hospital Abstract Reporting System (CHARS). CHARS contains charge information for observation and inpatient visits. Healthcare charges can serve as an additional proxy for injury severity.

Improve the traffic records system capacity to integrate data – DOH will continue to work with the OFM to integrate RHINO data with other traffic injury surveillance datasets through the Traffic Records Integration Project (TRIP). This will include establishing a data sharing agreement, establishing a data governance framework and process, and provisioning of RHINO datasets for the project. This will improve integration of ED data with crash records and other dataset relevant to traffic injuries. Additionally, DOH will work on integration of ED data with other DOH datasets useful for traffic injury surveillance (e.g., EMS, hospital discharge, and trauma registry). This work will remove barriers to data sharing, enhance data quality assurance, increase timeliness of data analyses, and increase the number of traffic injury questions that can be answered than would be possible with the RHINO dataset alone.

**Intended Subrecipients**

Department of Health

**Funding Sources**

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil 405c Data Program	405c Data Program (FAST/Bil)	\$164,620	\$41,155	\$0

**Project: DOH - WEMSIS**

Continuing work on motor vehicle crash (MVC) surveillance, the DOH Washington EMS Information System (WEMSIS) program proposes developing Motor Vehicle Crash (MVC)-related EMS key performance indicators (KPIs). These KPIs will be informed by the findings of the MVC outcomes analysis funded in prior grant periods, as well as input from county medical program directors and WTSC staff. Following development, the MVC KPIs will be incorporated into WEMSIS KPI, data submission, and data quality reports. Grant funds will also support continuing data quality monitoring and reporting. DOH also proposes an assessment of the MVC incident location data within WEMSIS for further analysis, including a data quality summary and geocoding of addresses.

## Quantifiable and Measurable Improvement

Injury Surveillance Completeness – Number of MVC KPIs being regularly monitored.

## Traffic Records Assessment Recommendation Implementation

Improve the data quality control programs for injury surveillance data systems – Washington partially met the advisory ideal regarding the question, “Are there completeness performance measures tailored to the needs of the EMS system managers and data users?” This project will advance that ideal via injury surveillance completeness. It will continue work on WEMISIS data quality control, as well as add elements that are specific to MVC injury surveillance.

## Intended Subrecipients

Department of Health

## Funding Sources

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil 405c Data Program	405c Data Program (FAST/Bil)	\$342,500	\$85,625	\$0

## Project: DOL – Data Catalog

The DOL Data Stewardship Team desires to purchase a data catalog, which is a tool detailing inventory of all data assets in the organization, designed to help data professionals quickly find the most appropriate data, and to improve the accuracy of vehicle and driver data.

Improvement of data quality will result in enhanced traffic safety research and operations for all those who rely upon DOL data. DOL driver and vehicle data are critical elements in the larger ecosystem of traffic safety data in Washington State. Traffic safety researchers at DOL and other state agencies utilize DOL data to better understand crash trends and identify factors associated with collisions (for example, factors related to driver testing and education, driver license and violation history, and vehicle characteristics). Being able to effectively combine DOL data elements with crash datasets from other agencies (such as WSDOT and WTSC) is essential for being able to fully analyze and assess traffic safety issues.

As of October 2021, DOL has a fully staffed team of Data Stewards tasked with the goal of bringing DOL data to a governed state. However, DOL is constrained by not having funds to purchase a data catalog and therefore, currently rely upon numerous less-effective tools to organize and store work. With a data catalog, DOL could continue classifying business data elements, their metadata, and practice more effective vocabulary management within a platform built specifically for this purpose. Further, a data catalog would allow DOL to better monitor, assess, and record data quality dimension metrics and work towards resolution of

issues. As DOL's data quality improves, so do contributions to traffic safety through reporting and open data, benefitting organizations, individuals of Washington, and beyond.

### Quantifiable and Measurable Improvement

Driver/Vehicle Accuracy – Percent of high impact fields added to the catalog.

### Traffic Records Assessment Recommendation Implementation

Improve the data quality control program for the Driver and Vehicle data systems – Regarding performance measures, having a data catalog would allow DOL a platform to map the data quality attribute, accuracy, to the appropriate system(s) containing driver data and store this information in a central location that is accessible to the Data Stewardship Program and Research and Analysis Office (RAO). For numeric goals, within the data catalog, business data elements and entire datasets can be ascribed data quality metrics for accuracy that will be tracked for improvement over time. Without a data catalog, DOL must associate data quality rules and track metrics manually—which greatly reduces capacity for the improvement of data quality. For performance reporting, the accessible central storage location of a data catalog supports the ability to provide data stakeholders with higher-quality feedback on data quality indicators—accuracy being specific to this project. At present, two data stewards are certified in ISO 8000 Master Data Management, and DOL is developing a list of data quality indicators that map to ISO 8000, and TRCC attributes.

Regarding high-frequency errors, they can be more readily discoverable through the process of classifying data within a data catalog, which contains more robust search functionality and accessibility than the current systems. With the ability to better discover and showcase high-frequency errors, data stewards can more effectively connect and communicate with programs to improve issues through offering support resources (trainings, documentation, etc.) For quality control reviews, as part of cataloging each business data element for driver data, quality control naturally follows. Inaccurate data elements will be identified and brought forward to programs for resolution.

Finally, regarding periodic comparative and trend analyses, a data catalog would allow for easier and more intuitive ways to find, investigate, and regularly assess data. Additionally, the other group using the data catalog will be DOL's Research and Analysis Office (RAO), which is responsible for reporting of data and posting of open data to Data.WA.gov—sharing this tool would allow DOL to better communicate issues and note the accuracy of data between programs. Lastly, data quality feedback; by being able to store and record issues and notes in a centralized location, DOL can transparently communicate the minutia of the accuracy quality indicator between the Data Stewardship Program and RAO, who both interact heavily with data quality. The role of the Data Stewardship Program is to be the link between DOL employees and data; DOL provides feedback in the form of recommendations and support resources to the programs responsible for data collection.

### Intended Subrecipients

Department of Licensing

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405c Data Program	405c Data Program (FAST/Bil)	\$106,000	\$26,500	\$0

### Project: DOL – Legal Case Management Feasibility Study

This IT project will allow DOL to contract with a third-party vendor to analyze the Hearings Unit’s current case management systems and the website interface with litigants. This analysis will include interviewing internal users and various external stakeholders. Based on the results of the case system evaluation and interviews, the third-party vendor will produce a Feasibility and Readiness Study containing recommendations related to establishing performance measures for the legal case management system and website interface. Ideally, after the delivery of the Feasibility and Readiness Study, DOL will begin designing, building, testing, and launching a new legal case management system and website.

### Quantifiable and Measurable Improvement

Citation and Adjudication Accuracy –Number of recommendations generated for system improvements in the charge disposition accuracy.

### Traffic Records Assessment Recommendation Implementation

Improve the data quality control program for the Citation and Adjudication systems –The Hearings Unit adjudicates approximately 24,000 administrative appeals annually; 80 percent are DUI-related. The Feasibility and Readiness Study will include recommendations related to establishing performance measures for the DUI tracking system, advancing this assessment question from Does Not Meet Advisory Ideal to Partially Meets Advisory Ideal.

### Intended Subrecipients

Department of Licensing

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405c Data Program	405c Data Program (FAST/Bil)	\$200,000	\$50,000	\$0



## Project: OFM - Traffic Records Data Integration

WTSC formed a partnership with OFM to transfer management and governance of the integrated Traffic Records program. The Traffic Records Integration Program (TRIP) will link data from all crashes to toxicology, driver licensing and vehicle registrations, injury data from emergency rooms, inpatient, outpatient, trauma, and adjudication. Other data will be included as available.

### Quantifiable and Measurable Improvement

Crash Integration – Number of external data systems/sources successfully linked to crash.

### Traffic Records Assessment Recommendation Implementation

Improve the Data Quality Control Programs for Crash Data Systems – Data quality reports are being developed that will be provided to agencies supplying data for the TRIP. Crash data is currently included in TRIP. These reports will also be shared with the TRGC as needed or requested.

Improve the Data Quality Control Programs for Driver Data Systems – Data quality reports are being developed that will be provided to agencies supplying data for the TRIP. Ignition interlock driver licensing data is currently included in TRIP. These reports will also be shared with the TRGC as needed or requested.

Improve the Data Quality Control Programs for Citation and Adjudication Systems – Data quality reports are being developed that will be provided to agencies supplying data for the TRIP. Citation and adjudication information from the AOC is planned for TRIP inclusion in FFY 2022. These reports will also be shared with the TRGC as needed or requested.

Improve the Traffic Records System Capacity to Integrate Data – The TRIP program has developed and continues to manage a data governance plan. As additional data sharing agreements are negotiated and implemented the governance program evolves. The program is also developing data quality reports for data providers. And most important, TRIP is integrating traffic records data systems.

### Intended Subrecipients

Office of Financial Management

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405c Data Program	405c Data Program (FAST/Bil)	\$267,433	\$66,858	\$0

## Project: WSP - SECTOR 24x7 Support

SECTOR infrastructure support is currently available from 8 a.m. to 5 p.m., Monday through Friday. If the SECTOR application is down, law enforcement officers are unable to issue tickets when performing contacts with drivers on Washington roadways. This puts both the law enforcement officer and the public at risk, as the officer will be limited to writing a warning or will be forced to contact another officer for assistance, increasing the time spent and potentially increasing the number of vehicles on the side of the road. Additionally, if the SECTOR application experiences after-hours or weekend interruptions in service, all agency systems that depend on data from SECTOR will be negatively impacted with gaps in collection and dissemination. There is no structure that supports an outside of normal business hours response to interruptions to SECTOR services.

### Quantifiable and Measurable Improvement

Crash Timeliness – Reduced response time for service interruptions.

### Traffic Records Assessment Recommendation Implementation

Improve the Data Quality Control Programs for Crash Data Systems – Washington partially met the advisory ideal regarding the question, “Are there timeliness performance measures tailored to the needs of the data managers and data users?” This project will advance that ideal. It will help improve the data quality of crash timeliness by providing tech support to SECTOR system users after hours and on weekends and assisting to resolve system service interruptions.

### Intended Subrecipients

Washington State Patrol

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405c Data Program	405c Data Program (FAST/Bil)	\$16,557	\$4,144	\$0

## Project: WSP - SECTOR Collision Diagram Tool Replacement

The SECTOR system is seeking a qualified vendor to provide an application, technical expertise, and support to replace the existing Collision Diagram tool. The selected vendor will be expected to provide an application that exceeds the functionality of the current collision diagramming tool including the use of existing location templates, integration assistance, a training module, and application maintenance and support.

### Quantifiable and Measurable Improvement

Crash Completeness – Number of SECTOR users that completed the collision tool training.

### Traffic Records Assessment Recommendation Implementation

This project does not address a current traffic records assessment recommendation.

### Intended Subrecipients

Washington State Patrol

### Funding Sources

Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
FAST Act/Bil 405c Data Program	405c Data Program (FAST/Bil)	\$227,710	\$56,928	\$0

### Project: WSP - WRECR Replacement

The main goal of the project is to replace the current aging Washington Requests for Electronic Collision Records (WRECR) system with a state-of-the-art records management system designed with robust technology and advanced analytical and reporting capabilities.

### Quantifiable and Measurable Improvement

Crash Accessibility – Re-survey of principal users and comparison to 2022 survey to assess: (1) their ability to obtain the data or other services requested, and (2) their satisfaction with the timeliness of the response to their request.

### Traffic Records Assessment Recommendation Implementation

Improve the data quality control programs for crash data systems – Washington partially met the advisory ideal regarding the question, “Are there accessibility performance measures tailored to the needs of the data managers and data users?” This project will advance that ideal via crash accessibility. It will replace outdated WSP reporting systems/interfaces, and provide law enforcement with an updated, more user-friendly means of access to their reported data.

### Intended Subrecipients

Washington State Patrol

### Funding Sources

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/bil 405c Data Program	405c Data Program (FAST/Bil)	\$258,000	\$64,500	\$0

### Project: WTSC - Traffic Records Training and Coordination

The purpose of this project is to coordinate the technical assistance and training needs of WTSC, grantees, and partner agencies. This is accomplished by providing access to all relevant and applicable traffic records related training opportunities for the TRGC and its committees, namely the annual Traffic Records Forum presented by the Association of Transportation Safety Information Professionals. This is also accomplished by maintaining a software license to Box as a collaboration tool for TRGC and its committees.

### Intended Subrecipients

Washington Traffic Safety Commission

### Funding Sources

<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
FAST Act/Bil NHTSA 402	Traffic Records (FAST/Bil)	\$40,000	\$10,000	\$0

## Chapter 16: Evidence-Based TSEP

### Grant Program Activity Reporting: A-1, A-2, and A-3

Activity Measure	Number of Citations
A-1 Number of Seat Belt Citations Issued During Grant-Funded Enforcement Activities: 2021 Seat Belt Citations	558
A-2 Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities: 2021 Impaired Driving Arrests	1071
A-3 Number of Speeding Citations Issued During Grant-Funded Enforcement Activities: 2021 Speeding Citations	6616

Planned activities that collectively constitute an evidence based TSEP:

Planned Project TSEP Name	Fed Project Number
Local TSEP - Distracted	PT23-01
WSP Block Grant – Distracted Driving	M1*DD23-02
Local TSEP – Motorcycle	PT23-01
WSP Block Grant - Motorcycle	M6X23-02
WSP Block Grant - Speed	SE23-01
Local TSEP – Speed	PT23-01
Local TSEP – DUI	PT23-01
Local TSEP – Seat Belt	PT23-01
King County Distracted Driving Prevention Campaign	M1*DD23-01
Bellingham Protecting Mobility for All	FHX23-02
Longview Pedestrian & Cyclist Safety Program	FHX23-03

Planned Project HVE Name	Fed Project Number
WSP Block Grant – Seat Belt	M1HVE23-01
Conduct HVE DUI Education and Enforcement – Winter Holiday	PT23-01
Conduct HVE DUI Education and Enforcement - Summer	PT23-01

## Analysis of Crashes, Crash Fatalities, and Injuries in Areas of Highest Risk

### Crash Analysis

Washington's Target Zero plan establishes traffic enforcement as an important strategy. Executing effective traffic safety enforcement requires efforts targeted to the appropriate behavioral areas and locations coupled with meaningful media and public education outreach. In FFY 2023, WTSC is allocating traffic enforcement resources among the 17 Target Zero Regions. TZMs will work with their law enforcement task forces to plan an enforcement program they will submit to WTSC as an application for funding. The regions are required to use data and the professional judgement of their law enforcement professionals in the development of their application. WTSC will award funds on a regional basis. TZMs are responsible for managing the enforcement budgets within their regions. WTSC will monitor the performance of participating/funded agencies and TZMs.

Washington will participate in the following national and statewide campaigns:

- National Holiday DUI HVE campaign
- National Seat Belt HVE campaign
- Statewide Distracted Driving campaign
- National Summer DUI HVE campaign
- Washington's "It's a Fine Line" motorcycle safety TSEP campaign
- Community-based TSEP events led by regional TZMs and LELs chosen based on local data and need

Descriptions of the grants proposed for local agencies can be found in Chapter 4, Community Traffic Services. Grants intended for WSP's sustained enforcement can be found in the individual program chapters of the HSP.

### Deployment of Resources

WTSC allocates funding to state and local law enforcement agencies to participate in multi-jurisdictional mobilizations in conjunction with paid and news media efforts. Funding for regional traffic safety enforcement projects (implemented by local agencies) will be allocated based on the applications of the Target Zero regions. Funding for WSP's HVE grant will be based on historical rates of enforcement. Both local and statewide enforcement of the national campaigns - specifically the National Holiday DUI HVE campaign, National "Click It or Ticket" HVE campaign, Statewide "On the Road, Off the Phone" TSEP campaign, and National Summer DUI HVE campaign are coordinated with national and state level media buys to ensure strong media and public education outreach. Additional resources are allocated to local and state agencies based on crash data, data from observational surveys, staff capacity, and past performance. WTSC staff and local coordinators may make mid-year adjustments to law enforcement allocations in response to changing priorities or emerging needs. This design allows the evidence-based enforcement program to follow emerging data trends and remain flexible to target investments to the areas of greatest need.

All state, and local, and tribal police agencies are eligible for TSEP/HVE funding, provided they agree to meet the basic requirements for these grants.

#### Effectiveness Monitoring

All participating officers are required to document their grant funded patrol work through digital activity logs. WTSC will use the data provided by these logs to monitor the performance of participating officers/agencies and compliance with contract requirements.

## Chapter 17: Proposed Projects, Funding, and Funding Sources

Project #	Description	Amount	Fed to Local	State Match
<b>402 Fast Act Funds/402 Bil Funds</b>				
<b>Community Traffic Safety</b>				
CP23-01	Comm & Corr Program Coord	\$1,155,292	\$0	\$288,823
CP23-02	WEMS Maintenance, Upgrades, and Support	\$150,000	\$0	\$37,500
CP23-03	TZM Contracts and Grants	\$614,000	\$614,000	\$153,500
CP23-04	WTSC Target Zero Update	\$75,000	\$0	\$18,750
CP23-05	Tribal Traffic Safety Strategic Planning and Education	\$40,000	\$0	\$10,000
CP23-06	Teens in the Driver Seat	\$150,000	\$75,000	\$37,500
CP23-07	Teen Target Zero	\$60,000	\$60,000	\$15,000
CP23-08	Vehicle Safety Technology Education for Driving Instructors	\$50,000	\$50,000	\$12,500
CP23-09	Tribal Traffic Safety Coordinator (1)	\$100,000	\$100,000	\$25,000
CP23-10	Tribal Traffic Safety Coordinator (2)	\$100,000	\$100,000	\$25,000
CP23-11	Neighborhood House-Most Steer Clear	\$80,000	\$80,000	\$20,000
CP23-12	Most Steer Clear Expansion Pilot	\$200,000	\$200,000	\$50,000
CP23-13	Law Enforcement Training and Professional Development	\$250,000	\$0	\$62,500
CP23-14	Community Traffic Safety Culture Strategy Development and Implementation	\$50,000	\$0	\$12,500
CP23-15	Training and Professional Development Conferences	\$50,000	\$0	\$12,500
CP23-16	WTSC Conference Planning for 2024	\$25,000	\$0	\$6,250
		<b>\$3,149,292</b>	<b>\$1,279,000</b>	<b>\$787,323</b>
<b>Distracted Driving</b>				
DD23-01	Distracted Driving Program Coordination	\$50,207	\$0	12,552
<b>Motorcycle Safety</b>				
MC23-01	Motorcycle Safety Tech Coordination	\$30,111	\$0	\$7,528
<b>Planning &amp; Administration</b>				



PA23-01	Planning & Administration	\$706,455	\$0	\$706,455
<b>Occupant Protection</b>				
OP23-01	Occupant Protection Technical Coordination	\$34,631	\$0	\$8,658
OP23-02	Washington CPS Program Delivery	\$230,730	\$230,730	\$57,683
		<b>\$265,361</b>	<b>\$230,730</b>	<b>\$66,340</b>
<b>Paid Advertising</b>				
PM23-01	Occupant Protection Media Campaign	\$300,000	\$0	\$75,000
PM23-02	Motorcycle Media Campaign	\$200,000	\$0	\$50,000
PM23-03	Distracted Driving Media Campaign	\$400,000	\$0	\$100,000
PM23-04	Traffic Safety Culture Media Initiative	\$1,000,000	\$0	\$250,000
		<b>\$1,900,000</b>		<b>\$475,000</b>
<b>Pedestrian/Bicycle Safety</b>				
PS23-01	Ped Safety Program Coordination	\$138,294	\$0	\$34,574
PS23-01	New Pedestrian PSA	\$200,000	\$0	\$50,000
		<b>\$338,294</b>	<b>\$0</b>	<b>\$84,574</b>
<b>Police Traffic Services</b>				
PT23-01	Local High Visibility Enforcement/Traffic Safety Enforcement	\$1,500,000	\$1,500,000	\$375,000
PT23-02	Impaired Driver Enforcement Training-Seattle PD	\$65,000	\$65,000	\$16,250
PT23-03	Spokane Municipal DUI Court	\$50,000	\$50,000	\$12,500
PT23-04	Clark County DUI Court EHM	\$50,000	\$50,000	\$12,500
PT23-05	Spokane County DUI Court Probation	\$40,000	\$40,000	\$10,000
PT23-06	Statewide & Local LEL Program	\$180,000	\$145,000	\$45,000
PT23-07	WASPC Administrative Support and Resources	\$355,000	\$300,000	\$88,750
		<b>\$2,240,000</b>	<b>\$2,150,000</b>	<b>\$560,000</b>
<b>Safe Communities</b>				
SA23-01	Safe Communities Program Coordination	\$255,209	\$0	\$63,802
<b>Speed Enforcement</b>				
SE23-01	Speed Program Coord	\$51,551	\$0	\$12,888
SE23-02	WSP Block Grant - Speed	\$100,000	\$0	\$25,000
		<b>\$151,551</b>	<b>\$0</b>	<b>\$37,888</b>
<b>Traffic Records</b>				

TR23-01	Traffic Records Program Coord	\$524,945		\$131,236
TR23-02	RADD Support	\$15,000		\$3,750
TR23-03	Research Grant Program	\$120,000		\$30,000
TR23-04	Observational Surveys	\$237,820		\$59,455
TR23-05	WTSC Traffic Records Training & Coordination	\$40,000		\$10,000
		<b>\$937,765</b>	<b>\$0</b>	<b>\$234,441</b>
<b>Total 402 Fast Act/Bill Funds</b>		<b>\$10,024,245</b>	<b>\$3,659,730</b>	<b>\$3,035,903</b>
<b>405b OP High Fast Act/Bill Funds</b>				
<b>Community CPS Services</b>				
M1CPS23-01	CPS Program Mini-Grants	\$119,270		\$29,818
M1CPS23-02	CPS Program Training	\$75,000		\$18,750
		<b>\$194,270</b>		<b>\$48,568</b>
<b>HVE</b>				
M1HVE23-01	WSP HVE Block Grant - CIOT	\$150,000		\$37,500
<b>Total 405b OP High Fast Act/Bill Funds</b>		<b>\$344,270</b>		<b>\$86,068</b>
<b>405b OP High Flex Fast Act/Bill Funds</b>				
<b>Community CPS Services</b>				
M1*CP23-01	Execution of the Toolkit Marketing Plan	\$130,000		\$32,500
M1*CP23-02	WTSC – TREDs Training	\$50,000		\$12,500
		<b>\$180,000</b>		<b>\$45,000</b>
<b>Distracted Driving</b>				
M1*DD23-01	King County Distracted Driving Prevention Campaign	\$150,000		\$37,500
M1*DD23-02	WSP Block Grant - Distracted Driving	\$100,000		\$25,000
M1*DD23-03	Distracted Driving Symposium Training	\$30,000		\$7,500
		<b>\$280,000</b>		<b>\$70,000</b>
<b>Traffic Records</b>				
M1*TR23-01	Statewide Traffic Safety Survey	\$200,000		\$50,000

<b>Total 405b OP High Flex Fast Act/Bill Funds</b>		<b>\$660,000</b>		<b>\$165,000</b>
<b>405c Data Programs Fast Act/Bill Funds</b>				
<b>Data Programs</b>				
M3DA23-01	AOC - DOL Data Exchange Enhancement	\$390,017		\$97,504
M3DA23-02	CRAB - GIS-MO Training	\$115,000		\$28,750
M3DA23-03	DOH - RHINO	\$164,620		\$41,155
M3DA23-04	DOH - WEMISIS	\$342,500		\$85,625
M3DA23-05	DOL - Data Catalog	\$106,000		\$26,500
M3DA23-06	DOL - Legal Case Management Feasibility Study	\$200,000		\$50,000
M3DA23-07	OFM - Traffic Records Data Integration	\$267,433		\$66,858
M3DA23-08	WSP - Sector 24/7 Support	\$16,577		\$4,144
M3DA23-09	WSP - Sector Collision Diagramming Tool Replacement	\$227,710		\$56,928
M3DA23-10	WSP - WRECR Replacement	\$258,000		\$64,500
<b>Total 405C Data Programs Fast Act/Bill Funds</b>		<b>\$2,087,857</b>		<b>\$521,964</b>
<b>405d Impaired Driving Low Fast Act/Bill Funds</b>				
<b>Impaired Driving</b>				
M6X23-01	WSP Block Grant - Impaired Driving	\$350,000		\$87,500
M6X23-02	WSP Block Grant - Motorcycle	\$100,000		\$25,000
M6X23-03	WSP Impaired Driving Project - MIDU	\$150,000		\$37,500
M6X23-04	WSP Impaired Driving Project - DRE Program	\$475,000		\$118,750
M6X23-05	TSRP - Municipal Research and Services Center	\$196,000		\$49,000
M6X23-06	TSRP - Seattle Prosecuting Attorney's Office	\$191,000		\$47,750
M6X23-07	State TSRP	\$175,000		\$43,750
M6X23-08	WSP Tox Lab Support	\$400,000		\$100,000
M6X23-09	EHM for Indigent DUI Offenders-Clark Co District Court	\$150,000		\$37,500

M6X23-10	New DUI Court	\$100,000		\$25,000
<b>Total 405d Impaired Driving Low Fast Act/Bill Funds</b>		<b>\$2,287,000</b>		<b>\$571,750</b>
<b>405d Impaired Driving Low Flex Fast Act/Bill Funds</b>				
<b>Community Traffic Safety</b>				
FDL*CP23-01	Transforming Traffic Safety Culture with PCN - Pilot	\$370,000		\$92,500
FDL*CP23-02	TSRP Support	\$70,000		\$17,500
FDL*CP23-03	WTSC DUI Court Support	\$100,000		\$25,000
FDL*CP23-04	Impaired Driving Public Outreach - Research & Creative	\$300,000		\$75,000
FDL*CP23-05	TZM Professional Development and Support	\$147,000		\$36,750
FDL*CP23-06	News Media and Communication Support	\$400,000		\$100,000
FDL*CP23-07	Website Maintenance, Updates and Support	\$75,000		\$18,750
FDL*CP23-08	Local Support for TZM PCN Projects	\$200,000		\$50,000
FDL*CP23-09	Community Engagement and Outreach	\$45,000		\$11,250
FDL*CP23-10	TZM Communications Lead	\$100,000		\$25,000
FDL*CP23-11	Positive Traffic Safety Culture Training and Technical Support	\$150,000		\$37,500
<b>Total FDL*CP</b>		<b>\$1,957,000</b>		<b>\$489,250</b>
<b>Paid Media</b>				
FDL*PM23-01	DUI Media Campaign	\$250,000		\$62,500
<b>Total 405d Imp Driving Low Flex Fast Act/Bill Funds</b>		<b>\$2,207,000</b>		<b>\$551,750</b>
<b>405d 24/7 Sobriety Fast Act/Bill Funds</b>				
<b>Community Traffic Safety</b>				
F24*CP23-01	WTSC's Motorcycle Safety Program	\$107,245		\$26,811
F24*CP23-02	DOL's Motorcycle Safety Program	\$55,000		\$13,750

<b>Total 24/7 Sobriety Fast Act/Bill Funds</b>		<b>\$162,245</b>		<b>\$40,561</b>
<b>405f Motorcycle Safety Fast Act/Bill Funds</b>				
<b>Motorcycle Program</b>				
M9X23-01	WTSC's Motorcycle Safety Program	\$42,755		\$10,689
M9X23-02	DOL's Motorcycle Safety Program	\$45,000		\$11,250
<b>Total 405f Motorcycle Safety Fast Act/Bill Funds</b>		<b>\$87,755</b>		<b>\$21,939</b>
<b>405h Non-Motorized Fast Act Funds</b>				
<b>Non-Motorized</b>				
FHX23-01	Asotin County-Let's Walk Safely	\$40,000		\$10,000
FHX23-02	Bellingham Protecting Mobility for All	\$60,000		\$15,000
FHX23-03	Longview Pedestrian/Cyclist Safety Program	\$63,237		\$15,809
FHX23-04	Renton-Safer Access to Neighborhood Destinations	\$112,700		\$28,175
FHX23-05	Slow & Safe Seattle Education That Saves Lives	\$120,000		\$30,000
FHX23-06	Thurston County Mobile Traffic Garden	\$15,000		\$3,750
FHX23-07	Yakima Nation Bicycle and Walker Safety Program	\$50,000		\$12,500
FHX23-08	Together We Get There Walker & Roller Campaign	\$500,000		\$125,000
FHX23-09	Tacoma Driver Awareness Campaign	\$100,000		\$25,000
FHX23-10	Pacific Highway (SR 99) South Walker and Roller Safety Program	\$100,000		\$25,000
<b>Total 405h Non-Motorized Fast Act Funds</b>		<b>\$1,160,937</b>		<b>\$290,234</b>
<b>164 Transfer Funds</b>				
<b>164 Alcohol</b>				
164AL23-01	WSP HVE Block Grant - Motorcycle	\$100,000	\$50,000	
164AL23-02	DUI Media Campaign	\$250,000		

164AL23-03	WSP Impaired Driving Project - Ignition Interlock Program	\$200,000	\$77,500	
<b>Total 164 Transfer</b>		<b>\$550,000</b>	<b>\$127,500</b>	
<b>TOTAL ALL FFY 2023 PROJECTS</b>		<b>\$19,571,309</b>	<b>\$3,787,230</b>	<b>\$5,285,169</b>

## Chapter 18: Law Enforcement Agencies Planning to Participate in National HVE Campaigns

WTSC conducts outreach to state and local law enforcement agencies to participate in all HVE enforcement campaigns. This list is a list of agencies planning to participate.

Black Diamond Police Department	Bonney Lake Police Department	Bothell Police Department	Bremerton Police Department
Brewster Police Department	Burien Police Department	Burlington Police Department	Camas Police Department
Castle Rock Police Department	Central Washington University Police Department	Centralia Police Department	Chehalis Police Department
Chelan County Sheriff's Office	City of Bainbridge Island	Clallam County Sheriff's Office	Clark County Sheriff's Office
Clark Regional Emergency Services Agency	Clarkston Police Department	Colfax Police Department	College Place Police Department
Covington Police Department	Cowlitz County Sheriff's Office	Des Moines Police Department	Douglas County Sheriff's Office
DuPont Police Department	East Wenatchee Police Department	Eastern Washington University Police Department	Edmonds Police Department
Ellensburg Police Department	Elma Police Department	Enumclaw Police Department	Ephrata Police Department
Everett Police Department	Evergreen State College Police Department	Everson Police Department	Federal Way Police Department
Ferndale Police Department	Ferry County Sheriff's Office	Fife Police Department	Fircrest Police Department
Franklin County Sheriff's Office	Garfield County Sheriff's Office	Gig Harbor Police Department	Grand Coulee Police Department
Grandview Police Department	Grant County Sheriff's Office	Grays Harbor Communications E-911	Grays Harbor County Sheriff's Office
Hoquiam Police	Issaquah Police	Jefferson County	Kalama Police

Department	Department	Sheriff's Office	Department
Kenmore Police Department	Kennewick Police Department	Kent Police Department	Kirkland Police Department
Kitsap 911	Kitsap County Sheriff's Office	Kittitas County Sheriff's Office	Klickitat County Sheriff's Office
La Center Police Department	Lake Forest Park Police Department	Lake Stevens Police Department	Lakewood Police Department
Lewis County Sheriff's Office	Liberty Lake Police Department	Lincoln County Sheriff's Office	Longview Police Department
Lynden Police Department	Lynnwood Police Department	Mabton Police Department	Maple Valley Police Department
Mason County Sheriff's Office	Mattawa Police Department	Mercer Island Police Department	Mill Creek Police Department
Milton Police Department	Monroe Police Department	Montesano Police Department	Morton Police Department
Moses Lake Police Department	Mount Vernon Police Department	Mountlake Terrace Police Department	Mukilteo Police Department
Multi Agency Communication Center (MACC)	Newcastle Police Department	Normandy Park Police Department	Oak Harbor Police Department
Ocean Shores Police Department	Odessa Police Department	Okanogan County Sheriff's Office	Olympia Police Department
Omak Police Department	Othello Police Department	Pacific County Sheriff's Office	Aberdeen Police Department
Adams County Sheriff's Office	Airway Heights Police Department	Algona Police Department	Anacortes Police Department
Arlington Police Department	Asotin County Sheriff's Office	Auburn Police Department	Battle Ground Police Department
Bellevue Police Department	Bellingham Police Department	Benton County Sheriff's Office	Pacific Police Department
Palouse Police Department	Pasco Police Department	Pend Oreille County Sheriff's Office	Pierce County Sheriff's Office
Port Angeles Police Department	Port of Seattle Police Department	Port Orchard Police Department	Port Townsend Police Department



Poulsbo Police Department	Prosser Police Department	Public Health Seattle King County	Pullman Police Department
Puyallup Police Department	Quincy Police Department	Raymond Police Department	Reardan Police Department
Redmond Police Department	Republic Police Department	Richland Police Department	Ridgefield Police Department
Ritzville Police Department	Royal City Police Department	Ruston Police Department	Sammamish Police Department
San Juan County Sheriff's Office	SeaTac Police Department	Seattle Police Department	Sedro-Woolley Police Department
Selah Police Department	Sequim Police Department	Shelton Police Department	Shoreline Police Department
Skagit 911	Skagit County Sheriff's Office	Snohomish County	Snohomish County 911
Snoqualmie Police Department	Soap Lake Police Department	South Bend Police Department	Spokane County Sheriff's Office
Spokane Police Department	Steilacoom Police Department	Sumner Police Department	Sunnyside Police Department
Suquamish Tribal Police Department	Tacoma Police Department	Tenino Police Department	Thurston 9-1-1 Communications
Thurston County Sheriff's Office	Toledo Police Department	Toppenish Police Department	Tukwila Police Department
Tumwater Police Department	Union Gap Police Department	University Place Police Department	Vancouver Police Department
Wahkiakum County Sheriff's Office	Walla Walla Emergency Services Communications	Walla Walla Police Department	Warden Police Department
Washougal Police Department	Wenatchee Police Department	West Richland Police Department	Western Washington University Police Department
Whatcom County Sheriff's Office	Whitman County Sheriff's Office	Woodland Police Department	Yakima County Sheriff's Office
Yakima Police Department	Yelm Police Department		