



WASHINGTON
Traffic Safety
COMMISSION

Washington Highway Safety

2007 Annual Report

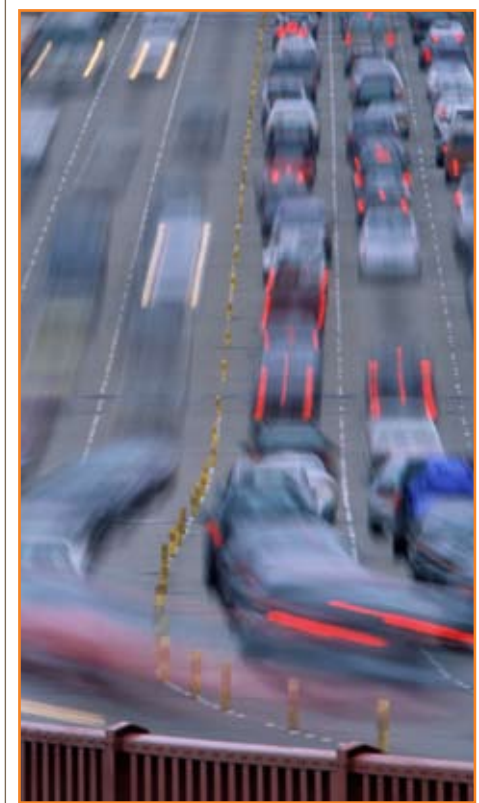
Reducing deaths and serious injuries resulting from motor vehicle collisions by implementing programs designed to address driver behaviors through coordinated efforts of federal, state and local agencies.



WASHINGTON
Traffic Safety
COMMISSION

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Executive Summary



Performance Goals and Trends

Although Washington's traffic fatality rate is still below the national average, 2005 and 2006 saw a disappointing increase in traffic deaths compared to the two prior years. We are not reaching our short term goals and at the current rate, we will not be able to reach our vision of zero traffic related deaths and serious injuries by 2030. We are optimistic, however, that the steps WTSC and other key traffic safety agencies in the state have taken to align our programs with the goals, performance measures and proven strategies in our state Strategic Highway Safety Plan: Target Zero, will reverse the lack of progress we have experienced in recent years.

Aligning our Efforts with Target Zero - Investing in high priority programs and implementing effective countermeasures

Priority One Programs

Impaired driving: Although implementing state wide, short term high visibility enforcement impaired driving campaigns (HVEC) appeared to be effective in the 1980s and 1990s, we have seen little progress in reducing impaired driving deaths since 1999. In FFY 2008, we will modify our HVAC model so that it will be a more sustained effort, with at least one region of the state conducting a HVEC every week.

Speed: Although Washington State's pilot projects in 2005 and 2006 were effective in reducing average speeds and speed related crashes, they were not very efficient. It soon became apparent that the cost of taking these small pilot projects statewide would be prohibitive. In 2008, we will apply the same HVEC model as we will use for impaired driving. In fact, the HVECs for impaired driving and speed will be coordinated in such a way that drivers will see one or the other almost constantly.

Priority Two Programs

Traffic Records Systems Improvement:

Washington continues to invest Section 408 and other state and federal highway safety funds in programs to make our traffic records systems more accurate, comprehensive and timely. We have established a traffic records committee that represents all the traffic records users and data base owners in the state. This group has established a comprehensive a Strategic Traffic Records Plan and will continue to coordinate state, local and tribal efforts to implement the plan. The progress in implementing a paperless crash and citation reporting system (eTRIP) and steps taken to collect injury data from EMS reports (WEMSYS) are key components of the Strategic Traffic Records Plan.

Occupant Protection: Although Washington achieved over 96% safety belt use in 2006, we recognized that this was a day time use rate only. Assuming that the night seat belt use rate is lower than during the day and acknowledging that the night fatality rate is four times that we experience in the day, some program changes appear necessary. Beginning in the fall of 2007 and continuing through 2008, we will move our seat belt emphasis patrols, including CIOT, to night time hours. This will be a coordinated effort between Washington State and the National Highway Traffic Safety Administration.

Traffic Safety Legislation

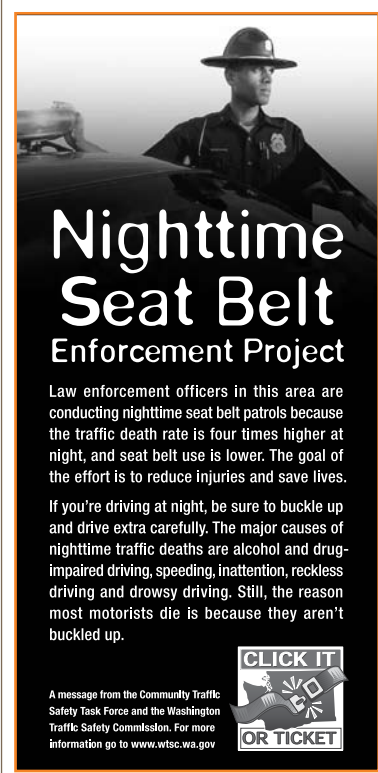
Traffic safety legislation that passed in 2007 included:

- Restricting driver use of wireless devices,
- Improvements to the state graduated licensing law,
- And improving motorcycle safety.

Traffic safety legislation possible in 2008:

- Further improvements to graduated licensing laws, including extended night driving and teen passenger restrictions,
- Authorizing sobriety checkpoints,
- And increasing the use of ignition interlocks.

WTSC is also working hard to improve traffic safety over a broad spectrum of programs described further in this document.



**Nighttime
Seat Belt
Enforcement Project**

Law enforcement officers in this area are conducting nighttime seat belt patrols because the traffic death rate is four times higher at night, and seat belt use is lower. The goal of the effort is to reduce injuries and save lives.

If you're driving at night, be sure to buckle up and drive extra carefully. The major causes of nighttime traffic deaths are alcohol and drug-impaired driving, speeding, inattention, reckless driving and drowsy driving. Still, the reason most motorists die is because they aren't buckled up.

**CLICK IT
OR TICKET**

A message from the Community Traffic Safety Task Force and the Washington Traffic Safety Commission. For more information go to www.wtsc.wa.gov

Introduction



Crash Summary

In 2006, Washington achieved a two percent reduction in the number of those killed on the state's roadways when compared to a recent high recorded in 2005. The state's death rate of 1.17 deaths per 100 million miles traveled for 2005 meant that Washington was 12th in the country for the lowest death rate (national data for 2006 not available at time of printing). However, this also means that the state has significant room for improvement. The Washington Traffic Safety Commission (WTSC) is confident that with the continued collaborative work to implement Target Zero, the state's Strategic Highway Safety Plan, we can again realize success in the coming year.

Accomplishments

In 2007, Washington again realized an increase in the seat belt use rate with the state moving up to 96.4 percent. This use rate is only second to that of the state of Hawaii. This is a significant element of the state's Target Zero goal

to reduce the number of people killed on our state's roadways to zero by 2030. This increase is important given that Washington has moved all of its "Click It or Ticket" activities (public education/awareness and enforcement) to the nighttime hours. Law enforcement is committed to maintaining their strict enforcement during the day while strongly supporting this new nighttime strategy. We believe this will continue to strengthen Washington's performance in this important area of traffic safety.

WTSC continues to fill a leadership role in the implementation of Target Zero. This plan established short and long term traffic safety goals and performance measures for all state agencies with a role in traffic safety. This aggressive and data-driven plan ensures that state resources are invested in the highest priorities identified in the plan, and that we employ proven strategies and best practices. Moreover, it provides an excellent guide for local communities to follow when supporting Target Zero initiatives.

Challenges

When analyzing the state's fatal crash data for this past calendar year, we again see that our two main challenges, from a behavioral traffic safety perspective, remain impaired driving and speed-related crashes. WTSC has reorganized our agency structure and program areas to reflect these priorities along with the importance of maintaining a high seat belt use rate. These structural and program changes are reflected also in the work of the state's 25 Traffic Safety Task Forces and their support of Target Zero at the local level. We believe that as we refine this realignment of priorities and resources, we will achieve an even stronger foundation for future traffic safety success in Washington. This will not occur without hard work and continual focus by all partners and stakeholders in the state's traffic safety community.

WTSC continues to find ways to better coordinate the state and federal budget cycles and processes which frequently do not work together smoothly. Applying for federal safety grants is still a complex, time consuming process spread over an entire year. Grant funding, if approved, also arrives sprinkled unevenly over a 12-month period. This process creates challenges when attempting to target resources (people, time, and money) on specific traffic safety problems throughout the state. WTSC continues to work closely with our federal partners in the U.S. Department Of Transportation (USDOT), other state agencies, and the local communities to make this process more efficient, and more importantly, more effective.



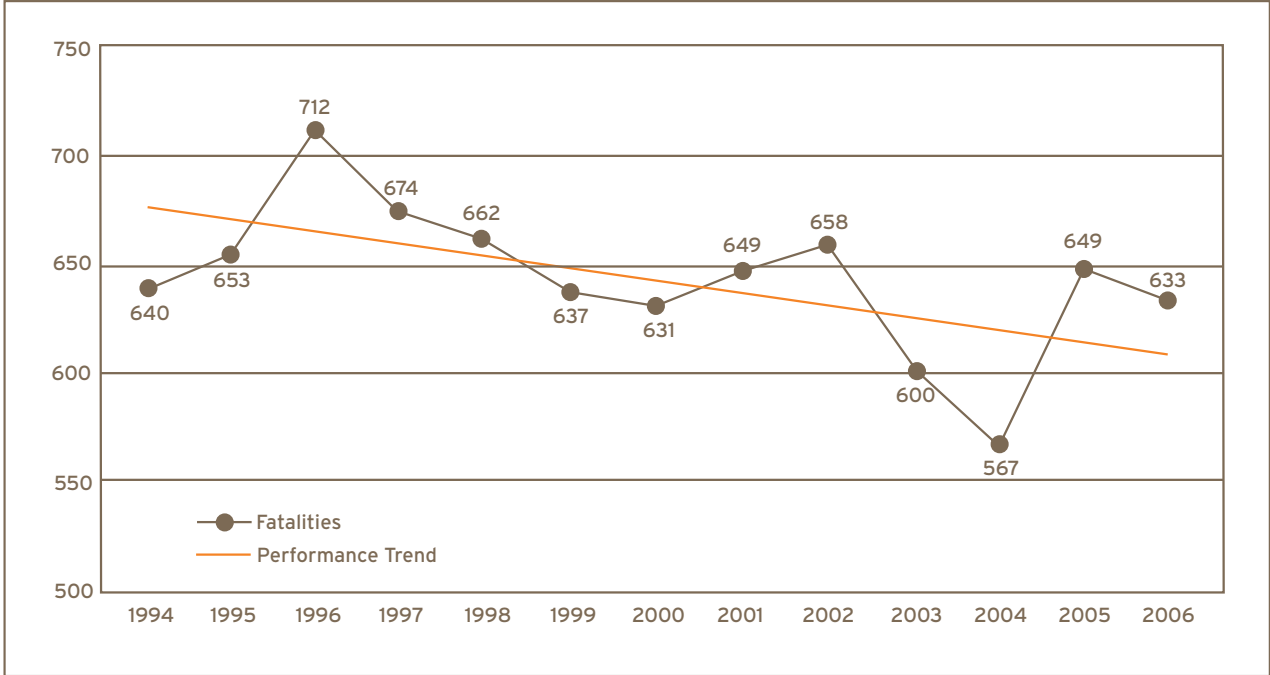
Crash Data & Performance Measures

| | Baseline Data 1994 - 1997 | | | | Progress Report Data 1998 - 2006 | | | | | | | | |
|------------------------------------|---------------------------|-------|-------|-------|----------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 |
| Fatalities | 640 | 653 | 712 | 674 | 662 | 637 | 631 | 649 | 658 | 600 | 567 | 649 | 633 |
| Fatality Rate/100M VMT | 1.34 | 1.33 | 1.45 | 1.32 | 1.27 | 1.21 | 1.17 | 1.21 | 1.20 | 1.09 | 1.02 | 1.17 | 1.12 |
| Safety Belt Use Rate | 77.0% | 80.0% | 81.0% | 78.0% | 79.1% | 81.1% | 81.6% | 82.6% | 92.6% | 94.8% | 94.2% | 95.2% | 96.3% |
| Drinking Driver Related Fatalities | 296 | 305 | 353 | 266 | 286 | 243 | 248 | 243 | 262 | 221 | 214 | 271 | 251 |
| Drinking Driver Rate/100M VMT | 0.62 | 0.62 | 0.72 | 0.52 | 0.55 | 0.46 | 0.46 | 0.45 | 0.48 | 0.40 | 0.38 | 0.49 | 0.44 |
| Speed Related Fatalities | 220 | 251 | 249 | 242 | 247 | 226 | 241 | 234 | 260 | 234 | 225 | 247 | 253 |
| Vehicle Occupant Fatalities | 499 | 525 | 558 | 555 | 524 | 526 | 511 | 509 | 513 | 449 | 419 | 476 | 470 |
| Pedestrian Fatalities | 86 | 74 | 92 | 73 | 77 | 60 | 68 | 75 | 70 | 77 | 60 | 74 | 72 |
| Bicyclist Fatalities | 15 | 13 | 14 | 16 | 10 | 9 | 12 | 8 | 11 | 10 | 7 | 13 | 7 |
| Motorcyclist Fatalities | 35 | 37 | 41 | 28 | 51 | 38 | 37 | 55 | 54 | 59 | 75 | 74 | 80 |
| Child Safety Seat Use Rate | 54.4% | 57.0% | | | | | 76.8% | | | 56.1% | 70.9% | 46.5% | 52.8% |
| Booster Seat Use Rate | | | | | | | 22.1% | | 46.7% | 44.7% | 49.4% | 28.7% | 31.6% |

Performance Goals and Trends

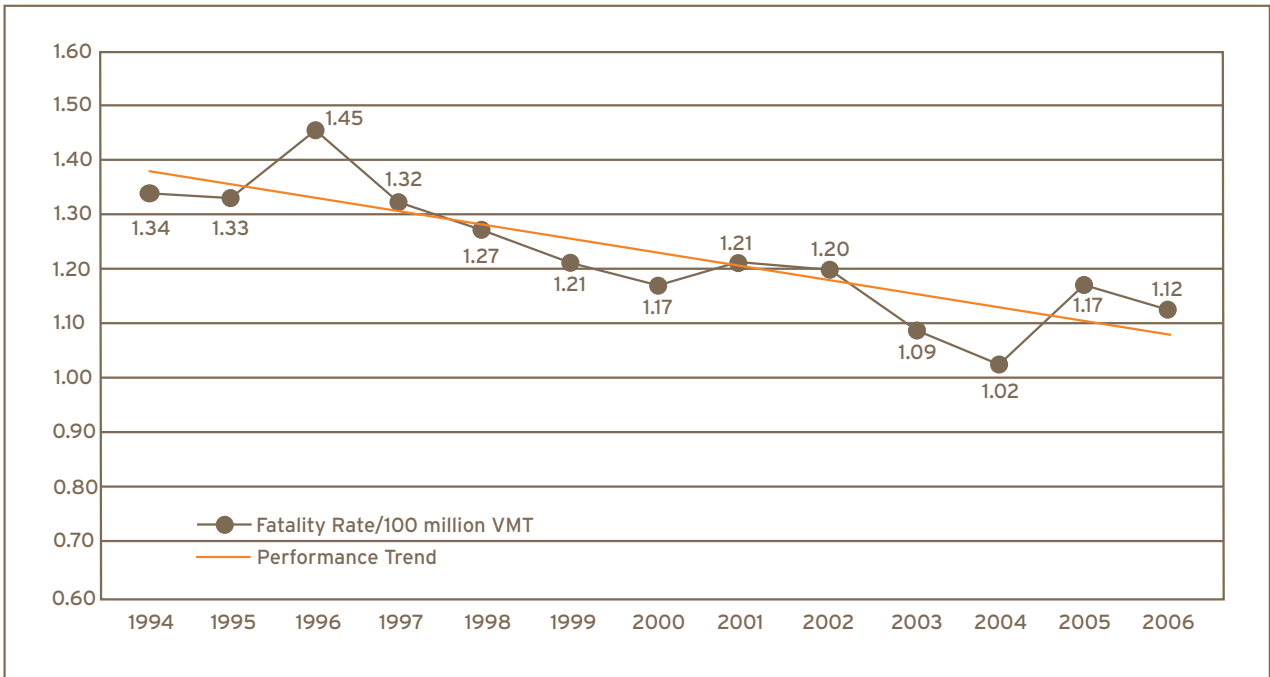
Goal: Fatalities Reduce the Number of Traffic Fatalities to 580 by 2008 and to 535 by 2012

Baseline 1994 = 640 Fatalities



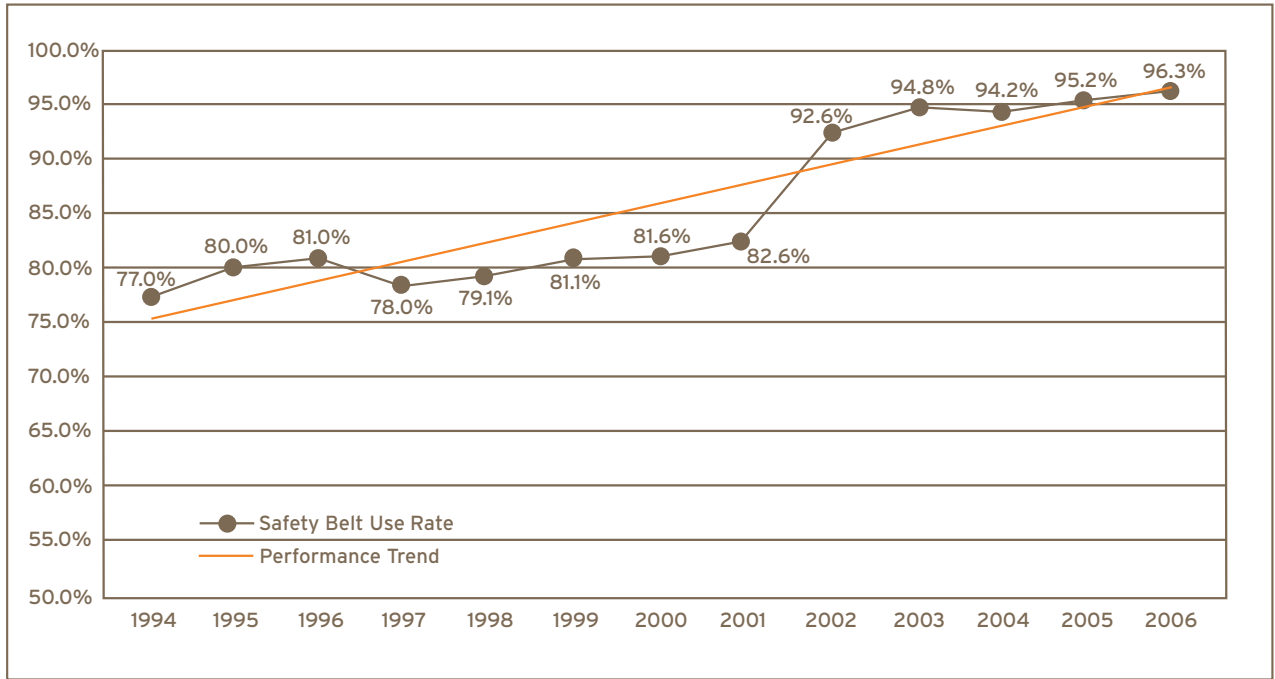
Goal: Fatality Rate/VMT Reduce the Fatality Rate to .98 in 2008 and to .86 by 2012

Baseline 1994 = 1.34 Deaths per 100 M VMT

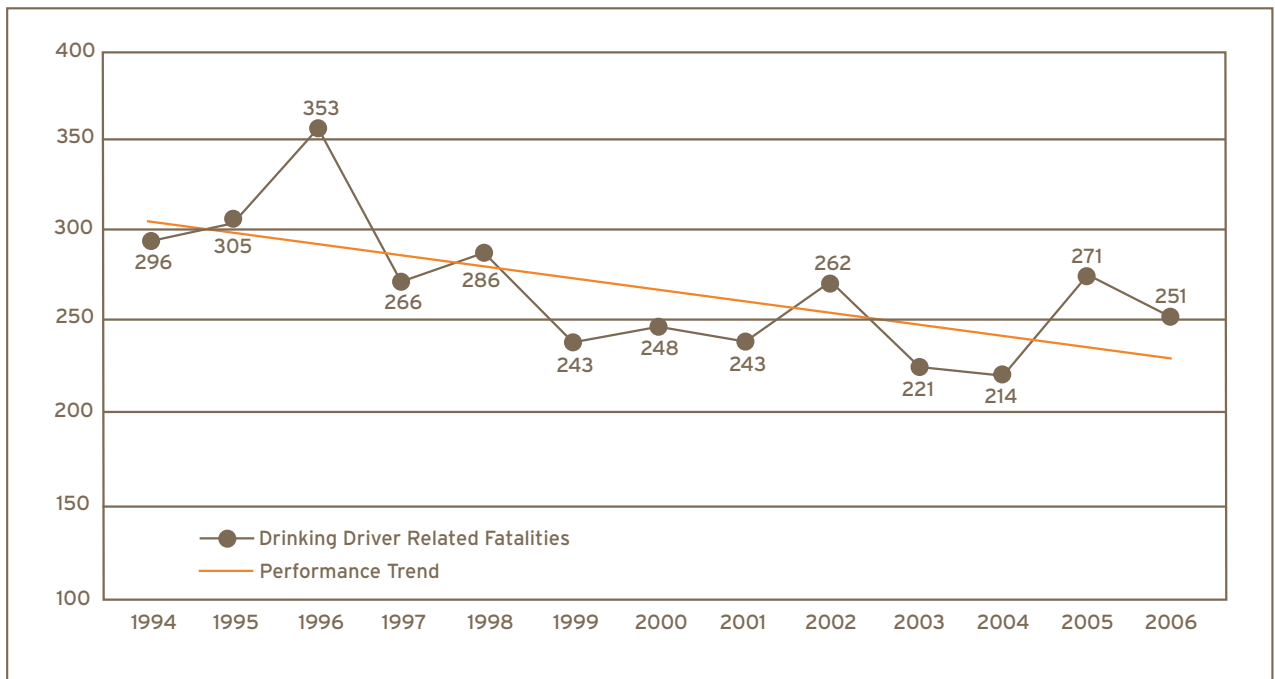


Performance Goals and Trends

Goal: Seat Belt Use Rate Increase Seat Belt Use Rate to 97% by 2008
Baseline 1994 = 77%



Goal: Drinking Driver Related Fatalities Reduce to 165 by 2008 and to 118 by 2012
Baseline 1994 = 296 Fatalities



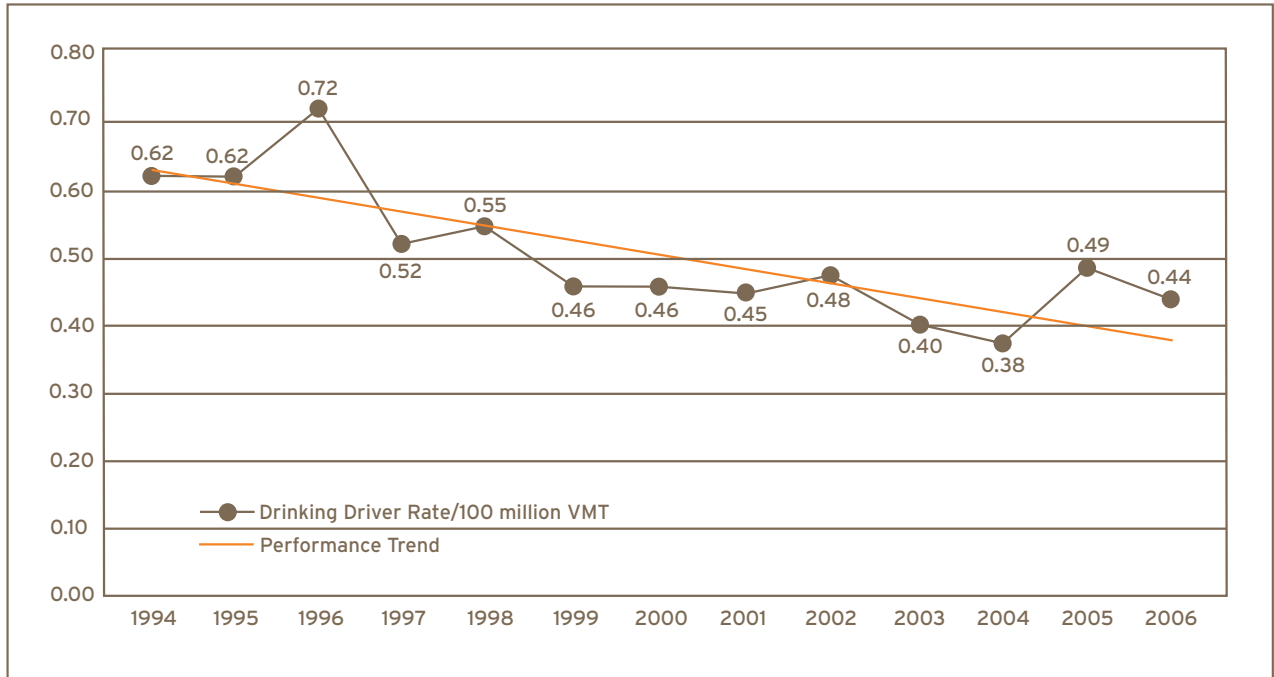


Goal: Drinking Driving Related Fatal Rate per 100 M VMT

Reduce Rate to .28 by 2008 and to .18 in 2012

Baseline

1994 = 0.62

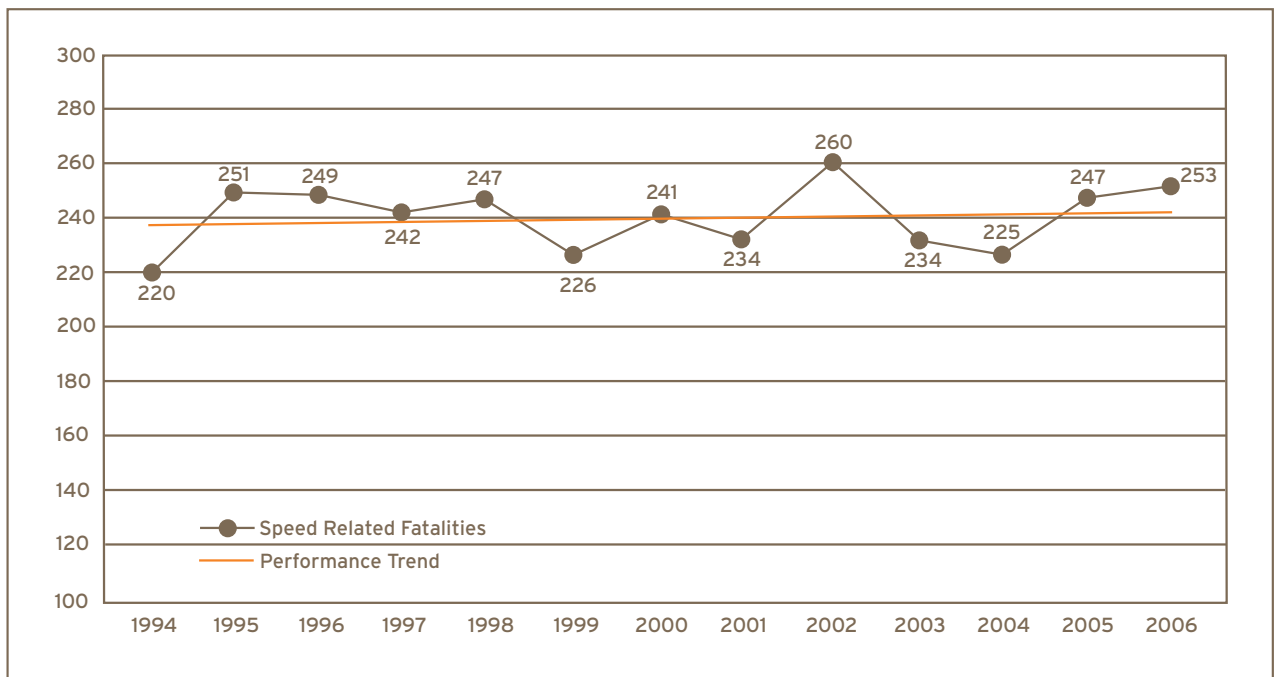


Goal: Speed Related Fatalities

Reduce Speed Related Fatalities to 225 by 2008 and to 212 by 2012

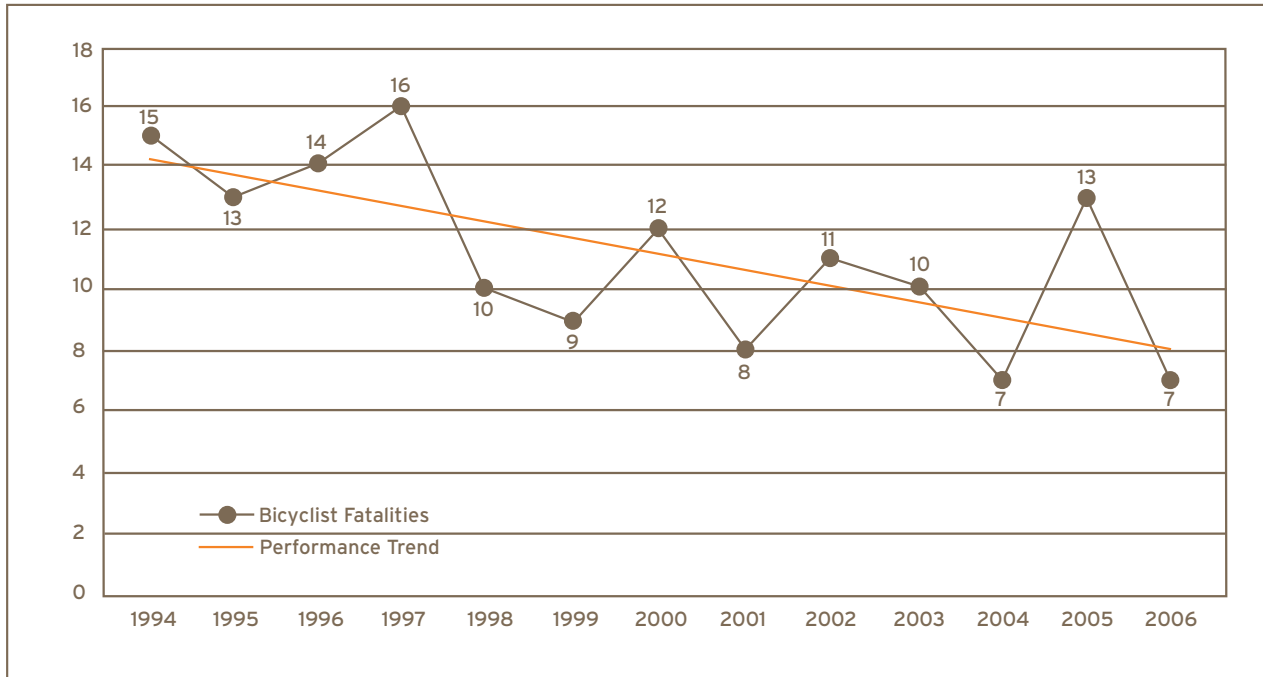
Baseline

1994 = 220

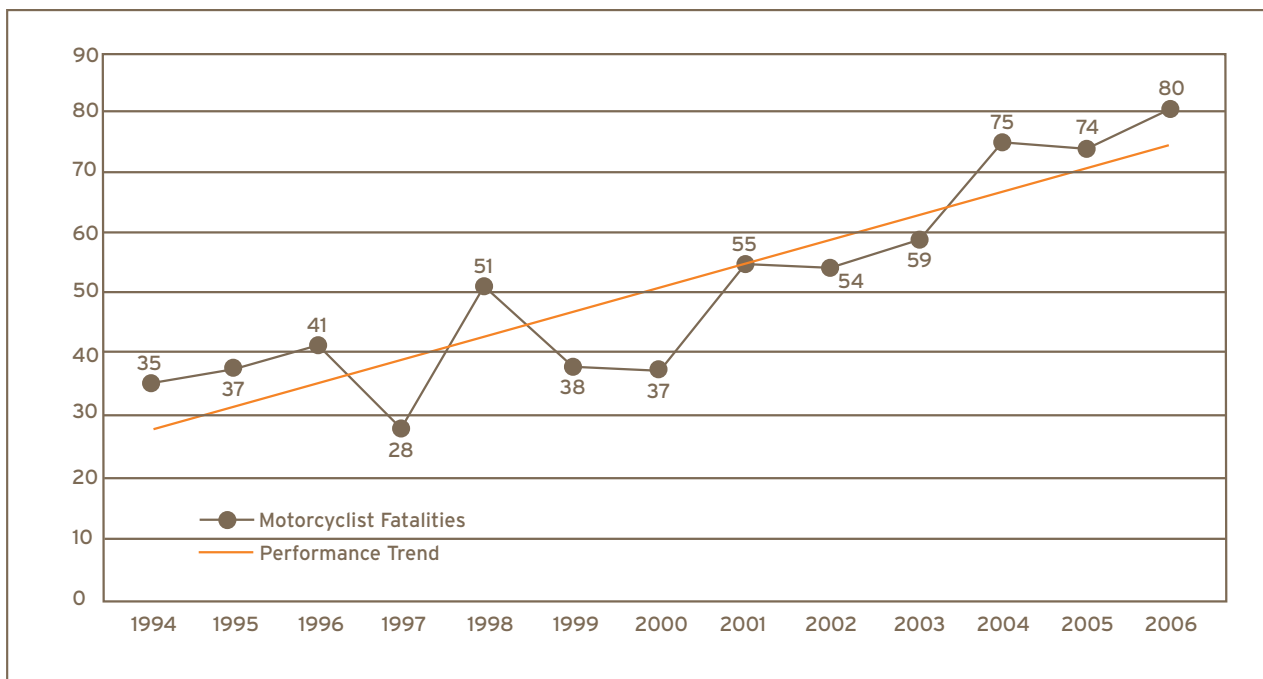


Performance Goals and Trends

Goal: Bicyclist Fatalities Reduce Bicyclist Fatalities to 8 by 2008 and to 7 by 2012
Baseline 1994 = 15

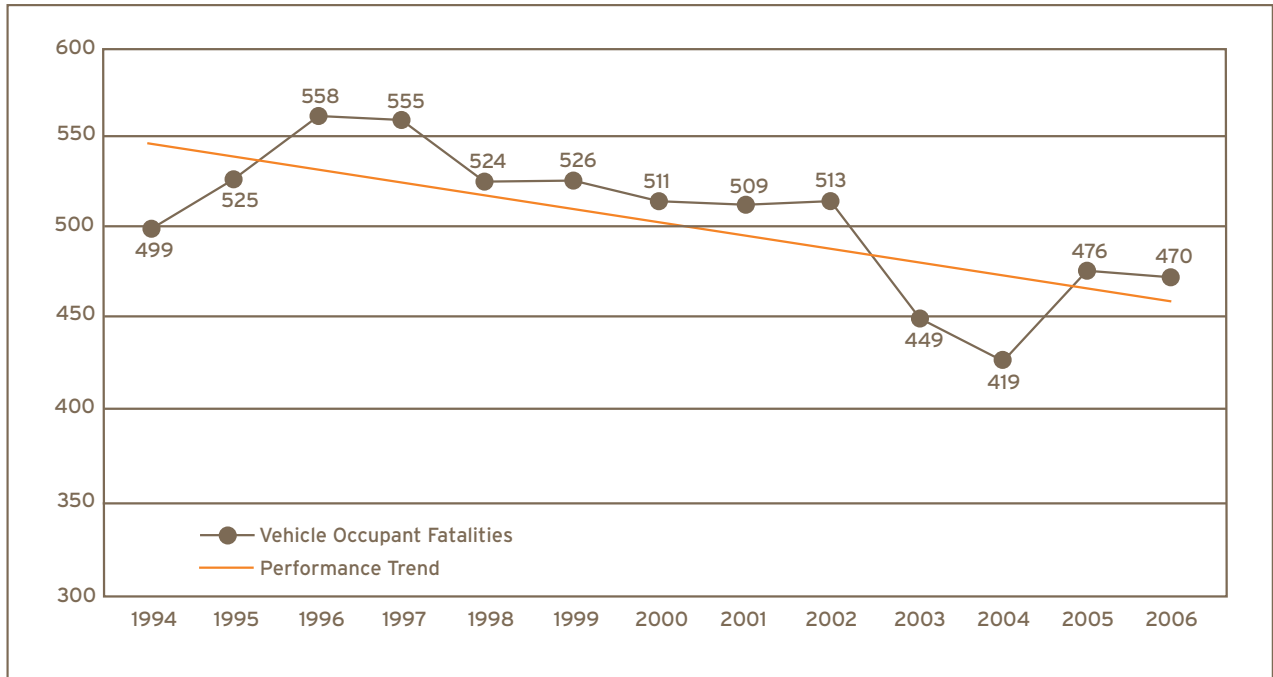


Goal: Motorcyclist Fatalities Reduce Motorcyclist Fatalities to 55 by 2008 and to 35 by 2012
Baseline 1994 = 35

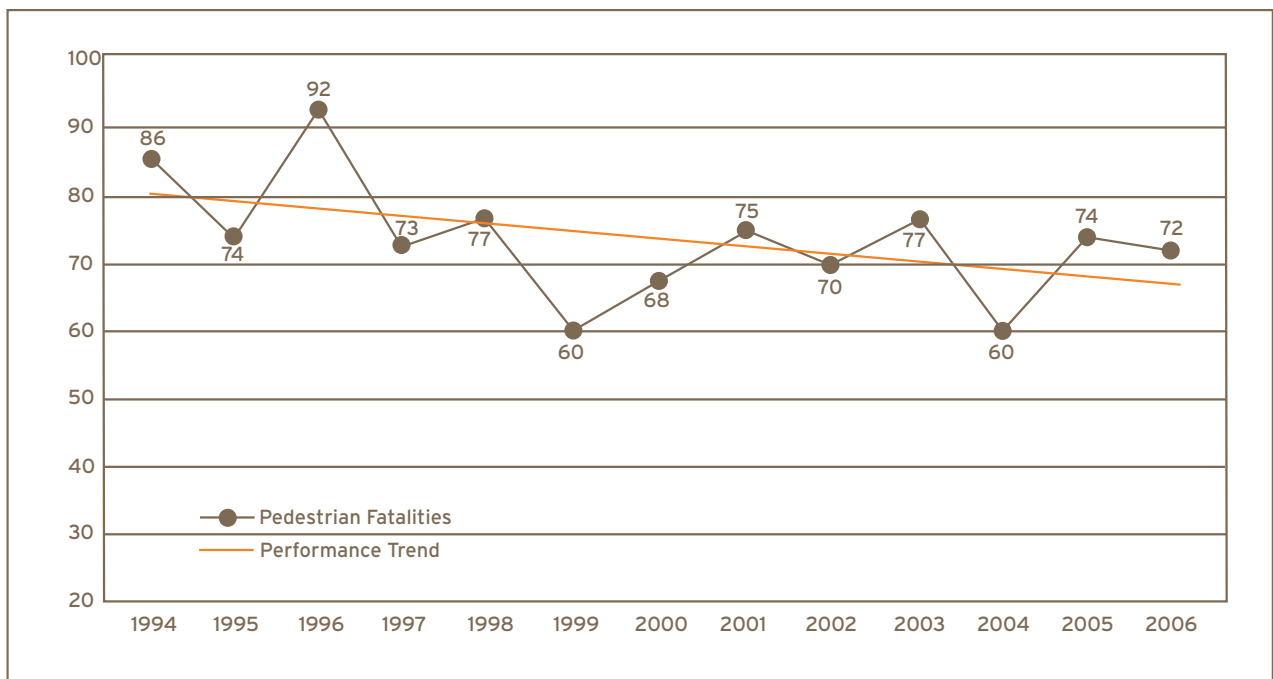


Performance Goals and Trends

Goal: Vehicle Occupant Fatalities Reduce Vehicle Occupant Fatalities to 426 by 2008 and to 366 by 2012
Baseline 1994 = 499

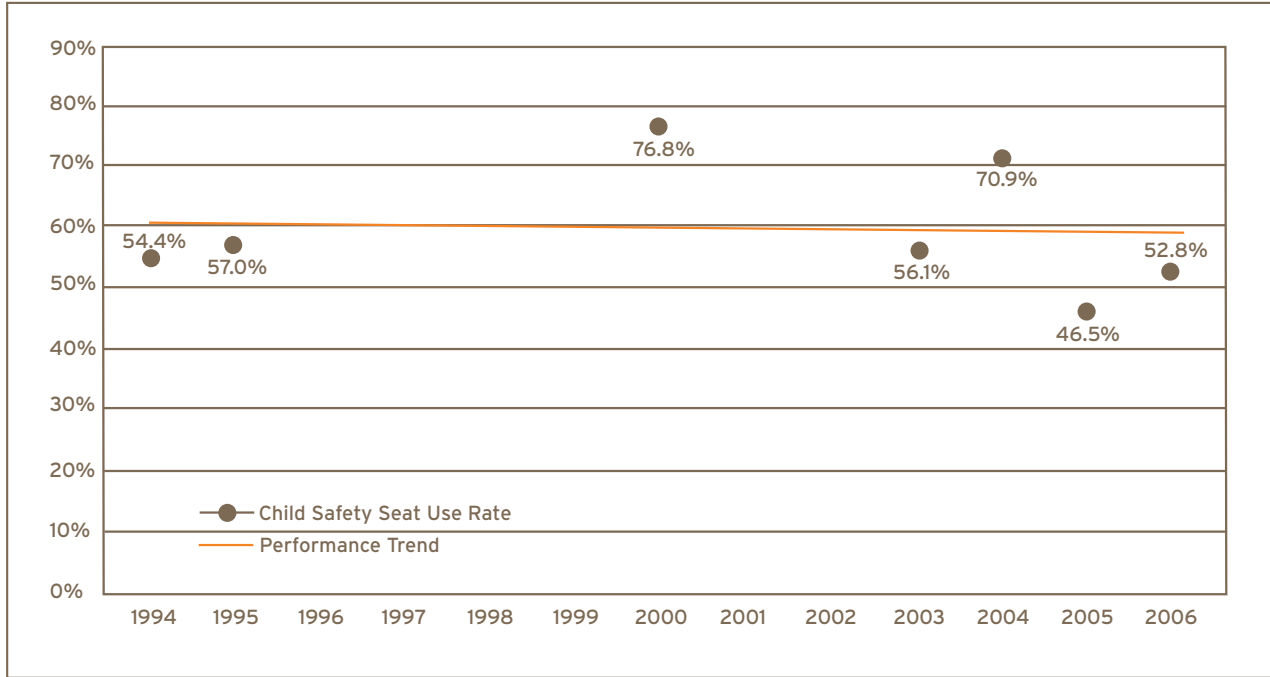


Goal: Pedestrian Fatalities Reduce Pedestrian Fatalities to 55 by 2008 and to 46 by 2012
Baseline 1994 = 86

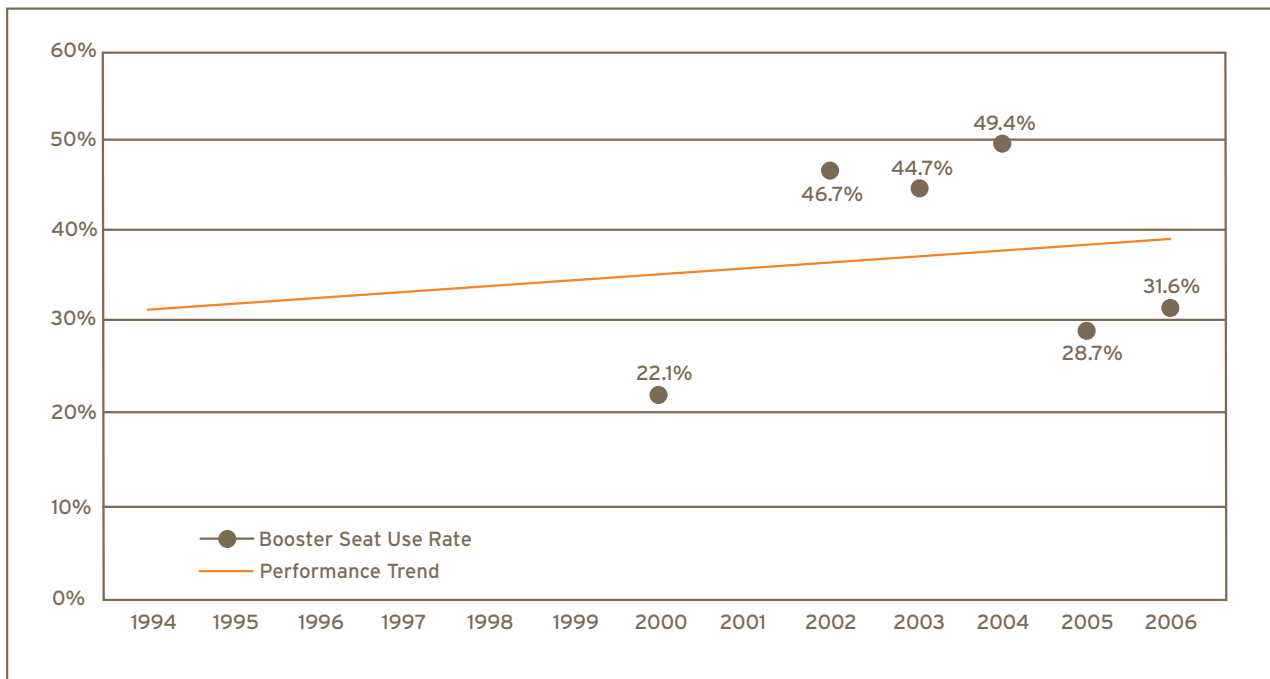


Performance Goals and Trends

Goal: Child Safety Seat Use Rate Increase Child Safety Seat Use Rate to 80% by 2008 and to 90% by 2012
Baseline 1994 = 54.4%



Goal: Booster Seat Use Rate Increase Booster Seat Use Rate to 75% by 2008 and to 90% by 2012
Baseline 2000 = 22.0%



Impaired Driving Program



Goals and Trends

The goals and objectives of the Impaired Driving Program can be found in pages 6 through 7 of this 2007 Annual Report.

Strategies

Although many varied strategies were employed in our effort to reduce the injuries and deaths that result from crashes involving impaired drivers, the main strategy remains combining a strong public education component with intense, visible DUI enforcement. These efforts are supported by Washington's efforts to expand Brief Intervention Alcohol Screening, DUI Courts, Judge and Prosecutors DUI training, and funding for the Drug Evaluation and Classification (DEC also known as DRE) program. Other strategies can be found in the Noteworthy Program section below.

Results

Drinking-driver fatalities in Washington decreased to 251 in 2006 (preliminary) from 271 in 2005. Impaired-driver involved fatalities (those involving drivers impaired by alcohol and/or impairing drugs) increased from 285 in 2005 to 296 in 2006.

Noteworthy Programs

WTSC Impaired Driving Program

- Drive Hammered–Get Nailed DUI Campaigns were conducted in November and December 2006 and August and September 2007. Overtime funds were provided to law enforcement agencies for DUI enforcement. Over 100 law enforcement agencies participated in the campaigns. A comprehensive public information campaign was developed to inform the public of these additional patrols.



Training opportunities were provided to law enforcement, judges, prosecutors and others in the DUI system. Brochures, videos, and other educational materials dealing with impaired driving distributed. The 19th Annual Impaired Driver Traffic Safety Conference was held in Seattle on December 12-13, 2006. Attendees numbering 367

Impaired Driving Program

participated in workshops, heard state and national experts speak about impaired driving issues, and networked with others working in the fight to eliminate impaired driving in Washington.

Washington State Patrol Drug Evaluation and Classification Project (DEC/DRE) - Funds were used to support the Washington State DRE program. This program is coordinated by the Washington State Patrol (WSP) and represents 68 municipal, county, and tribal police agencies involved in the program as well. The program saw an increase in drug evaluations from 1,627 in 2006 to 1680 this year. There are 208 law enforcement officers trained as Drug Recognition Experts in Washington. Per the 2005 International Association of Police Chief's report, Washington administers the most successful DRE project in the country.

Department of Health (DOH) - Project funds were used by DOH to address DUI prevention and other traffic safety issues through the eight EMS and Trauma Care Regions. Alcohol intoxication has been found to be the leading risk factor for injury, according to previous research. Of the estimated 20.5 million American adults requiring emergency department (ED) care for their injuries, 27 percent screened positive for alcohol intoxication or dependency. A 10-minute intervention with a trained counselor (Brief Alcohol Intervention) has been shown to be highly effective at reducing subsequent alcohol use, injuries, and visits to the emergency department or hospital. Based on these findings DOH continued its efforts implementing Brief Alcohol Intervention training to designated trauma services



(DTS) throughout the state. A "train the trainer" manual was developed through this project, and nine Trauma Program Managers from across the state were trained to be regional consultants/experts in brief intervention. DOH partnered with AAA Washington and WTSC in organizing a cross-agency/community organization team in planning Washington's first "Teen Driving Symposium" on September 10-11, 2007. State and national speakers as well as a teen panel addressed 67 participants. A statewide call-to-action plan was created and will be followed-up on by WTSC.

Spokane County DUI Court - DUI Intensive Supervision Program (DISP)

- The DISP program is a plea program that provides eligible participants with the opportunity to receive additional assistance in determining how to get into treatment, changing harmful life choices through a program of incentives in lieu of traditional sanctions.

Upon choosing to join, participants come under the Court's supervision and are required to serve some or all of their confinement time, participate in alcohol and drug monitoring, attend assigned treatment sessions, undergo random

Impaired Driving Program

alcohol/drug testing, agree to refrain from driving and appear before the judge on a scheduled basis, all according to an individual DISP Plan. Participants who meet the requirement of each phase of the DISP plan graduate from the program and the sentence against them is either amended or deferred according to the DISP contract.

Goals of the program are to reduce reliance on incarceration of alcohol/drug dependent DUI offenders, to hold alcohol/drug dependent offenders accountable for their actions, integrate effective alcohol/substance abuse treatment with criminal justice case processing, and to provide access for participants to resources and community supports to enable them to acquire skills necessary for the maintenance of sobriety. As of September 30, 2007 there were 48* active DISP participants: 38 males; 10 females. Data on the 48 participants include:

Relapsed Status of Participants

- 0 Relapses 29 (60.4 percent)
- 1 Relapse 7 (14.5 percent)
- 2 Relapses 7 (14.5 percent)
- 3 Relapses 4 (21 percent)
- More than 3 1 (5 percent)

Total Number of DUIs by Participants Prior to Entering DISP: 256

- 2 DUIs = 6 (12.5 percent)
- 3 DUIs = 14 (29.1 percent)
- 4 DUIs = 5 (10.4 percent)
- 5 DUIs = 4 (8.3 percent)
- 6 DUIs = 5 (10.4 percent)
- 7 DUIs = 5 (10.4 percent)
- 8 DUIs = 1 (2.0 percent)
- 9 DUIs = 3 (6.2 percent)
- 10+ DUIs = 5 (10.4 percent)
(includes one with 16)

An additional element to the Spokane program is the FAST-TRACK portion of the DUI court. The goal of FAST-TRACK is to achieve a 95 percent resolution, by trial or plea, within six months of the filing of the charge. In the first six months of 2006, the resolution rate was 49 percent. During the same period in 2007 the resolution rate was 45 percent.

- The total number as of October 31, 2007 is 47 as one has been dismissed from the program.

Educating to Never Drive Under the Influence (E.N.D.U.I) -

The Greater Spokane Substance Abuse Council conducted a public education campaign through an anti-DUI effort called "21 Reasons to Take the Keys Away." This campaign targeted youth and adults using radio, television, movie-theater and newspaper ads, plus billboards and other supporting materials.



Speeding Program

The Speeding Program was created in fiscal year 2007 to respond to the high number of speeding-related fatalities on Washington roads. Data analysis indicated that greater than 30% of the serious injuries and fatalities over the past ten years were speeding-related.

The new Speeding Program was given \$800,000 in federal 402 funds in order to test the type of enforcement and education that would be effective. A pilot program was developed after looking at speeding-related collision data. Two counties were selected for the pilot project: Snohomish and Pierce. In addition to a high number of speeding-related collisions, both counties had dedicated law enforcement and excellent record-keeping.

Each county determined a high collision enforcement area for the pilot project. Pierce County selected a rectangular area bordering Spanaway and Puyallup. Snohomish wanted to enforce in three areas, one near Lake Stevens, one near Bothell, and a third in a long strip roughly paralleling SR 9. Fourteen law enforcement agencies in each county participated in the pilot project. Snohomish County law enforcement chose to enforce for six days in each of the three waves. Pierce County law enforcement preferred 20 days per wave. Both groups sent approximately 35 officers to do enforcement in the identified area(s) each day of each wave.

One year after the start of enforcement, preliminary evaluation numbers were extremely encouraging. Snohomish County roads in the enforcement areas have speed limits of 35 mph to 55 mph. Results showed the number of drivers traveling more than 11 mph over the posted speed limit declined



between 3 percent and 93.8 percent, depending upon the road measured. Pierce County roads in the enforcement areas have speed limits of 30 mph to 60 mph. Results showed the number of drivers traveling more than 11 mph over the posted speed limit declined between 67.9 percent and 100 percent, depending upon the road measured.

A media campaign was also conducted in the pilot counties with two award winning radio spots, billboards, posters, and road signs. Law enforcement officers also handed out fliers with each stop that explained the project. The campaign's theme was "Slow Down or Pay Up".

In addition to the pilot project, the Speeding Program also funded local speeding enforcement projects in Redmond and SeaTac.

In order to take the Speeding project statewide and maximize limited resources, the Speeding program will combine with the Impaired Driving program for fiscal year 2008 to implement "sustained enforcement." These combined efforts should allow statewide distribution of media and enforcement funds.

Occupant Protection Program



The goals of the Washington Traffic Safety Commission's (WTSC) Occupant Protection Program include:

- promoting seat belt use
- promoting the correct use of child car seats (infant seats, child seats with the five-point harness and booster seats)
- providing stakeholder networks with technical assistance, and financial and educational resources

Washington has had one of the highest rates of seat belt use in the United States since the advent of the Click it or Ticket Project in 2002. The federal fiscal year 2007 was no exception: the summer statewide observational seat belt survey showed seat belt use was at 96.4%, a slight improvement over the previous year's rate of 96.3% which was the highest seat belt use rate ever recorded in the United States. This year we were bested by Hawaii which had a seat belt use rate slightly higher than Washington's at 97%.

During the survey, over 100,000 drivers and passengers were viewed by trained observers on roadways purposefully selected to render a cross section of

state traffic. The observers collect data in 19 of the 39 counties. Nine were from Western Washington and 10 from Eastern Washington. The counties were selected based on population and vehicle miles traveled to render a statistically valid view of statewide seat belt use. Surveyors follow strict protocols established by WESTAT Inc., a research firm working on contract for the National Highway Traffic Safety Administration (NHTSA).

While it might seem that the work of the seat belt project is done, there remain pockets of misuse, and a look at vehicle occupant deaths shows that there is still room for improvement. National data shows that nighttime seat belt use is, on average, 6% lower than daytime use. State data shows that the nighttime traffic death rate is four times higher than the daytime rate. Media message market research conducted by WTSC shows that people think they can ride unbuckled at night because law enforcement can't see them, hence they won't get a ticket. In conjunction with a special 403 Incentive Grant given by NHTSA, WTSC launched the Nighttime Seat Belt Enforcement Project in May, 2006.

Occupant Protection Program

The aim of the project is to increase nighttime seat belt use, reduce nighttime fatalities and serious injuries and keep Washington's death toll on a steady downward pattern until the state reaches our strategic aim of no traffic deaths - Target Zero.



The first step in this process involved educating the law enforcement community. A series of nine trainings were developed and promoted to law enforcement by the Community Traffic Safety Task Force Coordinators. Luncheon training meetings were held during a three-week period in January, 2006, to give law enforcement ample warning that the May Click It or Ticket patrols funded by WTSC would be stationary nighttime patrols following a model developed by several law enforcement agencies, including the Washington State Patrol (WSP). The meetings also afforded an opportunity to explain why seat belt patrols would be moving to the nighttime hours.

The project plan called for two large, highly-visible seat belt enforcement mobilizations; one would coincide with NHTSA's May, 2007, Click It or Ticket

mobilization and the second would come in October, 2007. The plan also called for sustained enforcement patrols and earned media efforts that would keep the message alive all year long.

The statewide mobilizations were specifically designed to reach Washington's major cities where over 90% of the state's population lives. The announcement of the grant funding was designed to make the application process as easy as possible for the law enforcement community. The announcement paperwork was made available on the WTSC Web site in January for the first mobilization. Also on that Web site was an educational video that explained the project and the procedures law enforcement were to follow. In addition, numerous efforts were undertaken to notify law enforcement about the availability of overtime grant funds.

For the first mobilization, at the recommendation of the law enforcement Steering Committee, law enforcement were asked to submit Operational Plans which identified where their patrols would take place, how many officers would be involved, the hours of their operation and other information about their patrols. This information was used to help facilitate communication about the project both to the media as well as to local Traffic Safety Task Forces and law enforcement. Ticket data collected was also shared with these important stakeholder groups.

Law enforcement were asked (though not required) to send in "Lessons Learned" reports which gave WTSC important information about how the projects were



Occupant Protection Program

There are 650 stationary Click it or Ticket signs on roadways throughout the state, too.

The 25 Community Traffic Safety Task Force Coordinators were instrumental in reaching many more people with information about the nighttime seat belt campaign. They distributed 3,300 posters, 40,000 law enforcement fliers, 20,000 fact sheets, and 20,950 coasters to local bars and restaurants. They also organized an effort where 30 stationary signs were positioned by the law enforcement patrols so that people who drove by the patrols could learn that the focus was nighttime seat belt use.

working in the field. Meetings with law enforcement following the first mobilization also took place to learn about their experiences conducting these patrols. Videographers were sent to patrol locations in numerous cities to collect video of the patrols and discuss operations with the officers conducting them.

NHTSA is funding a large research project on these nighttime patrols to determine their impact.

The enforcement effort was publicized with a paid media campaign and extensive earned media efforts. Also, collateral materials including banners, posters, fact sheets, law enforcement fliers, coasters and Web materials were developed to extend the reach of the message.

Thanks to a partnership with the Washington State Department of Transportation (WSDOT), over 150 huge variable message road signs visible from freeways and highways across the state carried the message of the nighttime seat belt patrols for two weeks during the big campaigns. Based on data collected from traffic counts on these roads, in excess of 9.6 million people were exposed to these roadway sign messages. The 719 television ads during the May campaign, with an air buy budget of \$250,000, were viewed over 50 million times, according to the air buy contractor Marketing Partners of Bellevue.

Extensive efforts were undertaken statewide to get the media to pick up the story and this effort was hugely successful. A team of public relations professionals working on contract with WTSC directed this effort. They sent out localized press releases announcing the enforcement efforts and conducted extensive efforts statewide to get news media pick-up of the story on TV/radio broadcasts, daily and weekly print publications as well as on websites. The results of the effort were extraordinary:

- 137 TV news stories and placements on news station's Web sites
- 40 stories in major daily newspapers and placements on the Web sites of daily newspapers
- 66 stories in weekly newspapers and Web sites
- 378 radio news stories and Web placements and an additional 1,717 free PSA placements negotiated separate from the air buy

Occupant Protection Program

The exposure to the message from the earned media effort achieved about 70% of the reach and frequency of the \$250 air buy and for 1/10th the cost (\$25,000 for the Public Relations contractor). The PSA had a strong, localized law enforcement message. Though it wasn't a sophisticated production (costing only \$2500 to produce), it featured WSP Assistant Chief Brian Ursino. Message research was conducted in March to determine if this PSA was more believable than other message treatments. Respondents (with a sample size of 100) strongly favored the Ursino PSA over NHTSA's nighttime seat belt PSA which featured law enforcement from other states.

In advance of the May campaign, press events were held in Yakima and the Tri Cities that attracted media from those areas and surrounding communities. Meetings were held with radio talk show hosts and the editorial boards of major daily newspapers; two in Seattle, one in Yakima, one in Tri-Cities and one in Wenatchee. These extensive earned media efforts were likely the reason why news coverage of the project was favorable and complaints from the public were minimal.

77 law enforcement agencies participated in the May campaign and 53 in the October campaign. There were eight agencies participating in the sustained enforcement. In an environment where law enforcement agencies are running severely understaffed, this enforcement effort was sufficient to achieve the objectives of the campaign.

Ticket counts from the May campaign:

- 5158 seat belt tickets and warnings
- 215 child passenger safety tickets and warnings

- 144 DUI citations
- 176 people cited for driving aggressively or recklessly
- 181 people cited for drug or alcohol offenses (separate from DUI)
- 304 felony and misdemeanor warrants and other criminal offenses
- 530 cited for driving with a suspended or revoked license
- 973 uninsured motorists were cited
- 8 stolen cars recovered
- 19 felons arrested
- 6756 total citations and infractions written.

Child Passenger Safety Public Education and Technician Training Plan

WTSC's comprehensive child passenger safety project continued with on-going efforts to reduce injuries and deaths by educating the public about the importance of correctly installing and using child safety seats, booster seats, and seat belts. To accomplish this, the Occupant Protection Program:

- Continued its public information program that includes information on the proper and appropriate use of child restraints and targets low use groups: Native American and Hispanic children, children residing in rural areas, and children who use safety restraints only part of the time.
- Continued to coordinate with the Washington State Safety Restraint Coalition (WSSRC) to establish regular Child Car Seat Clinics in local communities achieving a goal of over 150 clinics held during this budget year.
- With the help of the WSSRC, established additional Child Passenger Safety (CPS) teams and supported existing teams at the community level;

Occupant Protection Program

- Continued the public information and education program aimed at increasing the use of booster seats for children ages 4-8 and publicity regarding Washington's upgraded booster seat law.

WTSC provides funding to support the WSSRC, a non-profit organization, that coordinates CPS education and training efforts statewide. Parents and caregivers can access detailed CPS information through the WSSRC website: www.800buckleup.org or by calling their toll-free phone number (800) BUCK-L-UP, or the Spanish equivalent, 1-877-7-TU-VIDA. In 2007, the (800) line received 4,609 calls. Every CPS educational or promotional item developed is tagged with both the website and the (800) numbers. In addition, with the guidance of the Washington State Booster Seat Coalition, a Spanish language website has been developed which can be hyperlinked through www.boosterseat.org.

At the core of Washington's CPS program are 27 local teams that coordinate CPS activities at the community level as volunteers. The 24 Traffic Safety Task Forces work with the volunteer teams and/or function as a contact for CPS issues in the absence of a team. Based on the location of the teams and task forces and the populations they serve, the teams reach more than 70% of the state's population with CPS messages and inform parents and caregivers of opportunities to attend CPS stations/clinics. In 2007, WTSC's CPS program touched more than 27,100 families through inspection station/clinics and other education outreach efforts.

During the 2005 legislative session, Washington saw the passage of an upgrade to its CPS law. Effective June 1, 2007 children were required to ride

in a CPS device until eight years of age or until they reach four feet nine inches tall. In May, 2007, WTSC conducted a \$300,000 media air buy to publicize the upgrade of Washington's CPS law.

Another effort funded by WTSC and overseen by the Occupant Protection Program involved educating the law enforcement community to encourage enforcement of Washington's CPS law. Led by Dr. Beth Ebel of the Harborview Injury Prevention and Research Center,

this project sponsored law enforcement focus groups to identify barriers to enforcing the law, and then used that information to develop an educational roll call video for law enforcement. The end result will be a more comprehensive enforcement of Washington's CPS laws.

A survey of child car seat use conducted in the summer of 2007 by researchers from Washington State University showed that the state has lost ground in the battle to get parents to use infant seats, child car seats and booster seats correctly - or at all. Only 17% of children of booster seat age are correctly buckled up, according to the survey, whereas surveys in previous years showed children ages 4 to 8 in boosters up to 49% of the time (the 2004 survey). A child car seat and booster seat educational and enforcement campaign is being planned for 2008.



Traffic Records

In January 2007, Washington’s Traffic Records Committee approved the allocation and expenditure of \$800,000 to traffic records improvement projects, including \$763,000 of NHTSA Section 408 funds. The 2007 expenditure plan as represented by the table below, marked an important milestone in the evolution of Washington’s Traffic Records Committee. With a first-year 408 application totaling more than \$2.25 million, the TRC faced the difficult task of significantly reducing funding to a number of projects, and in some cases cutting funding altogether. In spite of the challenge, participating agencies formulated a spending plan unanimously accepted by the TRC. This exercise served to validate the concept of a diverse, multi-agency stakeholder



forum for traffic records as individual agency objectives gave way to priorities established by the committee as a whole. In September 2007, Washington was

| FFY 2007 Projects <u>Prioritized - Final Version</u> | Amount Funded | Priority |
|--|------------------|----------|
| eTrip 14. SECTOR Application/Customer Support FTEs (Help Desk) (WSP) | \$85,000 | 1 |
| eTrip 19. Add key functionality to JINDEX (DIS) | \$125,000 | 2 |
| eTrip 20. Local Law Enforcement Coordination | \$25,000 | 3 |
| eTrip 15. Hardware Aquisition & Installation for Troopers (WSP) | \$250,000 | 4 |
| 20. Incident Location Reference Tool (DOT) | \$100,000 | 5 |
| 27. Collision Workflow Improvements (DOL) | \$40,000 | 6 |
| 21, 22. Emergency Department Data Information System (DOH) | \$50,000 | 7 |
| 12, 14. Washington Transportation Framework - One Road Phase 1 (DOT) | \$125,000 | 8 |
| FFY 2007 Total | \$800,000 | |

**Detailed project descriptions can be found in the 2007 Traffic Records Projects Portfolio*

awarded \$527,000 of second-year Section 408 funds. The TRC is currently engaged in a similar process to develop a spending plan for these new funds.

Project Updates

The State of Washington continues to make significant investments in the systems and applications that make up the traffic records system. Both federal and state funds have contributed to the progress of many projects in the state's portfolio. The 2007 Washington State Legislature approved several important funding packages to support traffic records initiatives. These included:

- \$662,000 to WSP for 4 FTEs to administer and support the implementation of eTRIP.
- \$535,000 to WSP to expand the Death Investigation Network System to 12 additional counties.
- \$150,000 to WSDOT to supplement Federal funds in the development of an enhanced collision location tool.
- \$2.954 million to DIS to expand connection to the JINDEX (central message broker for electronic citations and collision reports - eTRIP) to all 39 Counties.
- \$654,000 to DIS for technical support of the JINDEX (central message broker for electronic citations and collision reports - eTRIP).
- \$3 million to AOC to build the Data Sharing/Exchange Component of the Courts new Core Case Management System.

*Dollar amounts are for the 2007-2009 Biennium

These projects and the associated funds demonstrate Washington State's commitment to invest in projects intended to improve the data used for policy and program decisions. These investments will provide the foundation for improving the timeliness, accuracy, integration, and accessibility of Washington's traffic records system well into the future.

The following paragraphs highlight the progress made over the previous 12 months on key projects in Washington's Projects Portfolio:

Electronic Traffic Information Processing (eTRIP) Initiative

On March 21, 2007 the Washington State Patrol successfully sent an electronic collision report created on a trooper laptop, through the state's messaging network (JINDEX) to the Dept. of Transportation (WSDOT) for posting to the statewide collision database. This same collision report was also routed to the Department of Licensing (DOL) for posting to the driver history record. Then, on April 3, the first electronic ticket was sent from a trooper laptop, through the JINDEX, and filed at the Pierce County District Court. This ticket was subsequently processed by the Court and sent electronically to the Department of Licensing for posting to the driver history record. Throughout the remainder of 2007, more than 20,000 electronic tickets and 2,000 electronic collision reports have been successfully created and processed.

At the June 11, 2007 TRC meeting, members unanimously approved the creation of the eTRIP Operations Governance Team. This bi-level executive/managers team functions as a permanent subcommittee

Traffic Records

of the Washington TRC. As partnering agencies change their focus from development to implementation and operation, the Governance Team will guide the eTRIP Initiative in strategic, project, and legislative issues. This team assumes responsibility for managing the administration, implementation, and enhancement of eTRIP. The Governance Team is currently working to create a comprehensive, multi-year implementation plan for both the Washington State Patrol and local law enforcement agencies.



Washington Emergency Medical Services Information System (WEMSIS)

After more than two years of planning, the Washington State Department of Health (DOH) initiated the WEMSIS pilot project in the fall of 2006. DOH had targeted 12 individual licensed EMS providers in the state to begin submitting EMS run reports electronically to the WEMSIS repository. At the completion of the pilot in May, 5 additional EMS providers had been added, bringing the total to 17. Since the completion of the pilot, other agencies

have been added including King County EMS. To date, the WEMSIS repository includes over 50,000 unique records for 2007.

State Route Global Positioning Satellite Location Reference System (GPS-LRS)

This project has been central to the state's efforts to create a more accurate and complete roadway location referencing system. In total, the Department of Transportation (DOT) has collected and processed GPS data for both lanes of travel for over 14,000 miles of State Highways. This data provides sub-meter accuracy in the location of features and events, representing a dramatic improvement over the accuracy of previous Linear Referencing Systems. The project has also collected GPS data points for all state highway interchanges and ramps. The dataset created by this project will facilitate all future efforts to improve the accuracy of locating features and events on roadways throughout Washington.

WA-Trans

The WA-Trans project endeavors to create a statewide transportation dataset for use in Geographic Information Systems (GIS) applications. WA-Trans is a collaborative project involving several state and local entities, private industry, tribal nations, transit organizations, and federal agencies. The WA-Trans team continues to make progress on the Puget Sound pilot project, with both King and Pierce Counties having successfully uploaded their GIS data into WA-Trans. The pilot project has validated the translator application and its ability to convert data among formats. To date, the WA-Trans dataset contains well over half of the targeted high-population County (King,

Pierce, Snohomish, Kitsap, Clark) public road miles. This marks a significant milestone in the creation of a statewide transportation data layer.

Death Investigation Network System (DINS)

The 2007 Legislature approved \$535,000 to expand the DINS program to 12 additional counties. This system automates the exchange of various reports and information between the Washington State Toxicology Laboratory and County Coroners and Medical Examiners. The DINS system will improve the timeliness, accuracy, and completeness of death records in the state. These improvements would facilitate efforts to collect and report on various aspects of traffic fatalities in Washington. As of June 2007, phase I of the project had been successfully completed in Franklin County. The

Washington State Patrol will use funds appropriated by the Legislature to expand the system to additional counties.

Performance Measures

The Washington Traffic Records Committee recognizes the compelling need to establish reliable indicators to document traffic records system improvements. These indicators are vital in justifying current and future investments by policymakers and the public at large. As a result, the TRC has identified a number of performance measures to help assess overall system-level impacts of various projects.

The following table lists the data quality measures for each component of the traffic records system that have shown measurable progress through performance measures established by the TRC. Specific measures and the resulting improvements are available in the *2007 Traffic Records Strategic Plan*.

| Component/ Quality Measure | Timelines | Accuracy | Completeness | Uniformity | Integration | Accessibility |
|-------------------------------|-----------|----------|--------------|------------|-------------|---------------|
| Crash | | ✓ | | ✓ | | ✓✓ |
| Driver | | | | ✓ | | |
| Vehicle | | | | ✓ | | |
| Roadway | | ✓ | ✓ | | | |
| Citation | | | | | | |
| ISS/EMS | | | ✓ | ✓ | | |

Activities to Prohibit Racial Profiling



The state of Washington continues to be a leader in the development of traffic stop data collection, analysis, and reporting on racial profiling. Since July of 1999, Washington has worked collaboratively through the Legislative process and with the Washington Sheriffs and Police Chiefs Association (WASPC) and the International Association of Chiefs of Police (IACP) to establish prohibitions against biased policing in Washington's law enforcement community. This groundbreaking effort in Washington State has beneficially effected the prohibition of racial profiling at the national level.

During the past year, the Washington Traffic Safety Commission (WTSC) secured grant funding from the National Highway Traffic Safety Administration (NHTSA) related to the prohibition of racial profiling in traffic stops. Congress provided this funding to states to assist in the development of state laws and policies which prohibit racial profiling when enforcing state laws. This funding

also supported the state's ability to collect and analyze traffic stop data for biased enforcement, and report these findings to the public.

This funding under Section 1906 has greatly assisted Washington in furthering the state's work to prohibit biased policing when enforcing traffic laws. This first year's funding was invested in the following program areas:

1. The completion of the Washington State Patrol (WSP) Phase Four report on biased policing. This report expanded upon the first three reports issued by the WSP by:
 - a. Continuing to monitor WSP traffic stops for biased enforcement and searches,
 - b. Analyzing use for force reports,
 - c. Further analyzing traffic stop data from the previous studies where questions were raised regarding biased policing,

Activities to Prohibit Racial Profiling

- d. Conducting an observational study to further refine our understanding of the racial make-up of the motoring population in Washington, and
- e. Conducting a “cross-sectional” survey of households and specific groups to identify concerns regarding racial profiling.

The results of this study are published on the WSP Web site at www.wsp.wa.gov.

2. A significant portion of this funding was invested in the Electronic Traffic Information Processing (eTRIP) initiative in order to increase the capacity of law enforcement to collect and distribute traffic stop data collected through electronic citations (see <http://trafficrecords.wa.gov/about.htm>). The eTRIP initiative has proven to be an effective system for producing electronic citations, and the collection and distribution of this data. Through the use of eTRIP, law enforcement agencies will be able to collect more traffic stop data than they do at this time. These data elements are crucial when analyzing for biased enforcement. When fully implemented, eTRIP will significantly enhance law enforcement’s ability to collect and analyze traffic stop data, and then report their findings to the public on this important public-trust issue.

3. The remainder of this first year’s funding was programmed to support WASPC in their annual collection and reporting of traffic stop data from association agencies. These funds will enhance WASPC’s ability to collect this important data and further develop their annual report to the Legislature and the public on this important issue.

The state of Washington secured a second year of funding under Section 1906 which will be invested to expand upon and enhance the initiatives outlined above. The 2008 Annual Report will outline the accomplishments of this work.



School Zone Safety



In 1996 the Washington state legislature directed the monetary fine for speeding in a school zone to be doubled and the money to be deposited into the School Zone Safety Account. The Washington Traffic Safety Commission (WTSC) was given authority to invest these funds at the local level to enhance safety in school zones and pupil transportation.

In the past five years, over \$8,000,000 in funding has been generated and returned to local Washington communities through a grant process involving individual and multi-jurisdictional partnerships. Of that \$8,000,000, approximately \$5,000,000 has been awarded to communities, schools, and law enforcement agencies to support educational programs and media buys, and purchase school zone crossing guard gear and specialized equipment.

And in 2007, WTSC announced the recipients of the second round of the School Zone Flashing Light program. To date, WTSC has granted \$3,000,000 in funding to local entities to install flashing yellow lights in elementary school zones. Current data indicates lighting a school zone is the most effective way to reduce the speeds and enforce the 20 MPH speed limit in properly marked school zones. Grant funds provided the hardware, software, and correct signage, and the grantee is responsible for the installation costs. The City of Spokane and the Spokane School District received the largest grant of \$263,000 and will complete their installations by December 31, 2007.

As part of our efforts to improve school zone safety and pupil transportation, WTSC has worked very closely with the Washington State Department of Transportation (WSDOT), the Office of Superintendent of Public Instruction (OSPI), and Department of Health (DOH) to establish an active Safe Routes to School plan in all elementary schools. In 2007, WTSC continued to be a dedicated

SCHOOL ZONE
S A F E T Y

School Zone Safety

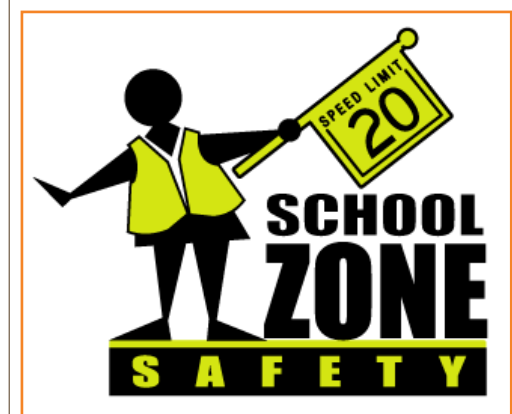
partner, working with these agencies to distribute over \$9,000,000 in funds through the Safe Routes to School program and enhancing the number of children walking and biking to school.

The School Administrators Guide to Pedestrian Safety and the School Safety Resource Guide were made available on WTSC's Web site for review and downloading. The School Crossing Guard training video was posted on YouTube for student review and training. Visit www.youtube.com and search using "wtsc" to find WTSC's educational videos and public service announcements.

In August of 2007, the city of Bellevue and WTSC became partners in the Ped Bee Safety Program. Bellevue's program uses an interactive CD and workbook and is available to all schools and teachers at no cost through WTSC's Web site.

Also in August of 2007, the Washington State Patrol (WSP), the Office of Superintendent of Public Instruction (OSPI), and WTSC completed the third-annual "Train the Trainer" bus driver program. Train the Trainer is designed to enhance a school bus driver's skills in high-risk driving and poor weather conditions. As a result, over 120 drivers have received this specialized training in the past three years.

WTSC continued to provide mini-grants for schools to purchase school zone crossing guard uniforms and other educational items as requested.



Motorcycle Safety

In 2007, the Washington Traffic Safety Commission (WTSC) continued to address the increase in motorcycle deaths. The Department of Licensing (DOL), Washington State Patrol (WSP) and WTSC created a Motorcycle Safety Task Force with representation from local rider groups, Department of Health (DOH), Department of Transportation (DOT), motorcycle dealerships and motorcycle training instructors. The goal of the Task Force was to reduce deaths and injuries and to identify problem areas where safety could be increased. A complete summary of the Task Force recommendations and conclusions may be viewed at www.dol.wa.gov/motorcyclesafety.

Motorcycle safety legislation passed in 2007 was a direct result of the Task Force recommendations. Funding has been increased for additional training sites and to increase the number of students trained in motorcycle safety. Washington's impound law has been enhanced to allow impound of a vehicle being operated by a driver that does not carry a valid endorsement for the specific vehicle.

This past federal fiscal year, the National Highway Traffic Safety Administration (NHTSA) provided dedicated funding for motorcycle safety. This funding was used to create and implement a motorcycle responsibility campaign known as "Endorse Your Sport". Radio, TV and Web educational spots were produced to promote valid license endorsements for motorcycle operators.

These efforts have resulted in preliminary numbers showing a 22 percent reduction in motorcycle rider deaths for 2007.



WTSC is currently funding a motorcycle research project to review 377 motorcycle crashes by a certified crash re-constructionist. This study should provide insights to the causation factors of motorcycle crashes and identify areas that need to be addressed to reduce injuries and deaths in this area.



Corridor Traffic Safety



The Traffic Safety Corridor Program is a joint effort between the Washington Traffic Safety Commission, the Washington State Department of Transportation, and many partner agencies including the Washington State Patrol. This program works to reduce collisions on roadways using low-cost, near-term solutions through partnerships with engineering, enforcement, education, and emergency services. The program is locally coordinated in each community, and involves interested citizens along with businesses and agencies that have a vested interest in the safety of their roadways.

The Corridor Safety Program has been a very successful effort, not only in building community relationships, but also in terms of making roadways safer. In completed corridor sections around the state, total collisions have been reduced 5%, total injuries have been reduced 11%, alcohol-related collisions have been reduced 15%, and fatal/disabling collisions have been reduced 34%. Project activity during the fiscal year was directed at the following corridor projects:

Current Projects

- **Kittitas/Vantage Highway Traffic Safety Project.** This project consists of approximately 17 miles of county routes and includes parallel sections of Vantage and Kittitas highways. The Vantage Highway portion extends from the City of Ellensburg to Parke Creek Road, a distance of 11 miles. The Kittitas Highway portion extends from Ellensburg to the City of Kittitas, a distance of seven miles.
- **Upper Skagit Valley Corridor.** This project consists of approximately 26 miles of State Route 20, extending from Sedro-Woolley to, and through, the city of Concrete.
- **Rainier Avenue Traffic Safety Corridor.** This is the second traffic safety corridor in Washington State



Corridor Traffic Safety

that lies completely within city limits - in this instance, the city of Seattle. The corridor is eight miles in length, extending north from 75th Avenue South to South Dearborn Street.

- **Mill Plain Traffic Safety Corridor.** This is the third traffic safety corridor in Washington that lies completely within city limits. It extends 9.7 miles from Interstate 5 to 192nd Ave. in Vancouver and launched in November 2006.
- **State Route 27 Corridor.** This project consists of 20 miles of State Route 27, extending from the city of Rockford north to Trent Avenue in the city of Spokane Valley. This project will kick-off in early 2008.

Closed Projects

- **Fourth Plain Traffic Safety Project.** Encompassed seven miles of roadway on Fourth Plain Boulevard within the city limits of Vancouver. This project distinguished itself as the first project that lies totally within a city's boundary. This project opened in October 2004 and closed on October 7, 2006. Final results show a decrease in total collisions of 14%, injury collisions by 19%, and fatal disabling collisions down by 19%.
- **Mountain Highway Traffic Safety Corridor.** Encompassed approximately 12 miles of State Route 7 in south Pierce County, extending from the intersection with State Route 702 north to the intersection of 184th Street South. This project kicked-off in May 2005 and closed in August 2007.



- **Francis to Nine Mile Traffic Safety Project.** The State Route 291 Corridor consisted of an 11 mile section of roadway extending from Division Street in the city of Spokane to the Stevens County line. This corridor opened in April 2005 and closed in August 2007 showing a 40% reduction in injury collisions and a 30% reduction in total collisions.
- **Driving 101 Traffic Safety Project.** The US 101 Corridor was approximately 32 miles in length, extending from State Route 112 (Laird's Corner) east through the cities of Port Angeles and Sequim to the Clallam County Line, just east of Chicken Coop Road. This corridor began in December 2004 and closed in April 2007, showing an increase of total collisions by 1%, a decrease in injuries by 16%, and a decrease in fatal/disabling collisions by 21%.
- **Highway 26 Traffic Safety Project.** This project consisted of a 20-mile section of State Route 26 extending from the Adams County line to a point just east of the city of Othello. The project opened in November 2004 and closed in September 2006, showing total collisions down by 21%; angle collisions down 30%; alcohol-related collisions down 24%; fatal/disabling collisions down 88%; and total injuries down 25%.

Police Traffic Services



The Police Traffic Services (PTS) program of the Washington Traffic Safety Commission (WTSC) provides traffic enforcement training and equipment to the 300 law enforcement agencies of Washington State. In federal fiscal year 2007, the PTS program awarded nearly \$2,000,000 to state, county, and city enforcement agencies for specialized training in traffic safety issues, equipment for traffic enforcement, special projects, and high-tech equipment that would not ordinarily be available to perform traffic-related functions.

leadership, and policing in the 21st Century. Evaluations indicated that law enforcement officers were very appreciative of both the quality of the speakers and the information presented.

Funded again was a successful commercial vehicle enforcement project in Grays Harbor County. This project united the commercial-vehicle-certified officers of the Washington State Patrol (WSP) and the county sheriff's office with local law enforcement to target logging trucks and other large trucks that were being driven with poorly secured loads or had serious mechanical defects.



New this year was a highly successful Traffic Safety Leadership Conference in September that targeted mid-level law enforcement managers and first-line supervisors. The two-day conference brought in speakers on legal issues,

PTS continued to work in concert with agencies with similar missions to provide and develop field training to law enforcement at locations convenient to small agencies. For example, PTS worked with the Criminal Justice Training Commission and the WSP to develop consistent Standard Field Sobriety Test (SFST) training and a refresher course for officers that lacked recent training. That project is still in the development stage.

Police Traffic Services

PTS also provided the following large grants:

1. Washington Association of Sheriff's and Police Chiefs (WASPC)

A block grant in the amount of \$250,000.00 was given to WASPC for distribution by their Traffic Committee to local law enforcement agencies for the purchase of equipment to enhance traffic safety enforcement efforts.

WASPC's Traffic Committee is staffed by law enforcement professionals who are in the best position to determine what types of equipment will best benefit local agencies with their traffic safety efforts. Consideration was given to agencies that collaborate with other agencies in traffic safety enforcement activities, as well as those who take part in statewide traffic safety initiatives.

2. Washington State Patrol

In fiscal year 2007, WSP received a block grant of \$750,000 from federal 402, 157, and 163 funds. This grant was used to fund overtime and equipment for the eight WSP districts throughout Washington State. Overtime was used for WTSC emphasis patrols and for special events in the districts, such as Rod Run, Apple Blossom Festival, and enforcement before and after the concerts at the Columbia Gorge. In addition, WSP purchased needed traffic enforcement equipment.



Community Traffic Safety Task Force Program

Washington's first DUI/Traffic Safety Task Forces began as pilot projects in 1983. Washington now has 24 independent and successful Task Forces supporting over 90 percent of the state's population. These Task Forces have been identified as one of two critical delivery methods for the state's Strategic Highway Safety Plan, better known as Target Zero. In 2007, following the priorities of Target Zero, each Task Force mapped out a work plan identifying impaired driving, occupant protection, and speeding as their primary areas to address traffic safety initiatives at the local level.

In early 2007, WTSC developed and promoted individual Task Force Web pages linked from the WTSC Web site. These Web pages provide information to local citizens about health and safety fairs, organized law enforcement emphasis patrols, child car seat information and checkups, and local traffic safety partnerships. The Task Forces and their Web sites are useful for community citizens and groups who need traffic safety educational materials and other information on a local statewide level. The Task Force Coordinators continued to work closely with WTSC to create and implement public information materials and work on media events.

WTSC coordinated a spring and fall Task Force Coordinator's Conferences in 2007. These conferences provided training and opportunities for Coordinators to share information.

Coordinators also utilized the opportunity to attend other WTSC meetings and conferences throughout the year, including the Impaired Driver Conference in December, 2006, and the Tribal Traffic Safety Summit and the Law Enforcement Leadership Conference in September, 2007.



Coordinators and their Task Forces will be a key component in the 2008 Sustained Enforcement Campaign. In late 2007, Coordinators participated in planning meetings with WTSC and local agencies. Each Task Force will have the responsibility of organizing their local agencies and media to implement and promote this campaign at the local level.

Mini-grant funding was made available to Task Forces again in 2007 to support their local work, and some larger grants were given for special projects or equipment as requested.

Tribal Traffic Safety



Washington Traffic Safety Commission (WTSC) continued to increase traffic safety partnerships with Indian Nations to reduce injuries and deaths on reservations.

In accordance with the Centennial Accord, the 2000 Millennium Agreement, and related executive orders, a formal Government to Government agreement was established between the State of Washington and the Tribes of Washington State. The purpose of this agreement is to enhance traffic safety on tribal lands.

WTSC partnered with the Colville Tribe to successfully launch the first Tribal Traffic Safety Task Force in Washington. In 2007, the Colville Tribe Task Force completed its first year of operation. Highlights included an increase in seat belt usage from 32 percent to 86 percent, and a documentation of six lives that were most likely saved through the use of seat belts and child restraints. The Washington State Safety Restraint Coalition and Safe Kids provided certified Child Passenger Safety Technician training resulting in 13

certified technicians in Indian County in Washington.

Grant funding for police equipment was provided to North American Tribal Enforcement Officers (NATEO) to increase traffic safety enforcement issues, including impaired driving and seat belt use, on reservation land.

In 2007, WTSC hosted the second Tribal Traffic Safety Summit. This summit brings tribal leaders and law enforcement officials together to identify traffic safety issues, promote safety, and outline future traffic safety strategies for local tribes. Attendance showed a 20 percent increase of tribal participation. In October of 2007, WTSC continued their partnership with the Washington State Department of Transportation's (WSDOT) and their involvement of the Tribal Transportation Conference. This conference brought together engineers from the tribes and the state to share information and establish a work plan to address tribal traffic issues in Washington.

Communication Initiatives Including Paid Media



The goal of the Washington Traffic Safety Commission's (WTSC) Communications Department is to increase public awareness about traffic safety issues in conjunction with WTSC programs and other efforts.



Impaired Driving Holiday Campaign 2006

The statewide impaired driving holiday campaign known as Drive Hammered–Get Nailed coincided with the schedule developed by the National Highway Traffic Safety Administration (NHTSA). Paid and earned media efforts occurred before and during grant-funded enforcement patrols. The goal of the impaired driving media campaign was to put people on notice that extra law enforcement patrols were taking place in their areas. The holiday campaign ran from mid-November, 2006 through January 7, 2007 and included a paid media budget of \$350,000 and

was placed by contractor Media Plus in Seattle after an analysis for Washington markets. English and Spanish language TV ads produced by NHTSA and tagged for the state of Washington were used to promote the campaign. The paid schedules were supplemented with an additional \$373,000 in bonus media (106% of paid) from the TV stations in the buy. Reach and frequency statistics showed that the radio spots reached 79% of the statewide target population and reached our target audience (males, age 18-34) about 9.4 times each. No charge Web ads appeared on TV station sites, which had over 1 million hits per month in total.

Earned media coverage was superb for the holiday Drive Hammered-Get Nailed campaign. Of the 23 TV stations pitched 14 picked it up in a broadcast and/or Web story for an earned media value of broadcast TV of \$26,123. Of the 26 daily newspapers pitched, 30 stories were picked up in either a print or Web story for an earned media value of \$217,708. Of the 138 radio stations pitched, 97 stories were picked up for an earned

Communication Initiatives Including Paid Media

media value of \$24,430. And of the 68 weekly newspapers pitched, 42 stories earned a media value of \$28,200. The PR consultant also obtained 65 free radio PSAs for an additional value of \$204,750. In terms of hard costs to the WTSC, the return on investment for this campaign was \$30.72 for each dollar spent or an ROI ratio of 30:1.

Summer Campaign 2007

During the summer, WTSC worked with the awarding-winning firm of Mark Jones Advertising to produce 30 second and 10 second versions of a TV PSA known as "Double Vision," which aired statewide. During the development process, input was gathered from partners and stakeholders. The PSA, localized to Washington, received kudos from several law enforcement partners.

The summer Drive Hammered–Get Nailed campaign occurred in August and September 2007 in conjunction with NHTSA's campaign and included a paid media budget of \$327,000. All of the ad placements were conducted by contractor Marketing Partners from Bellevue. The paid schedules were supplemented with \$339,000 of bonus time, including additional TV ads, news tickers, and Web ads secured at no cost to WTSC. Reach and frequency statistics showed that the radio spots reached 88% of the target population and reached our target audience (males, age 18-34) about 9 times each. In addition, TV Web site ads for this campaign had over 1 million hits per month.

To assist the public relations contractor obtain as much radio coverage as possible, WTSC updated English-language produced ads, created live read scripts, and for the first time produced Spanish-

language PSAs with a cultural-oriented theme appropriate for Washington's Latino audiences.

Earned media coverage was very successful for the summer Drive Hammered–Get Nailed campaign. There were 21 TV stations pitched, and 14 stations ran a total of 39 stories for an earned media value of \$68,500. Of the 22 daily newspapers pitched, 19 stories were picked up for an earned media value of \$203,458. Of the 150 radio stations pitched, 75 stories were picked up for an earned media value of \$11,380. And of the 73 weekly newspapers pitched, 39 stories and one guest editorial earned a media value of \$30,500. The PR consultant, with assistance from Task Force Coordinators, also obtained 2,370 free radio PSAs for a value of \$296,750.



Speeding

In fiscal year 2007, Washington implemented a pilot project which combined enforcement and education to reduce speeding drivers in high risk zones. An identity program was developed including an icon of patrol car with flashing light beam, and a tagline, "Slow Down or Pay Up." The icon appeared on

Communication Initiatives Including Paid Media

roadway signs placed by the Washington Department of Transportation (WSDOT) within the project zones in Pierce and Snohomish counties. WTSC produced two award-winning radio ads and air-time was purchased on stations in those local markets. The media buy also included roadway billboards.

Kickoff media events were held in both counties and the story was pitched to local media outlets to introduce the project and gain citizen support. In October, 2006, three TV stations ran a total of nine news stories for an earned media value of \$22,500. Of the three daily newspapers pitched in those counties, one story was picked up for an earned media value of \$14,464. And of the three weekly newspapers pitched, one story earned a media value of \$800.

The first round of the project went from October 2006 to January 2007. Radio air time and billboard space was purchased for \$120,000 and reached 73% of the target demographic (males, age 18-34) with a frequency of 14.3 times each. An additional \$121,000 in bonus radio ads, road signs, and on-air interviews (100% of paid) was secured at no cost to WTSC. This project was paid for with federal 402 funds.

Earned media coverage was successful for the first round of the Speeding campaign. There were six local TV stations pitched, and one station ran two stories for an earned media value of \$5,000. Of the three daily newspapers pitched, one story was picked up for an earned media value of \$14,464. Seven radio stations pitched, and three stories were picked up for an earned media value of \$960. And of the two weekly newspapers pitched, one story earned a media value of \$800.

The second round of the Speeding pilot project in February/March, 2007 once again carried the message to "Slow Down or Pay Up". This air buy totaled \$46,000 and involved billboards and radio air time purchases which reached 44% of the target demographic (males, age 18-34) with a frequency of 11.2 times each. An additional \$54,000 in bonus time, billboards, and on-air interviews (117% of paid) was secured at no cost to WTSC. This round was also paid for with federal 402 funds.



Earned media coverage proved even more successful for this round of the Speeding campaign. There were six TV stations pitched in the participating counties, and two stations ran four news stories for an earned media value of \$10,000. Of the five daily newspapers pitched, three stories were picked up for an earned media value of \$43,392. Of the six radio stations pitched, 20 news stories were picked up for an earned media value of \$6,400. And of the 12 weekly newspapers pitched, 5 stories earned a media value of \$4,000.

Communication Initiatives Including Paid Media

In addition, campaign posters were used by the respective Task Forces in community outreach efforts, and rack cards were used by law enforcement agencies during traffic stops. Presentations about the results from the Speeding Emphasis Patrols were given by members of WTSC on a national level.



Occupant Protection Nighttime Seat Belt

Beginning in May 2007, the patrols were conducted during the nighttime hours when seat belt use drops and serious and fatal collisions increase. Washington was the first state to conduct organized nighttime seat belt enforcement patrols on a statewide level. This change in the campaign approach raised concerns that the annual survey, always taken during daylight hours, would yield a lower daytime rate. Fortunately, that was not the case. Washington's usage rate improved by a tenth of a point to 96.4 percent, the second highest rate in the nation. Only Hawaii has reported a higher rate.

The campaign was paid with WTSC's occupant protection funds and special research funds from NHTSA. The paid media budget for this campaign was \$267,000. Marketing Partners of Bellevue researched media markets statewide to determine which stations reach the target market. The target audience was adults, ages 25-54. The television ads reached 91% of the target demographic with a frequency of 11 times each. Marketing Partners negotiated the air buy to ensure that the lowest media rates were secured for WTSC, as well as numerous opportunities for earned media support for the campaigns. Another \$228,000 of bonus time, including additional TV ads, news tickers, and Web ads were secured at no cost to WTSC.

Earned media coverage was excellent for Washington's first nighttime seat belt campaign. Radio stations made up 59 percent of the coverage. Of the 153 stations pitched, a total of 267 stories were run for an earned media value of \$35,599. Weekly newspapers made up 21 percent of the total coverage. There were 74 weekly newspapers pitched resulting in 39 stories for an earned media value of \$24,049. Articles in daily newspapers made up 10 percent of the coverage. Of the 21 daily newspapers pitched, 18 stories were picked up for an earned media value of \$117,636. And television news stories made up the other 10 percent of the coverage. Of the 22 TV stations pitched, 19 picked it up and ran 118 stories for an earned media value of \$161,267.

Market research was conducted by WTSC to help shape messaging, and additional research was conducted to select the more effective TV spot, and

Communication Initiatives Including Paid Media

by extension, the more effective radio spot. New television, radio and Web ads localized for Washington were produced to inform drivers that law enforcement will be ticketing unbelted drivers at night. A significant outreach to media using media relations contractors included several press events, meetings with radio talk show hosts and newspaper editorial meetings around the state.

To assist with community outreach during the nighttime patrols, several materials were developed and made available including banners, posters, fact sheets, law enforcement fliers, coasters and web page materials.



New Booster Seat Law

A new booster seat law went into effect June 1, 2007. A booster seat awareness campaign was conducted in April/May, 2007 where television spots were purchased with a budget of approximately \$290,000. Another \$300,000 of bonus media was obtained at no cost to WTSC including 30 second spots, Web site banners, TV news tickers, and on-air interviews. The booster seat safety ads reached 93% of the target audience (females, age 25-49) with a frequency of 10.7 times each.

Earned media coverage was excellent for the booster seat campaign. Television news stories made up 43 percent of the coverage. Of the 22 TV stations pitched, 15 picked it up in either a news or Web story for an earned media value of \$29,200. Articles in daily newspapers made up 31 percent of the coverage. Of the 21 daily newspapers pitched, 11 stories were picked up in either a print or Web story for an earned media value of \$159,104. Radio stations made up 20 percent of the coverage. Of the 28 stations pitched, seven stories were picked up for an earned media value of \$1,950. And weekly newspapers made up the other six percent of the total coverage for an earned media value of \$1,600.

Total earned media value for the booster seat campaign was \$191,854. Hard costs to the WTSC totaled \$4,269, for a return of our investment of 45:1.

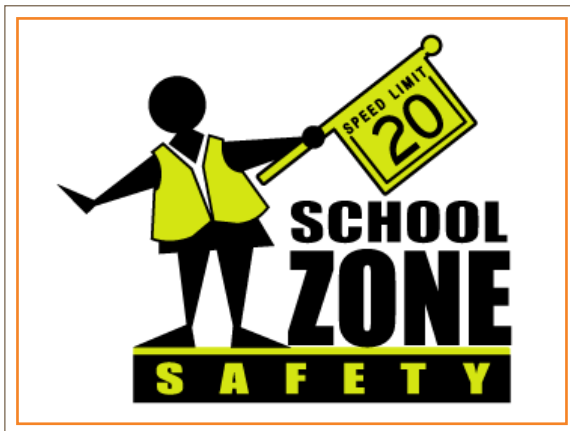
Traffic Records

The Washington Traffic Records Committee (TRC) is a statewide forum created to facilitate the planning, coordination and implementation of projects to improve the state's traffic records system. The Committee's electronic ticketing project is known as Electronic Traffic Information Processing (eTRIP). To educate stakeholders, partners and citizens about the eTRIP launch, a video for streaming on the Web was produced in 2007. Although TRC is a multi-agency program, funding of video production and streaming hosting fell to WTSC. As hosting costs on a partner's site were significant, WTSC moved hosting to YouTube, which incurs no costs. WTSC site visitors can seamlessly view the streaming video.

Communication Initiatives Including Paid Media

YouTube

The system of hosting streaming video on YouTube worked well, so all educational videos less than 10 minutes in length and TV ads for which we have the necessary royalty rights have been moved to YouTube hosting. An additional benefit to posting our educational programs on this popular site has been an expanded audience.



School Zone Safety

The School Zone Safety project in March/April, 2007 carried the message that daylight hours are getting longer and more kids are playing outside later into the evening. This air-buy cost \$111,000 and involved radio air time purchases which reached 59% of the target demographic (females, age 25-44) with a frequency of 8.9 times each. An additional \$134,000 in bonus time was secured at no cost to WTSC. This project was paid for with state funds.

As the existing PSAs for School Zone Safety had been used for a number of years, WTSC worked with Mark Jones Advertising of Seattle to develop a new concept. Spring and fall versions were

created of "The Getaway." Royalty rights were obtained for both broadcast and Internet use.

The Back to School/School Zone Safety project in August/September, 2007 reminded drivers that kids are back in school and speed limits are lower in marked school zones. This air-buy cost \$110,500 and involved radio air time purchases which reached 87% of the target demographic (females, age 25-44) with a frequency of 7.4 times each. An additional \$115,000 in bonus time was secured at no cost to WTSC. This project was paid for with state funds.

The School Zone Safety Act, passed in 1996 by the Washington State Legislature, directed WTSC to develop and implement programs to improve safety in and around school zones. One of these programs gives grant money to elementary schools to purchase flashing beacon/lighting systems for school zones. In June, 2007, the program entered its second phase of a potential 10-year project. Statewide, WTSC approved and granted \$1.3 million dollars to 39 agencies. These grants provided safety equipment to nearly 200 elementary schools. A customized news release for each of the 39 agencies that received grant funding was distributed to the appropriate local media outlets.

Program Identity

Creating program identity is an important way to cut through the advertising clutter and help the public remember a message. In 2007 WTSC developed icons, taglines/program names, and style guides directing their use in logos for Drive Hammered–Get Nailed and School

Communication Initiatives Including Paid Media

Zone Safety. A logo including icon and tagline was also developed for the Law Enforcement Leadership conference. Logos including icon and program name or tagline may eventually be developed for all traffic safety programs that are Priority I or II in Target Zero.

Website

In 2006, WTSC contracted to have the agency Web site redesigned. WTSC staff updated content and images on their respective pages. In January of 2007, the new site was officially launched with updated content and improved architecture and navigation. The information and navigation were aligned with Target Zero. Website policies and procedures were implemented within the agency to improve site content and streamline the site-updating process. WTSC staff members are now responsible for ensuring the content (text, graphs, charts, photos) of their sections is current and correct. This improved process has helped the site stay up-to-date with fresh information. Each staff member assigned a site section is tasked with monthly website updates during the agency's internal Governor's Management Accountability and Performance (GMAP) presentations. Feedback from citizens and stakeholders on Web site restructuring has been positive.

In alignment with the priorities of Target Zero, educational ads, videos, and materials were updated and new items were developed in ongoing support for traffic safety media campaigns. Policies and procedures were developed to assist program managers with decision-making and improve the users' experience.

Community Outreach Support

Washington has a statewide network of Traffic Safety Task Force Coordinators and stakeholders and partners such as:

Traffic safety materials were utilized and distributed by Community Traffic Safety Task Force Programs, law enforcement public information officers and school resource officers, hospital marketing specialists, child passenger safety team members, local health department community relations professionals, civic groups like Mothers Against Drunk Driving and Students Against Destructive Decisions, insurance professionals, drivers education instructors, trauma nurses and emergency response professionals.



This network engages in a variety of activities such as

- Putting up banners and posters
- Distributing fliers
- Giving presentations at the local level with educational DVDs
- Displaying materials at event
- Placing traffic safety information on government and association Web sites
- Obtaining free ad placements with local media outlets

Communication Initiatives Including Paid Media

In 2007 WTSC supported these efforts by replenishing supplies of several items and developing these new items:

- We've Got You Surrounded - anti-DUI posters (printed from NHTSA materials)
- How About Some Cuffs? - anti-DUI motorcycle posters (NHTSA materials)
- The Love Seat Poster - child car seat safety posters
- Parents-You Could Get A Ticket - child car seat safety posters
- Nighttime Seat Belt Enforcement Posters
- Nighttime Seat Belt Enforcement Fliers - 8.5 x 11
- Nighttime Seat Belt Enforcement Fact Sheet
- PedBee's SAFE Folder - pedestrian safety packet with video
- Impaired Driving DVD - compilation of numerous ed. videos and PSAs
- Seat Belts and Child Passenger Safety DVD - compilation DVD
- Risky Driving DVD - compilation DVD
- Law Enforcement Sampler DVD - compilation of Roll-Call training videos
- Traffic Safety Sampler DVD - compilation of numerous traffic safety videos

Summary | Development of Creative

| Existing Creative Used | | |
|----------------------------------|-------------------------------------|------------------------|
| Booster Seat TV | Up to 4'9" | TV English :30 |
| School Zone Safety | Kindergartner Cop Spring | Radio English :60 |
| School Zone Safety | Kindergartner Cop Fall | Radio English :60 |
| Speeding Radio | Racetrack | Radio English :60 |
| Speeding Radio | Folk Song | Radio English :60 |
| Existing Creative Edited in 2007 | | |
| Impaired Driving | NHTSA's Birthday Party | TV Spanish :30 |
| Impaired Driving | NHTSA's Over the Limit-Under Arrest | TV English :30 |
| Impaired Driving | Rock Song | Radio English :60, :30 |
| New Creative Developed in 2007 | | |
| School Zone Safety | The Getaway Spring | Radio English :60, :30 |
| School Zone Safety | The Getaway Fall | Radio English :60, :30 |
| School Zone Safety | Kid Icon | Web ads |
| Impaired Driving | Double Vision | TV English :30, :10 |
| Impaired Driving | Sad Male Friend | Radio Spanish :60, :30 |
| Impaired Driving | Rims | Broadcast graphics |
| Impaired Driving | Rims | Web ads |
| Nighttime Seat Belt | Chief Ursino NTSB | TV English :30 |
| Nighttime Seat Belt | Chief Ursino NTSB | Radio English :60 |
| Nighttime Seat Belt | Night Photo | Broadcast graphics |
| Nighttime Seat Belt | Night Photo | Web ads |

Communication Initiatives Including Paid Media

Bi-Annual Awards Program

As part of the implementation of Target Zero, the WTSC's statewide awards program is now called "Target Zero Awards: Achievements in Traffic Safety." The next awards luncheon will be held on April 16, 2008 in Lacey, WA. Planning meetings with WTSC staff, stakeholders, and commissioners were held throughout 2007, and the award categories have been expanded to include the four Es: Education, Enforcement, Engineering, and Emergency Medical Services. A "Call for Entries" was designed and distributed electronically to the traffic safety community statewide. This program will now be held every other year which should increase the quality of the entries and give potential award-worthy programs enough time to show results.

Summary | Media Relations

WTSC developed policies and procedures with news release timelines to clarify roles and expectations within the agency and with partners. Whenever possible, WTSC offered other key partners a chance to provide input on a news release. In September, Governor Gregoire's office accepted WTSC's offer to release the good news about the increase in Washington's seat belt use rate to 96.4 percent.

There were 12 WTSC news releases distributed in 2007. The reach of each news release was increased through stakeholder email distribution lists and by posting to WTSC's Web site. The following news releases and advisories, usually accompanied by a fact sheet, were distributed between October 1, 2006 and September 20, 2007:

Drive Hammered - Get Nailed Overtime Patrols

November 2006

Speeding Enforcement Campaign

December 6, 2006

Speeding Enforcement Wave 3

April 5, 2007

Target Zero

April 5, 2007

eTRIP

April 12, 2007

Nighttime Seat Belt Enforcement Patrols

May 10, 2007

Booster Seat Law Changes

May 17, 2007

School Zone Flashing Lights Grants Awarded

June 28, 2007

Nighttime Seat Belt Enforcement - Results

July 5, 2007

Drive Hammered-Get Nailed - Summer Patrols

August 7, 2007

School Zone Enforcement Patrols - Back to School

August 23, 2007

Ignition Interlock Media Advisory

September 27, 2007



Communication Initiatives Including Paid Media

Efforts were also made to increase media outreach through WTSC staff travel schedules. When a WTSC staff member was scheduled to attend meetings, conferences, or trainings around the state, if time permitted, they made contacts with local media and provided interview opportunities. Media outlets were very receptive when WTSC directors and program managers offered to visit their local community and discuss important traffic safety issues.

During all traffic safety campaigns, WTSC media contractors worked with media outlets across the state to set up interviews with WTSC Director Lowell Porter to discuss the current campaign. Director Porter was very successful in working interviews into his schedule, and he was able to fulfill nearly 100 percent of the interview requests. Media contractors were pro-active and pursued newspaper, radio, and TV stations to set up interviews.

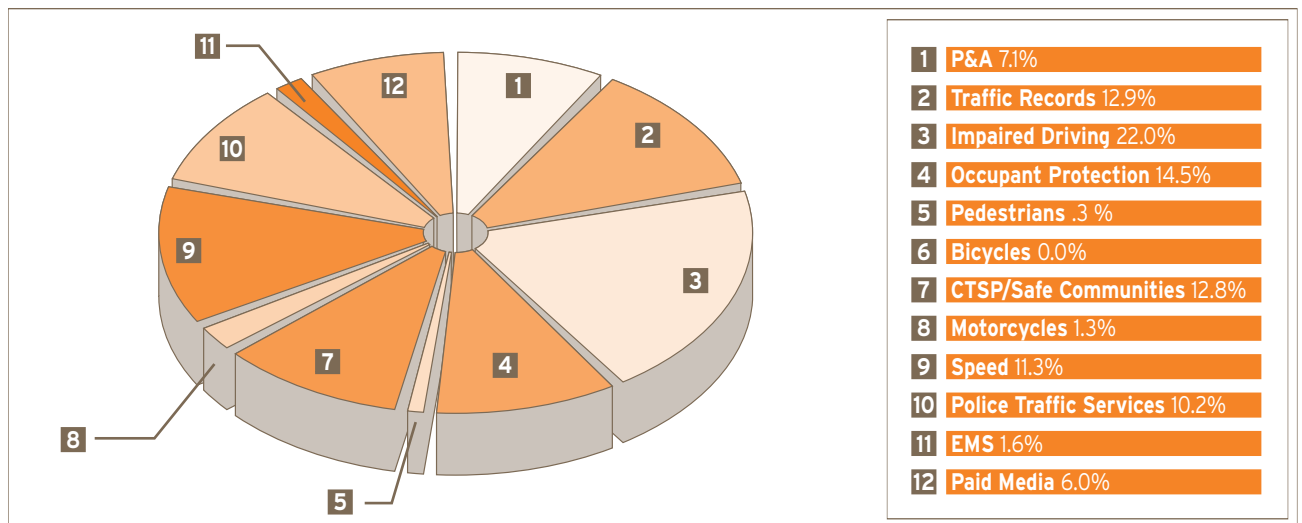
For media events including Speeding and Ignition Interlock, WTSC video production contractors shot real life video footage around the state and compiled the "b-roll" for the media. Providing this b-roll to the media garnered more coverage of our traffic safety campaigns. The result was extensive coverage of traffic safety messages in the media to supplement the paid advertising.

Summary | 2007 WTSC Communications Milestones

- Implemented the use of Washington's Electronic Business Solutions (WEBS), an online service that enables vendors to register to do business with the State and government organizations to post bidding opportunities
- Conducted three Requests for Proposals and selected contractors
- Drafted the first contract in the known history of the agency to be approved by the Washington Office of Financial Management without questions or corrections
- With assistance and hard work of program managers, WTSC released 12 news releases in 2007. In addition to sending to the media outlets, all WTSC news releases were emailed to Commissioners and stakeholders, and posted on WTSC's Web site along with the accompanying Fact Sheet.
- Obtained up to a 112 percent of bonus media compared to paid
- Significantly improved fact sheets authored by program managers
- Launched program identity programs
- Expanded Spanish-language creative including TV and radio ads
- Developed a large portfolio of web and broadcast creative for use in current and future campaigns including School Zone Safety, Drive Hammered—Get Nailed, Click It or Ticket, Nighttime Seat Belt Enforcement, and Booster Seats
- Developed procedures for maintaining information on talent fees and royalties for television and radio ads
- Developed and documented several department procedures

Financial Summary

| | 402 | 405 | 410 | 408 | 2010 | 157 | 1906 | 163 | 406 | 2003b | Total | % of Total |
|-------------------------|------------------|---------|-----------|---------|---------|--------|----------------|---------|----------------|-------|--------------------|-------------|
| P&A | \$223,242 | | | | | | 289,749 | | 143,625 | | \$656,616 | 7.1% |
| Traffic Records | \$299,598 | | | 337,222 | | 0 | | 0 | 560,932 | | \$1,197,752 | 12.9% |
| Impaired Driving | \$95,281 | | 1,740,496 | | | 0 | | | 203,154 | | \$2,038,931 | 22.0% |
| Occupant Protection | \$449,645 | 693,763 | | | | 0 | | | 198,527 | 0 | \$1,341,935 | 14.5% |
| Pedestrians | \$0 | | | | | | | | 23,681 | | \$23,681 | 0.3% |
| Bicycles | \$0 | | | | | | | | | | \$0 | 0.0% |
| CTSP/Safe Communities | \$960,706 | | | | | 5,924 | | 106,469 | 111,530 | | \$1,184,629 | 12.8% |
| Motorcycles | \$0 | | | | 117,000 | | | | | | \$117,000 | 1.3% |
| Speed | \$982,890 | | | | | | | | 62,958 | | \$1,045,848 | 11.3% |
| Police Traffic Services | \$823,114 | | | | | 60,000 | | 0 | 61,855 | | \$944,969 | 10.2% |
| EMS | \$150,145 | | | | | | | | | | \$150,145 | 1.6% |
| Paid Media | \$158,318 | | | | | 0 | | 0 | 393,108 | | \$551,426 | 6.0% |
| TOTAL | | | | | | | | | | | \$9,252,932 | |



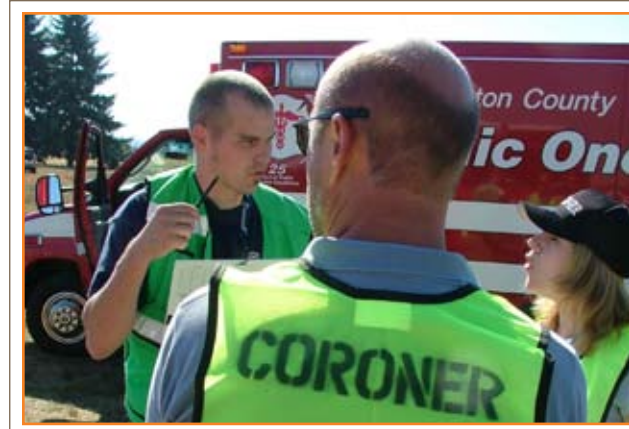
Fatality Analysis Reporting System (FARS)

The Fatality Analysis Reporting System (FARS) was conceived, designed, and developed by the National Center for Statistical Analysis (NCSA) of the National Highway Traffic Safety Administration (NHTSA) to collect data on traffic fatalities. This valuable information enables researchers to identify traffic safety problems, to suggest solutions, and to provide an objective basis for evaluating the effectiveness of motor vehicle safety standards and highway safety programs.

To be included in the FARS data base, the fatality must result from a motor vehicle crash on a public trafficway and must occur within 30 days of the crash.

In Washington State, FARS is housed at the Washington Traffic Safety Commission (WTSC) as part of the Traffic Data and Research Center. The Washington State FARS Team works with traffic safety program managers and researchers to provide accurate and timely data that is used for evaluating safety programs, as well as to aid in the traffic-safety efforts of partner state, federal, and local agencies. Washington State FARS is responsible for gathering data on more than 600 fatal crashes yearly.

Washington FARS coordinates with several different agencies to collect data for each fatal traffic case, including the Washington State Departments of Licensing, Health, Transportation, the Washington State Patrol, the Washington State Toxicology Lab, statewide Emergency Medical Services agencies



(public, private, and volunteer), the Federal Highway Administration (FHWA), the Special Crash Investigations Program and the NCSA at NHTSA, the Federal Motor Carrier Safety Administration, city and county governments, and Canadian driver and vehicle records agencies, as well as FARS analysts in other states.

Information from each state's collision report is coded to standards and definitions set by FARS to facilitate comparisons between states. In addition to receiving a digital tutorial and an initial one-week training session, FARS analysts and supervisors attend national training sessions every year.

FARS Staff

Sandi Lee, FARS Analyst, served for three years on FARS' national coding committee. She retired at the end of 2007 after more than ten years as an analyst in the FARS Unit, and will be replaced by Terry Ponton. Mimi Nickerson, FARS Analyst, has been with Washington's FARS Unit since May 2006.

Fatality Analysis Reporting System (FARS)

Government Management Accountability Process

FARS staff participates in monthly GMAP meetings, presenting preliminary fatality data to WTSC colleagues through a variety of analytic “lenses”, including vehicle type, roadway type, location, driver factors, and other important variables. FARS analysts maintain a five-year fatality comparison spreadsheet, which is updated monthly and posted on the agency website.

Data Collection Innovations

The current traffic data collection process in Washington State involves the manual entry of a large volume of collision reports and tickets *multiple times at multiple agencies*. Over 140,000 collision reports and 1,000,000 tickets are entered annually, with an expected future growth rate of 10% per year. These paper-based data collection systems are subject to inefficiencies, errors, time delays, and excessive costs.

The Electronic Traffic Information Processing (eTRIP) system, an automated system that enables officers to electronically create tickets, collision reports, and other forms in the field and then transmit that data to authorized users, seeks to replace paper-based collection processes by transmitting data more quickly and with less opportunity for error. Although only a few agencies are using eTRIP at present, FARS analysts receive these fatal collision reports in record time.

The eTRIP system is reducing the number of written requests FARS analysts issue to law enforcement agencies for further information, thereby saving time for both the FARS Unit and the officers. This innovation has opened the door to improving the Electronic Data Transfer from DOT. It is likely that all collision data will eventually be transmitted electronically to initiate cases and “auto-fill” data fields within the state and national data base.

EMS Data Collection

Information drawn from pre-hospital encounters between emergency medical services (EMS) workers and traffic injury victims, e.g. notification time, arrival time, ejection path, and extrication, is an essential part of high-quality traffic fatality data. Currently no automated system exists for transmitting this vital information to the FARS Unit. Therefore, analysts must issue written requests to EMS providers for information on every fatality collision. Washington is fortunate to have over 800 public, private, and volunteer EMS agencies. However, FARS analysts may not always be able to readily identify which agency responded to a given collision, and consequently information requests must often be issued multiple times. The Department of Health’s EMS data-sharing project, Washington EMS Information System (WEMSIS) has launched its pilot in four areas. FARS analysts will soon be able to access EMS pre-hospital data online, which will save hours of tedious paperwork for FARS staff and EMS providers.

Drug and Alcohol Reporting

The Washington Administrative Code (WAC) requires toxicology testing for all drivers and pedestrians who die within four hours of being involved in traffic collisions that led to their deaths. For surviving drivers involved in fatal crashes, no such requirement exists, so unless the officers suspect impairment and order BACs, no test results will be available for analysis.

New Traffic Safety Legislation - 2007 Session



Governor Gregoire signed the following traffic safety bills passed by the Washington State Legislature in 2007. Unless otherwise noted, these bills will become law on July 22, 2007.

Auto theft (E3SHB 1001): This law increases penalties and provides for triple scoring of prior motor vehicle-related offenses (theft, possession of a stolen vehicle, and taking a vehicle without permission).

Home detention is established as an option for first-time adult offenders. Juvenile offenders are subject to risk assessments, home detention, and increased penalties for the same motor vehicle-related offenses.

New crimes are created to cover the making and possession of motor vehicle theft tools. A statewide Auto Theft Prevention Authority is created to study motor vehicle theft in Washington.

An additional \$10 fee is added to each traffic infraction; under no circumstances can this fee be reduced or waived.

Text messaging while driving (EHB 1214): Any driver who uses an electronic wireless communications device to send, read, or write a text message while driving is guilty of a traffic infraction.

However, you do not violate this law if you are entering a telephone number or name in a cell 'phone or if you are operating an emergency vehicle. You would also not be violating this law if you are using this device to report illegal activity or an emergency.

These infractions do not become part of your driving record and they are not given to insurance companies or to employers.

This law is a secondary enforcement law, which means that you may only be given a ticket if you have been pulled over for another traffic violation.

The law takes effect January 1, 2008.

Getting a commercial driver's license (SHB 1267): All drivers who want to obtain a CDL endorsement must attend a commercial driving school that has been

New Traffic Safety Legislation - 2007 Session

approved by the Department of Licensing. The fee for the skills exam is lowered to \$75 (from \$100) if you will be using the license to drive for Head Start or for an ECAP program.

The law takes effect January 15, 2008.

Regulation of commercial motor vehicle carriers (SHB 1304): The Washington State Patrol must use data-driven analysis to prioritize motor carriers for inspection and compliance reviews and may place motor carriers out of service until violations have been corrected. Some penalties and fees are also increased.

Liability of district & municipal courts (SHB 1669): A limited jurisdiction court that supervises misdemeanor offenders is not liable for damages based on inadequate supervision unless the inadequate supervision rises to the level of gross negligence.

Helping those with traumatic brain injury (2SHB 2055): This bill provides a comprehensive plan to help individuals with traumatic brain injuries meet their needs and creates the Washington traumatic brain injury strategic partnership advisory council.

An additional \$2 fee is added to each traffic infraction to pay for the plan.

Intermediate driver's license becomes permanent (SB 5036): This bill repeals the sunset review and termination of the IDL program for teen drivers, making it a permanent law.

Regulating cell phone use while driving (ESSB 5037): Any driver who holds a wireless communications device, like a cell phone, to his ear while driving is

guilty of a traffic infraction.

You do not violate this law if you are driving an emergency vehicle or tow truck; if you are talking in hands-free mode; or if you are using the cell phone to report illegal activity or emergencies. The law also does not apply to a person using a hearing aid and does not restrict operation of an amateur radio station.

These infractions do not become part of your driver's record and they are not given to insurance companies or to employers.

This law is a secondary enforcement law, which means that you may only be given a ticket if you have been pulled over for another traffic violation.

The law takes effect on July 1, 2008.



Driving past stopped emergency vehicles (SB 5078): In addition to other emergency vehicles, drivers must also yield on approach to tow trucks and roadside assistance vehicles. Drivers must proceed with caution, reduce speed and, if reasonable and safe, yield the right-of-way by passing to the left.

New Traffic Safety Legislation - 2007 Session

This requirement is expanded to highways with fewer than four lanes.

Ferry lines (SB 5088): Drivers intending to board a ferry, other than the Keller Ferry, will get a traffic infraction if they: (1) block a residential driveway while waiting to board the ferry; or (2) move in front of another vehicle in line. If you move ahead of a vehicle in line, you will have to move your vehicle to the end of the line.

These infractions do not become part of your driving record.

Vehicle impound (SB 5134): If you do not have the special endorsement required for the type of motor vehicle you are driving (like a motorcycle), an officer may impound the vehicle.

Motorcycle driver's license (SB 5273): Five dollars of the motorcycle endorsement fee will go into the Motorcycle Safety Education Account. Information on motorcycle awareness in motorcycle driver training courses must be approved by the Department of Licensing Director, rather than the Motorcycle Safety Foundation. The use of radio or intercom-equipped helmets at the DOL motorcycle safety class is no longer necessary. The maximum fee for the motorcycle safety education class is increased to \$125.

Traffic infractions on toll roads or bridges (SSB 5391): Toll violations detected through the use of photo enforcement systems must be processed in the same manner as parking infractions and the penalty is set at \$40 plus three times the toll.

The \$40 penalty remains with the local jurisdiction processing the violation and the "three times the toll" penalty is deposited into the statewide account in which tolls are deposited for the tolling facility.

Looking to the Future

Significant Challenges to be Addressed

The Washington Traffic Safety Commission (WTSC) has made significant progress this year with implementing the state's first comprehensive Strategic Highway Safety Plan, known as Target Zero. Target Zero has become Washington's guiding light document for traffic safety involving human factors and driver behavior. The challenge for the coming year will be implementing Target Zero beyond the state agencies currently leading the effort, thereby making it an effective tool at the local level. This effort will include cities, counties and tribal governments. WTSC's focus will be to accomplish this goal through effective partnerships with the Traffic Safety Task Forces and local law enforcement agencies. Based on the work already done in this area, we are confident significant progress will be realized.

Our primary behavioral challenges within Target Zero remain impaired driving and speeding. Based on an analysis of crash data from 1996-2005, impaired driving and speeding account for 56.7 percent of all fatal crashes for that time period. Clearly, Washington has significant work to do in order to change this trend. We believe progress can be made in the coming year based on Target Zero making impaired driving and speeding our number one priority.

A major area of concern for Governor Gregoire and the state's traffic safety community is the increasing trend of motorcycle fatalities. Since 1996, Washington has realized a 94.6 percent increase in fatal crashes involving motorcyclists. The leading causes of

these deaths are speeding and impaired driving. A majority of these crashes have occurred on rural two-lane roads. Another important factor in this trend is that 14.6 percent of those killed from 1996-2005 in motorcycle crashes were not properly licensed to operate a motorcycle at all. These factors have prompted a multi-disciplinary approach to find a solution. This includes a strong educational and training campaign, new legislation, and strict enforcement. These efforts are supported by a strong partnership with the motorcycle riding and advocacy groups. Washington will continue to make this a priority, which can save many lives in the years to come.

Diminishing Financial Resources

The past two years have realized overall reductions in the availability of financial resources for investment in traffic safety initiatives in Washington State. This has prompted WTSC to lead an effort to ensure the strategic and tactical investment of resources, people, time and money, in proven strategies and best practices. By doing so, Washington's traffic safety network believes that we can still make progress towards our goal of Target Zero. This on-going effort will require the state to effectively use the best data available for problem identification, specific targeting of the areas where the most gain can be realized, and the accurate measurement of outcomes through carefully constructed performance measures. This past year's work in this regard has laid a strong foundation from which to build in the coming year. WTSC will work to further refine this effort through ongoing quality initiatives.

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