



Washington State  
Traffic Safety Annual Report

2024



**TRAFFIC SAFETY  
COMMISSION**



# WASHINGTON 2024 TRAFFIC SAFETY ANNUAL REPORT

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2024

**WASHINGTON TRAFFIC SAFETY COMMISSION  
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**January 27, 2025**

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## **ALTERNATE FORMAT REQUEST**

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Persons who are deaf or hard of hearing may contact the Commission through the Washington Relay Service at 711.

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## ANNUAL REPORT CHECKLIST

✓REQUIRED: § 1300.35

Requirement	Where to find in this document
<b>Performance Report</b>	
1) Assessment of the state's progress in achieving performance targets identified in the most recently submitted triennial HSP (3HSP), as updated in the annual grant application, based on the most currently available data.	See Section: Program Updates
(i) Description of the extent to which the State's progress in achieving those targets aligns with the 3HSP (i.e., the State has (not) met or is (not) on track to meet target).	See Section: Program Updates
(ii) Description of how the activities conducted under the prior year annual grant application contributed to meeting the State's highway safety performance targets.	See Section: Program Updates
2) Description of how the State plans to adjust the strategy for programming funds to achieve the performance targets if the State has not met or is not on track to meet its performance targets or an explanation of why no adjustments are needed to achieve the performance targets.	See Section: Program Updates
<b>Activity Report</b>	
1) Explanation of reasons for projects that were not implemented;	See Section: Program Updates
2) Description of public participation and engagement efforts carried out and how those efforts informed projects implemented	See Section: Public Participation and Engagement
3) Description of the State's evidence-based enforcement program and community collaboration activities.	See Section: Evidence-Based Enforcement Program and Community Collaboration Activities, Assessment of State Progress
4) Submission of information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, citation information, paid and earned media information).	See Sections: Evidence-Based Enforcement Plan, Assessment of State Progress, and Program Updates

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## TABLE OF CONTENTS

2024 YEAR IN REVIEW	1
LEGISLATIVE UPDATE	6
2024 FISCAL OVERVIEW OF OBLIGATIONS AND EXPENDITURES	9
PUBLIC PARTICIPATION AND ENGAGEMENT	11
EVIDENCE-BASED ENFORCEMENT PROGRAM AND COMMUNITY OUTREACH ACTIVITIES	21
MOBILIZATION PARTICIPATION.....	21
PERFORMANCE ACTIVITY MEASURES .....	22
LAW ENFORCEMENT COMMUNITY COLLABORATION.....	22
PAID MEDIA CAMPAIGNS - FFY 2024.....	27
ASSESSMENT OF STATE PROGRESS	28
PERFORMANCE MEASURES .....	28
PERFORMANCE REPORT .....	31
MEASURE OF ATTITUDES, AWARENESS, AND BEHAVIOR .....	33
PROGRAM UPDATES	42
WASHINGTON C-1, C-2, and C-3 TARGETS .....	42
1. COMMUNICATIONS.....	47
2. COMMUNITY TRAFFIC SERVICES .....	52
3. DISTRACTED DRIVING .....	65
4. IMPAIRED DRIVING.....	71
5. MOTORCYCLE SAFETY.....	89
6. NON-MOTORIZED SERVICES.....	97
7. OCCUPANT PROTECTION.....	113
8. PROGRAM COORDINATION.....	121
9. RESEARCH AND DATA.....	127
10. SPEED.....	132
11. TRAFFIC RECORDS .....	140
12. TRIBAL TRAFFIC SAFETY .....	149
13. YOUNG DRIVERS .....	155
STATEWIDE MAP	164
ACRONYM LIST	165
CONTACT INFORMATION	168

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## 2024 YEAR IN REVIEW

The Washington Traffic Safety Commission (WTSC) made strides in 2024, advancing its mission to empower and equip people and communities with knowledge, tools, and resources to build a positive traffic safety culture. The year started with an incredibly active legislative session that resulted in increased financial resources and laid the groundwork for future policy changes. We expanded our outreach activities, affirming and advancing our commitment to community engagement. We made strides as we pursued implementing our agency's strategic plan and led the multi-partner work of updating Washington's Strategic Highway Safety Plan (SHSP) – Target Zero. In doing so, we affirmed our goal and commitment to collaborate with communities, partners, and other state agencies to achieve Target Zero – zero deaths and zero serious injuries by 2030. This report highlights these efforts and many more from the past year, including data-driven initiatives, innovative programs, and updates from all National Highway Traffic Safety Administration (NHTSA) grant funded projects. Through these efforts and our partnerships with NHTSA Region 10, local governments, community-based organizations, Tribal representatives, and state partners, we continue to work toward achieving our vision of a Washington where we all work together to travel safely on our roadways.

### Strategic Planning

WTSC and Washington State Department of Transportation (WSDOT) completed the SHSP update, also known as the [Target Zero Plan](#). The new SHSP focuses on the Safe System Approach, Proactive Traffic Safety Culture, and Equity in addressing emphasis areas that most often contribute to fatal and serious injury crashes. The SHSP process included extensive outreach and engagement, including surveys at community events, listening sessions with community-based organizations (CBOs) and their constituents, listening sessions with Tribal government representatives, and outreach to local governments, including cities, counties, Metropolitan Planning Organizations, and Regional Transportation Planning Organizations.

The agency strategic plan was completed near the end of 2023, making 2024 the first year of implementation. WTSC's strategic plan is designed to align efforts across the organization and achieve measurable progress toward its mission. It is structured around three main goals, with each goal supported by several objectives that define clear priorities. These objectives are broken down into key activities assigned to individual staff members or teams to ensure accountability and focus. This framework enables a coordinated approach to addressing traffic safety challenges while fostering collaboration and effectively tracking progress. Some notable accomplishments that supported the strategic plan:

- Goal 1. Empower Communities to Grow a Proactive Traffic Safety Culture
  - Objective 1.1 Provide communities with information needed to increase their understanding of behavioral traffic safety issues with an emphasis on overburdened populations.
    - The Research and Data Division is on track to develop six new topic-specific briefs and finalized four new dashboards.
    - The Target Zero Managers (TZM) PM team is on track to provide new training and tools to the TZMs who will be leading the development of community coalitions.



- Objective 1.2 Create opportunities for meaningful community participation that impact funding priorities and planning.
  - WTSC secured new state funding for a dedicated Community Engagement Manager.
- Goal 2. Through Partnership, Strengthen the Safe System Approach at the State and Community Levels
  - Objective 2.2 Safer Speeds: Promote safer speeds in all roadway environments through a combination of thoughtful, targeted, positive culture framework informed interventions that work at multiple levels of the social ecology.
    - WTSC stood up the Speed Management Advisory Cooperative in 2024 – a highly diverse group of stakeholders investigating the many facets of the speed problem to advise the agency on the highest priority actions it can take and informing the actions of individual members.
  - Objective 2.5 Post-Crash Care: Look for opportunities to empower post-crash care partners to improve survivability of crashes with an emphasis on rural and other underserved communities.
    - WTSC engaged five rural, acute care trauma hospitals to support motor vehicle crash prevention efforts.
  - Objective 2.4 Safer Vehicles: Look for opportunities to support and promote safer vehicles.
    - WTSC signed an agreement with the Automotive Coalition for Traffic Safety to advance passive alcohol sensors in passenger vehicles and to promote the technology in Washington.
- Goal 3: Foster an Excellent Organizational Culture
  - Objective: 3.1: Support a highly engaged and collaborative workforce
    - A fatal case review was conducted to involve all PM to start developing this process, expose program staff to the possibilities of this approach, and lay the groundwork for future case reviews in 2025.

## **Legislation and State Budget**

The 2024 Washington State Legislature passed legislation to improve traffic safety, including expanding the use of automated traffic enforcement cameras. The Legislature also provided additional state funds to increase enforcement of traffic safety laws, with a particular focus on impaired driving. The funds helped to increase High-visibility Enforcement (HVE) campaigns during the summer; supported two dedicated DUI patrol positions (one each for the Spokane and Yakima police departments); provided equipment funding grants to Tribal law enforcement and small, rural police departments; and in the coming year, will fund a pilot program for increased supervision and ignition interlock program (IIP) participation in conjunction with the Yakima County Court. The Legislature also approved funding a Community Engagement Manager position to provide the 50 percent state match for Planning and Administration costs. More detailed descriptions of the legislative session can be found in chapter two.

The WTSC and its primary partner, WSDOT, have committed to advancing the Safe System Approach (SSA) in Washington State. Together, we will curate an interactive three-day traffic safety summit designed to grow the skills, knowledge, and beliefs around this traffic safety philosophy. This event will target high priority community leaders, their staff, and partners to attend with the goal of increasing the chances that these community teams will be motivated to return home and start the work of approaching traffic safety in their communities using the SSA. We believe there is a need to grow the knowledge, beliefs, and skills around implementing a Safe System Approach (SSA) among community leaders for these concepts to take root. WTSC assumes that since these concepts are new, and there are very few if any demonstration projects, many if not most communities are unfamiliar with the SSA. The Traffic Safety Summit will be held in Spokane, July 15-17, 2025. In 2024, WTSC secured the venue – The Spokane Convention Center, signed agreements with two hotels, and convened a planning committee.

### **Innovative Advancements with Data and Analysis**

The Research and Data Division (RADD) advanced several new data efforts. The Fatal Case Review (FCR) program was expanded to other program areas. First authorized for the Cooper Jones Active Transportation Safety Council (ATSC) (RCW 43.59.156) for reviewing active transportation user deaths, a FCR is a comprehensive deep dive into the factors contributing to a sample of fatal crash files with a similar theme. Cases are selected, and all associated records are obtained and reviewed. The FCR helps to identify modifiable risk and protective factors within the Safe System Approach that are not identifiable or as obvious with traditional aggregate data analysis. This year, the FCR program was expanded to the Washington Impaired Driving Advisory Council (WIDAC). Next year FCRs will be conducted for ATSC, WIDAC, Speed Management Advisory Cooperative (SMAC), and the motorcycle program. The FCR coordinator is also drafting a toolkit to assist local task forces with organizing and conducting their own FCRs.

RADD also completed year two of the statewide traffic safety survey. In addition to the 10,964 responses collected for the 2023 survey, an additional 10,559 Washingtonians shared their views by completing the 2024 survey bringing our total sample size to 21,523. With this large sample size, we can produce reliable county-level information and, for most counties, detailed demographic breakouts such as race/ethnicity, age, and gender. Infographics are available for 2023 and 2024 statewide and all target zero regions. They are available in English and Spanish. Finally, the statewide survey dashboard has been updated to include all survey data.

RADD expanded its library of data dashboards over the past year, releasing several new ones. These included dashboards on young and older drivers involved in fatal crashes, speeding-involved fatal crashes, distracted-involved fatal crashes, and others such as WTSC-funded HVE outcomes and Safer Streets data for Pierce County. Additionally, RADD finalized its method for reporting reliable information about drug-influenced drivers in fatal crashes and applied these updates to all internal files, briefs, and the impairment dashboard.

Finally, we forged multiple partnerships with telematics data service providers, supported by a budget proviso from the Legislature to purchase telematics data products. The WTSC was awarded a grant from the Governor's Highway Safety Association to work with Michelin Mobility Intelligence (MMI) for telematics data services. The WTSC and MMI partnered to conduct detailed network and risk analysis of South King and Yakima counties, identified as historically underinvested and overburdened by serious traffic crashes. Through this project, we were able

to provide interactive maps to multiple stakeholders in those communities, including engineers and law enforcement, detailed reports of ten focus area analyses, and a formal report for sharing focus area results through our community engagement efforts. The WTSC also procured a new report from Cambridge Mobile Telematics to produce statewide and county-level estimates of driver distraction, speeding, and hard-braking. A notable finding from this report revealed that 25 percent of trips on Washington roads involve some type of distraction, which is much higher than the estimated 9 percent measured by our observation survey.

### **Advances in WTSC Speed Program**

In conjunction with the new Speed Program, WTSC worked with a contractor to create a new public education campaign to encourage drivers to travel at safer speeds. This was one of the most challenging campaigns to create because Washington lacks a clear social norm around driving the speed limit. In our statewide surveys (N=21,523; 2023-2024), only 29 percent of respondents reported that they have not driven 10 miles per hour (MPH) over the posted speed limit in the last 30 days. And 58 percent said that driving 10 MPH or more over the speed limit was only somewhat or moderately dangerous.

The project completed the first round of focus groups to evaluate which messaging was most effective in resonating with the audience and ensuring the message made sense to them. Focus group members strongly favored fact-based messaging, such as, "32 percent of traffic fatalities involve a speeding driver." The project will continue into the new fiscal year, including preparation of concepts for a public service announcement based upon the feedback of the focus groups. The concepts will be tested with additional focus groups to determine whether the messages are clear, engaging, and likely to change behavior.

### **Distracted Driving GHSA Grant Award**

The WTSC was successful in securing \$187,500 in additional funds from the Governor's Highway Safety Association (GHSA) for additional traffic safety efforts in 2024. The first grant of \$87,500 funded a project in Pierce County focused on addressing distracted driving, promoting compliance with traffic laws, and fostering community engagement to shift traffic culture. Distracted driving data was collected from 50 locations throughout the county, along with speeding and seat belt use data. Subsequently, the data was used to inform interventions in enforcement, education, public outreach, and leadership support, serving as a project design pilot for statewide implementation. A data dashboard was created for the project and can be accessed here: <https://wtsc.wa.gov/safer-streets-pierce/>. The GHSA, in partnership with Michelin Mobile Telematics, also awarded the WTSC a grant for telematics data (described earlier). That award totaled \$100,000 in the form of credits from Michelin Mobile Telematics.

### **Exceeding Regulatory Requirements**

The WTSC updated its Program Management Manual (PMM) in 2024. We hired contractors through GHSA's Contract Services Initiative to help with the project. We learned during this process how unique Washington is compared with other states and because of this, the contractor's main role was ensuring the new manual was updated with new federal requirements from the Bipartisan Infrastructure Law. Contractors also acted as the overall editors and provided a great deal of advice on the order of topics and flow. The new PMM was

reorganized to be a better training aid for new staff and new content was added so the document fully reflects the processes and philosophy adopted by WTSC.

Region 10 NHTSA conducted a Management Review with WTSC in September 2024. The MR team from NHTSA was complimentary of WTSC's processes and staff during the debrief, and the final report stated, "NHTSA has determined that Washington is satisfactorily performing the functions and activities listed in Section III of this report. NHTSA looks forward to working with the WTSC to carry out recommended actions." The report made one recommendation – that WTSC "...conduct an annual training session with each sub-grantee to cover expectations, reporting requirements, policy changes, updates on funding guidelines as needed." WTSC concurred with this recommendation and will execute a plan to do so in CY 2025.

### **National Partnerships**

The WTSC participated in the NHTSA-GHSA performance measures workgroup authorized in the Bipartisan Infrastructure Law (BIL). In addition to participating on the core expert panel, multiple representatives from other agencies in Washington participated in the focus groups. The WTSC director provided feedback and considerations in the final stages of this work encouraging any changes to be meaningful for measuring the direct impact of the work of SHSOs.

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## LEGISLATIVE UPDATE

Odd-numbered years feature "long" legislative sessions that begin a two-year cycle, while even-numbered years have shorter "supplemental" sessions. The Washington Legislature convened this year from January 8 to March 7, 2024. The Legislature passed the 2024-2025 supplemental budgets, including the Transportation Budget, [HB 2134](#).

The Transportation Budget includes the state budget for the Washington Traffic Safety Commission (WTSC). In addition to the appropriation of state funds and the authorization to spend federal funds, the budget bill included the following:

- \$235,500 of the Cooper Jones active transportation safety account—state appropriation is provided solely for the commission to conduct research pertaining to the issue of street lighting and safety, including a public input component, and learning from counties, cities, the state, and other impacted entities. (Due January 1, 2025).
- Within existing resources, the commission, through the Cooper Jones active transportation safety council, must prioritize the review of pedestrian, bicyclist, or non-motorist fatality and serious injury review when the victim is a member of a federally recognized tribe. Consistent with RCW 43.59.156(5), the commission may recommend any policy or legislative changes to improve traffic safety for tribes through such review.
- \$200,000 of the Cooper Jones active transportation safety account—state appropriation is provided solely for the commission, in consultation with the Cooper Jones active transportation safety council, to research and develop a pilot program for the use of light meters by law enforcement to measure lighting levels at locations where a serious injury or fatality involving a vehicle has occurred.
- \$300,000 of the highway safety account—state appropriation is provided solely for the commission to purchase telematics data from a qualified vendor that provides anonymized information on vehicle speeds and driver behaviors, such as hard braking, on a statewide basis and in selected geographical areas based upon demographic characteristics and crash history. The commission must provide an annual report summarizing findings from the telematics data to the transportation committees of the legislature beginning by June 30, 2025, and until June 30, 2027.
- \$750,000 of the highway safety account—state appropriation is provided solely for a pilot program for dedicated probation or compliance officers at the local level to improve compliance with ignition interlock device installation requirements associated with impaired driving offenses. The commission must select locations based on an assessment of ignition interlock device compliance rates, and the willingness and ability to have staff dedicated to this activity. By June 30, 2025, the commission must provide to the transportation committees of the legislature with a status report on the specific locations selected and any outcome information.
- \$1,000,000 of the highway safety account—state appropriation is provided solely to implement a multifaceted approach to supplement existing funding targeted at impaired driving and other enforcement. The areas of emphasis expected to be funded include additional high visibility enforcement and indigenous knowledge-informed tribal traffic

safety support. Funding is also provided for the commission to administer and provide oversight of these activities. The commission must provide a preliminary report to the transportation committees of the legislature on these funded activities and any outcome information by December 1, 2025, with a final report due by December 1, 2026.

The 2024 session included consideration of bills that did not pass during the 2023 session, as well as new bills that were introduced. The following is a selection of policy and budget actions related to traffic safety taken by the 2024 Washington Legislature. These summaries are provided for informational purposes only.

### **Bills that Passed in 2024**

The Governor's office asked WTSC to draft and promote a bill that updates the statutes on Automated Traffic Safety Cameras, including those used to enforce speed limits and red lights.

#### **HB 2384, Chapter 307, 2024 Laws, effective June 6, 2024.**

HB 2384 included a major rewrite of the Automated Traffic Safety Camera statute and included changes to remove barriers for cities and counties to use them. One change was to reduce and delay the portion of revenue from fines that cities and counties were required to submit to the state's Cooper Jones Active Transportation Safety Account. Another barrier addressed was to expand the types of local government employees authorized to review the camera images and data and approve the issuance of a citation. The previous law limited the review to sworn law enforcement officers. The new law allows civilian staff working for a local law enforcement agency or authorized employees of the local transportation agency to review and authorize the issuance of citations. The bill in its final form also established maximum fines statewide, created allowances for fine reduction for low-income individuals, and added state highways operating as city streets and local road work zones to the locations where automated speed enforcement can be authorized by local ordinance.

#### **SB 6115, Chapter 308, 2024 Laws, effective June 6, 2024.**

SB 6115 was a follow up to SB 5272 from 2023, which authorized the Washington State Department of Transportation (WSDOT) and the Washington State Patrol (WSP) to use automated speed enforcement cameras in highway work zones. The bill addressed some operational and legal issues that needed to be added or changed from the original law. It addresses public education and notification about work zone speed cameras, sets a standard \$0 warning for a first offense and \$248 for subsequent offenses, addresses legal procedures, allows the Office of Administrative Hearings to authorize payment plans for persons unable to pay the fine in full, and directs collections for unpaid fines to the Department of Licensing (DOL).

#### **HB 1493, Chapter 306, 2024 Laws, effective January 1, 2026.**

HB 1493 made substantial changes and updates to Washington DUI laws. These changes included allowing a defendant to enter a deferred prosecution agreement on a second offense if they also entered into a deferred prosecution agreement on the first offense (changes the limit of one per lifetime); extended the "look back" period for determining a felony DUI charge on the fourth offense within 15 years, from the current period of 10 years; and created a Drug Offender Sentencing Alternative (DOSA) program for individuals convicted of felony DUI. The bill also added negligent driving and reckless endangerment to the definition of a serious driving offense; updated provisions of ignition interlock



requirements, including closing a loophole in the employer exception for self-employed offenders; and allowed courts to provide driver abstracts of DUI offenders to substance abuse treatment providers for the purposes of assessment and treatment.

### **Bills that Did Not Pass in 2024**

**SB 5002, Concerning alcohol concentration (also [HB 2196](#))** would have lowered the *per se* blood alcohol concentration (BAC) limit for the offenses of Driving Under the Influence (DUI) or Physical Control of a Vehicle under the influence of alcohol. The bill was passed by the Law and Justice and Transportation Committees in the Senate, but it did not receive a vote on the Senate floor. The bill was reintroduced in 2024, along with a House version, as well. HB 2196 received a hearing, but did not move out of committee. SB 5002 was moved from the Rules Committee to the list for a floor vote but was not called for a vote before the chamber deadline.

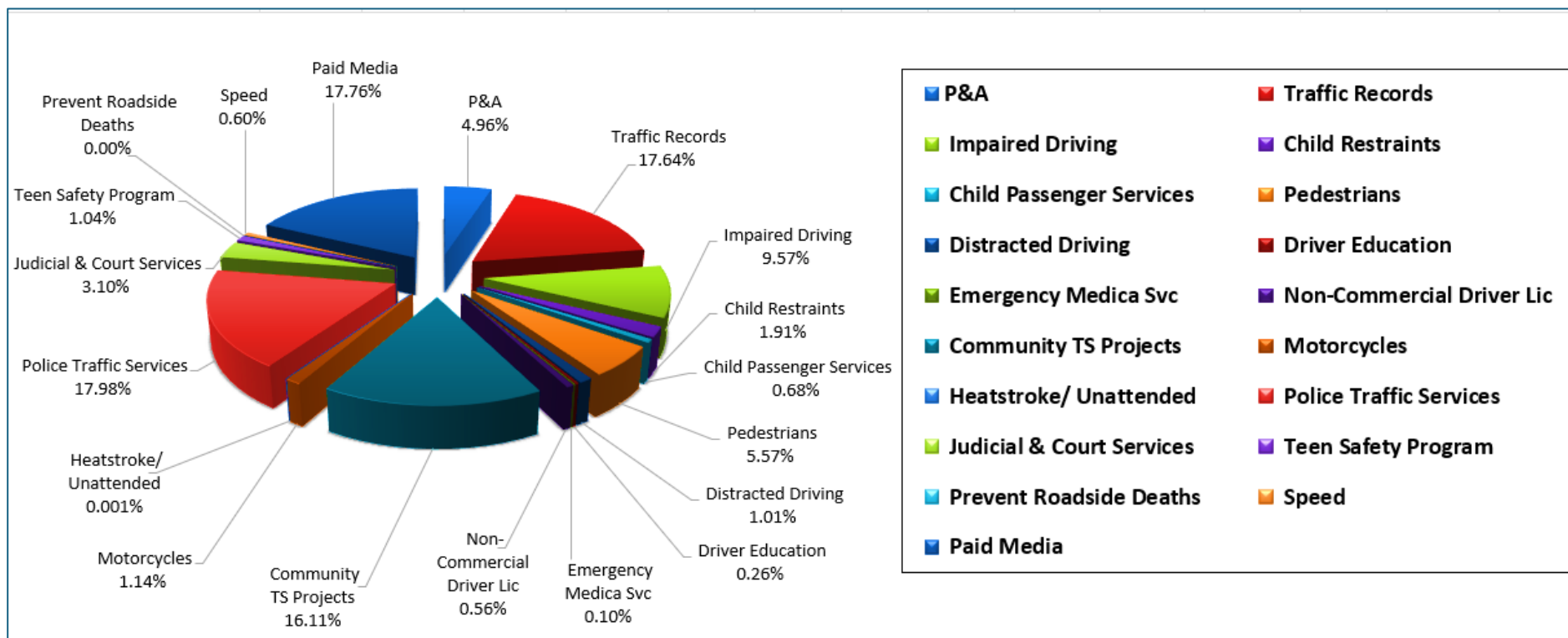
**SB 5383, Concerning pedestrians crossing and moving along roadways (also [HB 1428](#))** would have allowed a pedestrian to cross a roadway with a posted speed limit of 35 miles per hour or less at any point as long as a vehicle is not so close that it is impossible for the driver to stop. It would have also preempted local laws and ordinances inconsistent with the statutes modified by the bill.

**SB 5791, Concerning the evaluation of the effectiveness of oral fluid roadside information in the enforcement of driving under the influence laws**, would have established a pilot test program administered by the WSP on the effectiveness of oral fluid testing devices for law enforcement to administer at roadside traffic stops. Tests screen drivers for the presence of impairing substances, including cannabis, cocaine, opioids, amphetamine, methamphetamine, and benzodiazepines. The tests would be voluntary and would not be admissible as evidence in a court hearing.

## 2024 FISCAL OVERVIEW OF OBLIGATIONS AND EXPENDITURES

	402	405b	405c	405d	405d 24/7	405f	405h N/M	405g N/M	405h	405e Aware	405e Laws	164	Total	% of Total
P&A	\$955,094												\$955,094	4.96%
Traffic Records	\$1,095,689	\$120,540	\$1,613,706	\$563,662									\$3,393,597	17.64%
Impaired Driving	\$473,556			\$592,721						\$118,237	\$118,237	\$538,641	\$1,841,392	9.57%
Child Restraints	\$313,383	\$54,058											\$367,441	1.91%
Child Passenger Services		\$130,812											\$130,812	0.68%
Pedestrians	\$117,716						\$633,981	\$319,581					\$1,071,278	5.57%
Distracted Driving	\$139,260	\$54,622		\$909									\$194,791	1.01%
Driver Education	\$50,596												\$50,596	0.26%
Emergency Medica Svc				\$20,000									\$20,000	0.10%
Non-Commercial Driver Lic	\$28,056	\$79,800											\$107,856	0.56%
Community TS Projects	\$2,633,185			\$332,554	\$133,472								\$3,099,211	16.11%
Motorcycles	\$35,539				\$19,277	\$164,599							\$219,415	1.14%
Heatstroke/ Unattended	\$132												\$132	0.001%
Police Traffic Services	\$2,609,143			\$437,602	\$16,454					\$196,678	\$198,479		\$3,458,356	17.98%
Judicial & Court Services	\$201,481			\$394,550									\$596,031	3.10%
Teen Safety Program	\$77,760	\$121,501											\$199,261	1.04%
Prevent Roadside Deaths									\$0				\$0	0.00%
Speed	\$114,912												\$114,912	0.60%
Paid Media	\$778,246	\$1,200,010		\$1,302,167								\$136,345	\$3,416,768	17.76%
<b>TOTAL</b>	<b>\$9,623,748</b>	<b>\$1,761,343</b>	<b>\$1,613,706</b>	<b>\$3,644,165</b>	<b>\$169,203</b>	<b>\$164,599</b>	<b>\$633,981</b>	<b>\$319,581</b>	<b>\$0</b>	<b>\$314,915</b>	<b>\$316,716</b>	<b>\$674,986</b>	<b>\$19,236,943</b>	<b>100%</b>





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## **PUBLIC PARTICIPATION AND ENGAGEMENT**

### **Introduction**

WTSC identified two underserved priority communities that were overrepresented in crash statistics. South King County and Yakima County were identified because they had rates of fatalities for American Indian, Alaska Native, Black, and Hispanic road users that were disproportionate to their numbers in the general population. Yakima County has had the highest overall numbers of both American Indian and Hispanic road user fatalities of any county in the state. In FFY 2024, WTSC worked closely with the public relations firm of PRR. This contract was paid for out of the P&A budget. We engaged with these two communities. The goal was to establish relationships with new partners, gather additional information from the priority communities, and use the information to supplement WTSC's highway safety program. We continue to search for new grant opportunities, engage new partners, develop new projects, and establish a path forward.

To support these efforts going forward, WTSC submitted a budget request to the Governor's office in September 2023 to fund a Community Engagement Manager. This request was included in the Governor's proposed budget to the Legislature, which ultimately appropriated the funding needed to establish a position using Planning and Administration grant funds. WTSC was pleased to receive applications from a diverse and highly qualified group of candidates for the position. Siggy Frank was hired as the Community Engagement Manager in August 2024.

### **Strategic Highway Safety Plan (Target Zero Plan)**

WTSC leveraged the process of updating the Strategic Highway Safety Plan to do direct outreach, with a particular focus on King and Yakima Counties. PRR was a subcontractor with the SHSP contract team, led by DKS and Associates. This also included direct outreach to Washington Tribes. This work was also paid for out of the P&A account.

The focus of that outreach was on receiving feedback from identified priority groups, which included:

- People who use Spanish
- People who use languages other than English or Spanish
- People who are Indigenous (American Indian/Alaskan Native)
- People who are Black and other people of color
- People affected by underinvestment in safe transportation facilities, including people with disabilities
- People who live in rural areas
- People with low incomes
- Drivers aged 16-30 years old

Here is an overview of the process:

- **Phase 1** (August to October 2023) – Before drafting the plan, the project team surveyed 140 people in Yakima County and south King County through in-person and online outreach and conducted listening sessions with representatives from CBOs serving people who live in those communities and statewide and with tribal representatives.

- **Phase 2** (March to April 2024) – As the project team was drafting the plan, they conducted additional listening sessions with tribal and CBO representatives to share how the team was incorporating their input into the plan and receive feedback about that.
- **Phase 3** (April to August 2024) – The project team distributed the plan draft and solicited feedback through briefings with local agencies, the WTSC website, a survey, social media, email, and virtual “office hour” sessions.

The following section provides additional detail related to each phase.

## **Phase 1 (August and October 2023)**

### **In-person and online surveys**

Project staff conducted in-person surveys in Spanish and English at four community events in south King County and Yakima County. At each in-person event project team members helped community members fill out surveys designed to document their concerns and capture their thoughts on traffic safety. On average the surveys took 10 to 20 minutes to complete. The four events were:

- **Central Washington State Fair** – September 16, 2023, Yakima, WA
  - Surveyed 22 people in Spanish and English
- **Kent Community Safety Event** – October 14, 2023, Kent, WA
  - Surveyed 12 people in English
- **Yakima Training Center Fall Festival** – October 21, 2023, Yakima, WA
  - Surveyed 35 people in Spanish and English
- **Skyway on Renton Ave South Community Event** – October 28, 2023, Renton, WA
  - Surveyed 37 people in Spanish and English

Project staff also partnered with CBOs to distribute the survey online, which 34 people completed. A majority of online survey respondents lived in Yakima County. Of the 140 in-person and online surveys completed, 40% of respondents identified as white and 42% identified as Latino/a/x or of Hispanic origin. Some respondents chose to identify as more than one race. The remaining identities were:

- 10% - American Indian or Alaska Native
- 7% - Asian or Asian American
- 3% - Black or African American
- 3% - Native Hawaiian or Pacific Islander
- 1% - Middle Eastern or North African

### **CBO listening sessions**

PRR organized several listening sessions for CBO representatives. Each listening session included a presentation and time for comments and questions. The purpose of the listening sessions was to provide CBO participants opportunities to:

- Learn more about the Target Zero Plan and update.
- Share their experiences and priorities related to traffic safety.
- Provide input on engagement tactics.

- Learn more about staying involved with WTSC.

PRR identified a list of 50 CBOs, including:

- Those representing priority groups from Yakima and south King counties.
- Statewide organizations representing priority groups.
- Those who expressed interest in continued engagement with WTSC through a survey in May 2023.

Each listening session had a geographic focus to support deeper focused conversation and was limited to a maximum of eight participants to allow space for everyone to share comments, stories, and questions.

Project staff held three 75-minute virtual listening sessions in September 2023. The team hosted the sessions, with a total of 18 attendees across all sessions. The team cancelled a planned fourth session on Wednesday, September 20, due to low registration. See below for a list of which organizations participated in each session.

**Session 1: Yakima County** – Friday, September 15, 2023, 10 to 11:15 a.m.

- Asian Pacific Islander Coalition of Yakima (APIC-Yakima)
- Bike Clark County
- Yakima Bikes and Walks
- Yakima Valley Farmworkers Clinic
- Yakima-350 Climate Action

**Session 2: King County** – Monday, September 18, 2023, noon to 1:15 p.m.

- Consulate of Mexico (*four representatives*)
- Washington State Coalition of African Community Leaders

**Session 3: King County/Statewide** – Thursday, September 21, 2023, 3 to 4:15 p.m.

- Community in Motion
- Community to Community Development
- Consulate of Mexico
- Free Clinic of Southwest Washington
- Kitsap Black Student Union
- People Empowerment and Renewal Services (PEAR)
- Transportation Choices Coalition
- Villa Comunitaria

### **Tribal listening session**

WTSC and WSDOT hosted one two-hour virtual listening session from 9 to 11 a.m. Pacific time on October 24, 2023. The team hosted the session on Zoom, with a total of five attendees from tribes across the state. The objectives of the listening session were to:

- Provide an overview of the federal requirements guiding the plan and the data WTSC and WSDOT were using in the plan development.
- Hear from tribal attendees about their priorities for increasing roadway safety.
- Hear any other related needs from tribes.

Listening sessions for tribal partners followed government-to-government protocols. WTSC and WSDOT sent a joint letter to tribal leaders in September 2023 to invite them to attend this listening session. Tribal liaisons for WTSC and WSDOT led the outreach and follow-up communication. The consultant team provided facilitation for inter-governmental information sharing and engagement.

The listening session was attended by representatives from:

- Jamestown S’Klallam Tribe
- Confederated Tribes of the Umatilla Indian Reservation
- Yakama Nation
- Northwest Tribal Technical Assistance Program Center (NWTAP)
- Tulalip Tribes

## **Phase 2 (March and April 2024)**

### **Overview**

The project team organized additional CBO and tribal listening sessions in March and April 2024 to report back on how the team was incorporating feedback from Phase 1 outreach into the Target Zero Plan, and to gather additional insights. The project team did not conduct in-person outreach during this phase.

### **CBO listening sessions**

In April 2024, WTSC conducted two additional listening sessions with CBO partners. Invitations were sent to the same list of 50 CBOs who were invited to the September listening sessions. The goal of these listening sessions was to review and confirm project team understanding of what participants shared in the September session, provide an update on Target Zero Plan development, explain how the authors expected to incorporate input from CBO partners in the plan, and ask for and listen to additional input and questions.

The team hosted the sessions on Zoom, with a total of 19 attendees across both sessions. There was some overlap between attendees in the September 2023 and the April 2024 sessions. See below for a list of which organizations participated in each session.

#### **Session 1:** April 1, 9:30 to 11 a.m.

- Asian Pacific Islanders Coalition of Yakima (APIC-Yakima)
- Bike Clark County
- Disability Rights Washington
- Free Clinic of Southwest Washington
- Legacy of Equality, Leadership and Organizing (LELO)
- People Empowerment and Renewal Services (PEARS)
- Washington State Coalition of African Community Leaders
- Yakima Valley Council of Governments

#### **Session 2:** April 12, 10:30 a.m. to noon

- Community in Motion
- Community to Community Development
- Consulate of Mexico (*five representatives*)

- Transportation Choices Coalition
- UTOPIA
- Villa Comunitaria
- Yakima Valley Farmworkers Clinic

### **Tribal listening session**

WTSC and WSDOT invited tribal representatives to participate in a Phase 2 listening session to review and confirm their understanding of what October participants shared, provide an update on Target Zero Plan development, explain how the authors expect to incorporate input from tribal partners in the plan, and invite for additional input and questions.

Listening sessions for tribal partners followed government-to-government protocols. WTSC and WSDOT sent a joint letter to tribal leaders in February 2024 to invite them to attend this second listening session. Tribal liaisons for WTSC and WSDOT led the outreach and follow-up communication. The consultant team provided facilitation for inter-governmental information sharing and engagement.

The team hosted this 90-minute virtual listening session for tribal partners on March 19, 2024.

Attendees consisted of tribal representatives from:

- Cowlitz Tribe
- Elwha Klallam Tribe
- Jamestown S’Klallam Tribe
- Nooksack Tribe
- Port Gamble S’Klallam Tribe
- Snoqualmie Tribe
- Suak – Suiattle Tribe

### **Key themes**

Key themes from community outreach include:

- Survey and listening session participants support enforcement to reduce risk-taking behavior such as speeding in school zones, aggressive driving, or driving under the influence. At the same time, many participants expressed concerns that interactions between police and members of the public, especially people of color, including people who are Indigenous, can lead to escalations that cause trauma, harm, and even death.
- Among survey respondents, there was less support for automated enforcement strategies than in-person enforcement strategies. Some respondents explained this is because of a sense that automated enforcement strategies could be manipulated to extract fines from people who may not deserve them.
- Listening session participants, on the other hand, were more likely to support automated enforcement strategies, in part because they decrease interactions between members of the public and the police.
- Survey respondents and listening session participants agreed that road maintenance and adequate infrastructure are important for roadway safety and advocated for more investment in areas with high populations of people of color, people living on low incomes, and people who are Indigenous.
- Across the survey and listening sessions, participants expressed support for increased access to driver education opportunities for young people, adults, and people who use languages other than English.

- In the listening sessions, participants framed public transportation access and active transportation infrastructure as tools to save lives, not just conveniences.
- In the listening sessions, participants strongly recommended decision makers collaborate with the people impacted by their decisions, especially youth, people who are Indigenous, and people of color.
- Throughout the responses, some participants shared feedback that suggest a lack of trust or even suspicion of government, especially enforcement agencies.

### **Phase 3 (April through August 2024) Overview**

WTSC and WSDOT spent April, May, and June putting the finishing touches on the draft Strategic Highway Safety Plan and getting feedback from local agency staff through briefings at the April Transportation Professional Forum, the May Metropolitan Planning Organization (MPO)/ Regional Transportation Planning Organizations (RTPO)/ WSDOT Coordination meeting, and the June meeting of the Association of County Engineers.

In July, the project team made an electronic copy of the plan available on the WTSC website for public review and comments. A total of 31 reviewers submitted comments through an online survey and by sending emails with their comments directly to the plan authors.

The project team also got feedback and collected comments during two virtual “office hour” sessions held on July 31 and August 13. The final plan was released on October 31, 2024.

#### **King County**

King County is the state’s largest county and the 13th most populous county in the United States. Annually, King County has the highest number of fatal crashes in the state (146 in 2022).

Between 2020 and 2022, King County saw a 36 percent increase in fatal crashes, and from 2014 through 2023, 1,188 people lost their lives in traffic crashes. King County accounts for about one-third of the state’s pedestrian and bicyclist deaths. South King County, including the southern part of Seattle, experiences a disproportionate number of fatalities of vehicle occupants, pedestrians, and bicyclists. Many of the communities and neighborhoods in South King County have a high social vulnerability index score ([CDC/ATSDR Social Vulnerability Index](#)).

The King County Traffic Safety Coalition, now known as the King County Target Zero Task Force, was established by Public Health - Seattle & King County (PHSKC) in 1998 to support traffic safety planning within King County. WTSC funds the traffic safety activities of three Target Zero Managers who lead the Task Force, which includes representatives from:

911 Driving School Bellevue  
Algona Police Department  
Auburn Police Department  
Auburn Transportation Department  
Bellevue Police Department  
Bike Happy Cascadia  
Black Diamond Police Department  
Brain Injury Alliance

Cascade Bicycle Club  
Central Region Trauma Council  
Child Passenger Safety Technicians  
City of Auburn  
City of Bellevue  
City of Bellevue  
City of Federal Way  
City of Kenmore



**PUBLIC PARTICIPATION AND ENGAGEMENT**


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City of Kent	Maple Valley Police Department
City of Kirkland	Maple Valley Public Works
City of Newcastle	National Alliance to Stop Impaired Driving
City of Pacific	Partners In Employment
City of Seattle	Public Health - Seattle & King County
City of Tukwila	Puget Sound Fire Authority
Complete Streets Bellevue	Puget Sound Regional Council
Covington Public Works	Renton Police Department
Disability Mobility Initiative	Sammamish Traffic and Transportation
Enhanced 911 Program	Seattle Children's
King County	Seattle Department of Transportation
Evergreen Safety Council	Seattle Indian Health Board
Feet First	Seattle Police Department
Harborview Injury Prevention Center	Shoreline Traffic Services
Issaquah Public Works	Snoqualmie Police Department
Kenmore Public Works	Tahoma School District
Kent Police Department	Transportation Choices Coalition
King County E911 Program Office	Tukwila School District
King County EMS	University of Washington Tacoma
King County Metro	Washington State Department of Health
King County Prosecuting Attorney's Office	Washington State Department of Licensing
King County Public Safety	Washington State Department of Transportation
King County Roads Services Division	Washington State Patrol
King County Sheriff - Maple Valley	Washington Traffic Safety Commission
King County Sheriff - Sammamish	
MADD	

King County and supports the state's Strategic Highway Safety Plan: Target Zero to eliminate traffic fatalities and injuries by 2030. WTSC is updating the strategic highway safety plan. As part of the process, feedback from community-based organizations in King County was collected. The information received also informs WTSC's 3HSP and this annual grant application.

The PHSKC adopted its strategic plan on October 1, 2021. They developed the King County Traffic Safety Equity Evaluation Report and published it on August 15, 2023. It adopted its current strategic plan on November 1, 2023.

From January through May 2024, WTSC consulted closely with the Target Zero Managers (TzM) to better understand the Task Force's strategic plan, operational plan, and equity review. On May 16, 2024, WTSC staff attended the Task Force's quarterly meeting, where Director Baldwin presented the agency's mission, vision, funding availability, and goals. In addition, Director Baldwin provided responses to the priorities the Task Force surfaced during their equity review. Following the direction of the task force, the meeting was held virtually as it is considered the most accessible meeting option for most members. No translation or interpretation was requested for the meeting.

WTSC also shared with the Task Force how the input received from stakeholders is being used in developing the new SHSP and how it is incorporated into the agency's program plans for FFY 2025. Director Baldwin also discussed the action items the Task Force identified in its equity



review, highlighting the initiatives the agency could help advance—including their priorities around advocacy, engagement, program implementation, and evaluation. Most of these priorities did not involve grant funded projects.

In addition to the initiatives previously mentioned, the WTSC is funding a traffic safety corridor project in South King County in FFY 2025. The WTSC will submit a 3HSP update under the Community Traffic Services Program Plan section of the AGA to add a countermeasure strategy, countermeasure, and project for FFY 2025.

WTSC included other projects in its Annual Grant Application that were suggested by the King County team. One was the FFY 2024 Smart Sign project in King County that documented observed driver behavior along strategically chosen corridors. The Speed Management Program chapter, Project 5077 King County Distracted Driving Prevention Campaign summarizes the project. The second project – which may be implemented in FY2025, pending funding availability, will help Partners in Employment (a not-for-profit organization that serves immigrants) provide driver education to underserved youth in King County. The third project being explored is an impaired driving prevention campaign focusing on cannabis use, which may be funded with state dollars.

The King County Target Zero Manager Team and the Task Force hosted a strategic planning conference on June 6, 2024, which was attended by the WTSC Director and several WTSC staff. The purpose of the conference was to establish key traffic safety planning priorities for the next three-year period and to:

- Engage partners in the King County area in Target Zero work.
- Review current King County traffic safety data.
- Identify key goals and strategies for Target Zero over the next 3 years.

WTSC is consulting with the lead planners for *Safe Streets for All* grant projects, including the cities of Bellevue, Kent, Seattle, and the Puget Sound Regional Council. Through these discussions, we become more aware of the opportunities that planning and demonstration projects provide for collecting additional information from the communities where the planning is taking place. As the projects evolve, WTSC is considering whether those engagement opportunities will assist the WTSC or the TZMs in advocating for the Safe System Approach.

### **Yakima County**

Yakima County is the eighth most populous county and home to the second largest American Indian/Alaska Native population in Washington and has the fourth highest number (45 in 2022) of fatal crashes in the state. Yakima also had the second highest number of pedestrian deaths, per capita, in the state during 2014-2023. There was a 23 percent increase in fatal crashes in Yakima County between 2020 and 2022. From 2014 through 2023, 406 people lost their lives in traffic crashes in Yakima County. Yakima County accounts for 31 percent of the state's American Indian/Alaska Native traffic deaths and experiences a disproportionate number of American Indian/Alaska Native traffic fatalities. Many communities within the county have a high social vulnerability index score. For these reasons, the county is a priority for the WTSC.

To better understand the political and social landscape of Yakima County, the WTSC worked with the Region 13 TZM, a lifelong resident of Yakima County who has a long history of civic

involvement including as a school board member. The TSM assisted WTSC staff to develop working relationships with three key organizations:

- [Sunnyside United Unidos](#) - This community coalition, created in 2012, focuses on reducing youth substance use, depression, suicide and gang violence in the city of Sunnyside – a city of about 16,700, 36 miles southeast of the city of Yakima. Their diverse membership represents multiple sectors. We met with their Vice Chair Perla Zepeda on May 15, 2024.
- [Safe Yakima Valley](#) – A non-profit organization dedicated to improving and safeguarding the communities of Yakima County. Their diverse board from multiple sectors in the community focuses on outreach, education, and special events to create positive change and they manage a drug-free coalition and a youth mentoring program. WTSC had a second meeting with Alicia Tobin, the Director in December of 2024, to further discuss future opportunities for collaboration and partnership.
- [Yakima Valley Conference of Governments \(YVCOG\)](#) – A Municipal Planning Organization that serves Yakima County and 14 cities covering a total area of 4 and 311 square miles. The Council develops long range regional transportation plans and regional transportation improvement programs. Additionally, YVCOG bylaws provide for the representation of Native American tribes and Air districts in the region. As of December 2024, YVCOG became the host of the Region 13 TSM.

The Region 13 TSM is well known to these organizations; however, they were not familiar with the WTSC. WTSC staff established relationships with the organizations in Spring 2024 and explored opportunities to partner. Efforts to establish relationships included:

- The Impaired Driving Team program managers met with Safe Yakima Valley's Executive Director in April 2024 and discussed partnering on a youth-focused impaired driving prevention campaign.
- The WTSC's Program Director met with the Safe Yakima Valley Board on May 15, 2024, to explain WTSC's work and strategic goals.
- The Program Director met with the Transportation Engineer of the Yakima Valley Council of Governments to gain a better understanding of the Safe Streets For All project for which Federal Highway Administration (FHWA) provided grant funds.
- In December 2024, the Program Director, Community Engagement Manager, Impaired Driving Program Manager, and the TSM Eastern Zone Program Manager, met with YVCOG Director Chris Wickenhagen and Angelica Saldivar, Housing Services Manager to discuss the new partnership between the WTSC and YVCOG through the TSM hosting agreement.

There are opportunities to expand WTSC's traffic safety and public outreach work through Safe Yakima Valley and the Yakima Valley Council of Governments. As we start this process, we will continue to explore future opportunities. In the short term, we helped Safe Yakima Valley and Sunnyside United Unidos connect with the Washington State Liquor and Cannabis Board because teen access to liquor, tobacco, and cannabis was a concern. As a result of this Safe Yakima Valley worked with the Liquor and Cannabis Board and helped them connect with local law enforcement agencies to conduct a county wide enforcement emphasis. They reported that 26 percent of the retail establishments were cited for selling to a minor.

The WTSC is funding dedicated DUI enforcement officers through grants to the Yakima Police Department and the Yakima County Sheriff's Office. Our tribal liaison continues to meet with staff from the Yakama Nation to fund a Yakama Nation Tribal Traffic Safety Coordinator. These efforts have been hampered by staff capacity. WTSC is also reaching out to first responders in Yakima, Toppenish, and Sunnyside to determine interest in a partnership to outfit vehicles with roadside alert technology. WTSC also funded a research project managed by Washington State University focused on evaluating Yakima's DUI Court.

**Next Steps for Yakima County**

WTSC will work closely with the new Target Zero Manager and leadership of the YVCOG as they pull together their traffic safety coalition. This will involve providing onboarding and specific training on the Positive Culture Framework. It is anticipated that the Target Zero Manager will bring together new partners and surface new grant opportunities over the next year.

## EVIDENCE-BASED ENFORCEMENT PROGRAM AND COMMUNITY OUTREACH ACTIVITIES

Washington's enforcement plan relies on HVE and Traffic Safety Enforcement Programs (TSEP). Both require enforcement efforts targeted at the appropriate behavioral areas and locations coupled with meaningful media and public education outreach. HVE focuses on enforcement in conjunction with national campaigns, including the Holiday DUI and summer DUI campaigns. NHTSA prescribes HVE campaign themes and timing. TSEP events focus on alternate driving behaviors such as distracted driving or motorcycle safety and support local community needs or statewide campaigns. Both enforcement strategies utilize a three-step strategy to ensure effectiveness: data analysis, resource allocation, and project oversight. The strategy starts with an annual analysis of fatality and serious injury data to identify problems and ultimately allocate funding to projects through the annual grants process. This in-depth analysis is incorporated into program plans as recommended countermeasure strategies, activities, and projects. These are rolled up to create the 3HSP Performance Report and the Performance Analysis contained within each program area, which drives the allocation of resources to the areas of greatest need.

Following analysis and resource allocation, WTSC staff work closely with grant recipients to ensure projects are implemented successfully, making mid-year adjustments as new data trends and changing traffic safety priorities emerge. The result is an evidence-based enforcement plan designed to address the areas and locations at the highest risk and with the most significant potential for improvement. In FFY 2024, WTSC used the following to implement our evidence-based enforcement plan.

### MOBILIZATION PARTICIPATION

Some key results are listed below each campaign heading, and more detailed data can be found later in this report.

- National Holiday DUI HVE campaign (December 2023)
  - Hours of enforcement: 2,461
  - Contacts made: 3,708
  - DUI arrests: 167
- Statewide Distracted Driving (April 2024)
  - Hours of enforcement: 1,123
  - Contacts: 2,796
  - Distracted Driving related violations: 1,196
- *Click It or Ticket* (May 2024)
  - Hours of enforcement: 1,610
  - Contacts: 3,615
  - Seat belt related violations: 661
- Washington's *Ride Safe, Ride On* motorcycle safety TSEP campaign (July 2024)

## EVIDENCE BASED ENFORCEMENT PROGRAM AND COMMUNITY OUTREACH ACTIVITIES

- Hours of enforcement: 761
- Contacts: 1,807
- *Drive Sober or Get Pulled Over* DUI HVE campaign (August 2024)
  - Hours of enforcement: 1,964
  - Contacts: 3,861
  - DUI arrests: 81

Detailed results of each of these strategies, including citation data, are contained within the various HVE project reports listed in the Program Updates section of this report.

In addition, below are the combined enforcement performance activity measures and the summary of paid media campaigns that supported the enforcement.

## PERFORMANCE ACTIVITY MEASURES

Activity Measure	Total FFY 2024
Number of seat belt citations issued during grant funded enforcement activities	1,718
Number of impaired driving arrests made during grant funded enforcement activities	759
Number of speeding citations issued during grant funded enforcement activities	15,834

## LAW ENFORCEMENT COMMUNITY COLLABORATION

### WTSC Efforts

The WTSC encouraged local and state law enforcement to include community engagement activities as part of HVE efforts. In FFY2024, there were just shy of 200 hours of community outreach and engagement (194.67 hours), resulting in the interaction with 12,569 Washingtonians. Topics of discussion focused on the main factors of fatal collisions: impaired driving, distracted driving, speeding, and occupant protection. The location of these events included locations like local high schools, military bases, county fairgrounds, and neighborhood meetings.

### Training

WTSC supported law enforcement efforts to engage with their communities in a number of ways. One was to provide training in community collaboration to an audience of approximately 100 law enforcement professionals in the first and third quarter of FFY2024. Training topics included community collaboration in action, evidence-based enforcement, and using data to identify high-need communities using social vulnerability index data to identify communities with high numbers of crashes and high social vulnerabilities. Specific training examples included:

## EVIDENCE BASED ENFORCEMENT PROGRAM AND COMMUNITY OUTREACH ACTIVITIES

- Community Outreach/Engagement Session presented by Officer Mike Thomas, Spokane PD, Officer Jon Huber, Seattle PD, and Sgt. Dave Obermiller, Puyallup PD, at the 2024 spring *Law Enforcement Liaison/Traffic Safety Champion Meeting*.
- Facilitating peer-to-peer law enforcement training and presentations on their community outreach efforts. An example of this effort included presentations from WSP on their EI Protector program and sharing the success of their law enforcement led community engagement and outreach program.
- Training provided by WTSC Director Shelly Baldwin on community engagement at the spring 2024 *Law Enforcement Liaison/Traffic Safety Champion Meeting*. The training specifically touched on the following topics:
  - Outreach to Community-based Organizations (CBOs) located in and serving impacted communities
  - Meeting people where they are (National Night Out, bike/pedestrian-oriented events, county fairs, etc.)
  - Building relationships – go slow to go fast; engagement is ongoing
  - Building trust – listen, clear expectations, responsive
  - Embracing the three-step process: Listening, Planning, and Acting
  - Importance of using their data

### Other WTSC efforts included:

- Updating contract language to support and include community engagement, education, and outreach.
- Supporting the efforts of WTSC's Statewide Law Enforcement Liaison to review officer activity logs and the new data dashboard on HVE, as well as train on our data dashboards. This also included the liaison following up with agencies on their public engagement and outreach efforts and providing technical assistance.
- Hiring a Community Engagement Manager in August 2024. After the onboarding period, the primary duties of this position were to focus on planning, delivering, managing, and utilizing various methods of community outreach, input, and participation to achieve outreach and engagement goals. Their responsibilities also included soliciting feedback from standing advisory groups, community members, conducting surveys, and facilitating meetings. They began immersing themselves in this work late in FFY 2024; however, their efforts fully commenced in FFY 2025.

### Data Collection and Analysis:

WTSC Research and Data Division also published a series of dashboards for analyzing crash data and racial and ethnic data. These dashboards include functionality to drill down to the local level and provide demographic information such as racial and ethnic data. Examples of dashboards for law enforcement and the public include the following:

General Dashboards	Topic Specific Dashboards
<ul style="list-style-type: none"> <li>• Fatalities</li> <li>• Fatal Crashes</li> <li>• Fatal Crash Map</li> <li>• Drivers Involved in Fatal Crashes</li> <li>• Traffic Fatality Rates</li> <li>• Target Zero Performance</li> </ul>	<ul style="list-style-type: none"> <li>• Active Transportation User Fatalities</li> <li>• Alcohol or Drug Positive Drivers, Pedestrians &amp; Cyclists</li> <li>• American Indian/Alaska Native and Tribal Lands</li> <li>• Child Passenger Vehicle Occupants &amp; Drivers of Child Occupants</li> </ul>

- Distracted Drivers
- Holiday Fatalities
- Impairment
- Motorcyclist Fatalities
- Older Drivers (70+) Involved in Fatal Crashes
- Speeding
- Unrestrained Motor Vehicle Occupant Fatalities
- WTSC-Funded High Visibility Enforcement (HVE) Activities
- Young Drivers (15-24) Involved in Fatal Crashes

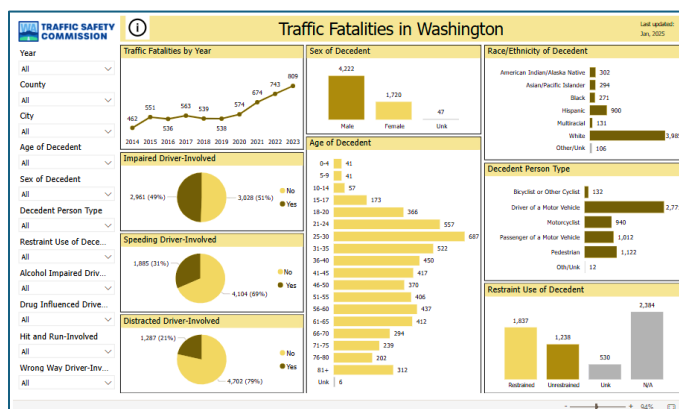


Figure 1: Dashboard Example 1

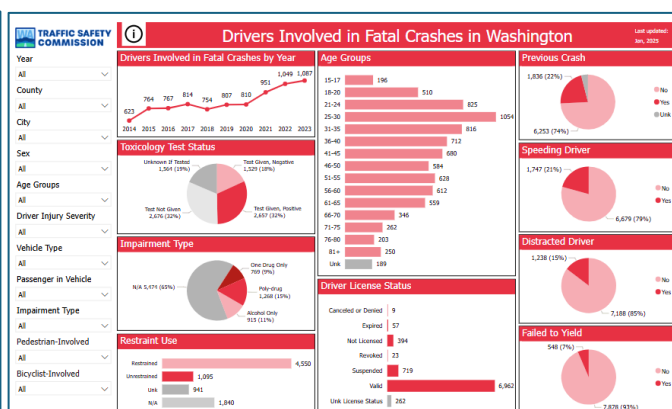


Figure 2: Dashboard Example 2

In addition to creating the numerous dashboards, WTSC provided training to law enforcement and local law enforcement liaisons and other partners on how to access and utilize these dashboards. The goal was to teach and show law enforcement officers how they can drill down the data to their local level. This training was provided by WTSC Research and Data Division staff and took place in-person at the spring 2024 *Law Enforcement Liaison/Traffic Safety Champion Meeting*.

### Law Enforcement Agency Efforts (Community Collaboration)

Many WA law enforcement agencies engaged in efforts to include the community in traffic safety discussions and decision-making. Below are a few examples:

#### Seattle Police Department

- Seattle Police Department has over a dozen outreach/engagement programs aimed at educating and engaging with Seattle residents. These activities include hosting community meetings to discuss traffic enforcement, such as red light cameras and school zone enforcement, as well as more general discussions that focus on the topics that matter most to residents.

#### Washington State Patrol

While the Washington State Patrol (WSP) serves the entire state, the WSP's Field Operations Bureau is comprised of eight districts that are responsible for traffic law



**EVIDENCE BASED ENFORCEMENT PROGRAM AND COMMUNITY OUTREACH ACTIVITIES**

enforcement, collision investigation, and motorist assistance. These districts serve specific counties and communities within the state at the local level.

Washington State Patrol has two core programs to interact with residents throughout the state. They include the EI Protector program and engagement efforts through their Office of Culture and Engagement.

- **EI Protector** – The EI Protector program includes a small team of staff who educate and engage with non-English speaking residents. These audiences usually include people who have recently moved to Washington from another country and aren't familiar with many of our traffic safety laws and customs. This program serves to engage with these communities in a non-threatening way to educate them on safe driving practices.
- **Office of Culture and Engagement** – This office has staff located across the state, so that conversations and events can be local. Two examples of community collaboration include establishing community panels to learn about experiences and perspectives of the community members, and requiring cadets to network and build connections with community leaders and mental health professionals before they begin training to become a Trooper.

**Thurston County Sheriff's Office**

- The Thurston County Sheriff's Office has prioritized engaging with the public over the past two years, ever since the current Sheriff was elected. Through his leadership, deputies engage with the public through community meetings and events, and through participation in community coalitions. The sheriff also engages directly with residents through town hall events and social media.



*Figure 3: Thurston County Town Hall*

**Data Collection and Analysis**

As described above, the WTSC encouraged local and state law enforcement to include community engagement activities as part of statewide and local HVE efforts. Data from these activities were collected through WTSC's Electronic Management System (WEMS).

Law enforcement officers are familiar with WEMS activity reporting because it is also used to enter enforcement data. In early FFY2024, WTSC updated the system to better collect community engagement and outreach data through an enhanced portal (see *Figure 4: WEMS Reporting Sheet*). Law enforcement officers are asked to report on details related to their Community Outreach and Engagement efforts. Elements of the report include but are not limited to the following:

- Event name and location
- Description of Community or Audience
- Accommodations Provided/needed.



MAIN COMMUNITY OUTREACH AND ENGAGEMENT	
* Name Of Event:	<input type="text"/>
* Location of facility/location:	<input type="text"/>
<b>✓ Description of Community/Audience</b>	
* Approx number of people encountered:	<input type="text"/>
* Zip code of the event:	Select One <input type="text"/>
* Age range of attendees:	<input type="checkbox"/> 0-12 <input type="checkbox"/> 13-18 <input type="checkbox"/> 18-25 <input type="checkbox"/> 26-40 <input type="checkbox"/> 40+
* Primary language spoken at event:	<input type="text"/>
* Race/ethnicity of attendees:	<input type="checkbox"/> American Indian/Alaska Native <input type="checkbox"/> Asian/Pacific Islander <input type="checkbox"/> Black, Hispanic <input type="checkbox"/> Multiracial <input type="checkbox"/> White <input type="checkbox"/> Other/Unknown
<b>✓ Accommodations Provided/Needed</b>	
* Is the event in a convenient location that is easily accessible to the community?:	<input type="radio"/> Yes <input type="radio"/> No
* Accommodations for physical disabilities:	<input type="radio"/> Yes <input type="radio"/> No

Figure 4: WEMS Reporting Sheet

Having the community outreach and engagement activity information accessible in WEMS allowed WTSC and our local grantees to understand the priorities for those communities.

## Results (Inform Traffic Enforcement Policies)

Community engagement was new for many WTSC regions in FFY2024. As such, most traffic safety task forces are still learning how to act on what they learn from these engagement activities. However, Target Zero Managers and Law Enforcement Liaisons use feedback to determine programming priorities, including when and how to conduct traffic enforcement. Examples of this include identifying the HVE emphasis focus (ex. impaired driving) and the locations of HVE campaigns.

Target Zero Managers worked closely with local Law Enforcement Liaisons and other traffic safety stakeholders and partners to review data for enforcement, crashes, and equity. They also identified what countermeasures/strategies were currently being implemented in their respective region, which informed future programming priorities. These are ongoing activities that will continue to grow and expand in FFY2025 and beyond, as the traffic safety partnership networks continue to grow. Law enforcement agencies did not report any specific policy changes for FFY 2024. However, in FFY2025, WTSC will be more intentional about asking agencies to report policy changes or adoptions based on community collaboration and input.

## PAID MEDIA CAMPAIGNS - FFY 2024

Campaign	Fund	Budget	Results
<b>Thanksgiving Seat Belts</b> November 20-December 3, 2024 Statewide Education	405d	\$200,000	TV, Radio, Digital, Social 4,462 total spots, 5,790 digital clicks 16,357,405 impressions
<b>Holiday DUI</b> December 13, 2023 - January 1, 2024 National HVE	405d, 164 Transfer	\$650,000	TV, Radio, Digital, Social 2,767 TV spots, 5,222 radio spots, 15,030 digital clicks 50,189,559 impressions
<b>Distracted Driving</b> March 30-April 20, 2024 National HVE	402	\$400,000	TV, Radio, Digital, Social 5,616 TV spots, 2,533 radio spots, 23,712 digital clicks 81,673,567 impressions
<b>Seat Belts</b> May 20-June 2, 2024 National HVE	405d	\$300,000	Radio, Digital, Social 2,533 radio spots, 12,019 digital clicks 31,242,316 impressions
<b>Together We Get There</b> July 15 – August 11, 2024 Education and Culture	402	\$260,000	TV, Radio, Digital, Social 3,739 total spots, 21,939,373 million impressions
<b>Motorcycles</b> July 7-23, 2024 Education and Enforcement	402	\$150,000	Digital, Social 1,354,588 YouTube views, 6,025 digital clicks 10 million impressions
<b>August DUI</b> August 12 - September 2, 2024 National HVE	405d, 405e	\$1,100,000	TV, Digital, Social 4,676 total spots, 37,086 digital clicks 78.7 million impressions
<b>Move Over, Slow Down</b> February 19-March 10, 2024 Statewide Education	State Funds	\$50,000	TV, Radio, Digital, Social 2,279 spots 24,130,584 impressions

# ASSESSMENT OF STATE PROGRESS

## PERFORMANCE MEASURES

The following table shows the calendar year 2024 target performance with preliminary 2023 fatality data from Washington Coded Fatal Crash (CFC) data. Complete data for 2024 is unavailable. Year-to-date calendar year 2024 performance reports are included in next section.

<b>Performance Measures and Targets</b>								
<b>Outcome Measure</b>	<b>2018 (FARS)</b>	<b>2019 (FARS)</b>	<b>2020 (FARS)</b>	<b>2021 (WA-CFC)</b>	<b>2022 (WA-CFC)</b>	<b>2023 (WA-CFC)</b>	<b>2024 CY Target*</b>	<b>Target Method*</b>
C-1) Number of traffic fatalities (FARS)	539	538	574	674	743	810	^	
<i>5YR Rolling Average</i>	<b>530.2</b>	<b>545.4</b>	<b>550.0</b>	<b>577.6</b>	<b>613.6</b>	<b>667.8</b>	461.3	Target Zero
C-2) Number of serious injuries in traffic crashes (State crash data files)	2,236	2,254	2,428	2,921	3,101	3,412	^	
<i>5YR Rolling Average</i>	<b>2,156.2</b>	<b>2,206.2</b>	<b>2,271.6</b>	<b>2,412.0</b>	<b>2,588.0</b>	<b>2,823.2</b>	1,939.4	Target Zero
C-3) Fatalities/VMT (FARS, FHWA)	0.866	0.860	1.073	1.166	1.269	1.354	^	
<i>5YR Rolling Average</i>	<b>0.877</b>	<b>0.890</b>	<b>0.919</b>	<b>0.976</b>	<b>1.047</b>	<b>1.144</b>	0.787	Target Zero
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	107	108	110	152	155	172	154	Constant
<i>5YR Rolling Average</i>	<b>108.2</b>	<b>108.2</b>	<b>107.8</b>	<b>116.2</b>	<b>126.4</b>	<b>139.4</b>	^	
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS-IMPUTED)	165	181	212	262	256	*	262	Constant
<i>5YR Rolling Average</i>	<b>155.0</b>	<b>164.8</b>	<b>178.2</b>	<b>199.4</b>	<b>215.2</b>	^	^	
C-6) Number of speeding-related fatalities (FARS)	182	152	173	207	254	270	251	Constant
<i>5YR Rolling Average</i>	<b>165.8</b>	<b>163.8</b>	<b>167.0</b>	<b>177.6</b>	<b>193.6</b>	<b>211.2</b>	^	
C-7) Number of motorcyclist fatalities (FARS)	80	95	93	92	133	142	112	Decrease by 15%

**ASSESSMENT OF STATE PROGRESS**

<b>Performance Measures and Targets</b>								
<b>Outcome Measure</b>	<b>2018 (FARS)</b>	<b>2019 (FARS)</b>	<b>2020 (FARS)</b>	<b>2021 (WA-CFC)</b>	<b>2022 (WA-CFC)</b>	<b>2023 (WA-CFC)</b>	<b>2024 CY Target*</b>	<b>Target Method*</b>
<i>5YR Rolling Average</i>	<b>77.0</b>	<b>82.2</b>	<b>85.8</b>	<b>88.0</b>	<b>98.6</b>	<b>111.0</b>	^	
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	9	2	11	9	14	16	0	Target always 0
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	45	39	56	57	43	74	87	Constant
<i>5YR Rolling Average</i>	<b>48.6</b>	<b>48.2</b>	<b>49.2</b>	<b>51.0</b>	<b>48.0</b>	<b>53.8</b>	^	
C-10) Number of pedestrian <sup>#</sup> fatalities (FARS)	99	102	105	143	131	151	133	Constant
<i>5YR Rolling Average</i>	<b>89.2</b>	<b>94.4</b>	<b>98.6</b>	<b>110.6</b>	<b>116.0</b>	<b>126.4</b>	^	
C-11) Number of bicyclists fatalities (FARS)	16	9	13	14	11	17	11	Constant
<i>5YR Rolling Average</i>	<b>13.6</b>	<b>14.2</b>	<b>14.0</b>	<b>13.4</b>	<b>12.6</b>	<b>12.8</b>	^	
APM-1) Number of fatalities involving a distracted/inattentive driver (WA-CFC)	116	119	90	116	99	136	98	Decrease by 3%
<i>5YR Rolling Average</i>	<b>145.4</b>	<b>143.2</b>	<b>127.0</b>	<b>119.2</b>	<b>108.0</b>	<b>112.0</b>	^	
APM-2) Number of AIAN <sup>1</sup> Fatalities (WA-CFC)	30	19	21	44	42	35	34	Constant
<i>5YR Rolling Average</i>	<b>28.2</b>	<b>27.6</b>	<b>26.0</b>	<b>28.4</b>	<b>31.2</b>	<b>32.2</b>	^	
APM-3) Number of Alcohol Impaired Driver-Involved Fatalities (WA-CFC)	135	163	164	184	206	242	192	Constant
<i>5YR Rolling Average</i>	<b>140.4</b>	<b>147.0</b>	<b>152.0</b>	<b>160.6</b>	<b>170.4</b>	<b>191.8</b>	^	
APM-4) Number Drivers Ages 21-25 Involved in Fatal Crashes (WA-CFC)	93	103	84	119	116	129	115	Constant
<i>5YR Rolling Average</i>	<b>95.6</b>	<b>100.4</b>	<b>97.6</b>	<b>101.0</b>	<b>103.0</b>	<b>110.2</b>	^	

<sup>1</sup> AIAN: American Indian Alaska Native

**ASSESSMENT OF STATE PROGRESS**

<b>Performance Measures and Targets</b>								
<b>Outcome Measure</b>	<b>2018 (FARS)</b>	<b>2019 (FARS)</b>	<b>2020 (FARS)</b>	<b>2021 (WA-CFC)</b>	<b>2022 (WA-CFC)</b>	<b>2023 (WA-CFC)</b>	<b>2024 CY Target*</b>	<b>Target Method*</b>
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants	93.2%	93.1%	93.0%	94.2%	93.9%	93.3%	≥95%	Target always ≥95%

+ Targets for FY 2024-2026 were set based on preliminary 2022 CFC. ^No target set. \*Data Unavailable.

# Does not include pedestrians on personal conveyances (wheelchairs, skateboards, etc.) per NHTSA definitions.

## PERFORMANCE REPORT

(FFY2024 TARGETS SET in FY2024-2026 3HSP)

The following table displays an assessment of performance targets set in the 3HSP FFY24-26. Targets were set based on available data at the time the target was set (safety baseline), which was preliminary 2022 CFC data. If the status is “NOT MET” then the 2024 calendar year total to meet the target has already been exceeded year-to-date. If the status is “IN PROGRESS,” then the 2024 calendar year target has not been exceeded, and the target is within the projected value of the updated linear trend line. Year-to-date fatality totals for the performance report were obtained from the WSDOT Crash Data Portal as of November 20, 2024. These counts are incomplete and subject to additional data lag by WSDOT crash data processing procedures.

2024 Performance Target Summary	2024 3HSP Target	WSDOT Crash Data Portal 2024 Total as of November 2024	Performance Report Status
C-1) Decrease the 2020-2024 rolling average (RA) number of traffic fatalities to 461.3 based on the preliminary 2022 CFC target zero line (the most recent data available when the target was set).	461.3	5-YR RA Data not available  YTD fatalities = 580	NOT MET
C-2) Decrease the 2020-2024 rolling average number of serious injuries in traffic crashes to 1,939.4 based on the preliminary 2022 CFC target zero line.	1,939.4	5-YR RA Data not available  YTD serious injuries = 2,814	NOT MET
C-3) Decrease the 2020-2024 rolling average rate of fatalities/VMT to 0.787 based on the preliminary 2022 CFC target zero line.	0.787	5-YR RA Data not available	NOT MET
C-4) Maintain the number of unrestrained occupant vehicle fatalities from the preliminary 2022 CFC baseline of 154.	154	Data not available	IN PROGRESS
C-5) Maintain the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (IMPUTED) from the 2021 NHTSA baseline of 262.	262	Data not available	IN PROGRESS
C-6) Maintain the number of speeding-related fatalities from the preliminary 2022 CFC baseline of 251.	251	186	IN PROGRESS
C-7) Decrease the number of motorcyclist fatalities by 15 percent from the preliminary 2022 CFC baseline of 132.	112	101	IN PROGRESS

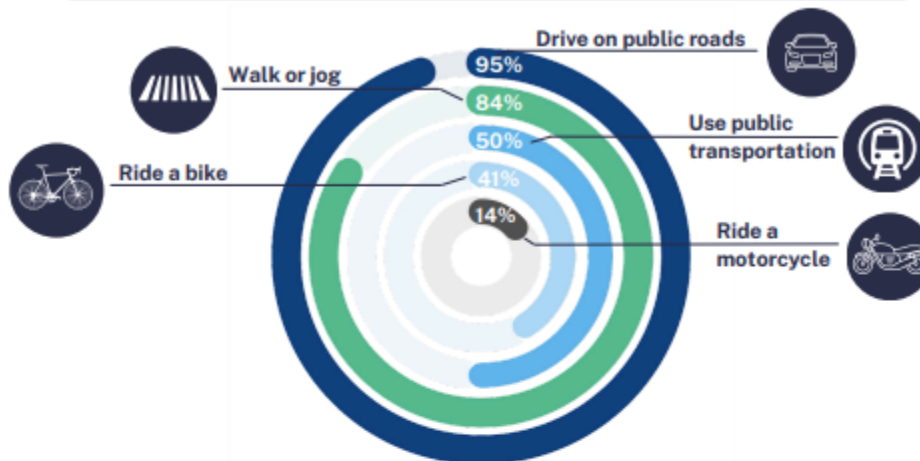
**PERFORMANCE REPORT**

<b>2024 Performance Target Summary</b>	<b>2024 3HSP Target</b>	<b>WSDOT Crash Data Portal 2024 Total as of November 2024</b>	<b>Performance Report Status</b>
C-8) Decrease the number of unhelmeted motorcyclist fatalities to zero.	0	Data not available	NOT MET
C-9) Maintain the number of drivers aged 20 or younger involved in fatal crashes from the preliminary 2022 CFC baseline of 87.	87	Data not available	IN PROGRESS
C-10) Maintain the number of pedestrian fatalities from the preliminary 2022 CFC baseline of 133.	133	107	IN PROGRESS
C-11) Maintain the number of bicyclist fatalities from the preliminary 2022 CFC baseline of 11.	11	13	NOT MET
APM-1) Decrease the number of fatalities involving a distracted driver by three percent from the preliminary 2022 CFC baseline of 101.	98	106	NOT MET
APM-2) Maintain the number of American Indian/Alaska Native fatalities from the preliminary 2022 CFC baseline of 34.	34	Data not available	IN PROGRESS
APM-3) Maintain the number of alcohol impaired driver-involved fatalities from the preliminary 2022 CFC baseline of 192.	192	Data not available	IN PROGRESS
APM-4) Maintain the number of drivers ages 21-25 involved in fatal crashes from the preliminary 2022 CFC baseline of 115.	115	Data not available	IN PROGRESS
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants	>95%	94.6%	NOT MET

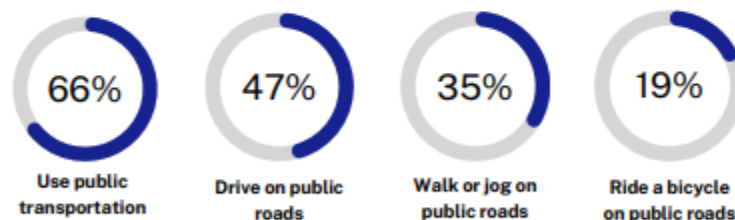
## MEASURE OF ATTITUDES, AWARENESS, AND BEHAVIOR

Beginning in 2023, the WTSC launched a statewide traffic safety survey and received 10,964 survey completes from all 39 Washington counties. The survey was completed again in 2024, resulting in 10,554 completes. The survey includes measures across all primary traffic safety programs and captures perceptions/beliefs, behaviors, knowledge, and support. The survey data is vital for establishing baselines of Washington's traffic safety culture, establishing program problem identification, conducting surveillance, and project evaluation. Survey data dashboards are available for sharing and querying the survey results over time. The survey contractor develops high-level infographics statewide and for each of the 17 Target Zero Manager regions, available in English and Spanish. The results from the 2024 statewide traffic safety survey infographic are provided below.

### How do people use public roads?



### Adults who feel it is safe to...

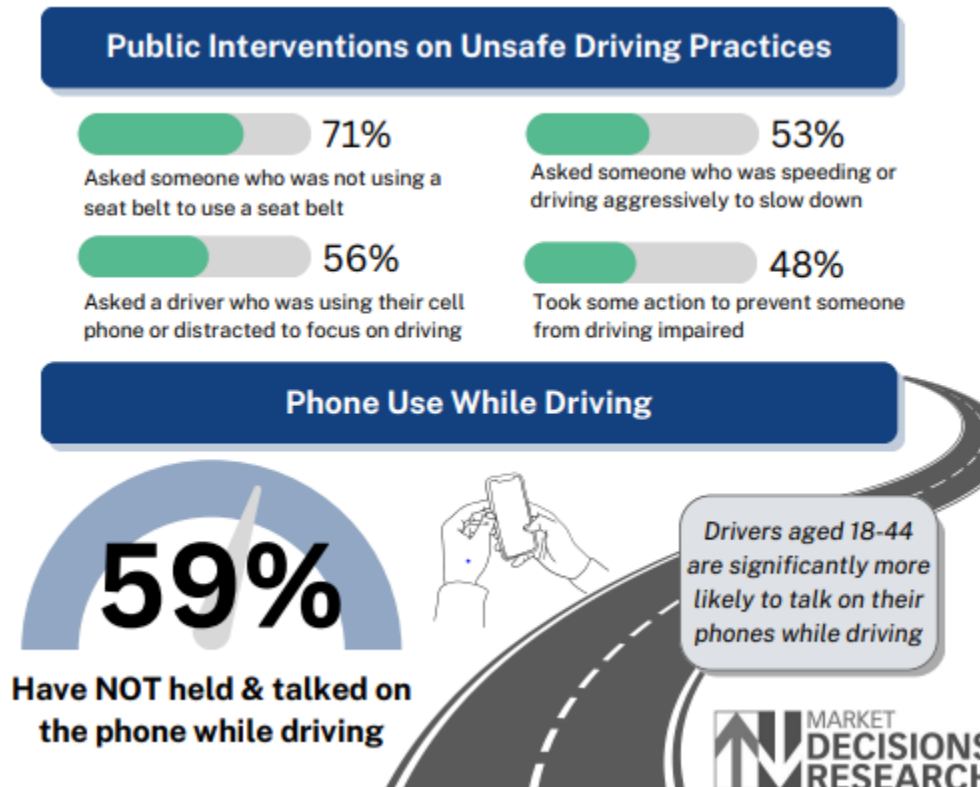


### Belief in Zero Tolerance for Road Harm

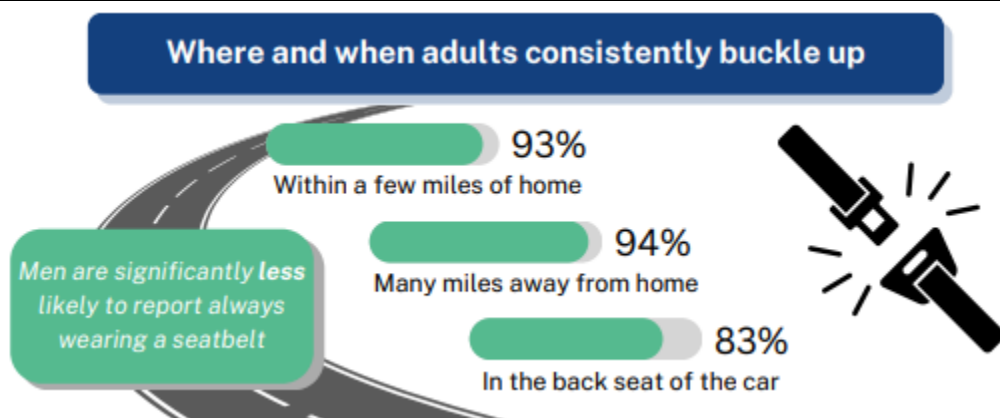




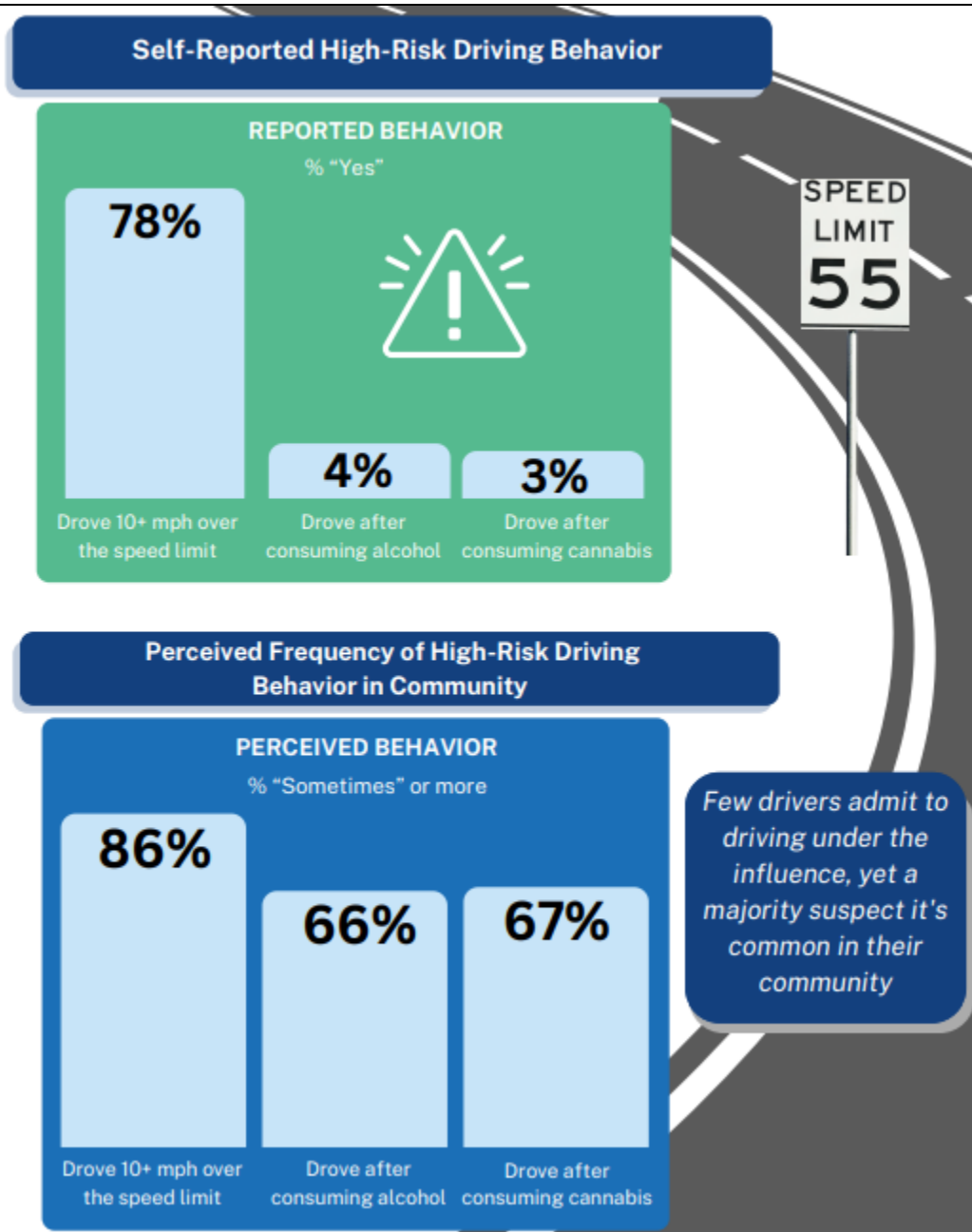
The majority of Washingtonians drive on public roads and walk or job on public roads. Half use public transportation and less than half ride a bicycle on public roads. Less than one in five drive a motorcycle. People believe that public transportation is the safest mode of transportation and that riding a bicycle on public roads is the least safest mode. Three out of four Washingtonians believe the only acceptable number of death and serious injuries on roadways is zero.



Most people in Washington will intervene when exposed to others' unsafe driving practices. Nearly three out of four people asked someone to buckle up, and about half intervened with a driver using a cell phone, a driver speeding or driving aggressively, or took some action to prevent someone from driving impaired. Most drivers (almost two-thirds) never use a cell phone while driving, however that proportion is lower among drivers aged 18-44.

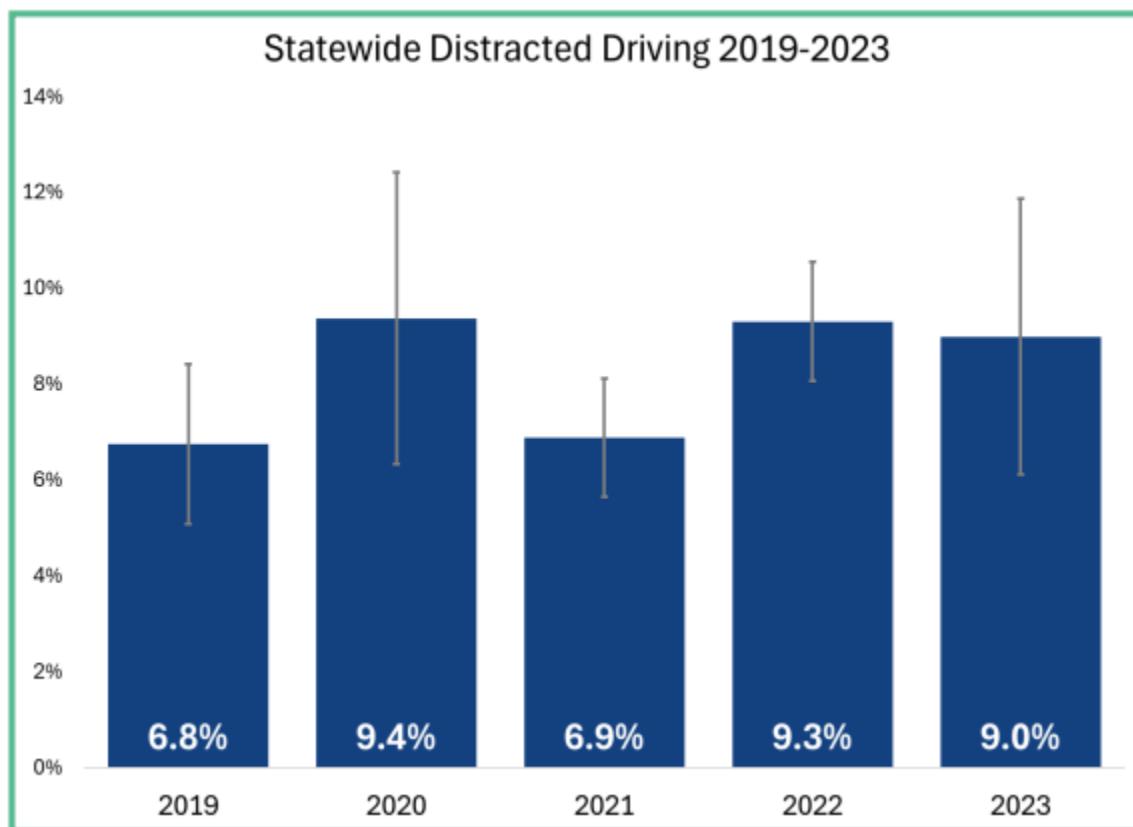


Self-reported seatbelt use is very similar to the state’s observed seatbelt use rate of 94 percent. However, the survey revealed that the seatbelt use rate is slightly lower when driver is traveling within a few miles of home, and much lower (just 83%) among adult backseat occupants. Men were significantly less likely to regularly buckle up than women.

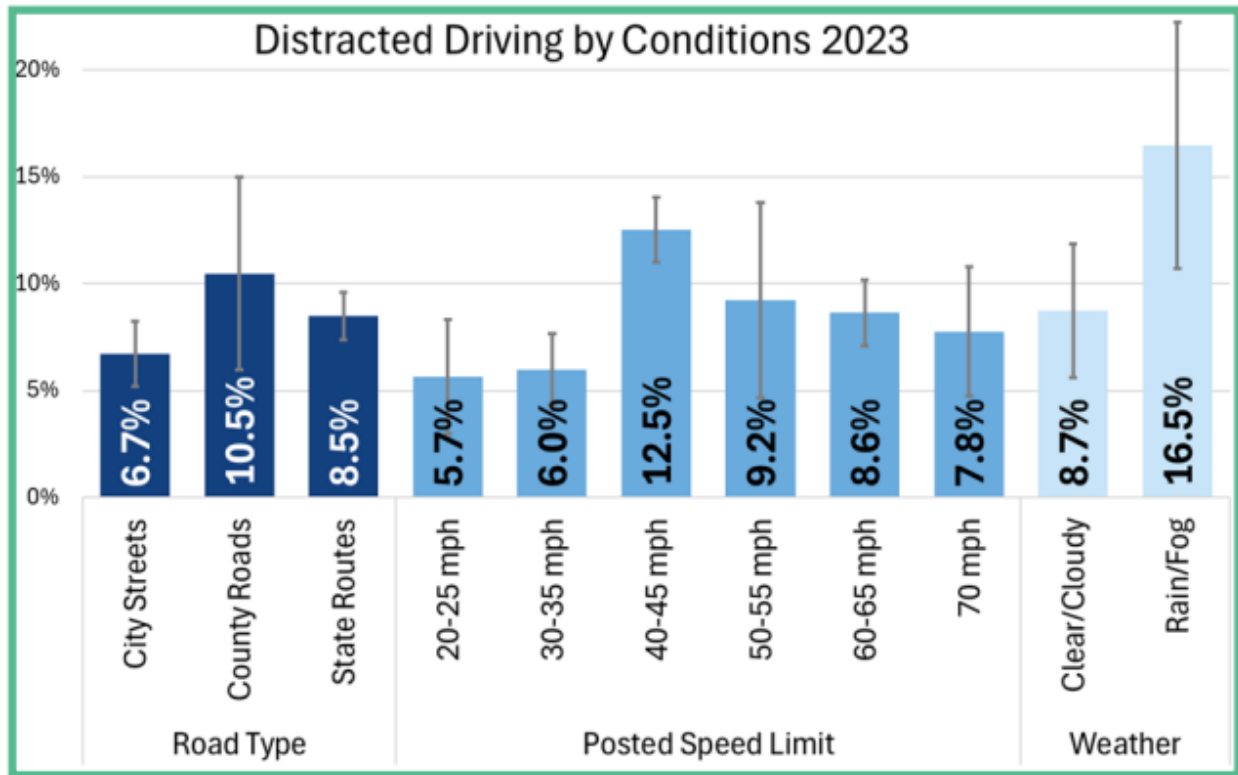


As other research has shown, people's perception of others' behaviors are misaligned with actual prevalence of behaviors. For example, over 60% of community members believe that most drivers sometimes drive after consuming alcohol or cannabis, but in reality, less than one in twenty people drive after consuming alcohol or cannabis. These are important measures to understand because we want the community to focus and foster the good driving behaviors and understand that most people in their communities DO choose to exercise safe driving habits.

In addition to our statewide survey efforts, the WTSC conducts an annual distracted driving observation survey<sup>2</sup>. Distracted driving increased in 2022 to the same rate observed in 2020 and declined only slightly in 2023. Distracted driving was highest on County roads, and on roads posted for 40-45 mph. Surprisingly, the distracted driving rate was double the rate during rain/fog weather conditions compared to clear/cloudy weather conditions.

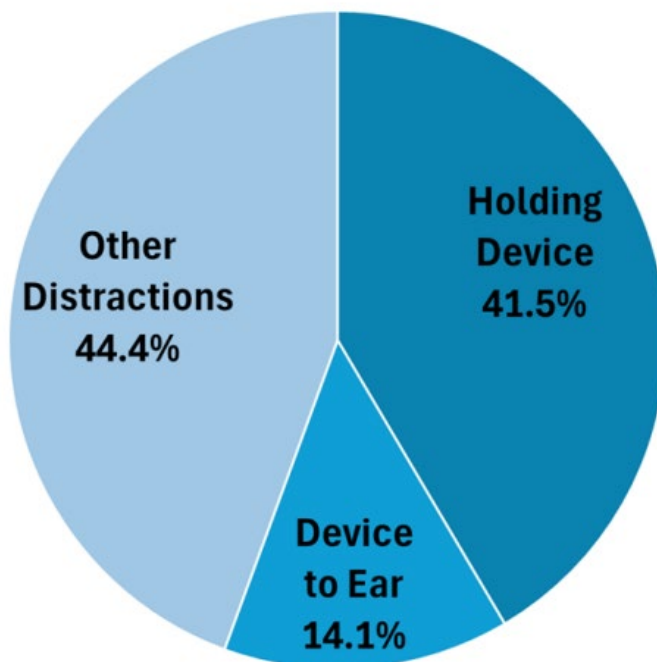


<sup>2</sup> Distracted Driving Observation Survey Results [https://wtsc.wa.gov/wp-content/uploads/2024/04/10\\_Distracted-Driver-Observation-Survey-2023.pdf](https://wtsc.wa.gov/wp-content/uploads/2024/04/10_Distracted-Driver-Observation-Survey-2023.pdf)



Device use (hand-held or phone to ear) is the dominant source of distraction observed in the survey, approximately 55 percent of observed distractions. However, in 2022 “other distractions” increased and drove the change in the statewide distracted driving rate and was more prevalent than device use. In 2023, the proportion decreased slightly but still rivals the distraction source measured in 2022. “Other distractions” include any observably distracting behavior not related to device use, such as eating, interacting with vehicle controls, or interacting with passengers. Observers capture “other distractions” when the driver’s eyes, posture, and hands indicate they are not fully engaged in the task of driving the vehicle.

### Type of Driver Distraction 2023



In addition to the annual distracted driver observation survey, the WTSC procured a report from Cambridge Mobile Telematics<sup>3</sup> to measure the number of distracted driving minutes per hour of driving for each county in Washington State. The results revealed that 25 percent of trips taken in Washington state involve some minutes of cell phone-related distracted driving. The charts below show county-level results for June 2022 compared to June 2023. The WTSC intends to procure an updated report from Cambridge Mobile Telematics to include data for June 2024.

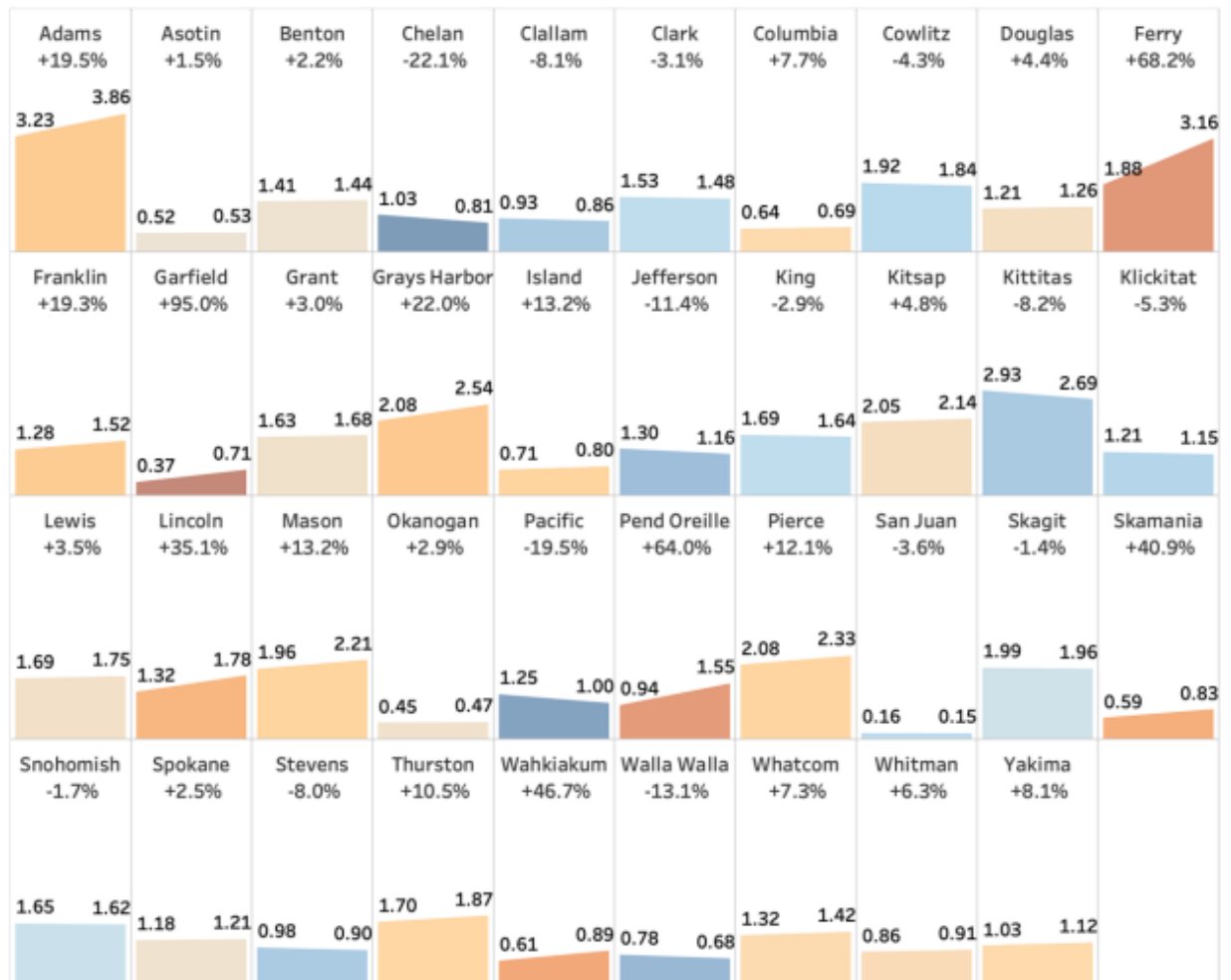
<sup>3</sup> Washington State Driving Behavior Analysis. [https://wtsc.wa.gov/wp-content/uploads/dlm\\_uploads/2024/11/CMT\\_Washington-State-Driver-Behavior-Analysis\\_Oct2024-1.pdf](https://wtsc.wa.gov/wp-content/uploads/dlm_uploads/2024/11/CMT_Washington-State-Driver-Behavior-Analysis_Oct2024-1.pdf)

**MEASURE OF ATTITUDES, AWARENESS AND BEHAVIOR**


**Figure 7. Change in phone distraction minutes per hour of driving from June 2022 to June 2023 by county. The charts are colored by the percent change from 2022 to 2023 with orange showing an increase in distraction and blue a decrease. *Statewide distracted driving was effectively flat at 1.12 minutes per hour in June 2022 to 1.13 minutes per hour in June 2023.***

A new measure for driver speeding prevalence is also made possible with telematics data. The chart below shows the average number of minutes of driver speeding per hour by county.



**MEASURE OF ATTITUDES, AWARENESS AND BEHAVIOR**


*Figure 18. Change in speeding per hour of driving from June 2022 to June 2023 by county. The charts are colored by the percent change from 2022 to 2023. **Statewide speeding showed a slight increase from 1.61 minutes per hour to 1.64 minutes per hour.***

## PROGRAM UPDATES

### WASHINGTON C-1, C-2, and C-3 TARGETS

#### **Assessment of Washington's Progress in Achieving Performance Targets for C-1, C-2, and C-3**

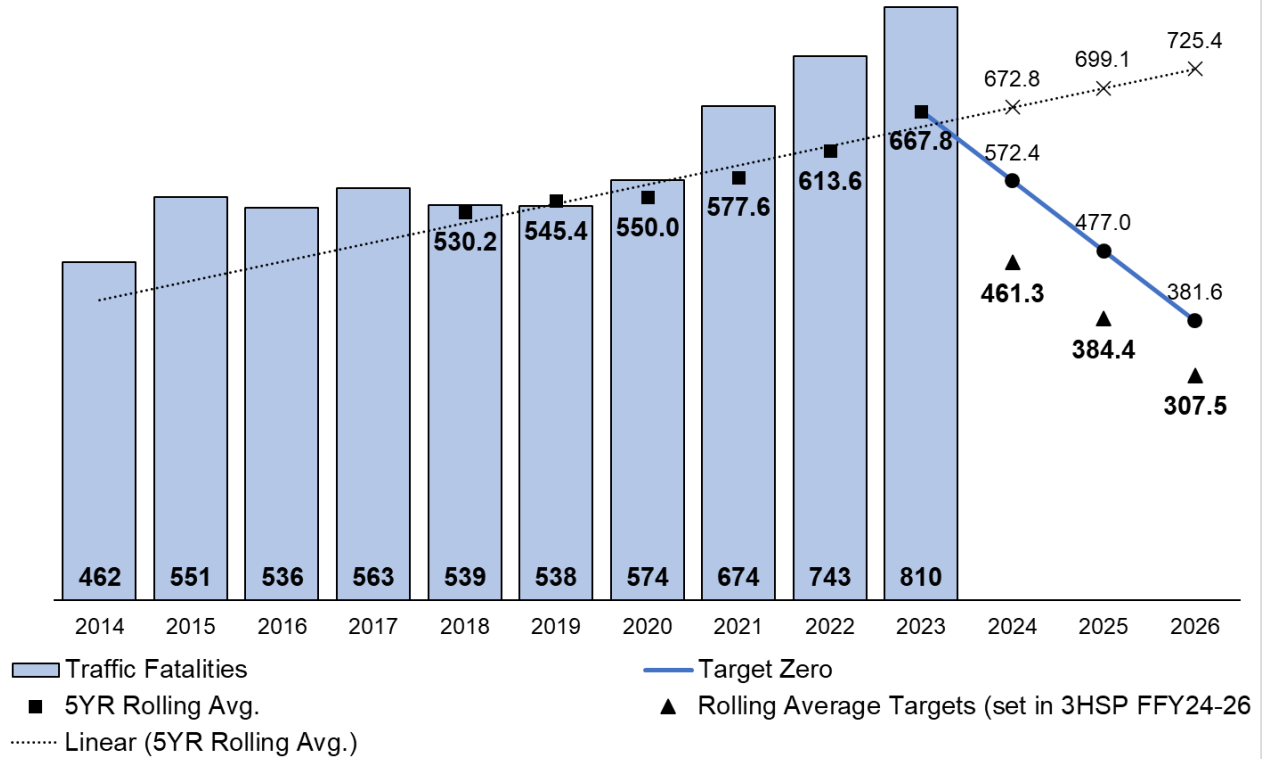
**C-1:** The Target Zero line on which C-1 targets are set is a straight line to zero in 2030 from the most recent available five-year rolling average at the time the target was set for the 3HSP FY2024-2026 (2022 preliminary CFC data). Fatalities have been increasing steadily since 2020; therefore, target zero targets will not be met.

**C-2:** The Target Zero line on which C-1 targets are set is a straight line to zero in 2030 from the most recent available five-year rolling average at the time the target was set for the 3HSP FY2024-2026 (2022 preliminary CFC data). Serious injuries have been increasing steadily since 2020, therefore target zero targets will not be met.

**C-3:** The Target Zero line on which C-1 targets are set is a straight line to zero in 2030 from the most recent available five-year rolling average at the time the target was set for the 3HSP FY2024-2026 (2022 preliminary CFC data). Fatalities have been increasing steadily since 2020; therefore, target zero targets will not be met.

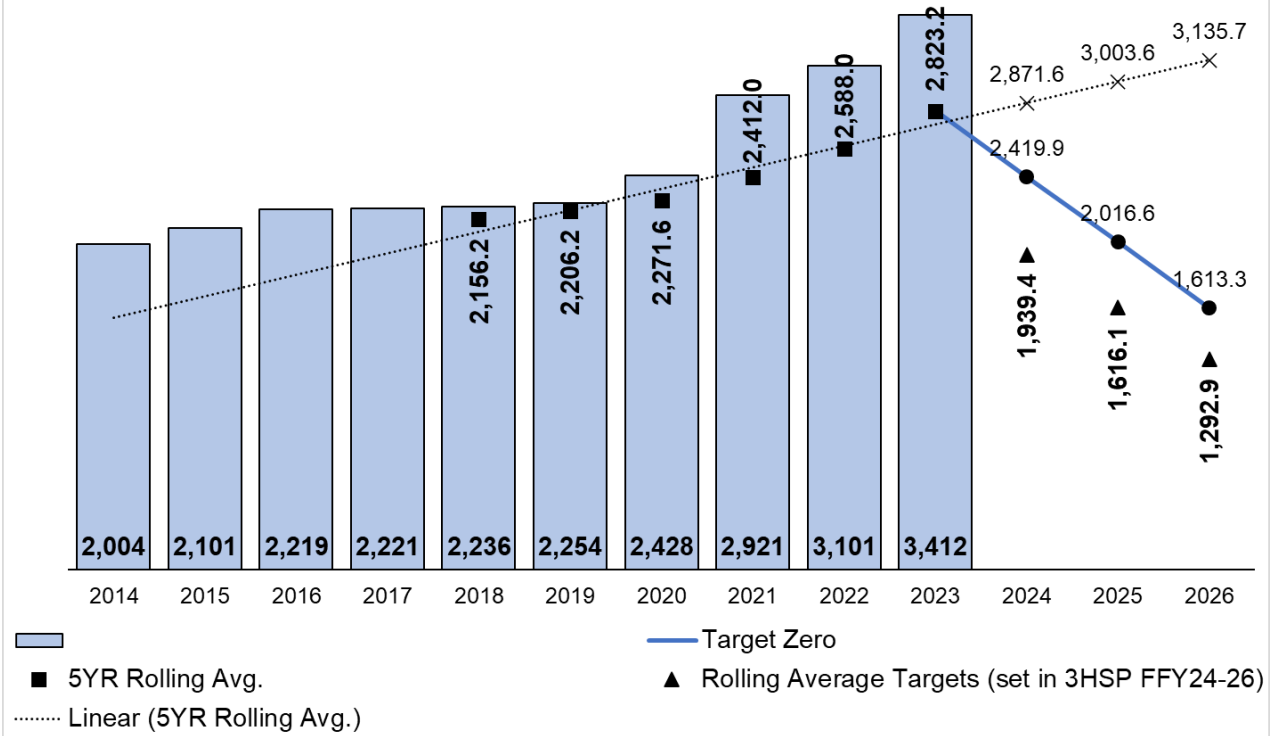
**C-1: Traffic Fatalities, 2014-2023\***

\*2023 Preliminary. 2024 Unavailable.



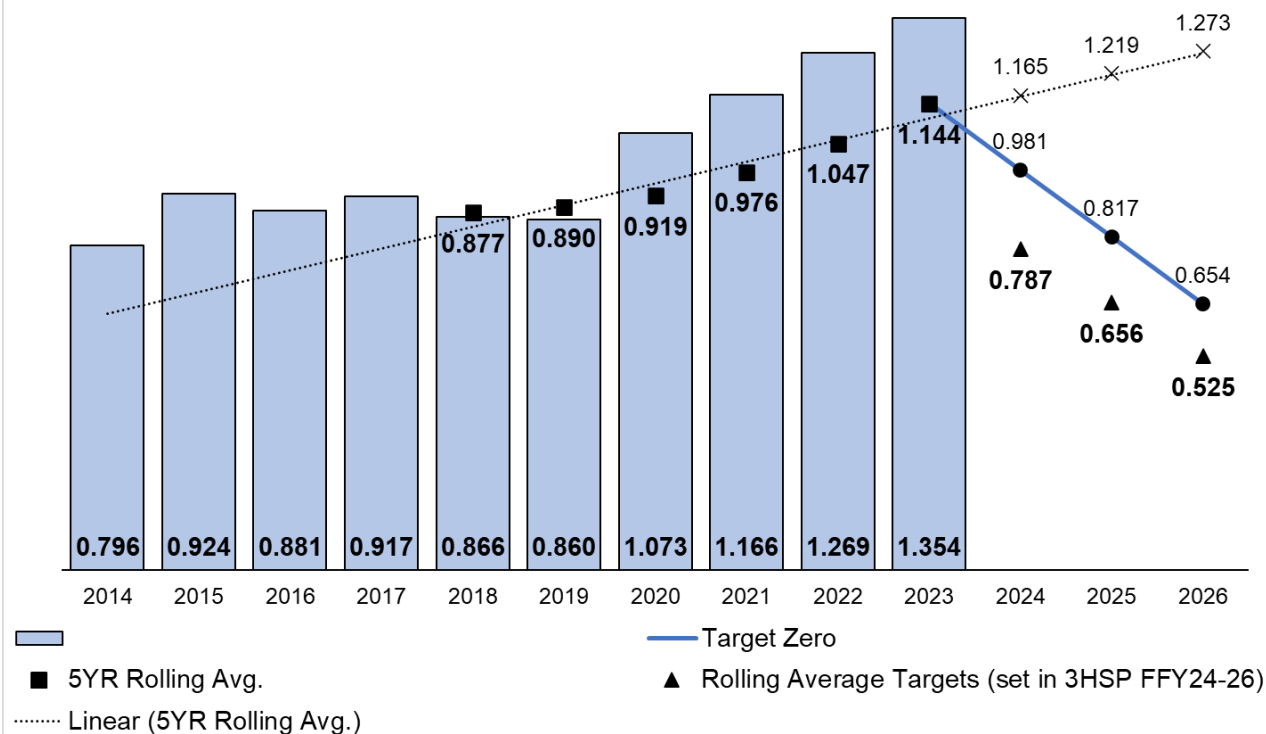
**C-2: Serious Injuries, 2014-2023\***

\*2023 Preliminary. 2024 Unavailable.



**C-3: Traffic Fatalities per 100 Million Vehicle Miles Traveled (VMT),  
2014-2023\***

\*2023 Preliminary. 2024 Unavailable.



## Progress Evaluation

Chapters 5.01 to chapter 5.13 provide a very good program-by-program assessment of how Washington is doing in reducing traffic crashes. The results are a mixed bag. Some program areas are showing improvement, like motorcycles, while other areas continue to show troubling and persistent problems, like speeding. However, across the board, WTSC programs are providing solid and robust interventions that are improving systematically as we apply the principles of the Positive Culture Framework, which calls for a focus on theories of change and ongoing assessment of progress. WTSC focuses on continuous improvement. We believe this is reflected in our evolving portfolio of federal grant projects. It is also seen in our ongoing commitment to growing the skills and knowledge of our staff and Target Zero Managers. Lastly it is reflected in our ongoing investments in core data systems like the traffic safety dashboards and the statewide traffic safety survey. Together these resources are proving to be invaluable compasses to assess the effectiveness of our work and help us course correct when necessary.

In 2019, WTSC changed the way we prioritize and invest in traffic safety countermeasures. WTSC employs a data informed approach to guide program investments and to identify strategic countermeasures to address the problems we identify. We select evidence-based and innovative projects that have the best potential for saving lives using the Theory of Change and

Logic Model tools. This is part of a larger effort to adopt a public health approach to reducing traffic crashes. WTSC has invested heavily in improving the skills of staff to work within this approach using the Positive Culture Framework.

In 2024, WTSC reorganized and rewrote the Program Management Manual so that it reflected the most current federal regulations. The new PMM also accurately articulates the philosophy, and approach WTSC has taken to address traffic crashes using a public health approach – through the adoption of the Positive Culture Framework. We hired new staff – including a Community Engagement Manager to improve and guide our ongoing work to engage underserved and overrepresented communities and populations in Washington State. Our Fatal Case Review program got underway and rapidly accelerated, providing seven fatal case reviews focused heavily on active transportation and impaired driving. This provides a deep dive into individual cases from which we are able to glean rich insights and ideas for improving our programming.

## **Strategy Adjustment for Programming Funds**

In general, WTSC has adopted processes of annual re-evaluation and adjustment as it has continued to operationalize the Positive Culture approach. Each year, all program plans are updated in the late winter/early spring. During this period, Program Managers re-look at data and engage with stakeholders to examine the trends and make decisions about programming. These processes are being augmented in FFY 2025 and beyond with an increased public engagement effort.

One can see this process unfolding in Program Updates 1 through 13 in how Program Managers make ongoing adjustments within their programs. Most of these adjustments occur at the individual project level, although some happen at the countermeasure strategy level. For example, in the speed management program, the Speed Management Advisory Cooperative is preparing to recommend strategies and projects for the program to prioritize its funding and efforts.

Over time, WTSC anticipates further adjusting to address the needs of priority communities providing more new projects with new partners that we surface through micro and macro public engagement efforts. To support this, WTSC is pursuing an expansion of our community engagement stakeholder group to gain a macro perspective on the needs and trends of Washington while pursuing a more micro perspective through the engagement efforts in individual communities – the King County Target Zero board is an excellent example of this. It is a large, multi-sector, and culturally diverse steering committee convened by the King County TZM team that has created a strategic plan that articulates the community's priorities.

As our Target Zero Managers continue to grow the size and functionality of their community coalitions, WTSC expects to gain actionable insights into future grant opportunities across the different regions. Finally, the agency is continuing to adjust as it looks for ways to achieve its mission of empowering and equipping people and communities with knowledge, tools, and resources to build a positive traffic safety culture.

## **1. COMMUNICATIONS**

### **Problem Statement**

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

### **Focus Populations**

**Vulnerable Road Users:** Some road users are more susceptible to involvement in fatal or serious injury crashes. This includes young or inexperienced drivers, older drivers (70+ years-old), motorcyclists, and people who walk or bike. Vulnerable road user deaths continue to rise to record-breaking numbers.

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

**Safe Road Users:** Most safe road users who influence the behaviors of the smaller group engaging in risky behaviors.

**Associated Performance Measures: C-1, C-2, C-3** (See pages 38-41 for more information).

### **Progress Evaluation**

The Communications program continued to develop the Together We Get There initiative with a new impaired driving campaign and additional media buys to further the reach for impaired driving prevention. To address the ongoing issue of excessive speed in fatal crashes, message testing and focus groups were completed in FFY 2024 with plans to develop the speed campaign in FFY 2025. A media buy will be completed as well, likely in the summer months. With an ever-expanding number of media channels available to reach target audiences, we will continue to work with marketing experts to learn and utilize new methods to engage with and educate the public and our partners.

### **Strategy Adjustment for Programming Funds**

Some funding adjustments have been made to accommodate communications needs and the local expenditure requirements. In 2025, the website maintenance and support funding was reduced because the Target Zero website update was completed. The paid media budget for Together We Get There was also reduced because there is less funding available.



## FFY 2024 Communication Countermeasures and Planned Activities

### 1.1 Countermeasure: Communications and Outreach

#### Project #1: 2024-FG-5015-WTSC Paid Media

<b>Project Name</b>	WTSC Paid Media
<b>Project Summary</b>	This project funded paid media as a component of all statewide HVE campaigns. In FFY 2024, paid advertisements were placed during the following campaigns: statewide Holiday DUI, statewide Move Over, Slow Down in February/March, statewide Distracted Driving in April, statewide Together We Get There throughout the summer, Motorcycle Safety in King, Pierce, and Snohomish Counties in July, and the statewide Summer DUI in August.
<b>Project Results</b>	All campaigns ran on time and on budget. Media used to publicize the campaign included TV, radio, streaming services, digital, social media, and community media outlets. Details for the results of each campaign are included in the Mobilization Participation, Performance Activity Measures, Paid Media Campaign, and Assessment of State Project section at the beginning of the report.
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

#### Project #2: 2024-FG-5025-News Media and Communications Support

<b>Project Name</b>	News Media and Communications Support
<b>Project Summary</b>	The funding for this project allowed the communications team to continue subscriptions for SurveyMonkey, Critical Mention, ArchiveSocial, and DropBox. In addition to these projects, the funding was used to conduct media outreach to news publications to support our educational campaigns.
<b>Project Results</b>	In FFY 2024, the News Media and Communications Support project allowed WTSC to continue its SurveyMonkey subscription, social media archiving service, and media monitoring subscription. It also paid for child passenger safety instructional videos for technicians. There were other miscellaneous support projects that were funded this year, such as press releases.
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### Project #3: 2024-FG-5041-Website Maintenance and Support

<b>Project Name</b>	Website Maintenance and Support
<b>Project Summary</b>	This project funded domain registration, hosting, updates, maintenance, and support for all WTSC owned websites. This includes <a href="https://wtsc.wa.gov">https://wtsc.wa.gov</a> , <a href="https://togetherwegetthere.com">https://togetherwegetthere.com</a> , <a href="https://juntosilegamos.com">https://juntosilegamos.com</a> , <a href="https://wtscpartners.com">https://wtscpartners.com</a> , <a href="https://wacarseats.com">https://wacarseats.com</a> , and <a href="https://targetzero.com">https://targetzero.com</a> .
<b>Project Results</b>	<p>There were some small maintenance items that needed to be performed on the agency's main website, as well as on the WA Car Seats site. The biggest project for this fiscal year was redesigning the Target Zero website, which had last been updated in 2019 when the previous version of the plan was released.</p> <p>The website has been updated for the 2024 Target Zero plan.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### Project #4: 2024-FG-5085-Community Outreach and Engagement

<b>Project Name</b>	Community Outreach and Engagement
<b>Project Summary</b>	The purpose of the Community Outreach and Engagement Project was to conduct meaningful community engagement with underinvested and overburdened communities. WTSC contracted with PRR, a communications firm in Washington, to reach out to Community Based Organizations, with a focus on communities with high social vulnerability and disproportionately high traffic fatalities. The primary communities identified were Yakima County and South King County and South Seattle (south of Interstate 90).
<b>Project Results</b>	<p>PRR conducted in-person intercept surveys in communities that had been identified as underinvested and overburdened by traffic fatalities and other serious crashes, including South King County and Yakima County. They conducted them at existing community events, including the Kent Community Safety Event, the Yakima Training Center Fall Festival, and the Skyway on Renton Ave South Community Event. The Yakima and Skyway events included bilingual surveys/interviews for English and Spanish speakers.</p> <p>People who did not respond in person were invited to complete an online survey. This reached an additional 34 respondents, most of whom were in Yakima County, including 42 percent who identified as Latino/Hispanic and 10 percent who identified as American Indian or Alaska Native.</p> <p>Listening sessions were held in April 2024. Two sessions included community members who were recruited through 15 different community</p>

## 1. COMMUNICATIONS

	<p>organizations across Yakima and South King Counties (including some with multi-county representation).</p> <p>PRR also facilitated initial and follow-up listening sessions with Tribal government representatives in October 2023 and March 2024. This input provided information for program priorities and for the future Triennial Highway Safety Plan. The first session included representatives of four federally recognized Tribes, and an agency that provides services to Tribes across the Pacific Northwest. The second listening session included representatives from seven Tribes.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

## 1.2 Countermeasure: Growing a Positive Traffic Safety Culture

### Project #5: 2024-FG-5024-Together We Get There

<b>Project Name</b>	Together We Get There
<b>Project Summary</b>	This project funded campaign assets and a media buy for the Together We Get There initiative. Work to develop campaign assets included concept development and focus groups in English and Spanish with members of the public to help refine the concepts to ensure the messages were relatable and well-received.
<b>Project Results</b>	<p>A new impaired driving prevention public service announcement was developed with the <i>Together We Get There</i> branding. Concepts were created and tested with focus groups for speed messaging. Work will continue in FFY 2025 to develop the concept. The summer media campaign included tv, digital and audio streaming, static ads, transit ads, and social media posts.</p> <p>It resulted in 21,939,373 impressions with 3,739 spots aired.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### Project #6: 2024-FG-5026-TZM Communications Lead

<b>Project Summary</b>	The purpose of this project was to provide a dedicated communications resource person for TZMs across Washington.
<b>Project Results</b>	<p>The TZM Communications Lead participated in community outreach which included weekly traffic safety articles, weekly radio segments, and presenting at conferences. The weekly traffic articles, in particular, received strong positive feedback from the community. Projects completed with the TZMs included bi-monthly media workgroup meetings led by the TZM Communications Lead, developing TZM outreach resources, 12 positive traffic safety culture communications group projects with TZMs, and work with individual TZMs on nine local projects.</p> <p>The Lead also developed six projects for and with law enforcement, such as roll call videos.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### Project #7: 2024-FG-5027-TZM PCN Media Mini-Grants

<b>Project Name</b>	TZM PCN Media Mini-Grants
<b>Project Summary</b>	These funds were offered to each of our regional TZMs to work with local media outlets to do outreach customized to their communities. Ten of the 17 regions participated and placed advertisements, including television, radio, social media, local newspapers, county fairs, local sports teams, and digital platforms. Our TZM Communications Lead also did a weekly radio segment targeted to young listeners to message traffic safety topics covered on his "The Wise Drive" website.
<b>Project Results</b>	<p>The funds were used to create and execute a variety of projects in the participating regions. Some examples of these projects are signs with traffic safety messaging at local baseball stadiums and ads on the team's website, signs at the Kitsap County Fair, local radio ads, movie theater ads, and ads in local magazines and newspapers in Clark County and the Tri-Cities.</p> <p>The TZMs that used these funds plan to continue the local projects in their communities, and there has been further interest with TZMs that have not yet participated.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

## **2. COMMUNITY TRAFFIC SERVICES**

### **Problem Statement**

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

- Demographics of people: ethnicity, language, political beliefs, socioeconomic status, etc.
- Differences in roads: rural vs. urban, differences in roads include roadway design, safety features, and options available for roadway improvements
- Differences in resource availability: capacity to make traffic safety improvements varies greatly from community to community, and access to post-crash medical care varies significantly from community to community

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

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

### **Focus Populations**

- All Washington residents and road users
- Stakeholders including community leaders, government agencies, traffic safety activists, organizations who support or ignore traffic safety issues (or aren't aware of them)
  - Traffic safety professionals throughout the state
  - Target Zero Managers
  - Law enforcement leadership
  - Law enforcement officers
  - Target Zero Task Force representatives
- Local and State transportation engineers
- Community coalitions and service organizations
- Medical professionals and emergency responders in rural communities
- Public educators and schools

**Associated Performance Measures: C-1, C-2, C-3** (See pages 38-41 for more information.)

## **Progress Evaluation**

### **Regional Traffic Safety Coordination:**

This countermeasure strategy influences the behavior of focus populations by providing resources to key groups. For local community leaders and organizations, this countermeasure strategy provides resources and opportunities for them to prioritize traffic safety within their communities. It also provides tools, training, and technical assistance for how they can engage with the public to increase awareness in traffic safety issues. For traffic safety professionals, this countermeasure provides the resources necessary to conduct traffic safety activities. It also provides them with opportunities to learn about current traffic safety issues in the state and nation, and solutions created to address them.

In this federal fiscal year, the TZMs in most regions assisted WTSC in implementing a new Scope of Work based on the seven step Positive Culture Framework. Due to some vacancies, some regions made less progress than others. Generally, TZMs worked to stand up new multi-sector traffic safety coalitions. Their goal is to have those coalitions create community assessment in their region to determine countermeasures and guide programming. In addition to the traffic safety coalition, TZMs developed connections with adjacent coalitions, expanded partnerships, and shared resources working towards common goals of reducing injuries and fatalities on our roads. Each of these efforts is as unique as the communities they serve. Progress is being made toward establishing these long-term coalitions that will be a focus of traffic safety work in each of the regions.

### **High Visibility Enforcement (HVE):**

There were bright spots with the high visibility enforcement program, that we believe are contributing to positive outcomes in Washington:

- Spend rate: If we look at the utilization of grant funds, the spend rate for this project was 88 percent. While this is a slight dip compared to FFY 2023 (about 90 percent), it is much higher than the typical spend rates of previous years. Even pre-COVID years had spend rates that were much less than this, typically in the 65-75 percent range. Some of the increased spending can be attributed to increases in officer pay, but this is not the whole story. Washington saw an increase of 8 percent in hours of activity in FFY 2024 compared to FFY 2023. So, although pay rates did increase, so too did officer participation.
- Activity log review: WTSC increased oversight and scrutiny of enforcement activity paid for with grant funds in FFY 2024. WTSC's Statewide Law Enforcement Liaison reviewed every activity log in WTSC Grants Management System (WEMS) on an ongoing basis throughout the year. They investigated incidences of performance that were below the emphasis average and provided recognition to officers whose performance exceeded expectations.
- Data visibility: WTSC developed a new data dashboard for HVE activity in FFY 2024. This public facing dashboard provides an easy-to-use tool for TZMs, law enforcement, and the public to analyze HVE activity.

### **Emergency Medical Services, Human Resources and Training:**

Large parts of rural Washington have longer transport times for trauma victims, 40 percent of crash victims die after the crash, and the first hour after a trauma has occurred is the most important period of time to save a victim's life. For all these reasons, WTSC has undertaken a multi-year effort to improve rural trauma response through the Rural Trauma Team Development Course. In FFY 2024, four of these courses were conducted in Wenatchee, Moses Lake, Leavenworth, and Mount Vernon, all rural counties with traffic fatality rates that exceed the state average, and in areas where an existing level I or II trauma center cannot be reached in less than one hour ground transport time. These courses have been well received by attendees, and they are contributing to an overall growth in positive culture. They increase skills and knowledge and elevate the importance of traffic safety in these communities. Over time these conversations and changes in practice and focus contribute to a change in culture that influences all community members.

### **Preventing Roadside Deaths – Digital Alerting:**

Washington recognized that it has an issue with traffic fatalities involving those that work in the roadside environment, particularly first responders. In response, WTSC was successful in receiving 405h funds to help address the issue. Washington used the funds to hire a contractor through a competitive procurement process and the successful bidder is actively working to deploy digital alert technology with first responder partner agencies. WTSC awarded the contract to HAAS Alert. The work of deploying digital alert technology with first responder agency partners in areas with high numbers of fatal crashes, distracted driving crashes, and secondary crashes, is underway in FFY 2025.

### **Non-Commercial Driver Licensing:**

The DOL has a unique and distinct role in traffic safety. WTSC has partnered with the DOL to fund Traffic Safety Specialist (TSS) that works in a unique way to help DOL realize its traffic safety potential and fulfill its responsibilities. The TSS pulled together a committee of 22 different professionals from across DOL to participate in the DOL Target Zero Working Group (TZWG). As an internal working group, the TZWG has begun the process of reimagining DOL as a traffic safety agency, which has been a novel reframing of the role and purpose of DOL for most divisions. Preliminary work was begun to position the TZWG to be prepared to identify or develop DOL projects that will address key priorities relevant to the DOL in the new state highway safety office Target Zero Plan, published in late 2024.

Additionally, the TSS represented DOL interests in multiple WTSC advisory committees for the impaired driving, speed management, and non-motorized programs. The TSS also participates in fatal case reviews for these same programs and frequently consults with the Young Driver program manager as well.

### **Strategy Adjustment for Programming Funds**

No adjustments are planned for program funding strategies. As the project summary shows, our federal funding portfolio remains strong and is progressing well, with the continuation of several existing grants. Adjustments are being made at the project level through the WEMS work plan process to adjust project goals, objectives, and measures. Some specific examples follow.



**Regional Traffic Safety Coordination:**

FFY 2025 will be the second year of three-year contracts including SOW for the TZMs and host agencies. WTSC will continue to invest in the training of our TZMs to help them be successful in this new role. WTSC made the decision to find host agencies in all regions to support TSM activities. Eventually all TZMs will be employees of our contracted host agencies. This provides a stronger support system for the TZMs' activities, their scope of work, and the funding will contribute to WTSC's local expenditure requirement. Most recently WTSC negotiated TSM hosting agreements with two new host agencies, both of which are Municipal Planning Organizations (MPOs), the Yakima Valley Conference of Governments and the Chelan Douglas Transportation Council. Because MPOs are already entrenched in transportation issues, we feel this gives those TZMs a head-start in their work.

**High Visibility Enforcement (HVE):**

FFY 2025 program funding was \$1,800,000. We are increasing program funding for FFY 2025 to \$2,100,000. This increased funding is due to improved staffing in law enforcement agencies and increased participation in HVE patrols. Other improvements like the ongoing review of activity logs will continue, as will the dissemination of HVE data via the dashboard. We think that taken together; these efforts are contributing to the growth of a strong performance culture among HVE participants.

**Emergency Medical Services, Human Resources and Training:**

No adjustments are planned as this strategy will continue full force in 2025. We anticipate that as more courses are provided, it will become a sought-after training.

**Preventing Roadside Deaths – Digital Alerting:**

No adjustments are planned for program funding of this countermeasure strategy. The project is just getting underway and is enjoying a great deal of interest from partner agencies. Demand for the services is strong and growing.

**Non-Commercial Driver Licensing:**

It has taken this project a while to gain momentum, but we believe that it will make good progress in FFY 2025. Funding was adjusted to accommodate the increased salary and benefits requirements for the position of the Traffic Safety Specialist in recognition of their experience and expertise.

## FFY 2024 Community Traffic Services Countermeasures and Planned Activities

### 2.1 Countermeasures: Impaired Driving Enforcement; Seat Belt Law Enforcement; Speeding Enforcement; Distracted Driving Enforcement; Motorcycle Alcohol Impairment

Project #8: 2024-FG-4981-Local HVE - Administration, Enforcement, and Resources

<b>Project Name</b>	Local HVE - Administration, Enforcement, and Resources
<b>Project Summary</b>	This project funded traffic safety enforcement in the areas of impaired driving, speeding, distracted driving, seat belt use, and motorcycle safety.
<b>Project Results</b>	<p>Funding was awarded to local law enforcement agencies following an application process that used data to support funding decisions. Programmatic decisions were made at the local level by regional traffic safety task forces, led by a local traffic safety coordinator (Target Zero Manager). These task forces used local data and officer input to determine enforcement priorities for their jurisdictions, and to schedule and plan enforcement and outreach activities. Participation in this project occurred throughout the year, but the following campaigns were the primary enforcement periods:</p> <ul style="list-style-type: none"> <li>• Impaired driving enforcement during the Holiday DUI campaign in December 2023.</li> <li>• Distracted driving enforcement during the Distracted Driving campaign in April 2024.</li> <li>• Seat belt enforcement during the Click It or Ticket campaign in May 2024.</li> <li>• Impaired driving enforcement during the Summer DUI campaign in August 2024.</li> </ul> <p>Some key results of this project include:</p> <ul style="list-style-type: none"> <li>• Number of law enforcement agencies that participated: 130</li> <li>• Hours of activity: 16,891, up 8 percent from 2023</li> <li>• Contacts made: 32,876, down 2 percent from 2023</li> <li>• Total Infractions: 21,338, up 24 percent from 2023</li> <li>• Total Warnings: 16,213, up 7 percent from 2023</li> <li>• DUI Arrests: 612, up 5 percent from 2023</li> <li>• Speed Citations: 10,715, up 15 percent from 2023</li> <li>• Seat Belt Citations: 868, down 13 percent from 2023</li> <li>• Distracted Driving Citations: 2,720, down 1 percent from 2023</li> </ul>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### Project #9: 2024-FG-4982-WSP HVE

	WSP HVE
	The purpose of this project was to increase traffic enforcement in the areas of impaired driving, speeding, distracted driving, seat belt use, and motorcycle safety. Funding was awarded to the WSP to support local law enforcement efforts.
	<p>Programmatic decisions were made at the local level by WSP district command staff in collaboration with regional traffic safety task forces. Data and officer input were used to determine enforcement priorities for each district. Participation in this project was throughout the year, but the following campaigns were the primary enforcement periods:</p> <ul style="list-style-type: none"> <li>• Impaired driving enforcement during the Holiday DUI campaign in December 2023.</li> <li>• Distracted driving enforcement during the Distracted Driving campaign in April 2024.</li> <li>• Seat belt enforcement during the Click It or Ticket campaign in May 2024.</li> <li>• Impaired driving enforcement during the Summer DUI campaign in August 2024.</li> </ul> <p>Key enforcement results of this project include:</p> <ul style="list-style-type: none"> <li>• Total hours of enforcement: 6,115, up 5 percent from 2023</li> <li>• Total contacts: 12,668, up 13 percent from 2023</li> <li>• Total infractions: 8,207, up 38 percent from 2023</li> <li>• Total warnings: 7,605, down 3 percent from 2023</li> <li>• DUI arrests: 147, down 22 percent from 2023</li> <li>• Speeding infractions: 5,119, up 37 percent from 2023</li> <li>• Seat belt infractions: 850, up 6 percent from 2023</li> <li>• Distracted driving infractions: 957, up 85 percent from 2023.</li> </ul>
	Washington State Patrol
	Law Enforcement - State

## 2.2 Countermeasure: Law Enforcement Support and Professional Development

### Project #10: 2024-FG-4976-Statewide and Local LEL Program

<b>Project Name</b>	Statewide and Local LEL Program
<b>Project Summary</b>	The purpose of this project was to fund a statewide network of local law enforcement officers who provided ongoing support and guidance to TZMs in their respective region. Law enforcement is a critical partner in the state's effort to reach Target Zero. Many of the strategies and projects implemented by the WTSC rely on the strong support of law enforcement agencies, from agency leadership to highly trained traffic enforcement officers. The project funded one statewide LEL who

## 2. COMMUNITY TRAFFIC SERVICES

	provided a direct connection between local law enforcement and WTSC. In addition to providing guidance, the statewide LEL also supported a network of local LELs who represented local communities throughout the state. The continuous engagement from the statewide LEL helped to grow the number of law enforcement agencies participating in traffic safety activities.
<b>Project Results</b>	<p>This project was successful in that each WTSC region had an assigned local LEL who supported WTSC activities at the local level.</p> <p>Another success was the additional role of the statewide LEL who reviewed each activity log. This review provided an opportunity to address poor performance as well as recognizing outstanding performance.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### Project #11: 2024-FG-4978-LE Training and Professional Development

<b>Project Name</b>	LE Training and Professional Development
<b>Project Summary</b>	The purpose of this project was to address the needs identified by the Washington Association of Sheriffs and Police Chiefs (WASPC) Traffic Safety Committee to grow officer traffic safety skills and participation in enforcement activities. This was accomplished by providing, and supporting, training opportunities that aimed to increase motivation for traffic enforcement and improve officer skills and knowledge in traffic safety enforcement. These events were conducted in Washington and other areas of the country.
<b>Project Results</b>	This project funded two large training and listening session events in Washington called Traffic Safety Champions. These events were designed to provide professional development training to law enforcement officers to improve their skills and knowledge in traffic safety. Funds were also used to send a small selection of law enforcement officers to national training events, such as the International Association of Police Chief's Impaired Driving Conference.
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### Project #12: 2024-FG-4979-EI Protector Program

<b>Project Name</b>	EI Protector Program
<b>Project Summary</b>	The purpose of this project was to expand the Washington State Patrol's EI Protector program. This project funded traffic safety education and relationship building to grow positive traffic safety culture through engagement with Spanish speaking residents and migrant workers. Many of these individuals are not accustomed to driving norms in Washington and the United States and are historically underserved by education

## 2. COMMUNITY TRAFFIC SERVICES

	efforts. This project met them where they work and live in a non-confrontational way. The project also included the expansion of EI Protector resources by revamping the program's audience engagement tools.
<b>Project Results</b>	The EI Protector program met or exceeded the goals and measures it set to accomplish for FFY 2024. The grantee increased the program's reach across the state by adding 9 total representatives. They provided traffic safety messaging and engagement to tens of thousands of community members across Eastern, Central, and parts of Western Washington by averaging 14.2 media interviews a month. The project team partnered with community groups, agriculture farms, schools, and business to provide on average 9.5 community outreach events per month for FFY 2024. EI Protector representatives spent 95 hours delivering programming at 50 events in WA.
<b>Subrecipient(s)</b>	Washington State Patrol
<b>Organization Type</b>	Law Enforcement - State

### Project #13: 2024-FG-4980-LE Culture Change

<b>Project Name</b>	LE Culture Change
<b>Project Summary</b>	This project was intended to provide funding for a vendor contract with the Montana State University Center for Health and Safety Culture to fund the development and evaluation of non-enforcement-based approaches that law enforcement agencies can use to grow traffic safety culture in their communities.
<b>Project Results</b>	<p>The project was not implemented due to a combination in a lack of staff availability to oversee the grant, changes in staffing at the Montana State University Center for health and Safety Culture, and limited interest in law enforcement agencies to participate in this project.</p> <p>A request to remove the project was not submitted because it was included in the FFY 2025 AGA.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### NEW Project: 2024-FG-5202-Wenatchee PD Dedicated Traffic Enforcement

<b>Project Name</b>	Wenatchee PD Dedicated Traffic Enforcement
<b>Project Summary</b>	This project was intended to be a multi-pronged effort to build a positive traffic safety culture in Wenatchee. This was done by having consistent traffic enforcement, as well as consistent law enforcement exposure to the community, through community events and speaking opportunities. Wenatchee Police received a grant to fund the activities of two full-time traffic officers and half of one full-time supervisor for its newly formed traffic unit.

## 2. COMMUNITY TRAFFIC SERVICES

Project Results	<p>The formation of the traffic unit was a success for the department, community and other agencies. Having the traffic unit took the burden off of patrol officers that were responding to multiple traffic collisions each day and allowed them to focus on other issues that were occurring in the city. The project team was consistent in conducting enforcement and community engagement activities throughout FFY 2024. They utilized a variety of communication methods to reach residents in the area to promote safe driving behaviors and reinforce the extra enforcement happening in Wenatchee. Through numerous posts on social media and local events, the officers on the project team engaged with thousands of community members about traffic safety issues.</p>																																		
	<p>The project team also developed partnerships with other sectors in the community, such as the new anti-racing campaign. This campaign included coordination between multiple law enforcement agencies as well as prosecutors and community members to educate, enforce and work with local businesses to engineer their parking lots better to prevent racing. Due to the new traffic unit, the City of Wenatchee has become the leader in traffic safety in the area and is routinely called upon to assist with traffic issues in other jurisdictions.</p>																																		
	<p>Some key community outreach results:</p> <ul style="list-style-type: none"><li>• Average of 4.3 community engagement events attended per quarter, with a total of 13 events during the first year of this project (only 3 quarters).</li><li>• The project team officers engaged 1,654 people.</li><li>• 208 total hours were spent on community outreach and engagement - doubling the goal for the year of 100 hours.</li><li>• One qualitative result of this project is that the police department is much better connected with other traffic safety partners in the area. For example, the engineering department now includes the traffic sergeant in the planning process of future projects.</li></ul>																																		
	<p>Enforcement activities that were reported include the following:</p>																																		
	<table><tr><th>Measure</th><th>Target</th><th>Q1</th><th>Q2</th><th>Q3</th><th>Q4</th><th>Final</th></tr><tr><td>Number of ID arrests.</td><td>30</td><td></td><td>10</td><td>13</td><td>32</td><td>55</td></tr><tr><td>Number of Speed Contacts</td><td>150</td><td></td><td>168</td><td>120</td><td>112</td><td>400</td></tr><tr><td>Number of Distracted Driving Contacts</td><td>90</td><td></td><td>13</td><td>20</td><td>38</td><td>71</td></tr><tr><td>Number of Seat Belt violation Contacts</td><td>60</td><td></td><td>15</td><td>19</td><td>53</td><td>87</td></tr></table>	Measure	Target	Q1	Q2	Q3	Q4	Final	Number of ID arrests.	30		10	13	32	55	Number of Speed Contacts	150		168	120	112	400	Number of Distracted Driving Contacts	90		13	20	38	71	Number of Seat Belt violation Contacts	60		15	19	53
Measure	Target	Q1	Q2	Q3	Q4	Final																													
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Number of Distracted Driving Contacts	90		13	20	38	71																													
Number of Seat Belt violation Contacts	60		15	19	53	87																													
	<p>This is the start of a Safe System Approach in action.</p>																																		
Subrecipient(s)	Wenatchee Police Department																																		
Organization Type	Law Enforcement - City																																		



### 2.3 Countermeasure: Preventing Roadside Deaths – Digital Alerting

#### Project #14: 2024-FG-5012-Preventing Roadside Deaths - Digital Alert Technology

<b>Project Name</b>	Preventing Roadside Deaths - Digital Alert Technology
<b>Project Summary</b>	The grant was intended to fund Law enforcement, Fire, Emergency Medical Services, Tow, and other incident response partners to deploy digital alerting technology as a software service in locations where there are high numbers of serious injuries and fatal crashes, as well as areas with the highest number of secondary crashes involving a disabled vehicle and secondary crashes involving first responders.
<b>Project Results</b>	<p>This project was not implemented in FFY24 because WTSC spent the year completing a Request for Proposal process to contract with a vendor to deploy the digital alert technology. The process of working with the Department of Enterprise Services took longer than anticipated. However, the procurement process met current vendor procurement standards.</p> <p>A request to remove the project was not submitted because it was included in the FFY 2025 AGA.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### 2.4 Countermeasure: Program Management

#### Project #15: 2024-FG-5081-DOL Traffic Safety Specialist

<b>Project Name</b>	DOL Traffic Safety Specialist
<b>Project Summary</b>	<p>The purpose of this project was to fund the activities of a traffic safety specialist within the DOL to establish and convene the Department of Licensing Target Zero Traffic Safety Work Group (DOL TZWG). The group's function is to identify short and long-term strategies and plans to support DOL and statewide Target Zero efforts. The DOL TZWG is charged with finding ways to implement programs from existing research that are specific to DOL's scope of authority and those that are mutually beneficial with external partners.</p> <p>The traffic safety specialist also worked to advance the work on selected projects appropriate to their experience and expertise, and at the direction of the Licensing, Endorsements, and Traffic Safety Program director.</p>
<b>Project Results</b>	The Traffic Safety Specialist (TSS) established and convened the DOL TZWG comprised of 22 section or department representatives six times. Significant time and effort were spent to frame the state of traffic safety in Washington and broaden understanding and knowledge of DOL as a



## 2. COMMUNITY TRAFFIC SERVICES

	<p>traffic safety agency. This allowed team members the opportunity to learn more about problem areas and identify DOL specific strategies to improve traffic safety outcomes. The TSS successfully engaged with multiple WA Traffic Safety Commission programs to build relationships and identify future opportunities for aligning traffic safety projects. The TZWG is now poised for the development of a DOL traffic safety strategic plan.</p> <p>Additionally, the TSS assisted with developing the ADAS training, and partnered with the Education and Assessment team to create "Do the Math" lessons expanding driver education into middle and high school math studies. The TSS was active in the comprehensive driver guide redesign process. Finally, the TSS was instrumental in developing the DOL contributions to the state highway safety office plan (Target Zero).</p>
<b>Subrecipient(s)</b>	Department of Licensing
<b>Organization Type</b>	State Agency

### 2.5 Countermeasure: Rural Post Crash Care, Clinical Provider Support

#### Project #16: 2024-FG-5014-Rural Trauma Team Development Course

<b>Project Name</b>	Rural Trauma Team Development Course
<b>Project Summary</b>	<p>The purpose of this project was to develop, schedule, and implement the evidence-based Rural Trauma Team Development Courses (RTTDC) in rural communities throughout the state. These courses were prioritized by the counties with disproportionate traffic fatality rates and by those who are geographically located in an area that is in excess of one hour ground transport time to an existing level I or II trauma center. These courses were hosted by rural trauma hospitals and attended by the host facilities' rural trauma hospital clinicians, community EMS providers, tertiary care hospital trauma leadership, and staff within the regional continuum of care.</p>
<b>Project Results</b>	<p>Four RTTDC were conducted during the grant year in Wenatchee, Moses Lake, Leavenworth, and Mount Vernon. Courses averaged 25 attendees each with a robust mix of EMS providers, nurses, physicians, and clinical support staff in attendance. These courses were all provided in rural counties with traffic fatality rates that exceed the state average and in areas where an existing level I or II trauma center cannot be reached in less than one hour ground transport time. The course in Moses Lake was prioritized as Grant County had the highest traffic fatality rate of all counties in the state in 2022 (most recent full years data available).</p>
<b>Subrecipient(s)</b>	American College of Surgeons - Washington State Committee on Trauma
<b>Organization Type</b>	Non-profit

## 2.6 Countermeasure: Target Zero Managers

### Project #17: 2024-FG-5072-TZM Contracts and Grants

<b>Project Name</b>	TZM Contracts and Grants
<b>Project Summary</b>	This purpose of this project was to support the activities of Target Zero Managers (TZMs). Target Zero Managers (TZM) are traffic safety professionals in 17 regions across Washington State who conduct regional coordination of traffic safety enforcement, community education, and outreach activities to change driver beliefs and behaviors to reduce traffic crashes. The TZMs in each region assist WTSC in implementing traffic safety best practices in their communities.
<b>Project Results</b>	<p>The WTSC launched a new Scope of Work (SOW) and executed three-year contracts for the TZMs. This new SOW follows the 7-Steps of the Positive Culture Framework. We trained TZMs to build and lead coalitions so they can empower partners in their region to contribute to our traffic safety goals and mission. We updated the goals, objectives, and measures for their SOW. TZMs continued to persevere with increased participation in HVE patrols including DUI, seat belt, distracted driving, speeding, and motorcycle safety. They scheduled enforcement dates, conducted media interviews, posted social media messages, and provided outreach and education with residents at community events. This was a win since many law enforcement agencies continued to have challenges including staffing issues, competing overtime opportunities, and competing agency priorities. Many TZMs leveraged other innovative efforts to reach their communities via messaging and community events.</p> <p>Number of Coalition meetings: 188  Coalition capacity building opportunities: 136  Stakeholders recruited: 293  Presentations to stakeholder groups: 346  Teens in the Driver Seat: 52 high schools, three colleges, and 10 junior high schools are participating in FFY 24.</p> <p>TZMs participated in a virtual media work group twice monthly to share ideas and develop media messages and graphics. We added a monthly virtual meeting to assist and train TZMs in community engagement and coalition building. We conducted two meetings in Wenatchee in the fall and spring where TZMs met in person to receive training on their job duties and SOW and share their successes and challenges with WTSC and their TZM colleagues. Splitting the state into three zones with three program managers has been very successful. This allowed WTSC to better manage the regions and the TZMs feel better supported.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### Project #18: 2024-FG-5073-TZM Professional Development and Support

## 2. COMMUNITY TRAFFIC SERVICES

<b>Project Name</b>	TZM Professional Development and Support
<b>Project Summary</b>	The purpose of this project was to support TZMs with travel, training, and supplies to support their activities related to the Scope of Work and deliverables.
<b>Project Results</b>	<p>We spent most of the available \$55,000 in FFY 2024, paying for travel and training costs for all TZMs who attended the Fall 2023 and Spring 2024 TZM meetings in Wenatchee. The spring event in Wenatchee was critical to growing skills and knowledge around the new TZM scope of work that is centered around the Positive Culture Framework. Staff from Montana State University's Center for Health and Safety Culture provided in depth training to all TZMZs at that gathering.</p> <p>We also covered travel and training costs for TZMs who attended national conferences and trainings, including Lifesavers Conference in April 2024 in Denver, CO, and the Governor's Highway Safety Association (GHSA) annual meeting in August 2024 in Indianapolis. We also funded annual Linked In, Zoom, Adobe, and Microsoft Teams subscriptions. All requests for training, travel, and supplies were approved in advance.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

## **3. DISTRACTED DRIVING**

### **Problem Statement**

The 2023 annual WTSC roadside observation study found that the statewide level of distracted driving slightly improved in 2023 (9.0 percent) compared to the level in 2022 (9.3 percent) and in 2020 (9.4 percent). The combined results of the 2023-2024 statewide survey indicates that 95% of respondents never or rarely drive while holding and talking on a cell phone (33% never and 66% rarely/sometimes).

Perception of risks associated with distracted driving were high on the combined survey results with 85.5 percent of drivers identifying driving while manually typing or interacting with their cell phone with their hands as extremely dangerous and 81.1 percent of drivers indicating that drivers reading or looking at their cell phones were extremely dangerous. Interestingly, only 37.8 percent of respondents said exceeding speed limits by 10 MPH, or more was extremely dangerous, yet 86.2 percent admitted speeding in excess of 10 MPH in the past 30 days. The combined risk of speeding while distracted poses significant danger to all road users. In 2023, there were 136 (17 percent) fatal distracted driver-involved crashes, 28 (21 percent) of which also involved a speeding driver, which reflects increases in both distracted-driver involved and distracted and speeding-driver involved fatalities.

The 2022 WTSC roadside observation survey showed most Washington drivers (90 percent) do not drive distracted. However, in 2022, 98 traffic fatalities still involved a distracted driver, which is often an under-reported crash variable. Fatalities involving a distracted driver represented 13 percent of all traffic fatalities in 2022.

Aggregated data from four years of King County survey data about distracted driving behaviors and attitudes reveals troubling and persistent concerns relating to actual cell phone use behaviors, attitudes about cell phone use while driving, perception of threat to self by others using cell phones, and cell phone use intention while driving. Survey respondents indicated that the only deterrents to using their cell phones while driving were getting a ticket, being involved in a crash, or using an app that could auto-respond while they are driving and/or block signals. The 2022 annual WTSC distracted driving observation survey found that King County experienced an increase from 5.4 percent to 7.8 percent of drivers who were distracted.

A 2019 WTSC statewide survey found that only one-third of those surveyed had distracted driving policies at their place of employment. Nationally, on average, non-fatal distracted crashes at work cost employers \$100,310 per crash (Network of Employers for Traffic Safety, 2022, Cost of Motor Vehicle Crashes, 2019.) Fatal on-the-job distracted driving crashes can cost employers millions.

A 2021 Omnitracs study of commercial truck drivers found that drivers who were “most distracted”:

- Were 72 percent more likely to be involved in a “near collision.”
- Were two times more likely to be involved in collisions than those “least distracted drivers.”
- Experience drifting out of their lanes 2.3 times more compared to non-distracted drivers.

- Fail to wear a seat belt three times higher than those “least distracted drivers.”
- Were three times more likely to drive 10+ MPH over the posted speed limit.

## **Focus Populations**

**Small and Medium Employers:** Employee distracted driving poses a serious liability risk for business owners and can have significant financial consequences. Establishing a focused driving policy and educating employees about the law and distracted driving dangers can improve safety on the job and at home.

**Commercial Drivers:** Commercial Drivers most at risk of driving distracted are also likely to fail to wear their seat belt and are also more likely to speed, increasing risk for serious injury or death for themselves and others.

**King County Drivers:** King County is the most populated county in Washington and has strong potential for a high number of distracted drivers. Driving distracted was a factor in 24 of 138 King County fatalities in 2021.

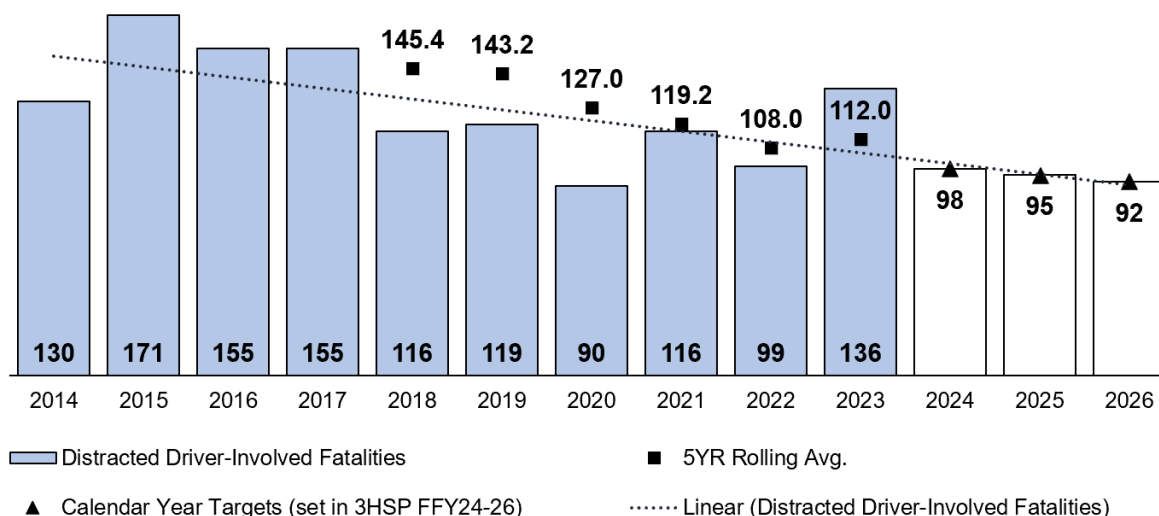
## **Associated Performance Measures: APM-1**

### **Assessment of State’s Progress in Achieving Performance Targets**

**APM-1:** The calendar year 2024 target for distracted/inattentive driver involved fatalities is 98 (a three percent reduction from the 2022 preliminary CFC baseline). Distracted/inattentive driver-involved fatalities increased by 37 percent from 99 in 2022 to 136 in 2023; the highest since 2017, the year prior to Washington’s eDUI law preventing cell phone use while driving being enacted. As of November 2024, the WSDOT year-to-date number of fatalities involving a distracted drivers 106 which exceeds the calendar year 2024 target of 98. Therefore, the calendar year 2024 target is not met.

**APM-1: Distracted/Inattentive Driver-Involved Fatalities, 2014-2023\***

\*2023 Preliminary. 2024 Unavailable.



## Progress Evaluation

Statewide HVE was well supported by participating law enforcement agencies, with 3,548 distracted driving citations issued, which was only slightly less (by 47 citations) in 2024 from 2023 (3,595). Similarly, the number of warnings issued for distracted driving was down from 1,314 in 2023 to 1,112 in 2024.

The King County TZMs launched a pilot project to assess a new data collection technology aimed at monitoring whether drivers were distracted, unbuckled, speeding, or engaging in a combination of these high-risk behaviors. The technology was also designed to send real-time alerts to drivers, urging them to "put phone down," "slow down," or "buckle up." While the technology showed promise for creating impactful traffic safety messages addressing the combined risks of distraction, speeding, and seatbelt non-use, the project faced several challenges. These included the vendor's inability to meet contract requirements, equipment theft, vandalism, damage from vehicle crashes, and malfunctioning devices. As a result, the pilot demonstrated the need for further development and improvements before the technology could become a reliable data collection tool. There was strong media interest in the project with robust local and even national coverage resulting in 14,788,045 impressions.

Promotion of the Employer's Distracted Driving Policy Development Toolkit included presenting four workshops (three at statewide conferences and one employer workplace) to increase

awareness of the free resource. The web page analytics indicate during the project year there were 1.2 thousand web page views, 721 new visitors, and 77 file downloads. Webpage activity showed corresponding spikes following the conference presentations and activity increased during April, which may reflect increased emphasis during Distracted Driving prevention month. Unfortunately, there were no requests for the anonymous survey to evaluate employee attitudes and behaviors which would be a valuable step in developing a workplace policy or evaluating compliance with an existing policy.

Despite these countermeasures, the number of deaths attributed to distracted driving increased.

## **Strategy Adjustment for Programming Funds**

Several adjustments in strategy, but not in programming funds, will be made to address the increasing number of distracted driving fatalities.

The Employer's Distracted Driving Policy Development Toolkit was originally developed for businesses with commercial drivers, but subsequent research indicates that most agencies with commercial drivers have an existing policy. The new approach in FFY 2025 will include working with a marketing firm to develop a marketing strategy to reach small businesses with employees who may occasionally drive in the course of their job or may have greater numbers of drivers 18-35, a group who make up 32.17 percent of all distracted driver-involved fatal crashes.

Distracted driving, when combined with speeding, is particularly dangerous. In tandem with several speed management program projects, distracted driving and speeding will be highlighted as common yet preventable, high-risk factors in fatal Washington crashes. Specific countermeasures are yet to be identified, but at a minimum, they will include the promotion of the Employer's toolkit and the development of a new "Together We Get There" public service announcement.

The compounded risk of distracted driving and speeding in school zones and walk routes will be addressed through speed management projects that enable the collaborative development of school district traffic safety plans supported by respective district municipalities. Informed by the safe system approach, the traffic safety plans will target reducing driving speeds, promoting focused driving, reinforcing seat belt use and reducing traffic safety risks for all road users.



## FFY 2024 Distracted Driving Countermeasures and Activities Results

### 3.1 Countermeasure: Employer Programs

#### **REMOVED** Project #19: 2024-FG-5075-TREDS Training

<b>Project Name</b>	TREDS Training
<b>Project Summary</b>	The purpose of this project was to market Transportation Research and Education for Driving Safety (TREDS) Training to industries with a higher rate of young driver employees, commercial trucking organization partners, and state agencies with vehicle fleets.
<b>Project Results</b>	<p>This project was withdrawn.</p> <p>Th project was cancelled due to a lack of sponsor organizations/audiences for implementing this training. The allocated funds were reassigned to the Research and Data Division for distracted driving data collection.</p> <p>This project is not included in the FFY 2025 AGA.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### 3.2 Countermeasure: High-Visibility Cell Phone and Text Messaging Enforcement

#### Project #20: 2024-FG-5076-Employer Toolkit Promotion

<b>Project Name</b>	Employer Toolkit Promotion
<b>Project Summary</b>	This project was designed to increase employer awareness of, and engagement with, the Focused Driving Employer Policy Development Toolkit and website to reinforce awareness of the law and increase the positive traffic cultural norm of focused driving. Even for those employers with an existing policy, the toolkit's employee survey would help determine the attitudes and behaviors of employees related to distracted driving, which may indicate the need for policy revision, additional training, or compliance encouragement messaging from leadership.
<b>Project Results</b>	<p>While for those participants that attended the four presentations, there was an increase in employer/employee awareness of available toolkit and importance of focused driving policy development, there wasn't a corresponding increase in website utility as evidenced by requests for workplace surveys. Some participants indicated their employers utilize telematic data to monitor driving behavior, but that data wasn't necessarily tied to a workplace policy.</p> <p>It's not possible to say that there was an increase in the cultural norm of focused driving as desirable or the adoption of focused driving policies by</p>



### 3. DISTRACTED DRIVING

	employers. Neither was there any indication that there was an increase in business community member engagement, employer utilization of additional traffic safety resources, ownership for shifting behaviors and attitudes, or an increase the number of employers with focused driving policies.
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

#### Project #21: 2024-FG-5077-King County Distracted Driving Prevention Campaign

<b>Project Name</b>	King County Distracted Driving Prevention Campaign
<b>Project Summary</b>	The purpose of this project was to develop and deploy a Target Zero distracted driving website, develop a data-driven positive community norms message campaign, and deploy dynamic feedback signs to redirect distracted drivers to focus on driving.
<b>Project Results</b>	<p>The project incorporated a novel driver feedback strategy using dynamic feedback signs to detect when drivers were distracted and displayed a preventive message to immediately change driver behavior away from distraction. Community partners identified appropriate locations for the signs to be deployed in selected regions. Data was gathered and analyzed to provide feedback on the progress towards reducing distraction.</p> <p>The deployment of the Smart Signs to both capture driver behavior data and influence driver behaviors experienced multiple delays and setbacks that essentially hampered the successful execution of the contract. The vendor was ill-equipped to manage the deliverables of the contract, in part due to vandalism and unexpected crashes that damaged equipment and understaffing. Replacement parts were difficult to secure and therefore data collection was disrupted or incomplete. Project data wasn't available during April nor in time to be utilized to develop project-specific campaign media messages. Although the project website was developed, it was not launched during the project due to lack of project data or the results of data analysis. The website will be launched with analyzed data by the end of the 2024 calendar year.</p> <p>The data-informed Positive Community Norms campaign to shift unsafe driver behavior involved pre-message research, message development, campaign development, implementation, and evaluation. Media interest in the project was high with 14,788,045 impressions at an advertising equivalency of \$262,468. Coverage included print and broadcast stories, with at least two receiving national exposure.</p>
<b>Subrecipient(s)</b>	Kent Police Department
<b>Organization Type</b>	Law Enforcement - City

## **4. IMPAIRED DRIVING**

### **Problem Statement**

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

After years of declining serious crashes in 2015 traffic fatalities increased 19.3 percent, the largest single year increase in fatalities since data collection began in 1968. Following this unprecedented increase, traffic fatalities remained stable from 2015 to 2019. In 2020, like many other states during the pandemic, Washington fatalities increased from 538 fatalities in 2019 to 574 fatalities in 2020, a 6.7 percent increase. This was despite large decreases in vehicle miles traveled and non-severe crashes, and the closure of schools and businesses. In 2021, Washington once again experienced an unprecedented single year fatality increase, from 574 deaths in 2020 to 663 deaths, a 15.5 percent increase. In 2022, Washington continued to see an increase in traffic fatalities with 740 deaths, an increase of 9.8 percent from 2021. In 2023, Washington continued to see the trend of increasing fatalities with 810 deaths, a 9 percent increase from 2022 and the highest number of fatalities in a single year since 1990.

Initiative 1183 privatized liquor sales and distribution, and public sales began March 1, 2012. In 2021, there were 18,473 retail establishments in Washington licensed to sell alcohol for on-premises and off-premises consumption. That year, House Bill 1480 allowed bars, restaurants, distilleries, wineries, and caterers that carry a liquor license to sell alcohol for curbside pickup or delivery. In 2023, Substitute Senate Bill 5448 made some of the allowances under House Bill 1480 permanent, while extending the special allowances to sell alcohol for delivery until July 1, 2025. Initiative 502 legalized the production, possession, delivery, and distribution of cannabis for recreational use. The first stores opened to the public on July 8, 2014. In 2022, there were 889 licensed producers/processors and 481 licensed retailers statewide.

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

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

- Nearly 80 percent were also positive for alcohol or other drugs.
- They also exhibited other high-risk behaviors, such as speeding (42 percent), not wearing a seat belt (28 percent), and being distracted (16 percent).

- More than one-third were between the ages of 16 and 25.
- The majority (81 percent) were male.

Cannabis and alcohol are the most common combination of poly-drugs among drivers in fatal crashes. But overall, alcohol (alone or in combination with other drugs) continues to be the most prevalent among drivers in fatal crashes. Blood Alcohol Content (BAC) averages remain high at 0.155 in 2022 and 0.154 in 2023.

The WSP Toxicology Lab is a vital part of testing blood evidence for DUI prosecution and conviction. More complex drug test cases have a turnaround time of 9-12 months. The current average turnaround time on DUI cases is 344 days.

## Focus Populations

**Safe Road Users:** Most road users do not engage in risky driving behaviors. These safe road users could influence the behaviors of the smaller group of impaired drivers engaging in risky behaviors.

**Impaired Drivers:** All drivers who engage in impaired driving including alcohol only, drug only, or poly-drug driving.

## Associated Performance Measures: C-5, APM-3

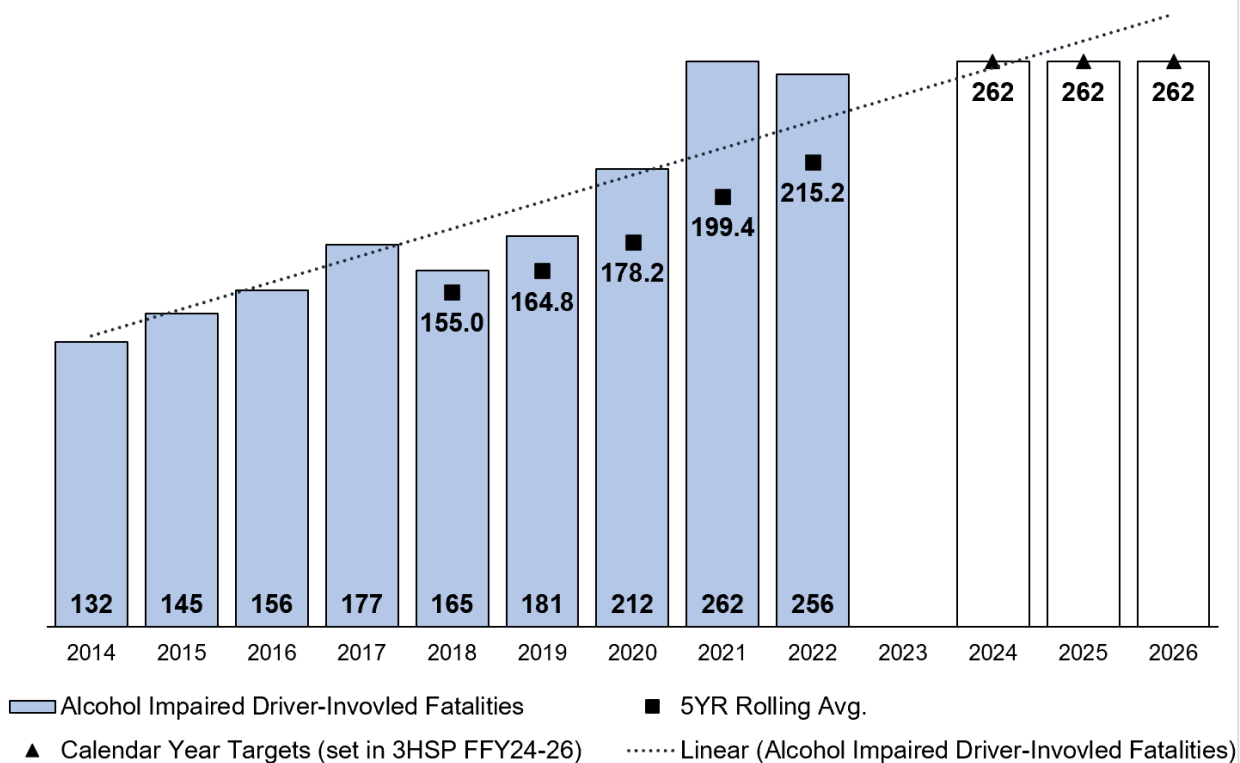
### Assessment of State's Progress in Achieving Performance Targets

**C-5:** The calendar year 2024 target for alcohol impaired driver-involved fatalities (FARS imputed) is 262 (constant target based on the 2021 FARS ARF baseline). It is not possible to provide a performance report for this measure, as currently the data available is insufficient. The imputation method is a statistical approach for estimating missing information, which results in this measure fluctuating based on data completeness and not impaired driving programming. There is no state data comparable to the imputed estimates to supplement this performance report. Imputed alcohol information is only used for required 3HSP target setting purposes and due to the lack of timeliness and linkage to programming this measure remains perpetually in progress.

**APM-3:** The calendar year 2024 target for police reported/toxicology confirmed alcohol impaired driver-involved fatalities is 192 (constant target based on the 2022 preliminary CFC baseline). The number of alcohol impaired driver-involved fatalities has increased year over year since 2018, reaching a ten-year high of 242 in 2023. The 2014-2023 number of alcohol impaired driver involved fatalities trend line is within the 2024 calendar year target of 192, therefore the calendar year 2024 target remains in progress.

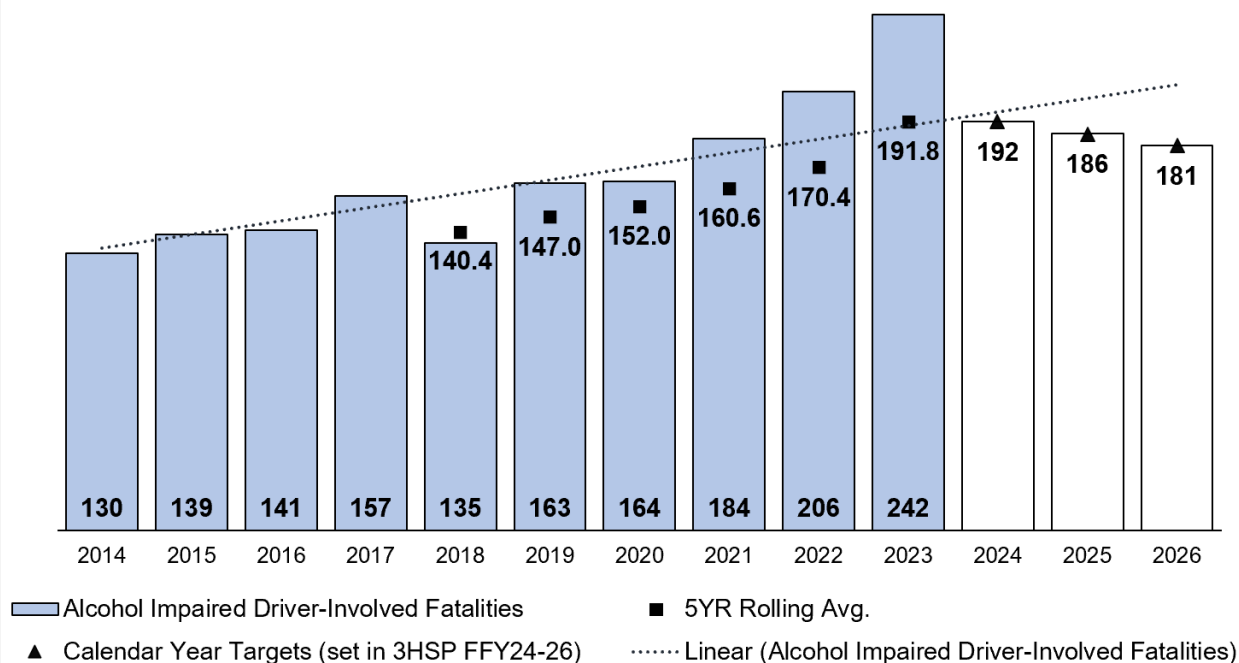
**C-5: Alcohol Impaired Driver-Involved Fatalities (FARS Imputed)**

\*2022 Preliminary. 2023 and 2024 Unavailable.



### APM-3: Police Reported or Toxicology Confirmed Alcohol Impaired Driver-Involved Fatalities, 2014-2023\*

\*2023 Preliminary. 2024 Unavailable.



## Progress Evaluation

The activities from the previous year's grant application have made significant progress toward the State's highway safety performance targets, especially in impaired driving prevention. The Mothers Against Drunk Driving (MADD) Court monitoring program in Yakima provided valuable feedback to courts, improving DUI case prosecutions, while the Administrative Office of the courts (AOC) position funded by WTSC continues to expand DUI court support. Efforts in Clark County to monitor DUI offenders and implement electronic home monitoring have successfully held more indigent offenders accountable, and dedicated DUI enforcement grants in Yakima have led to more arrests, a reduction in impairment-related crashes, and an increase in the perception of being caught by law enforcement for driving under the influence of alcohol and cannabis. Washington's participation in the Driver Alcohol Detection System for Safety (DADSS) project, deploying passive alcohol detection systems, is advancing technology for future consumer integration. The Most Steer Clear campaign has shifted public perceptions of impaired driving and the Traffic Safety Resource Prosecutors have delivered essential training for law enforcement and prosecutors. Additionally, improvements in the toxicology lab's turnaround time and the development of a strategic plan by the Washington Impaired Driving Advisory Council (WIDAC) Committee have further supported the State's efforts with proviso funds enabling increased enforcement and ignition interlock compliance support.

## **Strategy Adjustment for Programming Funds**

No adjustments are planned for program funding strategies. Our federal funding portfolio remains strong and is progressing well, with the continuation of several existing grants. Any necessary adjustments are being made at the project level through the WEMS work plan process to adjust project goals, objectives, and measures. We have had expansions in federally funded projects within existing countermeasure strategies, including the addition of a new Screening Brief Intervention and Referral for Treatment (SBIRT) grant, new law enforcement phlebotomy and training grants, and two additional dedicated DUI enforcement grants for FFY 2025.

Additionally, improvements are being seen with a reduction in the median turnaround time for DUI forensic cases at the toxicology lab and progress in court and post-arrest efforts (including partnerships with MADD and the AOC). Given these positive signs and the ongoing improvements, we do not believe major adjustments to funding strategies are necessary at this time.

The state portfolio is also expanding, supported by a recent legislative proviso. This is resulting in positive outcomes such as increased law enforcement staffing levels and enforcement activities and expanded law enforcement authority through legislative measures. These developments have led to higher participation in HVE initiatives and increased interest in dedicated DUI enforcement grants.

## FFY 2024 Impaired Driving Countermeasures and Activities Results

### 4.1 Countermeasure: Alcohol Ignition Interlock

Project #22: 2024-FG-5066-WSP Impaired Driving Project – Ignition Interlock Program

	WSP Impaired Driving Project - Ignition Interlock Program
	The purpose of this project was to increase compliance with ignition interlock orders by providing funding for hourly overtime activities of WSP staff as well as contract services for compliance checks, education, and oversight.
	<p>This year's ignition interlock compliance checks, investigations, and quality assurance inspections were successful. Troopers focused on high-risk individuals to ensure compliance and held violators accountable. WSP also conducted numerous follow-up service center inspections to ensure providers met service standards and device reliability. On average, troopers completed 125 contacts per quarter (split between phone and in-person) and conducted two investigations and one arrest per week. In total, 191 criminal investigations related to interlock misuse or non-compliance were completed, nearly double the target. WSP also provided training to law enforcement, prosecutors, and military groups.</p> <p>Challenges included low attendance at some advanced ignition interlock training sessions, as they are often viewed as less critical. Additionally, tracking installation compliance rates quarterly was difficult, as small improvements have limited impact on the overall statewide rate. While this metric may not show immediate success, efforts are underway to improve it in the future.</p>
	Washington State Patrol
	Law Enforcement - State

### 4.2 Countermeasure: Court Monitoring

Project #23: 2024-FG-5063-MADD Washington Court Monitoring Program

<b>Project Name</b>	MADD Washington Court Monitoring Program
<b>Project Summary</b>	The purpose of this project was to enhance impaired driving enforcement through MADD's (Mothers Against Drunk Driving) Court Monitoring Program. The program was designed to monitor DUI court cases to ensure consistent legal application and appropriate sentencing. The program also aimed to increase public awareness and accountability in DUI case handling.

#### 4. IMPAIRED DRIVING

<b>Project Results</b>	Throughout the project, data was collected and analyzed to identify trends and areas for improvement in the judicial process. Feedback and recommendations were provided to courts and stakeholders to support effective impaired driving deterrence. Regular reports were shared with key stakeholders to promote transparency and drive improvements. A total of 106 DUI cases were monitored by MADD in King County during the fiscal year, with most involving alcohol-related offenses. Of the 55 fully adjudicated cases, 18 resulted in guilty verdicts, two in deferred prosecution, 25 were dismissed, and 10 were amended to reckless or negligent driving. Nearly 40 percent of the monitored cases involved repeat offenders, emphasizing a significant issue with recidivism. In Yakima County, 128 DUI cases were monitored, with 71 fully adjudicated. Outcomes included 29 guilty verdicts, seven deferred prosecutions, six dismissals, and 29 amendments to reckless or negligent driving. Repeat offenders accounted for 47 percent of cases, further highlighting the prevalence of recidivism. Over 925 DUI arrests were recorded with data collection, this total is expected to expand in the next fiscal year.
<b>Subrecipient(s)</b>	Mothers Against Drunk Driving (MADD) Washington
<b>Organization Type</b>	Non-profit

#### 4.3 Countermeasure: DWI Courts

##### Project #24: 2024-FG-5009-Spokane Municipal DUI Court

<b>Project Name</b>	Spokane Municipal DUI Court
<b>Project Summary</b>	The purpose of this project was to support the Spokane Municipal DUI Court by providing funding to pay for drug/alcohol testing, monitoring, and transportation for participants of the court who were indigent. The purpose of this project was also to provide funding support for the Spokane Municipal Court for evaluation services and community engagement to improve the court program and to expand knowledge and gain support for the court program.
<b>Project Results</b>	The DUI Court program had 40 participants engaged in the program during the grant year and 86 percent of participant drug and alcohol tests were negative. There were 11 graduations, three terminations, and eight admissions. The court hosted the second annual DUI Court Townhall in partnership with Target Zero and the Greater Spokane Substance Abuse Council to support National Impaired Driving Prevention month.
<b>Subrecipient(s)</b>	Spokane Municipal Court
<b>Organization Type</b>	Court - City



**Project #25: 2024-FG-5084-Administrative Office of the Courts DUI/Treatment Court Support**

<b>Project Name</b>	Administrative Office of the Courts DUI/Treatment Court Support
<b>Project Summary</b>	The purpose of this project was to provide a DUI Court Coordinator to support existing DUI courts and to assist new courts interested in implementing a DUI Court. Funding was provided to support the activities of a specialist to serve as a liaison to the courts. This funding allowed for the delivery of services that supported the implementation of the guiding principles followed by treatment courts. The coordinator also acted as a conduit for information, resources, and support, helping to strengthen the overall effectiveness of DUI courts.
<b>Project Results</b>	The new DUI Court Coordinator Listserv was built and served as a key communication tool for the state DUI Court Coordinators. Two meetings were held with the DUI Court Coordinators to encourage collaboration and information exchange. The DUI Court Coordinator Listserv shared important updates and resources, including important information and data resources, nine times throughout the year. Six DUI Court shadows were conducted connecting the Administrator of the Courts (AOC) specialist with established DUI Courts to observe and learn about DUI Court operations. Additionally, four technical request responses were provided, ensuring coordinators received the necessary support. These measures were implemented to enhance communication, collaboration, and the overall effectiveness of DUI Courts.
<b>Subrecipient(s)</b>	Administrative Office of the Courts
<b>Organization Type</b>	State Agency

#### 4.4 Countermeasure: DWI Offender Monitoring

**Project #26: 2024-FG-5044-EHM for Indigent DUI Offenders-Clark County District Court**

<b>Project Name</b>	EHM for Indigent DUI Offenders-Clark County District Court
<b>Project Summary</b>	The purpose of this project was to fund electronic monitoring services for indigent DUI and Physical Control offenders in Clark County District Court who otherwise couldn't afford these services. Electronic monitoring is proven effective in reducing alcohol use and impaired driving. It also allows participants to avoid jail time, enabling them to continue to work, attend treatment programs, and maintain important family and community connections, all key factors in supporting successful rehabilitation and reducing recidivism.
<b>Project Results</b>	The goal of the project was to eliminate financial barriers to alternative incarceration programs like Alcohol Monitoring/SCRAM (Secure Continuous Remote Alcohol Monitoring) and SCRAM+EHM (Electronic Home Monitoring) for indigent DUI and Physical Control offenders in Clark County. It was estimated that 55 to 60 percent of clients in Clark

#### 4. IMPAIRED DRIVING

	County's courts were indigent so the goal was to serve 403 clients. A total of 449 clients were served, exceeding the target, 68 percent of participants were indigent. Key successes included establishing a grant workgroup, securing ongoing county funding (although grant funding from WTSC will still be needed in the future), engaging the community, launching a client survey, and exceeding client service goals. Program results validated the effectiveness of electronic monitoring over jail time.
<b>Subrecipient(s)</b>	Clark County District Court
<b>Organization Type</b>	Court - County

#### Project #27: 2024-FG-5045-Clark County DUI Court EHM

<b>Project Name</b>	Clark County DUI Court EHM
<b>Project Summary</b>	The purpose of this project was to provide electronic monitoring services to DUI Court or other Therapeutic Specialty Court indigent participants in Clark County Washington. These participants cannot afford to pay for these services on their own. These services are beneficial to the DUI or Physical Control offenders because they have been shown to reduce alcohol use and impaired driving, and also because it allows the offender to remain out of jail and maintain the ability to work, attend treatment services, maintain family and positive relationships, etc.
<b>Project Results</b>	During FFY 2024, Clark County District Court Therapeutic Specialty Courts served 52 individuals funded by the Washington Traffic Safety Commission, including one Veterans Therapeutic Court participant and 51 DUI Court participants. The program celebrated 13 program graduations. Of the participants, 34 (65 percent) utilized electronic supervision. Thirty of those cases, were grant funded for a total of 3,513 days of monitoring. On average, participants received 117 days of subsidized monitoring, funded through \$50,000 in grant funds and an additional \$2,823 reallocated from underspent salaries to prevent any funding shortfall. The court conducted 60 screenings during the fiscal year. Forty-nine participants qualified for full subsidies, eight for partial subsidies, and three were ineligible. Subsidized electronic monitoring improved public safety, supported equitable access for lower-income participants, and enabled earlier treatment engagement by reducing time spent in custody. The program's successes included serving more participants than last year, fostering extensive community engagement, and maintaining low recidivism, with no graduates incurring new DUI charges.
<b>Subrecipient(s)</b>	Clark County District Court
<b>Organization Type</b>	Court - County

## 4.5 Countermeasure: Enforcement of Drug-Impaired Driving

### Project #28: 2024-FG-5058-Seattle Police Department Impaired Driving Training

	Seattle Police Department Impaired Driving Training
	The purpose of this project was to support the duties and tasks of the Seattle Police Department's Impaired Driving Training Coordinator (SPD IDTC), Jon Huber. The SPD IDTC supported and facilitated the enforcement of Washington State traffic laws with through an emphasis on Impaired Driving enforcement training. The SPD IDTC collaborated with local, county, and state law enforcement officers that included the WSP Impaired Driving Section, Criminal Justice Training Center (CJTC), and local Traffic Safety Resource Prosecutors (TSRP) who offered training throughout the program year.
	In FFY 2024, over 60 classes were delivered to more than 1,100 students by Huber and his cadre of instructors. These included 15 Blood Alcohol Content (BAC) classes (144 students), 15 Standardized Field Sobriety Test (SFST) classes (106 students), five BAC Operator Basic classes (69 students), four Advanced Roadside Impaired Driving Enforcement classes (ARIDE) (71 students), seven Post-Basic Law Enforcement Academy classes (51 students), two Prosecutor Boot Camps (35 students), and one DUI Detection & SFST class (23 students). Week two of Drug Recognition Expert (DRE) School #40 and all three weeks of DRE School #41, including the field certifications in Arizona, were attended by Huber. A DRE Instructor School was also managed by him, resulting in the certification of four new DRE instructors.
	Seattle Police Department
	Law Enforcement - City

### Project #29: 2024-FG-5065-WSP Impaired Driving Project-DRE Program

<b>Project Summary</b>	The purpose of this project was to support the Washington State Drug Evaluation and Classification (DEC) Program, which oversees Drug Recognition Expert (DRE) officers trained to identify drug-impaired drivers, including poly-drug cases. The program also manages standardized field sobriety test training for law enforcement and prosecutors. Administered by the WSP, the DEC program includes a state coordinator, support staff, regional coordinators, and nearly 125 DREs statewide. Continued support ensures skilled officers are available to detect and arrest drug-impaired drivers, therefore reducing crashes and contributing to the goal of eliminating traffic fatalities involving impaired drivers.
<b>Project Results</b>	The DRE Program achieved significant milestones this year, achieving the certification of 132 DREs as of September 30, 2024. Two successful DRE Schools (#40 and #41) and a DRE Instructor School resulted in 23 new DREs and four new instructors, which will help secure the future of the program as senior mentors retire. Additionally, 23 ARIDE classes

#### 4. IMPAIRED DRIVING

	<p>trained 375 officers, 19 SFST basic and 109 SFST refresher courses reached over 1,046 students, enhancing impaired driving enforcement capabilities statewide. Two prosecutor boot camps provided valuable training to approximately 50 prosecutors, giving them firsthand experience in recognizing impairment, a critical component in DUI cases. Community engagement was also robust, with DREs conducting 16 Drug Impaired Traffic Enforcement Program (DITEP) classes, 3 Employer Drug Impairment Program (EDIT) classes, and 54 outreach sessions, reaching more than 8,850 people.</p> <p>However, the program faced challenges, particularly in establishing an in-state field certification site. A review of the Pierce County Jail revealed it lacked the booking volume needed to support training; a problem echoed by other metro-area facilities. The ongoing Institute for Traffic Safety Management and Research (ITSMR) project also progressed slowly due to state security reviews and cost increases. Additionally, scheduling constraints for field certifications arose due to Arizona's site remodel and high demand in California, complicating plans for DRE School #42.</p>
<b>Subrecipient(s)</b>	Washington State Patrol
<b>Organization Type</b>	Law Enforcement - State

#### 4.6 Countermeasure: Enforcement of Drug-Impaired Driving; Integrated Enforcement

##### Project #30: 2024-FG-5064-WSP Impaired Driving Project – MIDU

<b>Project Name</b>	WSP Impaired Driving Project - MIDU
<b>Project Summary</b>	<p>The purpose of this project was to provide overtime funding and other support for the WSP to operate the Mobile Impaired Driving Unit (MIDU). The MIDU is a motorhome set up as a mobile DUI processing center. The MIDU supported impaired driving patrols, including HVE, by expediting DUI arrest times.</p>
<b>Project Results</b>	<p>This year, the MIDU faced slightly lower outcomes due to the cancellation of the Seafair deployment and mechanical issues with the aging motorhome. Despite these challenges, 39 deployments statewide resulted in processing 139 suspected DUI drivers. Throughout the year, 34 DREs and 16 officer phlebotomists contributed to these efforts. The MIDU also served as a deterrent, with its highly visible wrapped graphics and flashing lights acting as a visible reminder of DUI patrols and law enforcement presence. While its direct impact is hard to quantify, the MIDU's visibility likely deterred impaired drivers, helping prevent DUI offenses before they occurred. Challenges included staffing shortages, decreased proactive officer engagement, and reliance on voluntary participation, which hindered the full effectiveness of the MIDU.</p>
<b>Subrecipient(s)</b>	Washington State Patrol
<b>Organization Type</b>	Law Enforcement - State

### 4.7 Countermeasure: High-Visibility Saturation Patrols

#### Project #31: 2024-FG-5011-Make It Home Safe Yakima

<b>Project Name</b>	Make It Home Safe Yakima
<b>Project Summary</b>	The purpose of this project was for the Yakima PD to implement a dedicated DUI Enforcement Officer project in which WTSC funded approximately 2080 hours of officer activities and purchased one patrol vehicle. This project was focused on impaired driving enforcement and conducting outreach and education to the community on the dangers of impaired driving. Yakima PD provided in-kind an additional full-time DUI enforcement officer and vehicle. These officers' primary duties were to identify and process impaired drivers in the City of Yakima.
<b>Project Results</b>	<p>This grant saw tremendous success with almost 200 DUI arrests during the grant period. Both officers working on this grant successfully completed the Drug Recognition Expert (DRE) program during the grant year. There was a 66 percent reduction in the number of impaired drivers involved in fatal crashes in the City of Yakima in 2023, when compared to 2022. Furthermore, there was also a 44 percent reduction in the total number of fatal crashes in the City of Yakima in 2023, when compared to 2022. It is very likely that this increased enforcement contributed to the decrease in fatal crashes in Yakima.</p> <p>Regarding community outreach, engagement, and the perception of the likelihood of a driver in the community being caught by police for driving under the influence of alcohol, there has been an increase in the number of respondents reporting an impaired driver being "slightly/moderately" likely to be caught (46.5 percent to 49.2 percent) and a decrease in the percentage of responses for drivers being "not likely at all" to be caught (9.9 percent to 6.91 percent). There were similar results with the likelihood of a driver in the community being caught by police for driving under the influence of cannabis as well; with an increase in respondents reporting a "slightly/moderately" likely (48.3 percent to 51.1 percent) and a reduction in respondents indicating drivers being "not likely at all" to be caught (14.8 percent to 13.21 percent).</p>
<b>Subrecipient(s)</b>	City of Yakima
<b>Organization Type</b>	Law Enforcement - City

#### Project #32: 2024-FG-5028-Dedicated DUI Enforcement - Yakima County

<b>Project Name</b>	Dedicated DUI Enforcement - Yakima County
<b>Project Summary</b>	The purpose of this project was to fund the activities of one full-time officer to focus on impaired driving offenses, conducting outreach, and educating the community on the dangers of impaired driving.
<b>Project Results</b>	The number of fatal crashes in Yakima County dropped almost 40 percent from 21 in 2023 to 13 in 2024. The combined reduction of serious injury/fatal crashes of 40 percent far exceeded the grant project goal

#### 4. IMPAIRED DRIVING

	<p>reduction of 10 percent. Agency-wide, DUI arrests for the first 10 months of the year exceeded the entire prior year's total number of DUI arrests. The increased DUI enforcement through this grant has very likely had an impact on the reduction in fatal crashes.</p> <p>Regarding community outreach and engagement and the perception of the likelihood of a driver in the community being caught by police for driving under the influence of alcohol, there has been an increase in the number of respondents reporting an impaired driver being "slightly/moderately" likely to be caught (46.5 percent to 49.2 percent) and a decrease in the percentage of responses for drivers being "not likely at all" to be caught (9.9 percent to 6.91 percent). There were similar results with the likelihood of a driver in the community being caught by police for driving under the influence of cannabis as well with an increase in respondents reporting a "slightly/moderately" likely (48.3 percent to 51.1 percent) and a reduction in respondents indicating drivers being "not likely at all" to be caught (14.8 percent to 13.21 percent).</p>
<b>Subrecipient(s)</b>	Yakima County Sheriff's Office
<b>Organization Type</b>	Law Enforcement - County

#### 4.8 Countermeasure: Passive Alcohol Sensors

##### Project #33: 2024-FG-5086-Driver Alcohol Detection System for Safety

<b>Project Name</b>	Driver Alcohol Detection System for Safety
<b>Project Summary</b>	This project is intended to target the public and impaired drivers by supporting national efforts to advance passive alcohol detection systems in vehicle manufacturing. Passive alcohol detection systems were intended to be piloted in Washington State fleet vehicles, and public education highlighting the benefits of this technology. These efforts supported the Automotive Coalition for Traffic Safety and the National Highway Traffic Safety Administration's goal to implement passive alcohol detection technology in all newly manufactured vehicles.
<b>Project Results</b>	This project did not move forward with federal funds due to local expenditure requirements.
<b>Subrecipient(s)</b>	Automotive Coalition for Traffic Safety, Inc.
<b>Organization Type</b>	Non-profit



## 4.9 Countermeasure: Positive Community Norms

### Project #34: 2024-FG-5008-Neighborhood House - Most Steer Clear Project

<b>Project Name</b>	Neighborhood House - Most Steer Clear Project
<b>Project Summary</b>	The purpose of this project was to continue the "Most Steer Clear" positive norms campaign that was launched in 2017 with support from the WTSC to decrease rates of youth driving under the influence of marijuana and alcohol in King, Pierce, and Snohomish counties. This project expanded the current website, posters, and social media ads to grow their reach through all three counties; and utilized Peer Health Educators on and off college campuses to reach young adults, particularly youth of color and immigrant youth.
<b>Project Results</b>	The campaign delivered 94 million impressions, the majority coming from an intensive billboard campaign that included five different billboard images with a total of 106 billboards across King, Pierce, and Snohomish counties. The campaign is estimated to have reached 2,311,042 unique individuals with a large percentage of those being the target population of young adults. Based on an audience recall survey, it is estimated that around half of young adults remembered seeing the campaign, resulting in an estimated "recall reach" of 235,000 young adults. A young adult recall and favorability survey showed that the majority of youth found the campaign messages favorable and could recall having seen the campaign. Young adults in King, Pierce and Snohomish counties have continued to show improved trends on reduced use of cannabis (average 3.5 percent), reduced cross fading (average of 1.5 percent), and reduced self-reported driving under the influence (average 2 percent) while other counties in Washington State have seen little or no improvement in these behaviors.
<b>Subrecipient(s)</b>	Neighborhood House
<b>Organization Type</b>	Non-profit

### Project #35: 2024-FG-5013-Rural PCN Messaging

<b>Countermeasure(s)</b>	Positive Community Norms
<b>Project Name</b>	Rural PCN Messaging
<b>Project Summary</b>	This project was intended to support the development and dissemination of impaired driving messaging using Positive Community Norms (PCN) to rural communities. We intended to provide the developed messaging to rural partners, including but not limited to rural Community Prevention and Wellness Initiative (CPWI) coordinators and school districts to run local PCN campaigns in rural communities that are identified as high-risk for youth substance abuse through CPWI rural risk assessment and Washington Healthy Youth Survey data.
<b>Project Results</b>	This project was not implemented in FFY24 because we were unable to find a grantee to carry this project in FFY24. We have since developed relationships with a nonprofit in the County and are close to partnering

#### 4. IMPAIRED DRIVING

	with them to develop and deploy a Positive Community Norms campaign on impaired driving in the County.
	A request to remove the project was not submitted because it was included in the FFY 2025 AGA.
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

#### 4.10 Countermeasure: Toxicology Testing Support

##### Project #36: 2024-FG-5010-WSP Tox Lab Support

<b>Project Name</b>	WSP Tox Lab Support
<b>Project Summary</b>	The purpose of this grant was to provide a continuation of grant funding to aid in the reduction of backlogged DUI casework and the corresponding lengthy turnaround times to complete toxicology testing of both DUI and traffic fatality cases. This project helped to address the DUI case backlog by providing funding for DUI blood evidence kits and supplies, overtime for lab staff, and drug-testing outsourcing when necessary for both the existing toxicology lab location as well as a new second lab location.
<b>Project Results</b>	Despite a continued increase in the total number of case submissions to the state toxicology laboratory, through outsourcing, laboratory staff efforts, and overtime funded by this grant, the state toxicology laboratory has seen a reduction in the median turnaround times for impaired driving case work from 359 days at the start of the grant period to 344 days in Q4. Outsourced death cases resulted in a maintenance of a 44-day median turnaround time. Outsourcing of select DUI cases also provided testing for out-of-scope drugs and emerging/designer drugs with 16 different compounds targeted over the grant period. Grant funded activities of the forensic scientist resulted in an average review of 227 cases per quarter for cannabinoids and/or other drugs, as well as provided peer review and instrumentation maintenance support. Evidence kits were provided to law enforcement agencies statewide at intervals throughout the grant cycle.
<b>Subrecipient(s)</b>	Washington State Patrol
<b>Organization Type</b>	Law Enforcement - State



**4.11 Countermeasure: Traffic Safety Resource Prosecutors**
**Project #37: 2024-FG-5059-TSRP MRSC**

<b>Project Summary</b>	The purpose of this project was to fund a TSRP, through the Municipal Research Services Center (MRSC), where that person would be utilized as a statewide resource.
<b>Project Results</b>	Existing and new projects aimed at reducing impaired driving in Washington were advanced by the TSRP, Melanie Dane. Training on topics crucial to impaired driving enforcement were conducted by the TSRP for prosecutors, law enforcement professionals, judges, probation staff, and legislators. Policy guidance was provided by the TSRP, along with litigation assistance, legal memoranda, research assistance, and online support offered through the state TSRP website and newsletter. Two DUI Prosecutor Bootcamps were conducted, training 45 prosecutors in a 17-hour, three-day course on DUI basics with hands-on sessions. Other trainings included sessions at the Law Enforcement Champions Conference, ARIDE legal curriculum for 40 officers, and instruction at the WSP Cadet Academy. In total, 95 prosecutors and 390 law enforcement officers received training. Feedback from the bootcamps and other sessions was overwhelmingly positive, with requests for more advanced training on complex cases. Additionally, resources such as articles, memoranda, and updates were provided to support prosecutors and law enforcement in impaired driving enforcement.
<b>Subrecipient(s)</b>	Municipal Research Services Center
<b>Organization Type</b>	Non-profit

### Project #38: 2024-FG-5060-TSRP - Seattle Prosecuting Attorneys Office

<b>Project Name</b>	TSRP - Seattle Prosecuting Attorneys Office
<b>Project Summary</b>	The purpose of this project was to fund a Traffic Safety Resource Prosecutor (TSRP) project aimed at reducing impaired driving and related issues in Washington State.
<b>Project Results</b>	A State TSRP position was funded within the Seattle City Attorney's Office through this grant. Existing TSRP program resources were utilized, and outreach and training were conducted for prosecutors, law enforcement professionals, judges, probation staff, legislators, and hearing examiners on topics critical to impaired driving. Litigation assistance, legal memoranda, research support, and materials were provided via the State TSRP website and newsletter. During the grant year, 33 training sessions were conducted, resulting in 1,746 prosecutor hours and 2,176 law enforcement hours of education. Significant efforts were made to broaden the program's reach within Washington's impaired driving community. Thirty-six publications were produced, covering trainings, case law developments, and instructional materials. Technical support was provided in response to 952 requests from prosecutors, law enforcement officers, and stakeholders. Litigation efforts were advanced through appearances in 31 court cases and the drafting of briefs, including one addressing a regionally significant DUI law issue.
<b>Subrecipient(s)</b>	Seattle City Attorney's Office
<b>Organization Type</b>	City

### **REMOVED** Project #39: 2024-FG-5061-TSRP - Washington Association of Prosecuting Attorneys

<b>Project Name</b>	TSRP - Washington Association of Prosecuting Attorneys
<b>Project Summary</b>	The State Traffic Safety Resource Prosecutor (TSRP) was intended as a project aimed at reducing impaired driving and related issues in Washington state. The plan was for TSRPs to be hosted by the Municipal Research Services Center (MRSC), the Seattle City Attorney's Office, and the Washington Association of Prosecuting Attorneys. The TSRPs were to train and educate prosecutors, law enforcement, judges, probation staff, hearing examiners, and legislators on topics crucial to impaired driving. The TSRP would have provided experienced litigation assistance in the courtroom, legal briefing, research, and online resources via the TSRP websites and TSRP newsletter.
<b>Project Results</b>	This project was not implemented.  The grantee, in this case, the Washington Association of Prosecuting Attorneys (WAPA), made great efforts to fill the TSRP position without success. After several recruitment attempts, the position remained vacant, and for that reason, the TSRP - Washington Association of Prosecuting Attorneys project was removed from the AGA.

#### 4. IMPAIRED DRIVING

<b>Subrecipient(s)</b>	Washington Association of Prosecuting Attorneys
<b>Organization Type</b>	Non-profit

#### Project #40: 2024-FG-5062-TSRP Support

<b>Project Summary</b>	The purpose of this project was to provide ongoing support to the TSRP program, which is dedicated to reducing impaired driving in Washington State. Financial support was provided to enhance the TSRP's efforts, enabling the continued delivery of experienced litigation assistance, legal memoranda, research, and online resources through the TSRP website and newsletter. This project was designed to raise the level of competence in impaired driving enforcement, foster more effective prosecutions, and contribute to public safety by reducing recidivism.
<b>Project Results</b>	The project used targeted training, education, and the provision of quality resources and materials to improve the ability of state law enforcement to investigate; and prosecutors to effectively prosecute DUI, felony DUI, vehicular homicide, and vehicular assault cases. The TSRP Support grant funded travel to trainings, critical services, and other training support. The grant enabled the maintenance and the first-ever update of the TSRP website, which had become outdated in both appearance and content. Funding was also provided for the TSRP Dropbox account, a critical service used for sharing large documents and training materials digitally. These efforts contributed to the continued effectiveness and accessibility of the TSRP resources.
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

## **5. MOTORCYCLE SAFETY**

### **Problem Statement**

Our country is experiencing a public health crisis on our roads, with record numbers of traffic crashes that result in serious injuries and fatalities. Washington State is no exception, and motorcyclists as vulnerable road users, continue to be over-represented in these crashes.

A motorcycle offers the rider virtually no protection in a crash compared to other types of vehicles. In the last five years (2019 through 2023), motorcycles made up just three percent of the registered vehicles on Washington's roads but accounted for 17 percent of all traffic fatalities (555 of 3,339). In 2023 alone, there were 142 motorcyclist fatalities, the most in a single year in our state's history.

Motorcycle crashes are preventable. WTSC's Motorcycle Safety Program has a vision for reducing roadway fatalities and serious injuries by training and empowering motorcycle riders, partners, and grantees to use the framework of the Safe System Approach (SSA) to create a safe traffic safety culture. SSA says safety is proactive, responsibility is shared, humans are vulnerable, humans make mistakes, deaths and serious injuries are unacceptable, and redundancy is crucial.

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

The need to increase the number of motorcycle riders who complete beginner and advanced rider training is essential to reducing crashes. Data shows that riders who complete training are involved in fewer serious injuries and fatal crashes.

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

### **Focus Populations**

The projects summarized below focused on all motor vehicle operators, including motorcycle riders and all other motorists. We focused messaging to all riders promoting beginner and advanced training, safe speeds, sober riding, and protective gear. We also focused messages on increasing motorist awareness, so all other drivers learn to watch out for motorcycles and safely share the road with motorcycles.

For riders, a high priority audience was young men 18-35 years old that ride/operate sport-style motorcycles. In the last 10 years (2014-2023) in Washington, sport bikes were involved in both serious injury and fatal crashes at a significantly higher rate than all other motorcycle types. This population is at the highest risk when they drive at excessive speeds.

There is also an older population of riders 51-70 who primarily ride/operate larger cruiser motorcycles. In that same 10-year period (2014-2023), one-third of motorcyclist fatalities were from this age group. Often these people may have ridden a motorcycle when they were younger, stopped riding for many years to concentrate on their careers and raising families, and then later in life purchased another motorcycle. Some people decide to purchase a motorcycle and start riding for the first time at age 40 or older. We conducted outreach and education to those riders around the importance of beginner and advanced rider training.

### **Associated Performance Measures: C-7, C-8**

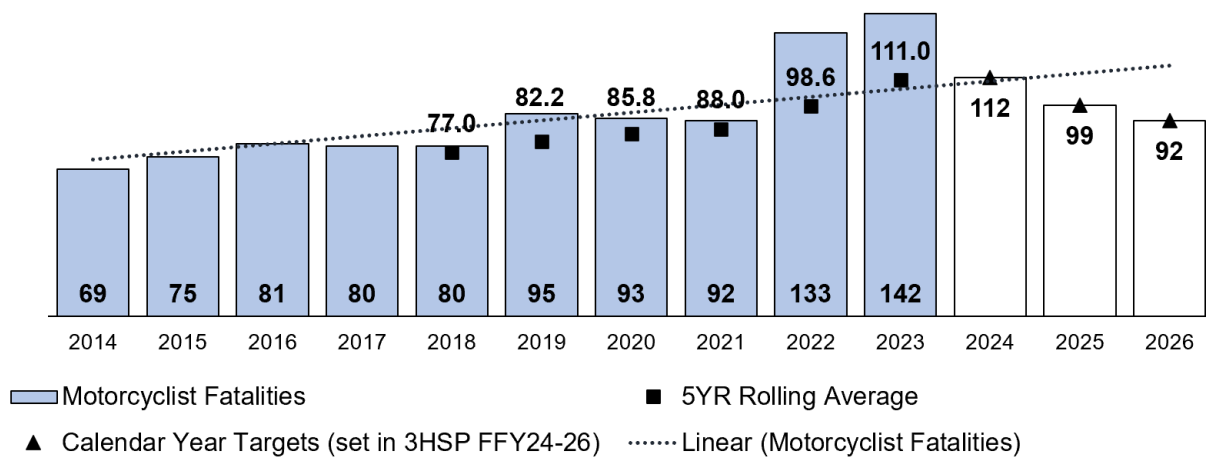
### **Assessment of Washington's Progress in Achieving Performance Targets**

**C-7:** The calendar year 2024 target for motorcyclist fatalities is 112 (a 15 percent reduction from 2022 preliminary CFC baseline). After holding constant from 2019-2021, motorcyclist fatalities increased by 45 percent in 2022, and another 7 percent in 2023 reaching a historic high of 142 fatalities. The 2014-2023 motorcyclist fatalities trend line is within the 2024 calendar year target of 112, and the WSDOT year-to-date number of motorcyclist fatalities is 101. Therefore, the FFY 2024 target remains in progress.

**C-8:** Unhelmeted motorcyclist fatalities have historically been relatively low (<10) but have increased since 2019. Considering recent trends, the calendar year 2024 target of zero unhelmeted motorcyclists will not be met.

**C-7: Motorcyclist Fatalities, 2014-2023\***

\*2023 Preliminary. 2024 Unavailable.



	Unhelmeted Motorcyclist Fatalities	Total Motorcyclist Fatalities	Percent of Motorcyclist Fatalities Unhelmeted
<b>2014</b>	4	69	5.8%
<b>2015</b>	7	75	9.3%
<b>2016</b>	5	81	6.2%
<b>2017</b>	6	80	7.5%
<b>2018</b>	9	80	11.3%
<b>2019</b>	2	95	2.1%
<b>2020</b>	11	93	11.8%
<b>2021</b>	9	92	9.8%
<b>2022</b>	14	133	10.5%
<b>2023</b>	16	142	11.3%

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## Progress Evaluation

In 2023 we had a record number of motorcyclist fatalities in our state when 142 riders died in crashes. In 2024 it appears as if motorcyclist fatalities dropping and we are estimating 100-110 fatalities for the calendar year. While this is an estimated number the decrease seems likely and is encouraging.

In Washington's 2024 statewide survey, motorcycle riders were asked what they believe are the greatest risks to motorcycle riders' safety. In most of the responses provided, riders thought their greatest potential for crashes were other drivers on the road who were distracted (28%), not looking for motorcyclists or checking blind spots (24%), not adhering to safety or traffic laws (14%), driving too fast (13%), driving aggressively (8%), under the influence of alcohol or other substances (5%), and other issues. Some listed pedestrians and stationary and moving objects including potholes, debris, animals, and children (11%). Only around 12% of responses mentioned not wearing helmets or safety gear, lack of protection, and lack of control and/or inexperience of motorcyclists. The reality is that most serious injury and fatal motorcycle crashes (around 75%) are caused by rider error and choices.

We continued to advance our Ride Safe, Ride On motorcycle safety campaign. Inside this campaign, we launched the "Check Your Speed" campaign to curb motorcycle speeding by increasing awareness of how it impacts a rider's reaction time. The campaign achieved nearly 10 million impressions displayed to Washington motorcycle riders and 1,354,588 completed video views. Though clicks were not the primary goal, the campaign still drove 7,428 visits to the website, where users learned more about how speeding impacts their ride.

We increased our messaging, including media releases for National Motorcycle Safety Month in May. We worked with regions around the state where the highest number of motorcycle crashes occur. We assisted with media releases and social media posts to publicize the hope and concern around motorcycle safety. These messages supported summer motorcycle safety HVE patrols that WTSC helped coordinate and fund. We worked with WSDOT to get motorcycle safety messages posted on Variable Message Signs on major interstates around the state. A summary of HVE activities includes:

- Shifts filled by officers = 158
- Counties Participated = 14
- Total Hours = 854.88
- Total Contacts = 2,117
- Motorcycle Contacts = 137 (6.4% of all contacts)
- Total Infractions = 1,637
- Warnings = 775
- DUI Arrests = 6
- Speeding = 1,107
- Using Electronic Device = 107
- No Seat Belts = 51
- No Car Seat = 9
- Reckless Driving = 1
- Other Moving Violations = 93
- Other Non-Moving Violations = 151



## **Strategy Adjustment for Programming Funds**

No adjustments are planned for program funding strategies. WTSC feels that its federal funding portfolio for motorcycle safety is showing slow but steady progress with the continuation of existing grants addressing motorist awareness, motorcyclist safety and education, training, endorsements, and HVE patrols. Adjustments are being made at the project level within the existing grant projects. For example, we will continue to follow serious injury and fatal crash data to prioritize locations where education, outreach, and/or enforcement is needed most. We are planning adjustments within current projects to address speeding and impaired riding issues and looking for new ways to increase the number of riders who are endorsed and complete beginner and advanced training. Lastly, we will continue to use information gathered from the recent statewide survey to help us understand attitudes, beliefs, and behaviors of motorcyclists and other motorists.

## FFY 2024 Motorcycle Safety Countermeasures and Activities Results

### 5.1 Countermeasure(s): Motorcycle Personal Protective Equipment, Motorcycle Operator Licensing, Motorcycle Rider Education and Training, Motorcycle Operation Under the Influence of Alcohol or Other Drugs, Motorcycle Rider Conspicuity and Motorist Awareness Programs, Communication Program, Program Evaluation and Data

#### Project #41: 2024-FG-5067-WTSC's Motorcycle Safety Program

<b>Project Name</b>	WTSC's Motorcycle Safety Program
<b>Project Summary</b>	This project was used to support efforts aimed at improving motorcycle rider training courses, increasing the number of trained motorcycle riders, and programs to increase motorist awareness of motorcycles.
<b>Project Results</b>	<p>In FFY 2024 we expanded the audience for our Ride Safe, Ride On motorcycle safety campaign. The messaging fit under the WTSC umbrella campaign of Together We Get There and included more positive community norms messaging. Outreach and education platforms included a website, Facebook, YouTube page, and original photos to showcase safety gear and consistent safe, sober and endorsed riding.</p> <p>The website had over 101,000 users, 189,781 page views, with an average of 1.88 page views per user. The website content was audited and updated twice this year. We will continue using this website as a central resource for motorcycle safety initiatives from WTSC and partners including DOL.</p> <p>An efficient paid/organic social media strategy boosted Ride Safe, Ride On's reach on Meta platforms (Facebook/Instagram" by more than 175% compared to 2023. Facebook reach included 1,591,171 links, over 11,000 video views, and 1,772 photo views.</p> <p>Under the Ride Safe Ride On umbrella, we launched the "Check Your Speed" campaign aimed at curbing motorcycle speeding by increasing awareness of how it impacts a rider's reaction time. The campaign harnessed the combined strengths of Meta (Facebook &amp; Instagram), Google Display, and YouTube to target motorcycle enthusiasts in Washington, reinforcing the critical message that speeding impairs a rider's ability to react swiftly.</p> <p>Media Spend: \$27,542.81            Campaign Dates: July 10 – September 14, 2024            Tactics: Meta (Facebook &amp; Instagram), Google Display, YouTube            Goal: Awareness            Target Audience: Motorcycle Riders in Washington State            Destination URL: <a href="https://www.ridesaferideon.com/checkyourspeed/">https://www.ridesaferideon.com/checkyourspeed/</a></p>

## 5. MOTORCYCLE SAFETY

	<p>The Check Your Speed campaign achieved its goal of awareness with nearly 10 million impressions of Washington motorcycle riders and 1,354,588 completed video views. Though clicks were not the primary goal, the campaign still drove 7,428 visits to the website, where users learned more about how speeding impacts their ride.</p> <p>We also increased our messaging including media releases for National Motorcycle Safety Month in May and throughout the summer months. Samples of this work can be found in the attachments in this WEMS file. This media supported motorcycle safety emphasis patrols in the summer months where data showed large number of motorcycle crashes. We also supported extra enforcement at motorcycle events including Bikers at the Beach in Ocean Shores, American Bikers Aimed Toward Education (ABATE) Spring Opener in Lewis County, and Oyster Run in Anacortes.</p> <p>Shifts filled by officers = 158  Counties Participated = 14  Total Hours = 854.88  Total Contacts = 2,117  Motorcycle Contacts = 137 (6.4% of all contacts)  Infractions = 1,637  Warnings = 775  DUI Arrests = 6  Speeding = 1,107  Using Electronic Device = 107  No Seat Belts = 51  No Car Seat = 9  Reckless Driving = 1  Other Moving Violations = 93  Other Non-Moving Violations = 151</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### Project #42: 2024-FG-5068-DOL's Motorcycle Safety Program

<b>Project Name</b>	DOL's Motorcycle Safety Program
<b>Project Summary</b>	This project supported efforts aimed at improving motorcycle rider training courses, increasing the number of trained motorcycle riders, and programs to increase motorist awareness of motorcycles.
<b>Project Results</b>	In 2023 Washington had a record number of motorcyclist fatalities when 142 riders died in crashes. In 2024 we saw a reduction for the first time in several years and we are projected to have around 100-110 fatalities for the calendar year. While one rider death or serious injury is too many, we are finally seeing a reduction in motorcyclist fatalities.

## 5. MOTORCYCLE SAFETY

DOL's Motorcycle Safety Program conducted outreach programs and spoke with thousands of riders throughout the state. They partnered with communications contractor C+C to develop a public campaign to educate motorcyclists on the importance of riding trained and endorsed. A social media ad campaign resulted in over 180,000 views from 90,000 unique users, and over 420,000 actions taken on the landing page. Additionally, influencer messages went out on social media with over 16,000 views, 400 likes, and nearly 200 comments. The cost per click on our social media ad buys beat industry norms by significant numbers and the engagement with these ads was far above expectations.

Unendorsed riders made up 40% of all serious injury crashes and 36% of all fatal crashes in Washington in 2023. DOL records showed that at least 20% of all registered motorcycles belonged to unendorsed riders. When DOL contacted these riders encouraging them to receive training and get endorsed, many responded with complaints of lack of or distance to training and testing locations, cost of training, cost of testing, or a combination of these factors. There are currently 10 motorcycle training schools operating in Washington. DOL conducted 20 site visits to these schools to observe trainings, meet with trainers, and review curriculum.

This project was a great success in reaching our target demographic of unendorsed riders, between the age of 24 and 34. DOL mailed postcards to two audiences. One audience was people with a motorcycle registered in their name but no endorsement on record. The other audience was people with an endorsement but no training on record. 48,819 postcards were mailed to Washington residents. As a result, 970 people completed training, 616 people got a license endorsement, and DOL saw a 10% reduction in unendorsed riders from May to October 30, 2024. In total for the year, more than 900 Washington residents added a motorcycle endorsement to their license.

DOL program personnel attended the Lifesavers national conference in Denver and had a booth for education and outreach at the Oyster Run in Anacortes, WA. They spoke at the State Motorcycle Safety Association (SMSA) conference in September. A DOL Assistant Director presented at the American Association of Motor Vehicle Administrators (AAMVA) International Conference in September about their unique approach to reaching unendorsed riders.

## 6. NON-MOTORIZED SERVICES

### Problem Statement

#### General Risk Factors for Vulnerable Road Users

Washington State roadways were historically developed with the needs of drivers in mind, rather than those of pedestrians and pedalcyclists. The responsibility to keep roadways safe depends on both driver and active transportation user behavior. However, due to the size, composition, and speed capability of modern motor vehicles, drivers pose a greater risk of causing serious or fatal crashes. This inherently inequitable dynamic exists in every pedestrian or bicyclist crash that involves a motor vehicle.

In the wake of a recorded historic high of 151 pedestrian fatalities in 2023, Washington is in a state of damage control concerning active transportation user fatality rates. Overall, active transportation users make up 19 percent of 2023 statewide traffic fatalities and 18 percent of serious injuries 2014-2023.

The 2023 climax coincides with an increase in high-risk behaviors such as distracted, unbelted and impaired driving, in addition to substance use disorder rates, and a nationwide mental health crisis commonly attributed to the COVID-19 pandemic.

#### Impairment and Mental Health

Fifty-one percent of statewide active transportation user fatality crashes that involve a motor vehicle involve pedestrian or pedalcyclists impairment (WTSC data dashboard, 2024).

According to the University of Washington (UW) Addictions, Drug and Alcohol Institute, substance use disorder rates are increasing, not decreasing statewide (2020-2022).

Washington drug overdose death rates mirror those of pedestrian fatalities, increasing from 14.1 per 100,000 in 2011 to 28.1 per 100,000 in 2021.

Research suggests that symptoms of various psychiatric disorders can lead to impairment that disrupts the cognitive and executive function that is necessary to safely drive, pedal, and walk. Mental health challenges do not directly correlate with risky transportation behaviors such as distraction, impairment, aggressive maneuvers, and speeding. However, human factors play a major role in causing accidents around the world and numerous bodies of research conclude that mental health disorders such as depression, intermittent explosive disorder, and anxiety increase a driver's risk of being involved in a traffic crash in trials.

Data is not available to accurately assess the mental health of drivers and active transportation users as a fatal crash causation factor. What is established through data analysis conducted by the University of Washington (UW) is that Washington has one of the highest rates of individuals who self-report struggling with mental health and substance use disorder in the country (UW). Separate research suggests that active psychiatric health crises and substance misuse disorder, especially when combined, are risk factors that increase the likelihood of a person's involvement in a fatal crash.

Washington's mental health system faces numerous challenges associated with serving residents who experience mental health issues, including access to care, workforce availability, and treatment options, especially within the criminal justice system. Despite anticipated implementation of increased support for people of all socioeconomic statuses, it is unlikely that

high-impact solutions will be implemented by FFY 2026, or that implementation will have the time necessary to significantly impact measurable traffic fatality rates in the near future.

#### Disproportionate Representation

Equally troubling is recent NHTSA research that indicates active transportation user fatalities are not equally distributed among racial, income, age, and ability status. Locally, an analysis of the city of Spokane census tract map overlaid with WTSC fatality data suggest that the highest rates of pedestrian fatalities in 2021 took place between three of the city's lowest income census tracts, and active transportation fatalities disproportionately impacted communities that reported speaking only Spanish at home or not speaking English "well."

Nationwide and in Washington State, populations living in poverty include an over-representation of people of color, the elderly, and people with disabilities. People at low-income levels are most reliant on walking, bicycling, and public transit due to the expense associated with owning and maintaining a motor vehicle. This increases their experiences and exposure to unsafe roadways and driver behavior.

According to analysis conducted by the Washington State Department of Transportation (WSDOT), 59 percent of pedestrian and bicyclist fatal and serious crashes (2013-2017) occurred in communities with higher than state average rates of poverty, despite accounting for 43 percent of communities statewide. At the most extreme level of poverty, some Washington cities report significantly disproportionate fatality rates among unhoused and unsheltered populations, including 27 percent of Seattle's pedestrian fatalities in 2022.

#### Exposure

The more time a traveler experiences as a pedestrian or cyclist, the more a person experiences exposure to dangerous conditions. This is especially true if they live, work, or travel in low-income neighborhoods that are significantly less likely to have sidewalks, marked crosswalks, and street design that supports safe driver behavior and slower speeds.

#### Speed

According to the U.S. DOT the exact relation between speed and crashes depends on many factors and is not always efficiently reported as a data element. However, in a general sense, the relationship is very clear: as speeds increase, crash rates increase. Injury severity is not only determined by collision speed, but also by the mass difference between the vehicle and the other road user(s) involved. This is true for pedestrians and bicyclists, who are especially vulnerable to serious or fatal injury in crashes with heavier motor vehicles.

U.S. DOT data suggest that when a pedestrian or bicyclist is struck by a motor vehicle traveling at 25 MPH, they experience a 32 percent chance of serious injury. With an increase of just 10 MPH, to 35 MPH, a pedestrian or bicyclist has a 45 percent likelihood of being killed when struck by a motor vehicle. Compared to affluent communities, lower-income neighborhoods frequently contain major arterial roads built for high speeds and higher traffic volumes at intersections, exacerbating dangerous conditions for active transportation users. With the majority of Washington pedestrian and bicyclist fatalities occurring near Interstate 5, and an increase in the number of pedestrian fatalities taking place on freeways and highways, speed is a critical issue that is necessary to address through non-motorized programming.

#### Economic Factors

The impact of economic uncertainty spans beyond populations that experience extreme poverty. During times of economic crises, low-socioeconomic status and middle-class populations also

experience higher rates of exposure, as more opt to use public transportation or are simply unable to afford the costs associated with maintaining a motor vehicle. American Psychological Association research shows that financial turbulence is associated with increased road traffic collisions, largely due to drivers' emotional state, distraction, sleep deprivation, and impairment. In addition, homelessness, median household income, and poverty rates result in significant impacts and positive increases in pedestrian crashes.

In many respects, Washington has one of the highest price tags for livability in the nation. This is according to education funding website Scholaroo.com, which released an analysis examining key indicators of cost such as average costs of rent, income, taxes, and insurance coverage. In 2023, this analysis designated Washington as the fifth (worst) state for cost overall. The cost of living in Washington is 15 percent higher than the national average. Housing is 24 percent higher than the national average, and necessities such as food, clothing, and groceries are 14 percent higher than in the rest of the country. Some 25,211 people were counted as homeless in 2022, when Washington was ranked by the Department of Housing and Urban Development as having the ninth highest percentage of homeless among the 50 states and the fifth highest overall number.

#### Active Transportation User Age

The impact of age on physical resilience, health and function directly relates to an active transportation user's ability to survive traffic crashes. The young and the old are most vulnerable to suffering from severe injuries. Children are considered a vulnerable, overrepresented group in preventable road traffic accidents. Therefore, child pedestrian safety remains a significant public health challenge and efforts to reduce the impact of child pedestrian crashes on morbidity and mortality are necessary.

The Baby Boomer generation (adults 59-77 years-old) make up over 20 percent of the United States population and are aging into their late 70's. As this comparably large generation ages further, their likelihood of maintaining a valid driver license decreases along with their chances of survival in a crash. Those who are no longer capable or interested in driving may experience increased exposure to dangerous roadway conditions as they turn to public transportation and traveling on foot to reach essential resources such as medical care.

#### Human Factors

Acknowledging that drivers control greater potential to inflict fatal impact in a collision and that pedestrians suffer increased comparative risk, data indicates that both driver and pedestrian behavior can be identified as crash causation factors. Between 2018 and 2022, 54 percent of pedestrians involved in fatal motor vehicle crashes tested positive for alcohol, drugs, or both and 11 percent were reported to be distracted. Further, 23 percent of fatal pedestrian crashes involved a pedestrian in the roadway improperly and 31 percent involved a pedestrian improperly crossing the roadway. In this same timeframe, law enforcement reports indicate that nine percent of motor vehicle drivers involved in fatal pedestrian crashes were impaired and 15 percent were distracted. Failure to yield was identified as a top driver causation behavior in pedestrian fatality crash scenarios.

#### Data Gaps

Data gaps in income, mental health, housing, or poverty status, pose a challenge to accurate assessment of pedestrian fatalities. City and county-level analysis of FARS data shows pedestrian fatalities take place at a higher rate in low-income census tracts with fewer sidewalks, marked crosswalks, and safe system design features. Driver causation behaviors commonly identified in 2018-2022 bicyclist fatalities include: failure to yield, distraction, and



speed. Between 2018-2022, 6 percent of drivers involved in pedalcyclist fatality crashes were impaired and 21 percent were reported to be distracted. Thirteen percent of pedalcyclist fatality crashes involved a distracted pedalcyclist and 38 percent of statewide pedalcyclist fatality crashes involved an impaired pedalcyclist. Only 4 percent of pedalcyclists were either in the roadway improperly and/or improperly crossing the roadway when they were struck by a motor vehicle and killed.

Data gaps also pose a challenge to conducting an accurate assessment of the income, poverty, or housing status of bicyclists killed in motor vehicle crashes, but generally, active transportation user fatalities take place at a higher rate in low-income census tracts with less sidewalks, bike lanes, marked crosswalks, safe design.

State-level data collection relies on law enforcement reports for information concerning near-misses, injuries, and fatalities. Law enforcement relies on community members to report incidences of crime related to traffic safety. According to the principles of community policing, in communities where trust of law enforcement is tenuous, members may be less likely to report crime, such as a hit and run. In low-income and minority communities, it is possible that populations are statically less likely to report crime, including that related to traffic safety, due to a cultural perspective and/or lived experience that labels law enforcement as unsafe or inaccessible. This dynamic, in turn, may contribute to unreported traffic safety-related crime or detail omission that leads to underreported data in certain locations.

#### Bicyclists and other “Rollers”

The number of statewide bicyclist fatalities hasn’t fallen below nine since 2014, with comparably low total fatality and serious injury rates relative to those of pedestrians. Between 2018-2022, dense concentrations of bicyclist fatalities occurred along Interstate 5, in urban areas such as Seattle and Tacoma, reflecting distribution patterns similar to those of pedestrians.

A 2017 statewide analysis of bicyclist and motor vehicle collisions along Washington main streets and highways found that neighborhoods with above average poverty and residency rates of racial/ethnic minority populations have a higher probability of crashes due to lower vehicle ownership, higher rates of exposure and lack of infrastructure investment, including bike lanes, traffic calming installations, and crosswalks.

## Focus Populations

**Drivers of all demographics:** The focus population is targeted at densely populated counties, cities, and “hot spots” where statewide data shows higher than average rates of pedestrian and pedalcyclist fatalities.

2017-2022 pedestrian fatalities most frequently occurred in urban areas situated near Interstate 5. For example, in the city of Seattle, the state’s largest urban municipality, pedestrian fatalities accounted for nearly two-thirds of all 2022 traffic deaths. Notable exceptions to this trend include Spokane and Yakima. Spokane is located East of the interstate and Yakima, also located in the more sparsely populated east side of the state, both are not considered to be an urban municipality.

**Transportation system stakeholders:** Law enforcement, government agencies, nonprofits, community-based organizations, schools, affinity groups, advocates.

**Demographics who commonly walk, bike, use public transit or roll:** Young Adults (18-34), children and adolescents, older adults, populations reliant on walking and biking due to socio-economic factors.

**Marginalized Populations:** Those who travel in locations where populations experience a disproportionately high impact of serious and fatal injury as active transportation users live, work, attend school, and travel (65+, disability populations, Black Indigenous People of Color (BIPOC) and Low Socio-Economic Status). By reaching these communities and developing partnerships WTSC aims to empower them to make their communities safer and to work together to fill data gaps.

NHTSA data suggests that the COVID-19 pandemic perpetuated existing disparities in pedestrian fatality rate demographics in 2021. This is especially true for American Indian/Alaskan Native pedestrians.

**Upstream Influencers:** Lawmakers and legislative staff, Governor's Office, House and Senate Transportation Committees.

## **Associated Performance Measures: C-10, C-11**

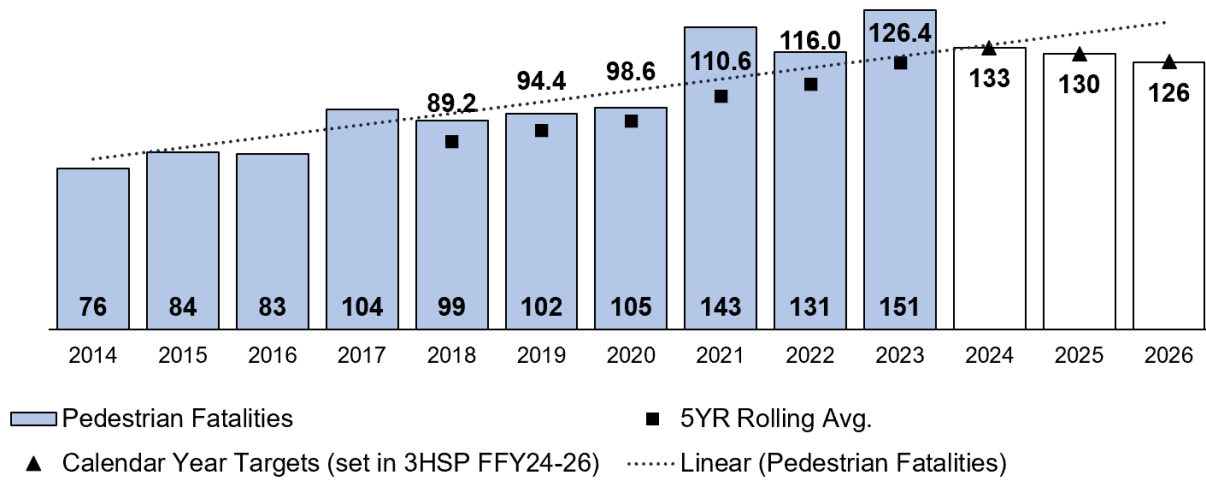
### **Assessment of Washington's Progress in Achieving Performance Targets**

**C-10:** The calendar year 2024 target for pedestrian fatalities is 133 (constant target from the 2022 preliminary CFC baseline). The number of pedestrian fatalities increased by 15 percent from 131 in 2022 to 151 in 2023, the highest number in Washington's history. The 2014-2023 number of pedestrian fatalities trend line is within the 2024 calendar year target of 133, and WSDOT year-to-date pedestrian fatalities is 107. Therefore, the calendar year 2024 target remains in progress.

**C-11:** The calendar year 2024 target for bicyclist fatalities is 11 (constant target from the 2022 preliminary CFC baseline). After holding constant from 2020-2022, bicyclist fatalities increased by 55 percent from 11 in 2022 to 17 in 2023. As of November 2024, the WSDOT preliminary number of bicyclist fatalities is 13, which exceeds the calendar year 2024 target of 11. Therefore, the calendar year 2024 target is not met.

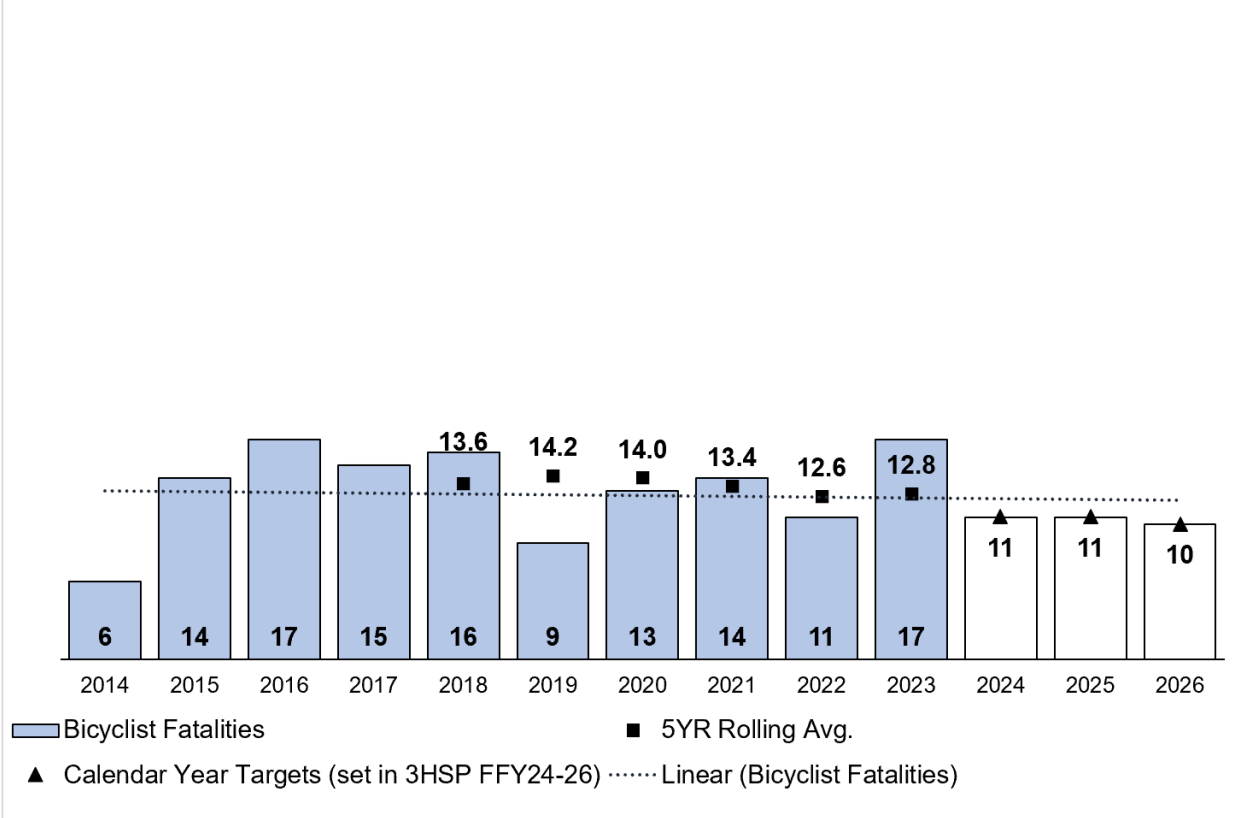
**C-10: Pedestrian Fatalities, 2014-2023\***

\*2023 Preliminary. 2024 Unavailable.



**C-11: Bicyclist Fatalities, 2014-2023\***

\*2023 Preliminary. 2024 Unavailable.



## Progress Evaluation

The nonmotorized program primarily focused on educating the public and youth about pedestrian and cyclist safety laws to enhance safety for all road users. These projects targeted both youth and the general public to foster positive social norms and behaviors that prioritized safety while reducing risk. When executed effectively, especially for youth, education serves as a long-term strategy that fosters a sustained cultural shift in how individuals approach safety while driving, walking, and cycling.

A key aspect of transformation over time is the consistent reinforcement of traffic safety messages, aligned with NHTSA guidelines. For example, the Region 10 Walker Roller Safety Zone project used ongoing messaging and enforcement to improve safety for all modes of transportation through traffic safety education related to public transit expansion and emphasized the importance of legal compliance. Repeated exposure to safety principles—such as obeying speed limits and yielding to pedestrians—gradually shifts public attitudes and behaviors. These messages were delivered through various channels, including schools, community programs, and media campaigns, contributing to the normalization of safe transportation practices.

Research supports the early introduction of traffic safety education in schools and community programs as a powerful tool for shaping long-term cultural change. Embedding road safety principles in childhood education helps individuals develop a foundational understanding of safe

practices as pedestrians, cyclists, and drivers. Over time, these behaviors become ingrained and are carried into adulthood.

Projects like Let's Go Edmonds! illustrate how teaching empathy and collective responsibility in youth traffic safety can be successfully ingrained into the elementary and middle schools of an entire county. By offering students a safe environment to practice and the tools (bicycles, helmets, and curriculum) to improve and learn, they gained hands-on experience navigating familiar environments as cyclists. The curriculum helps youth understand the consequences of unsafe behavior, whether as a driver, pedestrian, or cyclist, and encourages a collective approach to road safety and fosters an environment where mutual respect and shared responsibility are established early and reinforced through other initiatives such as driver education.

Hands-on training also played a crucial role in nonmotorized efforts to change behavior. The Tacoma Nonmotorized Program, for example, used traffic gardens, walking school buses, and bike rodeos to teach youth safe practices. By combining experiential learning with a structured curriculum, these programs effectively internalize traffic safety principles.

As traffic safety education becomes embedded in communities through projects like the Seattle Neighborhood Greenways initiative in South King County, it also advocates for improving road infrastructure. An informed public is more likely to demand safer environments that prioritize pedestrian and cyclist safety, such as dedicated bike lanes and crosswalks. These advocacy efforts lead to systemic changes in urban planning and policies, fostering a culture where road safety is prioritized at the public policy level. Through the efforts of the Seattle Neighborhood Greenways team, over 100 members of a vulnerable community (Black populations who live and work in South King County) have engaged with the project and become traffic safety advocates in their community.

Ongoing long-term traffic safety education efforts are designed to contribute to improved public health outcomes by reducing traffic injuries and fatalities. As traffic safety improves, the impact on community well-being becomes more evident, reinforcing the broader cultural shift toward safer transportation practices. This highlights the importance of road safety as a key factor in societal health and quality of life.

In conclusion, nonmotorized education programs are making progress in educating future generations of road users and shifting public attitudes and behaviors toward road safety. By promoting consistent messaging, facilitating intergenerational learning, and emphasizing shared responsibility, these projects contribute to cultural shift at the local level, where road safety becomes a deeply ingrained societal value. This progress not only improves safety but also fosters an environment that prioritizes the health and well-being of all road users.

## **Strategy Adjustment for Programming Funds**

The Washington State Legislature created the Cooper Jones Active Transportation Council (CJATSC) to research problems for walkers, bicyclists, and other rollers and to research and recommend possible solutions to increase safety. WTSC provides staffing for this highly active and diverse group. The CJATSC prepares annual reports with recommendations for changes to improve safety for walkers, bicyclists, and other rollers. Those recommendations include the need for a comprehensive, statewide infrastructure inventory, the need to increase investments in areas of cities and counties where there have been historically low investments in safety infrastructure like sidewalks, and the need to increase resources to enact the numerous needed

infrastructure fixes. Through their work, the CJATSC has identified a wide network of stakeholders interested in improving safety for walkers, bicyclists, and other rollers. The council will continue to work closely with the WSDOT in 2025 to align CJATSC priorities with those of the WSDOT Active Transportation Plan and utilize state funding for grant projects that support non-motorist safety improvement administered by the WTSC. The council will submit an updated set of recommendations in its 2024 Annual Report to the Legislature in January 2025.

Non-motorized program grants used a theory of change model to intentionally guide countermeasure activities and goals to maximize the probability of success. All projects were guided by a logic model that is based on the theory of change, allowing the program manager to use built in outcome measures to evaluate project success over time. No adjustments are planned for program funding strategies. Our federal funding portfolio remains strong and is progressing well, with the continuation of several existing grants. When necessary, adjustments are made at the project level through the WEMS work plan process, to adjust project goals, objectives, and measures.

## FFY 2024 Non-Motorized Services Countermeasures and Activities Results

### 6.1 Countermeasure(s): Motorcycle Personal Protective Equipment, Motorcycle Operator Licensing, Motorcycle Rider Education and Training, Motorcycle Operation Under the Influence of Alcohol or Other Drugs, Motorcycle Rider Conspicuity and Motorist Awareness Programs, Communication Program, Program Evaluation and Data

**REMOVED** Project #43: 2024-FG-5019-Lewis and Cowlitz County Walker Roller Socioeconomic Standing (SES) Equity Project

<b>Project Name</b>	Lewis and Cowlitz County Walker Roller Socioeconomic Standing (SES) Equity Project
<b>Project Summary</b>	<p>This project was intended to support the goal of educating members of the public about the laws related to walker and roller safety through a public education, outreach, and enforcement campaign focused on safety for people walking and bicycling in Longview, Kelso, Castle Rock, and Lewis County. Planned project activities, to be performed by a vendor contractor, would have leveraged existing grantee partnerships with community-based organizations serving low-income communities. The project aimed to implement youth-targeted education, HVE, and public education campaign interventions to reduce the incidence of fatal and serious injury crashes involving people who walk or bicycle (walkers and wheelers) in geospatial “hot spots,” where statewide data showed a disproportionately high number of walker and wheeler fatalities in Lewis and Cowlitz Counties.</p> <p>The project was designed to address the data-based equity issue of low socioeconomic status pedestrian and cyclist safety in these counties through the use of paid and earned media targeted at educating focus populations about the laws related to walker and roller safety.</p> <p>Key project partnerships were planned to include Safe Kids Coalition, Cowlitz County Target Zero Task Force, Castle Rock School District, Castle Rock CARE Coalition (CPWI Coalition), City of Longview, City of Castle Rock, Kelso School District, Lewis County Target Zero Task Force, Centralia Police Department, Lewis County Sheriff’s Office, WA State Patrol (Chehalis), Operation Lifesaver, and other community partners that would have assisted with the project.</p>
<b>Project Results</b>	This project ended in FFY 2023 and was state funded in, not federally funded.
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency



## 6.2 Countermeasures: Elementary-Age Child Pedestrian Training; Mass Media Campaign; Multidisciplinary Involvement; Law Enforcement; Enforcement Strategies

### Project #44: 2024-FG-5023-Let's Go! Edmonds

Project Name	Let's Go! Edmonds
Project Summary	<p>Walking, rolling, and biking remain common modes of transportation for youth, as they navigate their neighborhoods and built environments as they travel to school. The Let's Go! program aimed to reduce the number of injuries and/or deaths of walkers and rollers by implementing a curriculum for physical education teachers. The curriculum provided teachers, of students in grades third through eighth, the knowledge and resources needed to implement an in-school bicycle and pedestrian safety program.</p> <p>The project increased student knowledge of skills and knowledge, focused on preventing the most common causes of collisions and errors that upper-elementary and middle school age group students experience as they become independent commuters and start to navigate the built environment. The curriculum used differentiated lessons that provided educators with the opportunity to meet students at their skill level, while inviting them to be active and healthy in their daily lives. Program partners included Edmonds School District physical education teachers in 24 elementary and middle schools and the Region 10 Target Zero Manager.</p> <p>Grant funding supported Cascade Bicycle Club activities including implementing curriculum at schools, training teachers to deliver curriculum, and maintaining and transporting 100 elementary and 35 middle school youth bicycles to teachers. Project partners include Outdoors for All, Snohomish County Target Zero, and 24 Snohomish County elementary schools.</p>
Project Results	<p>The project served all 25 schools, as projected in measures. Cascade was able to provide in-class support to more schools than previous years, including 14 of 21 elementary schools and 4 of 4 middle schools in the Edmonds School District. With 62% of schools reporting data, it was reported that 210 students learned to ride for the first time, exceeding goals. This number is likely higher, as 38% of schools are tardy on reporting their data. WTSC was satisfied with this measure.</p> <p>This project met a second goal, through the contract agreement with Outdoors for All (OFA) that provides adaptive bikes and in-class support for students with mobility issues. The partnership from FFY24 directly resulted in a new goal for FFY25: OFA will provide adaptive support for 3 schools in Edmonds as a pilot and expand service to more schools the following year. This is a major success as the Edmonds School District that has not had this type of support before. Funding made possible</p>

	through this grant allows for Cascade's partnership with OFA and creates a more equitable program.
<b>Subrecipient(s)</b>	Cascade Bicycle Club
<b>Organization Type</b>	Non-profit

### 6.3 Countermeasures: Elementary-Age Child Pedestrian Training; Multidisciplinary Involvement

#### Project #45: 2024-FG-5003-Tacoma Neighborhood Education

<b>Project Name</b>	Tacoma Neighborhood Education
<b>Project Description</b>	The purpose of this project was to increase the safety of elementary-aged student-pedestrians and pedalcyclists by educating elementary-aged students using Safe Routes to School (SRTS) strategies. The project goal is to increase vulnerable road user safety along project focus corridors and intersections in Tacoma by September 2026. This entailed road safety assessments for a minimum of two high injury network corridors and a SRTS education program.
<b>Project Results</b>	<p>The first year of Road Safety Audits (RSA) in Tacoma was a success. City staff from multiple departments offered support to the project through representatives from emergency services, street operations, urban design team, and signal engineers. Pierce Transit staff actively participated and provided valuable insight into transit and transit user needs along the corridor. The RSA reports will be used as a resource to prepare for future budget requests or to support grant applications. For example, the staff are currently applying for a state grant to implement the recommendations from the South Tacoma Way RSA. Three RSAs were completed:</p> <ol style="list-style-type: none"> <li>1. South Tacoma Way (from S 47th St to S 66th St)</li> <li>2. South Yakima Avenue (from S 8th St to S 25th St)</li> <li>3. South Pine Street (from Center St to S 47th St)</li> </ol> <p>The reports are available at: <a href="http://cityoftacoma.org/visionzero">cityoftacoma.org/visionzero</a>. The SRTS program looks forward to participating in upcoming RSAs where school zones exist along the corridors audited.</p> <p>The City's SRTS program strengthened partnerships between the Tacoma school district, high priority schools (Birney Elementary, Stafford Elementary, Fawcett Elementary, and Baker Middle School), the Washington State Department of Health, and the city of Tacoma. These partnerships resulted in supported achievement of project objectives such as continued Walking School Bus programming, a youth demonstration project, and youth safety education efforts.</p> <p>Five new Walking School Bus routes were started and built upon the prior pilot. The SRTS program worked closely and collaboratively with several agencies and schools to grow and sustain these safety and educational</p>

	<p>interventions. Students Schools that who participated in the Walking School Buses saw an average annual daily attendance increase from 4-12 percent. This garnered such enthusiasm from the National Safe Routes network, the school district, and Office of Superintendent of Public Instruction (OSPI), that Tacoma Public Schools (TPS) and OSPI produced short videos to facilitate future replication efforts:</p> <ul style="list-style-type: none"> <li>• OSPI Website: Safe, Fun, and Active School Commute   Tacoma Walking School Bus</li> <li>• OSPI Instagram: Office of Superintendent of Public Instruction (OSPI)   The walking school bus at Tacoma Public Schools' Birney Elementary provides students and their families with a reliable, flexible, and safe...   Instagram</li> <li>• OSPI YouTube: Walking School Bus   OSPI</li> </ul> <p>The City's SRTS Coordinator presented at the National Safe Routes conference about the walking school buses.</p> <p>The youth demonstration project with Stewart Middle School educated youth about the city-wide residential speed limit reduction through class-presentations and spin-wheel trivia. The public art selection process involved students in transportation planning decisions and sought their help in the design of the intersection mural demonstration project. The project hosted dozens of youth education and encouragement events including: 15 Walk &amp; Roll to school days, 6 bike rodeos, one week of youth bike camp. These efforts, along with Walking School Buses, resulted in serving a minimum of 1,000 students (77 in Walking School Buses, 11 youth bike camp participants, 607 helmet fit students, 484 bike rodeo participants (some of which overlap with the helmet fit count), and 75 students in the demonstration project. Lastly, hundreds of parents/adults were educated about speed limits, pedestrian safety, and parking safety laws through arrival &amp; dismissal plans distributed through schools (example uploaded) and through digital communications through the district e-newsletters, principal e-newsletters and robocalls, and social media.</p>
<b>Subrecipient(s)</b>	City of Tacoma
<b>Organization Type</b>	City

## 6.4 Countermeasure: Mass Media Campaign

### Project #46: 2024-FG-5018-“Together We Get There” Walker and Roller Campaign

<b>Project Name</b>	“Together We Get There” Walker and Roller Campaign
<b>Project Summary</b>	This project funded a multi-faceted outreach campaign using the “Together We Get There” positive messaging approach to convey the urgent need to practice safe driving behaviors and humanize the walkers and rollers that share our streets and roads.
<b>Project Results</b>	<p>In 2024, the paid media campaign continued to build on the momentum of the 2023 campaign with the newly themed Drive Like a Pro messaging along with the Together We Get There: Share the Road creative. The campaign ran during three flights: May 20-June 3 (2 weeks), June 17-July 8 (3 weeks), and August 19-September 15 (4 weeks), and targeted men 18-24 and men 40-44 years of age, who use English or prefer to consume media in Spanish.</p> <p>The campaign received a total of 39,866,343 impressions across all platforms, with 27,356,118 impressions generated through out of home advertising on transit and at gas stations.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### 6.5 Countermeasures: Multidisciplinary Involvement; Law Enforcement; Mass-Media Campaign; Enforcement Strategies

#### Project #47: 2024-FG-5017-Pacific Highway (SR 99) South Walker and Roller Safety Program

	Pacific Highway (SR 99) South Walker and Roller Safety Program
	The purpose of this project was to reduce the number of serious injury and deaths of walkers and rollers on Pacific Highway South in King County, WA. This project was focused on a portion of Pacific Highway South that runs through King County from Federal Way to Tukwila, between mile posts 6.15 and 24.17.
	<p>Project staff identified locations for the installation of six active transportation user traffic safety signs following a 12-site exploratory survey of priority areas with a high incidence of pedestrian fatalities. Project staff analyzed survey data and reviewed with the pedestrian task force. Project staff also developed a multi-year grant plan that was submitted to WTSC for funding and launched one Pedestrian Task Force in August to bring together numerous partners to support programming into 2025.</p> <p>By September 30, 2024, these efforts resulted in an estimated increase in the knowledge of community members about walker and roller safety issues by 11 percent as indicated by the number of impressions gained from the media and marketing as well as the number of community outreach events attended by law enforcement and other community partners for walker and roller education. Signage was used to provide public education in focus populations about the laws related to pedestrian and bicyclist safety. They were erected along SR 99 South. The Pedestrian Task Force was created and met 4 times. The media and marketing campaign was completed in the October/November timeframe.</p>
	Kent Police Department
	City

### 6.6 Countermeasures: Multidisciplinary Involvement; Mass-Media Campaign

#### Project #48: 2024-FG-5022-Seattle Neighborhood Greenways

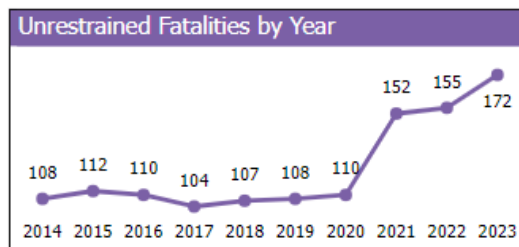
<b>Project Name</b>	Seattle Neighborhood Greenways
<b>Project Description</b>	The purpose of this project was to improve the safety of the Martin Luther King (MLK) Jr. Way South and Rainier Ave South Corridors in Southeast Seattle. This work implemented the strategies of community education and engagement to advance specific objectives of Seattle Neighborhood Greenways and the Washington Strategic Highway Safety Plan. The focus was on communities underserved by infrastructure and disproportionately impacted by pedestrian and bicyclist roadway injuries and fatalities. This project successfully united diverse partners and

	stakeholders with the leadership of communities of color to listen and elevate the needs and perspectives of pedestrians and pedalcyclists who are most impacted by traffic violence. The communities and agency stakeholders convened by this project identified community priorities and recommendations for proven traffic safety countermeasures for these streets.
<b>Project Results</b>	<p>This project built a foundation for community education and engagement in the MLK Jr. Way South corridor by identifying community priorities and recommendations for proven traffic safety countermeasures. The project in the formation and launch of King County's first Black-led Transportation Justice Organizing Committee, with eight community members and four community partners. They held 16 stakeholder committee and</p> <p>organizing committee meetings, three agency stakeholder meetings, and formed a Stakeholder Committee of four community members (who serve as trusted advisors). They forged partnerships with organizations of color in the MLK corridor, government agencies, King County Councilmember Girmay Zahilay's Office, and community-based organizations such as the Seattle Housing Authority and the East African Community Association.</p> <p>The project engaged 164 community members, 23 community stakeholder organizations and conducted two community listening sessions. At the second of these community listening session, approximately 50 youth and their families joined the conversation. Young people led three of the table discussions and community engagement exercises, an example of the successful intergenerational organizing. Both the Organizing and Stakeholder Committees adopted the principles of the "People's Institute for Survival and Beyond" in the fall of FY 2024 and hosted a team building gathering where members could network and conduct team building exercises in a culturally organic way.</p> <p>Visit <a href="https://www.mlktransportationjustice.org/">https://www.mlktransportationjustice.org/</a> to review blog posts, project updates and additional engagement being conducted by project staff.</p>
<b>Subrecipient(s)</b>	Seattle Neighborhood Greenways
<b>Organization Type</b>	Non-profit

## 7. OCCUPANT PROTECTION

### Problem Statement

Washington has one of the highest seat belt use rates in the country at 93.3 percent, according to our 2023 Seat Belt Use Observation Survey. Despite a sustained high seat belt use rate for many consecutive years, the number of unrestrained fatalities and serious injuries have increased to the highest number since prior to 2010. Since 2019, unrestrained fatalities have increased over 30 percent and serious injuries increased 58 percent (see the graph below – See the WTSC [Unrestrained Motor Vehicle Occupant Fatalities dashboard](#)). In 2022, unrestrained motor vehicle drivers and occupants represented 33 percent of traffic fatalities in the state. According to NHTSA, people who buckle up in the front seat of a passenger car can reduce the risk of fatal injury by 45 percent and moderate to critical injury by 50 percent. Wearing a seat belt in a light truck can reduce the risk of fatal injury by 60 percent and moderate to critical injury by 65 percent.



Key Issues include:

- Some Populations are Less Likely to use Seat Belts:** Based on seat belt citation data, FARS data, as well as other research, we know that some populations are less likely to use seat belts. There is a variety of solid and anecdotal evidence that demonstrates that Hispanic males, American Indian and Alaska Native (AI/AN) males, males aged 55 and older, and younger drivers 16–25-year-olds are at higher risk of not wearing seat belts while driving. According to the WTSC’s Research and Data Division’s 2024 brief on AI/AN traffic deaths, one-third of AI/AN deaths were unrestrained vehicle occupants, versus less than 20 percent of all other races.
- Unrestrained Occupants Tend to Correlate with Other High-risk Behaviors:** Individuals who do not use their seat belts are more likely to engage in other high-risk driving behaviors like speeding, aggressive driving, and impaired driving. For example, the correlation between impaired driving and lack of seat belt use is extremely high. From 2018-2022, about 42 percent of unrestrained deaths involved an alcohol impaired driver, and 53 percent involved a drug impaired driver. In addition, 20 percent of unrestrained fatalities involved distraction, and 42 percent involved speeding.
- Younger Drivers are More Likely to be Unrestrained:** Only 40 percent of 16–25-year-old vehicle occupants killed in crashes between 2018-2022 were properly restrained. During this period and in this age group, 66 percent of unrestrained vehicle occupants killed in crashes were male.
- Child Passenger Safety:** Motor vehicle crashes remain one of the leading causes of death for young children. It is consistently the most, or second most, common factor in death for children 1-14 years-old (CDC – National Center for Health Statistics)



[https://www.cdc.gov/transportationsafety/child\\_passenger\\_safety/cps-factsheet.html](https://www.cdc.gov/transportationsafety/child_passenger_safety/cps-factsheet.html)).

Between 2018-2022, there were 30 unrestrained vehicle occupant fatalities among children aged 0-15 years-old in Washington State. From 2018-2022, five percent of all unrestrained passenger fatalities were children 0-15 years old. Using the right sized child seat, which is correctly installed, can reduce the risk of fatal injury by 71 percent.

• **Knowledge of Child Passenger Restraint Use and State Law:** Child restraint systems can be very complicated, and many are installed incorrectly. Many parents and caregivers know how complicated these systems can be: rear facing, forward facing, booster seats, harnesses, different cars have different anchor points, seats are different, and more. Data collected from Washington State car seat checks in FFY 2023 shows nearly 70 percent misuse of child restraints. Misuse was most often found with children one to three years old and most often occurred with forward-facing harness and lap/shoulder belt use. Much of the observed misuse involved the harness or seat belt being too loose or not being used correctly with the harness slot or lower anchors.

Washington's primary seat belt law Revised Code of Washington (RCW) 46.61.688 states that all passengers under the age of 16 years-old must either wear a seat belt or use an approved child restraint device.

The child restraint system law RCW 46.61.687 states that children up to age two must ride in a rear-facing child restraint; children two to four years-old must ride in a harness child restraint; children four years and older must ride in a car seat or booster seat, until 4'9" tall; and children up to age 13 must ride in the back seat when practical. The most common mistakes observed in Washington:

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

## Focus Populations

**Child Passenger Safety Technician Network:** This group needs to know the laws regarding child passenger safety. They also need to know where they can get appropriate resources, training, and direction so they can provide the necessary education to Washington families. They are required to complete a recertification process every two years to remain active.

**Parents/Guardians/Caregivers who drive with children in their vehicles:** This group of people need to know the laws regarding child passenger safety. They also need to know where they can get appropriate resources and direction, if needed. Beyond that, they need to understand the importance of being good seat belt role models for children riding in their vehicles.

**Young Drivers:** As a demographic, young drivers are more likely to engage in higher risk behaviors, such as not wearing a seat belt. Establishing strong positive behaviors in drivers in this group can have lifelong results.

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

#### Associated Performance Measures: C-4, B-1

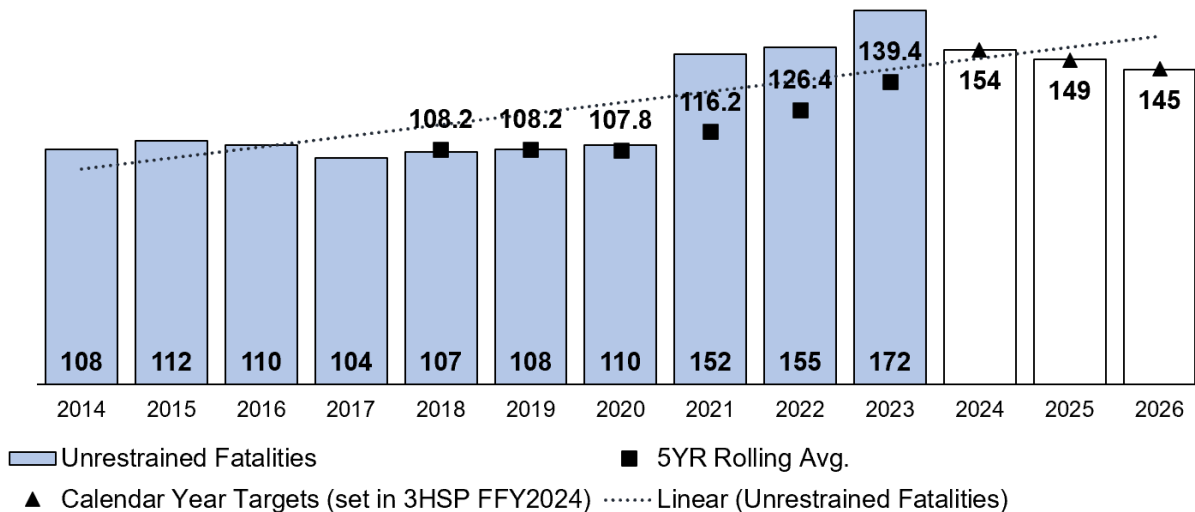
#### Assessment of State's Progress in Achieving Performance Targets

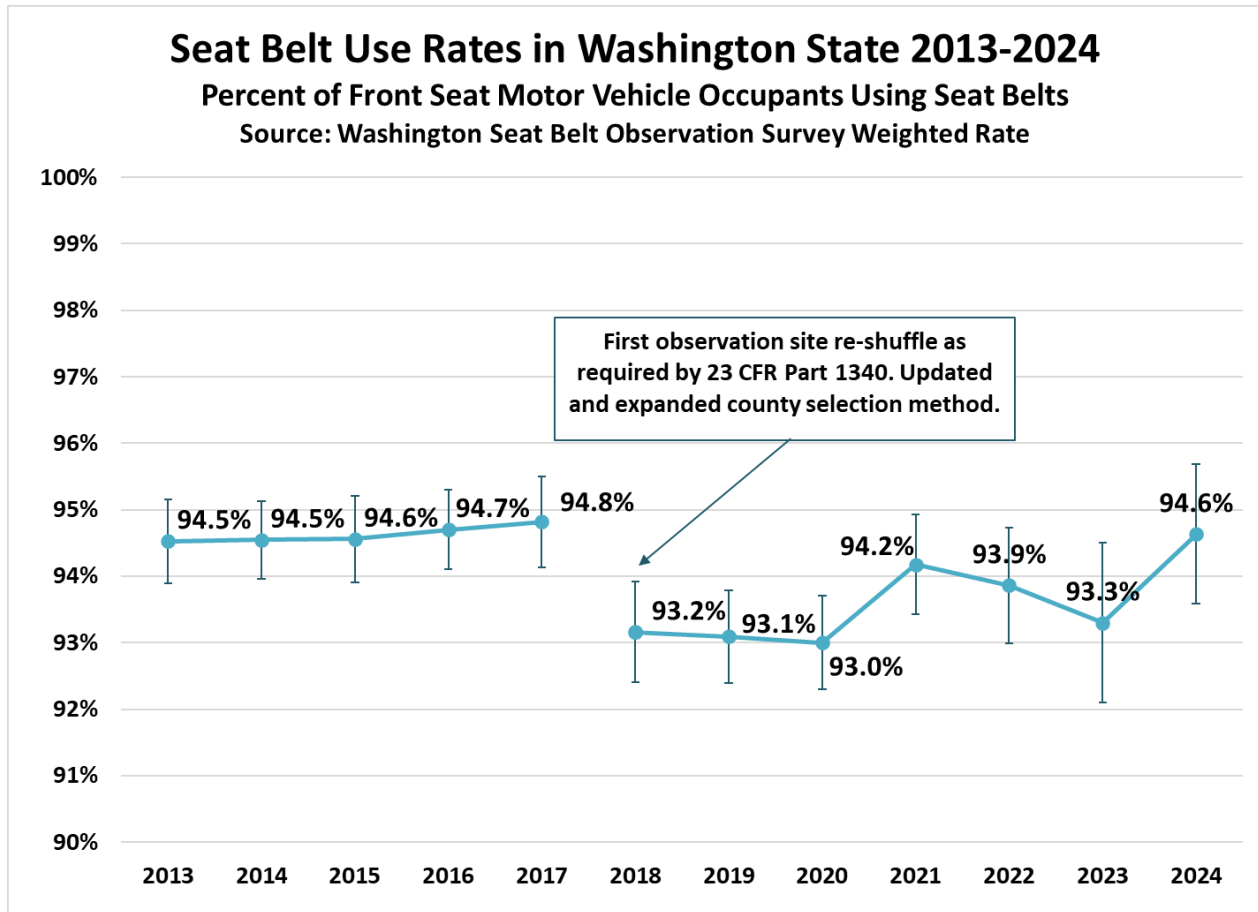
**C-4:** The calendar year 2024 target for unrestrained fatalities is 154 (constant target from the 2022 preliminary CFC baseline). After being relatively stable from 2014-2020, unrestrained fatalities increased by 38 percent to 152 in 2021, remained about the same at 155 in 2022, and increased another 11 percent to 172 in 2023. The 2014-2023 unrestrained fatalities trend line falls within the 2024 calendar year target of 154, therefore the calendar year 2024 target remains in progress.

**B-1:** Seat belt observation surveys are conducted annually in June. The 2024 seat belt use rate of front seat occupants is 94.6%, narrowly missing the target of 95%. However, the upper confidence interval of the estimate is 95.7% and is the first time the upper confidence level has been above the target of >95%.

#### C-4: Unrestrained Passenger Vehicle Occupant Fatalities, 2014-2023\*

\*2023 Preliminary. 2024 Unavailable.





### Progress Evaluation

Occupant Protection activities in FFY 2024 helped us not only maintain our high seat belt use rate, but we also saw an increase according to our 2024 Seat Belt Observation Survey. We have continued to fund high visibility seat belt emphasis patrols, Teens in the Driver Seat, high school peer-based seat belt activities, media campaigns promoting seat belt use, and statewide child passenger safety activities. Efforts to increase training opportunities for emergency services personnel and Tribal members were successful. We more than doubled our goal for the number of law enforcement officers trained as Child Passenger Safety Technician (CPSTs) and we trained five times the number of Tribal representatives that we aimed for during FFY 2024. We also doubled the number of seats provided for families in need from the previous year.

### Strategy Adjustment for Programming Funds

The Occupant Protection Program anticipates making some strategic adjustments in FFY 2025.

- Despite an increase in unrestrained passenger vehicle occupant fatalities in recent years, Washington has maintained a high seat belt use rate of over 93 percent. We continue to look for ways to reach the minority of the population that does not wear their seat belt so we can understand why and look for ways to influence behavior change.

- Information gathered from the recent statewide survey will be used to help us understand people's current attitudes about wearing their seat belt. There was also a child passenger safety observational/intercept survey done in 2023 that provided us with data to help WTSC focus our child passenger safety efforts. Data shows children being properly restrained in the correct seat position decreased from 90 percent for infants to 61 percent for children 10-12 years old. In response, we have decided to bring back a program targeting elementary-aged children. The Safest Ride Program is going to be piloted in FFY 2025 with the goal of implementing it in all 17 Target Zero Manager regions. If the pilot is successful, our hope is to roll it out statewide in FFY 2026.

The program also expects that some changes and trends that we are seeing should contribute to other positive outcomes.

- There have also been efforts in the child passenger safety program we expect to lead to a decrease in unrestrained deaths among children. The network of certified child passenger safety technicians was negatively impacted by the COVID-19 pandemic; the number of certified technicians dropped from 529 at the end of FFY 2020 to 394 at the end of FFY 2021. The program has made great progress in recruiting technicians and by the end of FFY 2024, reported 474 active certified technicians. Recruitment efforts and training opportunities to ensure recertification will continue to be a priority to ensure adequate numbers of technicians to serve the entire state.
- The program has also responded to emerging needs such as: creating materials in more languages, outreach to arriving refugee families, and training for staff who transport children, such as Department of Children, Youth, and Families, local law enforcement agencies that transport children in emergency situations, and agencies that work with children with disabilities.
- Traffic enforcement is expected to increase based on new policies to recruit and retain law enforcement. Increased high visibility enforcement is likely to influence motorist behaviors including wearing their seat belt while driving. Target Zero Managers may also be activated to identify areas where high visibility enforcement and educational campaigns could have the greatest impact.
- Other programs outside of the occupant protection program are also expected to increase seat belt use and help decrease the number of unrestrained fatalities. Teens in the Driver Seat is being adopted in high schools statewide. This project has a component focused on seat belt use. Our new speed program will also help to reduce driving speeds, making crashes less deadly for the few people who are not wearing seat belts.

## FFY 2024 Occupant Protection Countermeasures and Activities Results

### 7.1 Countermeasure: School-Based Programs

**Removed** Project #49: 2024-AG-5082-Transforming Traffic Safety Culture with PCN

	Transforming Traffic Safety Culture with PCN
	This project was planned to pilot using the Positive Community Norms approach as a traffic safety intervention to increase seat belt use of high school students in Washington. WTSC would identify up to six high schools to target, with the commitment of providing funding for at least three years, pending annual approval availability. Each project team would be responsible for data collection and analysis, message development and using focus groups to fine tune messaging, message deployment and rotation, and ongoing analysis. The anticipated focus for FFY 2024 was local project implementation. Included in this project was training and technical assistance from professionals in the field to ensure that local grantees have the knowledge and skills needed to implement these new projects. Each project would have unique issues to identify and work through that will impact the implementation timelines.
	This project was not implemented. The Transforming Traffic Safety Culture with PCN project was cancelled due to a lack of sponsor organizations/audiences for implementing this project. As a result, we have decided to withdraw the project from the AGA. This project is not included in the FFY 2025 AGA.
	Washington Traffic Safety Commission
	State Agency

### 7.2 Countermeasures: Strategies for Older Children; Strategies for Child Restraint Use and Booster Seat Laws; Inspection Stations

Project #50: 2024-FG-4998-Washington CPS Program Delivery

<b>Project Name</b>	Washington CPS Program Delivery
<b>Project Description</b>	The purpose of the project was to support statewide efforts to provide Child Passenger Safety (CPS) education, inspections, and seat checks to parents, guardians, grandparents, and others who transport children. This project coordinated and delivered statewide CPS services as required by NHTSA. The statewide CPS program consists of approximately 450 trained Child Passenger Safety Technicians (CPST)s who provided car seat checks to individuals at car seat check events and appointments. Each county in the state has at least one location that delivers child safety seat checks.

<b>Project Results</b>	<p>Most all goals and objectives were met. The statewide network was sustained even with those technicians who did not recertify. We added several emergency service personnel to the statewide network, as well as tribal members. The website continued to see a large volume of visitors and the state printer fulfilled numerous requests for educational materials. A total of 18 CPST courses were held with three dedicated to providing training to tribal members and those serving tribal families. Ongoing seat check and distribution services were established as a result in Spokane, Yakima, and Muckleshoot Tribes. There was also one renewal class for those technicians who remained active but allowed their certification to expire. New resources including a Safe Travel for All Children follow-up and a Car Seat Basics for Law Enforcement training were added to the <a href="http://wacarseats.com">wacarseats.com</a> website.</p> <p>The following is a summary of accomplishments:</p> <ul style="list-style-type: none"> <li>• 18 CPST courses held throughout the state</li> <li>• 178 newly trained technicians added to the network, with a total of 474 technicians in Washington at the end of the grant year</li> <li>• 125 ongoing car seat check stations</li> <li>• 4,030 seats were checked</li> <li>• 1,065 seats were provided to families in need</li> <li>• 43 law enforcement officers and 25 tribal representatives were trained as CPSTs</li> </ul>
<b>Subrecipient(s)</b>	City of Bonney Lake
<b>Organization Type</b>	City

### Project #51: 2024-FG-5000-CPS Program Mini-Grants

<b>Project Name</b>	CPS Program Mini-Grants
<b>Project Description</b>	The purpose of the project was to increase the number of trained Child Passenger Safety (CPS) technicians and to provide resources to communities so they could operate a successful CPS program. The mini-grant program allowed local child passenger safety leadership to tailor their funding to their unique community needs.
<b>Project Results</b>	The program entered into 39 separate mini-grant agreements, each for reimbursement of costs associated with providing CPS services and training. Twenty-six of the grants supported local CPS services and distribution of seats to disadvantaged families. Thirteen grants supported the hosting of Child Passenger Safety Training (CPST) courses to increase and strengthen the statewide network of technicians. The program supported some new agencies and sustained existing agency partnerships. This project funded 18 CPST courses throughout the state.
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

## Project #52: 2024-FG-5001-CPS Program Training

<b>Project Name</b>	CPS Program Training
<b>Project Description</b>	The purpose of the project was to bring many Child Passenger Safety Technician (CPST)s and instructors together at an annual Safety Summit event to receive training in child car seat related topics, provide an opportunity to network, provide exposure to various child restraints, share success of programs, and hear directly from the child restraint manufacturers. The project also supported active CPSTs who regularly support local activities, education, and car seat check efforts.
<b>Project Results</b>	This project funded a Child Passenger Safety (CPS) Summit in Tacoma in March 2024. Day one was enrichment for CPST Instructors, and all technicians were invited to attend on day two. A total of six Continuing Education Units were provided for recertification requirements for CPSTs. About 130 people were in attendance including representation from several child restraint manufacturers, Safe Kids Worldwide, National Safety Council, and Juvenile Products Manufacturer Association (JPMA). There was significant interest and attendance at the CPS Summit. The ability to provide mentoring and seat signoffs for technicians will prove valuable for technician retention. This project also funded mentoring and support to tribal communities and generated multi-cultural educational materials.
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency



## 8. PROGRAM COORDINATION

### Problem Statement

Program coordination and development encompasses various activities required to successfully operate and improve Washington's highway safety program. The WTSC is required to provide staff and services related to the performance of the professional and technical functions outlined in Washington's Triennial Highway Safety Plan (3HSP) and Annual Grant Application (AGA) and in accordance with Target Zero. Funding for this program is essential to ensure that traffic safety projects authorized for the year are appropriately planned, executed, monitored, and closed, also investments in projects are made to enhance the future of traffic safety in Washington State.

### Focus Populations

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

**Associated Performance Measures: C-1, C-2, C-3** (See pages 38-41 for more information).

### Strategy Adjustment for Programming Funds

No adjustments are planned because program coordination is critical to traffic safety. This includes activities essential for operating and improving Washington's highway safety program, as outlined in the Triennial Highway Safety Plan (3HSP) and Annual Grant Application (AGA) in alignment with Target Zero. Funding ensures that authorized projects are effectively planned, executed, monitored, and closed, while also supporting investments that enhance the future of traffic safety in Washington State.

## FFY 2024 Program Coordination Countermeasures and Activities Results

### 8.1 Countermeasure: Planning and Administration

#### Project #53: 2024-FG-5038-Planning and Administration

<b>Project Name</b>	Planning and Administration
<b>Project Description</b>	The purpose of this project was to assign federal traffic safety funds to advance the goals of the Target Zero Strategic Highway Safety Plan (SHSP), specifically for Planning and Administration.
<b>Project Results</b>	<p>The project provided staff and applicable services for the performance of the professional and technical functions outlined in Washington's Triennial Highway Safety Plan (3HSP), and in accordance with the SHSP, and to ensure that that all Traffic Safety projects were appropriately planned, executed, monitored, and closed. Policies and procedures were refined throughout the year including a rewrite of the Program Management Manual.</p> <p>Improvements to the digital grants management system contributed to the agencies success in managing all grants and projects within federal and state requirements.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### 8.2 Countermeasure: Positive Traffic Safety Culture Training and Technical Support

#### Project #54: 2024-FG-5037-Positive Traffic Safety Culture Training and Technical Support

<b>Project Name</b>	Positive Traffic Safety Culture Training and Technical Support
<b>Project Description</b>	The purpose of this project was to continue the work of growing skills and knowledge of WTSC staff and the TZMs around the positive culture framework approach to traffic safety.
<b>Project Results</b>	<p>This project was executed through a vendor contract with Montana State University (Contract No. 2024-Vendor Contract-5150-Montana State University (MSU)) for Positive Traffic Safety Culture Training and Technical Support. Overall, significant progress was made in advancing the TZM program's updated scope of work.</p> <p>The vendor provided substantial support to the TZM Program Managers (PMs) by enhancing their guidance of TZMs, streamlining reporting processes, and developing new tools for TZMs. A key success was the training conducted in Wenatchee in the spring, which focused on applying statewide survey data to local planning and provided additional</p>

	<p>guidance on coalition building. This training was well received by participants.</p> <p>Another notable achievement was Jay Otto's analysis of regional belief and behavior data from the statewide survey, which proved valuable for both TZMs and PMs. For PMs, consultants helped deepen their understanding of the Positive Community Framework (PCF) and the seven-step planning process. Early in the year, in-person training sessions highlighted growing proficiency in PCF concepts and processes.</p> <p>All project objectives were met, with five out of six performance targets achieved or exceeded. For complete details, refer to the project report.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### 8.3 Countermeasure: Program Coordination

#### Project #55: 2024-FG-5039-Program Coordination

<b>Project Name</b>	Program Coordination
<b>Project Description</b>	This project funded WTSC staff for the coordination and monitoring of grants of Washington's various Traffic Safety Programs, in furtherance of the goals of the state's Strategic Highway Safety Plan (SHSP) - Target Zero.
<b>Project Results</b>	<p>The WTSC was successful in developing, submitting and then implementing the 3HSP for 2024. Almost all projects were executed and managed using policies and procedures of the WTSC consistent with the agency's interpretation of state and federal regulations. The agency final report includes detailed results of individual projects. There were many positive accomplishments in FFY 2024.</p> <p>Some highlights: Almost all projects were executed consistent with state and federal regulations. All staff with the exception of four attended Transportation Safety Institute (TSI) Grants Management Training this FFY which is important for remaining compliant with federal regulations. The remaining four will be attending the class in the first quarter of FFY 2025. The Program Management Manual was updated to reflect changes in federal regulations that came with the Bipartisan Infrastructure Law. NHTSA conducted a Management Review and was largely complimentary of WTSC work and processes. All programs were guided by program plans that were updated with the 2023 Statewide Survey Data. The second round of SWS data is now available. The WTSC has hired three highly capable and dynamic Program Specialist 3s (PS3s) as part of the Programs and Services Division (PASD) team and they are contributing greatly to the day-to-day work of the division.</p> <p>The Speed Program stood up a new advisory group- the Speed Management Advisory Cooperative. It is comprised of a large and diverse</p>

	<p>group of stakeholders that is on the verge of providing meaningful feedback and input to the program. The group has learned a great deal over the course of the year about the many facets of society that contribute to the speeding problem. WTSC hired a Community Engagement Manager that is contributing to the long-term success of the agency and its ability to carry out public participation and engagement. There was significant improvement in the spend rate of HVE funds. Also, through the efforts of the Statewide LEL, HVE performance is improving.</p> <p>WTSC has published all HVE data through a dashboard that will be updated quarterly. The Strategic Highway Safety Plan, Target Zero was successfully completed and organized around the Safe System approach. This has positioned the WTSC and its major partner, WSDOT, to being implementing the plan and advancing the tenets of the Safe System Approach in FFY2025 and beyond. Some challenges: It took a long time to achieve full staffing. Two of the three Program Manager teams hired PS3s that resigned or were let go so those teams did not have the benefit of their PS3 for the majority of the year.</p> <p>Washington continues to be plagued by a crisis in traffic fatalities and serious injuries. However, we are seeing positive signs among law enforcement agencies that participation in proactive traffic safety is improving.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### New Project: 2024-FG-5279-Program Managers Manual Update

<b>Project Name</b>	Program Managers Manual Update
<b>Project Description</b>	<p>The purpose of this project was to provide funding for WTSC to hire a vendor to help with the technical writing and editing to update the Program Management Manual. The project kicked off in late June when we signed the contract with GHSA using their contractor services initiative. The project was completed on August 30 and resulted in a complete reorganization and re-write of the Program Management Manual.</p>
<b>Project Results</b>	<p>WTSC successfully updated its manual to align with the federal regulation changes under the Bipartisan Infrastructure Law (BIL) The revision also enhanced the manual as a training resource for new staff and consolidated various previously separate guidance documents.</p> <p>This update allowed WTSC to establish a formal revision process and reinforce its traffic safety processes and philosophy, especially within the Positive Culture Framework. The manual was completed by August 30, in advance of WTSC's management review.</p> <p>The contractors provided valuable expertise in layout and content completeness and ensured all necessary updates from the BIL were included. However, due to Washington's unique approach to traffic</p>

	safety, WTSC staff served as primary authors for many chapters, with the contractors offering essential guidance and support.
	Washington Traffic Safety Commission
	State Agency

#### 8.4 Countermeasure: Strategic Highway Safety Planning

##### Project #56: 2024-FG-5002-Target Zero Update

	Target Zero Update
	The purpose of this project was to update the Washington State Strategic Highway Safety Plan (SHSP). This was the second of three fiscal years in which the project fell. In FFY 2024 most of the work focused on collecting public input and working with stakeholders to write sections for each of the selected emphasis areas based upon fatality and serious injury data from the most recent three-year period.
	WTSC and the WSDOT were the agency sponsors of the project. They contracted with DKS and Associates as the lead contractor, and they subcontracted with multiple entities that represented expertise in the Safe System Approach, proactive traffic safety culture, equity, and public engagement. DKS coordinated development of the focus areas and related countermeasures. WTSC worked with DKS and subcontractor PRR to conduct multiple community engagement opportunities. At the end of the fiscal year, a complete draft of the SHSP was submitted and approved by the Washington Governor's Office. Final approval came from the Federal Highway Administration.
	Washington Traffic Safety Commission
	State Agency

#### 8.5 Countermeasure: WTSC Grant Management System (WEMS)

##### Project #57: 2024-FG-5006-WEMS Maintenance, Upgrades, and Support

<b>Project Name</b>	WEMS Maintenance, Upgrades, and Support
<b>Project Description</b>	This project provided for the maintenance (including server, usage, and support costs) and enhancement of WTSC's Enterprise Management System (WEMS). WEMS served as the organization's official system for grant management and monitoring. WEMS facilitated accurate record keeping, boosted efficiency and accountability, and reduced administrative workload by automating tasks. Through WEMS, WTSC staff managed over \$25 million in federal grants to fund traffic safety projects while ensuring compliance with state and federal regulations. Along with providing responsive customer support, training, and addressing system issues as they arose, the WEMS team, supported by Smart Simple's premium services, continuously enhanced business

	processes and project data. Additionally, WEMS delivered unparalleled transparency by granting Region 10 NHTSA Headquarters partners real-time access for file reviews. This was particularly valuable in preparing for, and during, the 2024 NHTSA Management Review.
<b>Project Results</b>	<p>WEMS continues to serve as a highly effective and widely utilized platform for WTSC, facilitating efficient project management and the maintenance of critical grant and financial records. The WEMS team has consistently provided exceptional customer support, ensuring users have the resources to navigate the system effectively. Both internal users and key external stakeholders received regular training sessions tailored to leveraging various channels such as: monthly meetings, system notifications, and personalized support via email and Teams.</p> <p>Their proactive approach has fostered a collaborative environment, enhanced user confidence, and ensured the system remains a trusted resource for all its users. In FFY 2024, the team completed all the supporting features to enable the subsequent years of multi-year projects, developed new fields and reports to support the OneWashington interface, added new fields and reporting to enable compliance with the new federal Bipartisan Infrastructure Law regulations, and created functionality to accept applications for custom grant opportunities.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

## 9. RESEARCH AND DATA

### Problem Statement

Data and analysis serve as the cornerstone of all traffic safety programming and evaluation efforts. Traffic safety professionals need access to complete and accurate information. Even when data or information is available, it must be analyzed or explained to be consumable. Traffic safety data and information is diverse and complex, spanning multiple data systems and disciplines, such as crash data and different kinds of hospital data. Measures must be consistent over time to confidently interpret changes in trends. Research and data partnerships are vital for tracking and sharing research efforts across different disciplines that intersect with traffic safety. Providing grantees with the proper tools, resources, and accessories is essential and supports the ability to collect and analyze survey data. Surveys offer important information regarding short-term and intermediate-term outcomes of programming efforts by focusing on behavior change and establishing the logical link between behavior change programs and ultimate reductions in traffic fatal and serious injuries.

### Focus Population

Traffic safety professionals engaged in targeted program planning and resource allocation is this program's focus population. Professionals engaged in research activities across different disciplines that intersect with traffic safety (engineering, public health, etc.) are partners in carrying out the work.

## FFY 2024 Research and Data Countermeasures and Activities Results

### 9.1 Countermeasure: Collect and Analyze Survey Data

#### Project #58: 2024-FG-5079-Vendor Survey Services

<b>Project Name</b>	Vendor Survey Services
<b>Project Description</b>	The purpose of this project was to conduct various surveys of traffic safety attitudes, knowledge, and behaviors for measuring and monitoring traffic safety cultures.
<b>Project Results</b>	<p>This internal grant was used to award the following Vendor contracts:</p> <p>Market Decisions Research, LLC conducted year two of the Statewide Traffic Safety Survey resulting in 10,559 survey completes. The contractor provided all the data, infographics and reports which are available on the WTSC website. WTSC added the second year of data to the survey dashboards which now contain 21,523 total survey respondents allowing for reliable smaller area and demographic estimates.</p> <p>Almeida Consulting and Training LLC conducted observation surveys including the annual seat belt and distracted driver observation surveys. The contractor also conducted two surveys at the request of the King County Target Zero Task Force to conduct a pedestrian/driver behavior observation survey at 12 pre-selected locations for describing and measuring problem behavior. The King County Target Zero Task Force also purchased and installed six no turn on red lighted signs with a plan to conduct a pre and post observation survey at these locations. The contractor completed the pre-surveys, however due to issues installing and activating the signs, the post-surveys were not completed, and the project was canceled. However, the team was able to use the information collected at the six locations for problem identification.</p> <p>Safer Streets, LLC conducted a pilot project with Spokane County Schools to use their data collection technology to collect driver speeding, distraction, and seatbelt use at ten schools during and before/after active school zone times. The schools were provided summaries of their site results.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>If WTSC, intended Sub-recipients</b>	Market Decisions Research, LLC Almeida Consulting and Training, LLC (Vendor)
<b>Organization Type</b>	State Agency



**NEW** and **REMOVED** Project: 2024-FG-CMT Speed and Distracted Driving Prevalence Report

<b>Project Name</b>	Cambridge Mobile Telematics (CMT) Speed and Distracted Driving Prevalence Report
<b>Project Description</b>	<p>The CMT was expected to provide a report analyzing millions of vehicle trips in the state of Washington for June 2022 and June 2023. The report was intended to include statewide information and county-level profiles of driver speeding, distracted driving, and co-occurring speeding and distracted driving. Planned breakouts would have included these behaviors by time of day, day of week, posted speeds, as well as methodological details describing CMT data collection and the population that the data would have covered. The report was also supposed to include information about hard-braking, hard-acceleration, and hard-turning.</p> <p>The WTSC had planned to compare these results to existing distracted driving prevalence estimates obtained through annual observation surveys. Since the WTSC did not have reliable prevalence estimates for speeding, this report was intended to serve as a primary source of annual behavior prevalence estimates for the speeding and distracted driving programs. It was expected to replace prevalence estimates collected through observation surveys because the CMT data was projected to be more comprehensive and accurate. The data was planned for use in problem identification and evaluation and was also intended to be shared with stakeholders and the local TZM/LEL network for local program planning, evaluation, and communications. The WTSC had planned to post the report on its website for public access. This report was expected to be easily reproducible in future years for monitoring prevalence over time.</p>
<b>Project Results</b>	This project which was added through the amendment process did not move forward with federal funds.
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

## 9.2 Countermeasure: Research and Analysis of Traffic Records Data

### Project #59: 2024-FG-4984-Research Grant Program

<b>Project Name</b>	Research Grant Program
<b>Project Description</b>	<p>The purpose of the Research Grant Program was to work with state university/agency partners to conduct applied research that results in new information that contributes to better decisions regarding traffic safety improvements in Washington State or provides information about the effectiveness of our efforts that are lacking robust evaluations. This ensures that traffic safety professionals and stakeholders have consumable and accurate information to inform problems and evaluate their efforts. In FFY 2024, the Research Grant Program funded four research projects: two with University of Washington (UW) partners and two with Washington State University (WSU) Partners. Research topics included Yakima DUI Court process/outcome evaluation, culpability of repeat traffic offenders in collisions, e-scooter and bike injuries in King County, and assessment of attitudes of Drug Recognition Expert (DRE) officers towards the DRE program.</p>
<b>Project Results</b>	<p>In partnership with WSU, research was conducted to provide a process evaluation and outcome evaluation of the Yakima DUI Court; allowing the court to learn what is going well and what challenges exist, and to provide data to allow the research team (and the court) to learn what impact the court is having on its participants. The study found that the Yakima DUI Court was adhering to the Ten Guiding Principles of Drug/DUI/DWI courts and was viewed favorably by program participants. There was no programmatic effect found on program participant recidivism when compared to a like-group of probationers from the same county.</p> <p>In partnership with WSU, interviews and surveys were conducted with current and former DRE officers throughout Washington to document and explore perceptions, utilization, and challenges of DRE officers. Results found that DREs provide support and education for fellow officers (there is strong support for the DRE program), DRE callouts had dropped (there are opportunities to improve the callout system), there are low levels of involvement in the adjudication process (non-DRE officers prefer to go straight for a blood warrant rather than call a DRE,) and more.</p> <p>In partnership with the UW, the Harborview Injury Prevention and Research Center (HIPRC) used HIPRC clinic information and Rapid Health Information Network (RHINO) to analyze the injury impacts of increasing e-scooter and bicycle use in King County. The study found that since the inception of Seattle's bike share program in 2017 and the rental e-scooter program in 2020, bike and e-scooter injuries have surged to all-time highs in 2022. Males, and those aged 25-44, were overrepresented in the injury data. More than half of both bike and e-scooter injuries were to the extremities, while head and neck injuries were more prevalent in e-scooter incidents.</p>

	In partnership with the UW, research was conducted using data from the Traffic Records Integration Program (TRIP) to determine if repeat traffic offenders contributed disproportionately to traffic collisions. The study found that drivers culpable for their two-car collision had higher odds of history of behavioral criminal traffic citation in six months, three years, and five years prior to the collision as compared with their non-culpable counterparts. The results suggest that criminal traffic citation history is associated with crash culpability, consistent with the hypothesis that some drivers are consistently safer drivers and others are consistently riskier.
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>If WTSC, intended Sub-recipients</b>	University of Washington, Washington State University
<b>Organization Type</b>	State Agency

### Project #60: 2024-FG-5078-RADD Support

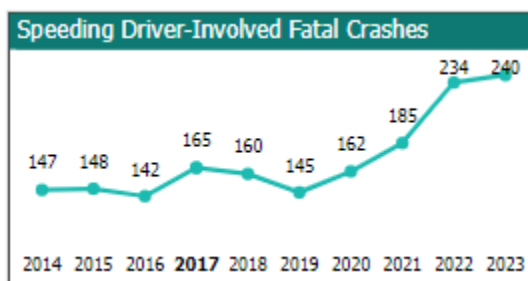
<b>Project Name</b>	RADD Support
<b>Project Description</b>	The purpose of this project was to conduct research and analysis to create new knowledge or use existing knowledge in new and creative ways. This project supported Research and Data Division (RADD) in purchasing the necessary software licenses, data products, journal articles, other agency fees for data services, and other support items needed to conduct research and analysis.
<b>Project Results</b>	<p>The RADD purchased SAS licenses and paid agency data fees in order to conduct research and analysis. New iPads were procured and deployed for the annual seat belt and distracted driver observation surveys. The RADD completed the 2023 seat belt use report and submitted it to NHTSA on time. In addition, RADD launched new fatality dashboards for distraction, speeding, young drivers 15-24, and older drivers 70+.</p> <p>In addition, a new dashboard with information from WTSC-funded HVE efforts was launched. Dashboards and reports were created for the Safer Streets Smart Signs project in Pierce County. All briefs were updated, the RADD was the primary author on two reports to the legislature, and the RADD completed our drug cleanup project for our Coded Fatal Crash data files, including a brief and full report detailing the method. Finally, all data requests were completed within 10 business days.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

## 10. SPEED

### Problem Statement

Between 2018 to 2023, 3,875 people died on Washington roads:

- Thirty-one percent of the deaths involved a speeding driver.
- Speeding is pervasive across the state with 56 percent of speed-related fatalities on urban roads and 44 percent on rural roadways.
- Speeding was also involved in 65 percent of impaired driver-involved fatalities, 28 percent of unrestrained-fatalities, and 12 percent of distracted driver-involved fatalities.
- The incidence of speeding involved driver fatalities, a barometer of other speeding related fatalities is increasing, see the graph below (source is WTSC's [Speeding Driver Involved Fatality Crashes dashboard](#)).



Of the more than 21,000 respondents on the 2023-2024 statewide WTSC survey, 70.68 percent reported they had rarely/sometimes (57.4 percent) or often/always (13.14 percent) driven 10 MPH or more over the speed limit in the past 30 days. Only 37.82 percent of responding drivers felt that speeding more than 10 MPH over the speed limit was very/extremely dangerous. Most drivers thought it was not likely at all (22.4 percent), slightly/moderately likely (44.7 percent) or didn't know (13.3 percent) if they would be caught by police for speeding.

A 2022 WTSC speed observation study included 42,823 driver observations, 76 percent of which were exceeding the posted speed.

- Men and women were nearly equally likely to speed, 76.3 percent and 75.4 percent respectively.
- Motorcycles, the most vulnerable motorized user, represented the largest group of violators at 86 percent, followed by cars (77 percent) pickup trucks (75 percent) and delivery trucks (68 percent).
- Nearly 90 percent of drivers were exceeding the posted speed in locations posted for 40-45 MPH limits, versus just over 60 percent of drivers in locations posted with 50-60 MPH limits.
- More than half of speeding drivers speeding in locations posted with 40-45 MPH limits were exceeding the posted speed by 6-15 MPH.

In the past, high visibility enforcement has been WTSC's primary intervention, yet neither a supplemental national or statewide speed management media campaign has been developed or utilized to amplify enforcement efforts.

A 2020 American Automobile Association (AAA) Traffic Safety Culture Index found that 80 percent of respondents believed that driving 15 MPH over posted freeway speed limits and 10 MPH over posted residential street speed limits was moderate to extremely dangerous.

- Nevertheless, nearly half (45 percent) reported exceeding posted freeway speed limits by 15 MPH and 36 percent exceeded posted residential streets speed limits by 10 MPH in the past 30 days.
- Between 2018-2020, people consistently were less likely to view driving over 15 MPH over the speed limit on freeways as extremely or very dangerous. Between 2018-2020, people consistently were less likely to view driving 15 MPH over the speed limit on freeways as extremely or very dangerous.
- Over half of survey respondents (56 percent) were opposed to automated speed enforcement on residential streets.

A 2020 Washington State Injury Minimization and Speed Management Policy and Guidelines workgroup generated a number of recommendations for lowering operating speeds that WTSC may support with community partners and stakeholders:

- Encourage agencies to use RCW 46.61.415(3)(a) to establish maximum speed of 20 MPH on non-arterial highways or part of a non-arterial highway within residential or business districts. Encourage agencies to use RCW 46.61.415(3)(a) to establish maximum speed of 20 MPH on non-arterial highways or on part of a non-arterial highway within residential or business districts.
- Use automated traffic safety and speed enforcement cameras in approved locations.
- Use radar feedback signs with speed safety messaging.
- Encourage the use of school zone flashing beacons.
- Provide education for traffic/transportation professionals on:
  - Injury minimization speed management approach and speed setting approach
  - Road safety assessments to identify streets in need of traffic calming measures
  - Human factors training to improve understanding of how road users interact, understand, see, and make choices on road systems

Members of the workgroup may choose to engage in a future regional or statewide advisory workgroup to address speed capitalizing on their previous work with policy and guidelines recommendations.

Preliminary data from a 2023 WTSC speeding in school zones study indicates drivers are not complying with posted slower speeds in school zones when children are present. Study data (which is still preliminary at the time this is being prepared) will be analyzed and coupled with resources to provide more than 100 different participating schools information about road use behaviors in their school zones and walk routes. Data will also be used to increase knowledge of available speed management resources and increase capacity to engage in policy development recommendations to slow speeds at their locations.

## Focus Populations

**Vulnerable Road Users:** Speed increases risk for road users more susceptible to involvement in fatal or serious injury crashes like school children, inexperienced drivers, motorcyclists, or people who walk or bike.

**Risky drivers:** Drivers most at risk of driving impaired, distracted, or failing to wear their seat belt are also more likely to speed, increasing risk for serious injury or death for themselves and others.

**Safe Road Users:** Most safe road users are also subject to the higher risk behaviors of drivers who speed. Behavioral reinforcement for maintaining safe speeds is important to counterbalance the preponderance of speeding.

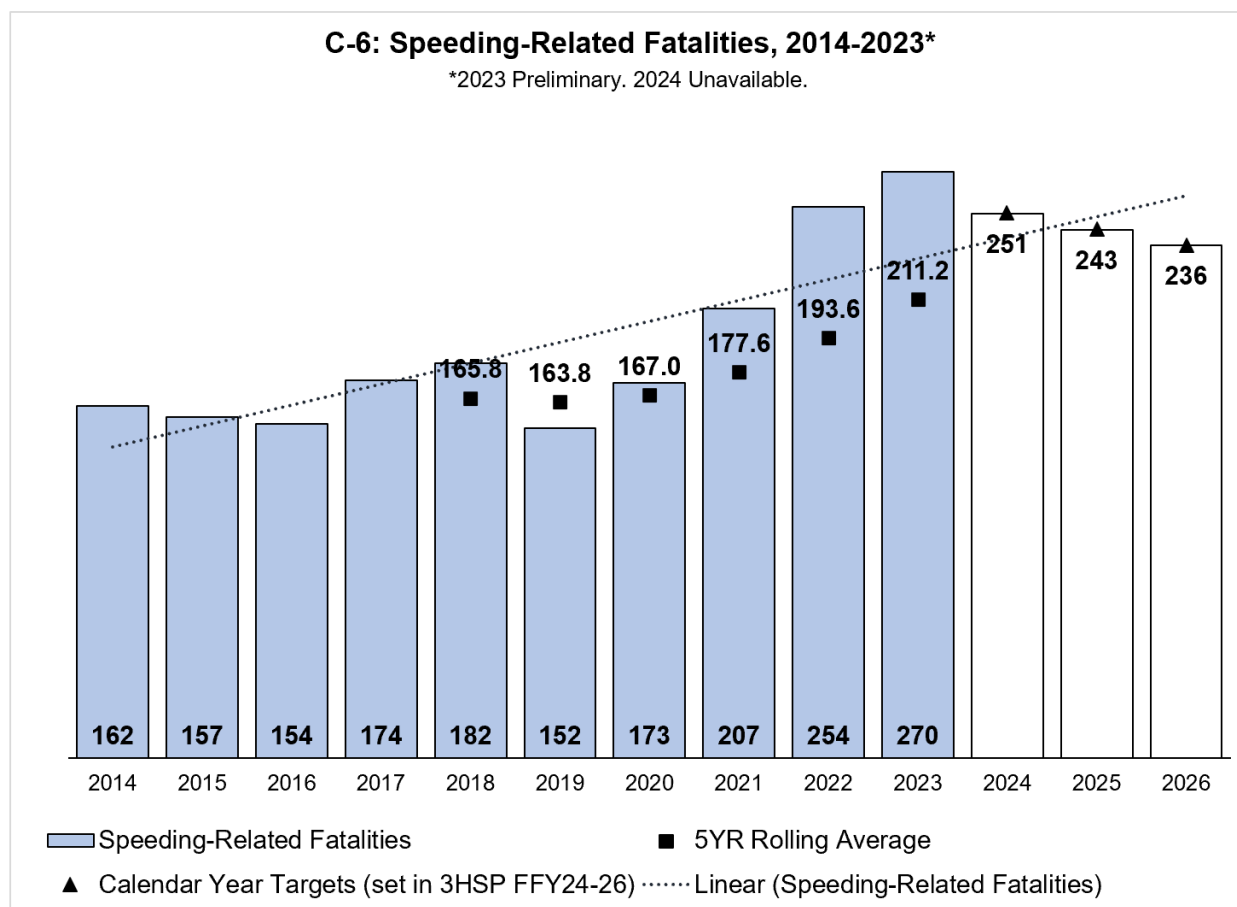
**Traffic Safety Partners and Stakeholders:** Partners are people and organizations who share our vision and will work directly with us to take action to improve traffic safety. Stakeholders are road users from all sectors of the social ecology of community, including youth, families, educators, businesses, elected leaders, civic leaders, volunteers, and religious fraternal organizations, law enforcement, youth serving organizations, and healthcare professionals.

**Communities:** Slowing speeds in communities improves health and safety outcomes for everyone. Shifting traffic safety culture demands comprehensive and integrated efforts at local, regional, state, and national levels. Engaging both partners and stakeholders in speed prevention planning and implementation increases commitment to behavioral change at the community level. Community engagement is vital to this work.

## Associated Performance Measures: C-6

### Assessment of State's Progress in Achieving Performance Targets

**C-6:** The calendar year 2024 target for speeding-related fatalities is 251 (constant target from the 2022 preliminary CFC baseline). Speeding-related fatalities have been increasing year-over-year. Since 2019, speeding-related fatalities have increased by 65 percent, reaching a 10-year high of 270 in 2023. The 2014-2023 speeding-related fatalities trend line is below the 2024 calendar year target of 251 and the WSDOT year-to-date total is 186. Therefore, the FFY 2024 target remains in progress.



## Progress Evaluation

Significant progress was made in developing a Speed Advisory Management Cooperative (SMAC) with seven of the twelve targeted community sectors regularly represented at meetings. Members are actively involved in identifying key priorities across the social ecology and within the five realms of the safe system approach. Development of the statewide speed management plan is progressing and will reflect selected countermeasures to mitigate risk and advance the accomplishment of the priorities identified by the SMAC.

Ongoing educational engagement with state Law Enforcement Liaisons has enhanced enforcement attention on speed tolerance and the alignment between enforcement and constituent driving speeds. Additional concerns have also been raised regarding how speeding infractions are processed within the judicial system. This has expanded discussion on how the risks associated with speeding are often undervalued or dismissed by prosecutors or judges in favor of addressing other, perceived "more dangerous" driving behaviors which may reinforce the low perception of risk related to speeding.

The intended roadshow of community workshops to identify community concerns and regional considerations was postponed, due to NHTSA's determination for additional clarity on the nature of community engagement expectations.

The Spokane Public School district project was not developed due to unexpected program manager health concerns.

Lastly the statewide survey offers some encouraging data. If we look at the [statewide survey dashboard](#), we can see that the number of people reporting driving 10 MPH or more over the speed limit as “Never” or “Rarely/Sometimes” grew from 82.2 percent to 90.5 percent.

## **Strategy Adjustment for Programming Funds**

Strategic adjustments will be made in the Speed Program. Funding of the speed management program will be increased from \$50,000 to \$430,000. Additional funding is designated for countermeasures related to the deployment of the statewide speed management plan and partner engagement.

Funding also includes up to four school district/municipalities projects to develop local traffic safety plans informed by the safe system approach to advance community awareness, care, and concern for pedestrian safety and reduce risks for all road users.

Responding to widespread public engagement following a tragic high speed fatal crash resulting in the death of four people, funding is available for a pilot speed management corridor project. The project will bring together the best available data about speed management and other traffic behavioral concerns to develop an in-depth, multi-faceted plan to address the complex issue of speeding, behavioral norms, and traffic safety culture across multiple jurisdictions and involving multiple stakeholders.



## FFY 2024 Speed Countermeasures and Activities Results

### 10.1 Countermeasure: Communications and Outreach Supporting Enforcement

**REMOVED** Project #61: 2024-FG-5057-Community Speed Management Education and Resource Guide

<b>Project Name</b>	Community Speed Management Education and Resource Guide
<b>Project Description</b>	This project was intended to fund the development of a speed management education and resource guide for the general public. It would increase knowledge of risks associated with speeding, especially in context with vulnerable road users (pedestrians, children, road workers, bicyclists, motorcycles) and increase knowledge of laws and change management strategies for slowing and lowering speeds through policy change. It was intended to augment and reinforce law enforcement by proactively engaging communities in assessing locations where speeding is already a documented problem or where speeding is likely to become a problem in the future with education, training, and policy change. This resource would be a complement to the pre-existing Speed Safety Cameras Readiness Guide and would have been available online and hard copy by request.
<b>Project Results</b>	<p>This project was not implemented. The decision was made to develop a resource dashboard similar to the data dashboards. Staff in the Research and Data Division will develop the dashboard in partnership with Programs and Services Division staff.</p> <p>The original intent was to develop a resource guide that would be available online or as a PDF download. However, given the number of identified resources to be included in the Education and Resource Guide, it became impractical to develop a printable resource. The Research and Data Division had the capacity to develop a public-facing resource dashboard that allowed users to filter and sort by interest, topic, or target populations, thereby negating the need for an external contractor to develop a guide.</p> <p>This project was not included in the FFY 2025 AGA.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

## 10.2 Countermeasure: Speed Management Program

### Project #62: 2024-FG-5055-Speed Management Program

<b>Project Name</b>	Speed Management Program
<b>Project Description</b>	The purpose of this project was to establish the Speed Management Advisory Cooperative (SMAC), a diverse group of stakeholders with relevant subject matter expertise. The group was asked to identify policy gaps and opportunities and provide technical assistance to local governments or communities to develop and implement traffic safety plans informed by the Safe System Approach (SSA).
<b>Project Results</b>	<p>Significant progress was made in developing the SMAC with seven of twelve targeted community sectors regularly represented at meetings. Members are actively involved in identifying key priorities across the social ecology. Several members traveled to the 2024 Governor's Highway Safety Association annual meeting and found strong relevance to their work and applicability to the work of the SMAC.</p> <p>The intended roadshow of community workshops to identify community concerns and regional considerations was postponed while additional clarity was determined on the nature of community engagement expectations from NHTSA.</p> <p>The Spokane Public School district project was not developed due to unexpected program manager health concerns.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### **REMOVED** Project #63: 2024-FG-5056-Speeding in School Zone Study Participant Support

<b>Project Name</b>	Speeding in School Zone Study Participant Support
<b>Project Description</b>	This project was intended to support school districts with initiating traffic safety planning for student safety, informed by the previous Speed in School Zone study results.
<b>Project Results</b>	Exploratory discussions with Puyallup and Spokane school districts increased interest but failed to generate an actual project or the achievement of any of the project objectives. The Puyallup school district expressed initial interest in using their speed study data to support increased HVE activity during the back-to-school period of the 2023-2024 school year, but conflict and public outcry from an unrelated decision to change bus routes, undermined their conviction to share the data for fear of further inflaming the negative public opinion. Spokane Public Schools did utilize their data to pursue a National Safety Council community traffic safety grant, but it was not selected for funding. The process of developing a proposal was supportive of further anchoring the district's interest in the traffic safety plan development, but the retirement of the Chief of Operations resulted in the project essentially being suspended.

	<p>Lack of interest (possibly due to low capacity) by other school districts to engage with the data stymied engagement with parents, staff, youth, or the general community. Low TZM interest and possibly lack of understanding about how to use the study results to engage community stakeholders beyond the school district may have been a contributing factor, as well. The scope of work for the TZMs was actively being revised and expanded which while complementary to the intended use of the study results, also demanded a lot of time and energy simply learning how to do the new required work tasks.</p> <p>This project was not included in the FFY 2025 AGA.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

## 11. TRAFFIC RECORDS

### Problem Statement

The traffic records program brings together core traffic records systems partners. It provides grants for improving timely, accurate, complete, uniform, integrated, and accessible traffic records for the crash, driver, vehicle, roadway, injury surveillance, and citation and adjudication data systems. Potential barriers to the success of the traffic records program include:

- Archaic systems can hinder the success of the traffic records program. Traffic records systems are comprised of the software, processes, equipment, and staff that create, manage, and analyze traffic records data. Over time, technology improves, systems become outmoded, and databases degrade.
- Irrelevant, incorrect, or incomplete data can hinder the success of the traffic records program. WTSC programs allocate funds based on data generated by traffic records systems. Without a cohesive, robust traffic records program, data-driven funding decisions cannot be made.
- An ineffectual Traffic Records Governance Council (TRGC) can hinder the success of the traffic records program. The TRGC is comprised of stakeholders and partner agencies that represent the core safety databases of the crash, driver, vehicle, roadway, injury surveillance, and citation and adjudication. Without an actively engaged TRGC, proper deployment of knowledge and resources cannot effectively occur.

### Focus Populations

In the context of the traffic records program, the focus populations are the agencies and organizations that contribute to, own, maintain, and manage the six core systems that make up Washington's traffic data ecosystem:

- Department of Licensing
  - Driver data
  - Vehicle data
- Washington State Department of Transportation
  - Crash data
  - Roadway data
- County Road Administration Board
  - Roadway data
- Washington State Patrol/Washington Association of Police Chiefs and Sheriffs
  - Citation data
  - Crash data
- Department of Health (DOH)

- Emergency management systems data
- Hospital data
- Trauma registry
- Emergency room data
- Administrative Office of the Courts
  - Adjudication data
- Office of Financial Management
  - Traffic Records Integration Program (TRIP)
- Washington Technology Solutions (WaTECH)
  - Justice Information Network Data Exchange (JINDEX)

**Associated Performance Measures: C-1, C-2, C-3** (See pages 38-41 for more information).

## FFY 2024 Traffic Records Countermeasures and Activities Results

### 11.1 Countermeasure: Traffic Data Systems Improvement

#### **REMOVE** Project #64: 2024-TR-4999-AOC DOL Data Exchange Enhancement

<b>Project Name</b>	AOC DOL Data Exchange Enhancement
<b>Project Description</b>	The purpose of this project was for the Administrative Office of the Courts (AOC) to collect, integrate, and exchange required data elements related to traffic citations to the Department of Licensing (DOL), which would significantly improve efficiency for the superior and limited jurisdiction courts while promoting data completeness, timeliness and accuracy for records transmitted to DOL on impaired driving cases.
<b>Project Results</b>	The project was canceled near the start of FFY 2024.  The Administrative Office of the Courts (AOC) formally requested to cancel the project due to staffing resource constraints that prevented the completion of the work. They expressed interest in future grant opportunities.
<b>Subrecipient(s)</b>	Administrative Office of the Courts
<b>Organization Type</b>	State Agency

#### Project #65: 2024-TR-5007-DOH RHINO

<b>Project Name</b>	DOH RHINO
<b>Project Description</b>	The purpose of this project was to support the Department of Health (DOH) Rapid Health Information NetwOrk (RHINO) team to explore the feasibility of calculating and incorporating standard injury severity indicators into the RHINO dataset. Additionally, DOH investigated supplementing RHINO data with hospital charge information by joining RHINO data with the Washington hospital discharge dataset, the Comprehensive Hospital Abstract Reporting System (CHARS).
<b>Project Results</b>	The RHINO program worked with partner facilities to maintain complete reporting from emergency departments statewide. The 100th emergency department was brought into production in January of 2024 and work was done with several facilities to validate new medical records systems to smoothly transition them without any loss of production data.  New relationships with large clinic organizations have been established, paving the way for onboarding dozens more outpatient clinics to the RHINO system in the coming year. This should improve data coverage in some rural areas of the state. The 2023-2024 grant year saw RHINO continue to grow in value to DOH, and in the coming year the department will continue to implement the data source in many surveillance capacities and publicly facing resources.
<b>Subrecipient(s)</b>	Department of Health
<b>Organization Type</b>	State Agency

## Project #66: 2024-TR-5029-DOH WEMSIS

<b>Project Name</b>	DOH WEMSIS
<b>Project Description</b>	The purpose of this project was to continue current efforts with customized data quality reports for local Emergency Medical Services (EMS) Services, Medical Program Directors, and Regional EMS Councils. The program proposed to increase the depth and impact of reporting to stakeholders, while improving the quality and completeness of data used to support and guide injury surveillance throughout the state. This work included a comprehensive overhaul of existing reporting processes and products, improving collaboration and input with the wider EMS and injury surveillance community, and enhancing routine reporting and data integration with other systems.
<b>Project Results</b>	The Washington Emergency Medical Services Information Systems (WEMSIS) team continued data quality reporting, stakeholder engagement, and data presentations at the state, regional, and county level. WTSC funded activities this fiscal year allowed for wider engagement with stakeholders, and EMS quality improvement for staff with the anticipated EMS reporting mandate. The team addressed gaps in the data quality feedback loop. Nearly all WEMSIS reporting EMS Services received individualized Data Submission Reports (DSR) on their most impactful data quality issues.
<b>Subrecipient(s)</b>	Department of Health
<b>Organization Type</b>	State Agency

## Project #67: 2024-TR-5031-DOL Data Catalog

<b>Project Name</b>	DOL Data Catalog
<b>Project Description</b>	The purpose of this project was to establish a data catalog for driver and vehicle data, and to improve data quality. Improvement of data quality will result in enhanced traffic safety research and operations for all those who rely upon DOL data. Driver and vehicle data are critical elements in the larger ecosystem of traffic safety data in Washington.
<b>Project Results</b>	All objectives and measures were met. DOL successfully launched the business glossary portion of the data catalog to the agency. DOL recruited volunteers from other units within the Data Management Office to complete test scenarios and provide feedback. DOL used that information to revise the taxonomy so users would get better search results. DOL also updated and clarified processes in the data catalog user manual created for the base users. Lack of access to data validation rules within the DRIVER and VEHICLE System (DRIVES) proved challenging.
<b>Subrecipient(s)</b>	Department of Licensing
<b>Organization Type</b>	State Agency

## Project #68: 2024-TR-5032-CRAB GIS-Mo Training

<b>Project Name</b>	CRAB GIS-Mo Training
<b>Project Description</b>	This purpose of this project was to facilitate the creation of Geographic Information System Mobility (GIS-Mo) training materials, establish training guidelines for counties, and standardize data inputs into GIS-Mo. The County Road Administration Board (CRAB) utilizes GIS-Mo software to collect and manage county road infrastructure data. CRAB staff and county workers require ongoing training to ensure the data is being properly logged into GIS-Mo. Without proper training, the data quality will be adversely affected.
<b>Project Results</b>	All objectives were met, and the vendor provided all training materials. Final materials were available on the Pinnacle LMS system in mid-November 2024. CRAB delayed releasing the materials so the release would coincide with a major upgrade to the latest version of ESRI Roads and Highways and DTS VueWorks. However, the system upgrade has been postponed to first quarter 2025. CRAB is editing the training materials to let users know that they can use the training modules; however, the appearance will be slightly different until the system upgrade in 2025.
<b>Subrecipient(s)</b>	Washington State County Road Administration Board
<b>Organization Type</b>	State Agency

## Project #69: 2024-TR-5033-OFM Traffic Records Data Integration

<b>Project Name</b>	OFM Traffic Records Data Integration
<b>Project Description</b>	The purpose of this project was to outsource the management of the Traffic Records Integration Program (TRIP) to the Office of Financial Management (OFM). OFM has performed this service for WTSC for years due to OFM's knowledge, experience, and resources demonstrated in developing and managing complex integrated state data systems.
<b>Project Results</b>	During the fifth and final year of this multi-year project, OFM focused on the importance and value of the TRIP data by re-assessing, re-evaluating, and re-profiling the data currently integrated into the TRIP repository, namely the Administrative Office of the Court, WSDOT, DOL, and WSP data. TRIP acquired and linked data extracts from source/partner agencies. TRIP received Washington State Institutional Review Board (WSIRB) approval to continue with the TRIP repository and expand it by adding more variables. TRIP also collaborated with partners in re-assessing, re-evaluating, and re-profiling the data.
<b>Subrecipient(s)</b>	Washington State Office of Financial Management
<b>Organization Type</b>	State Agency



## Project #70: 2024-TR-5034-WSP SECTOR 24x7 Support

<b>Project Name</b>	WSP SECTOR 24x7 Support
<b>Project Description</b>	The purpose of the project was to put in place processes to provide round the clock coverage for The Statewide Electronic Collision and Tickets Online Records (SECTOR) application in the event of a total interruption in service.
<b>Project Results</b>	WSP experienced no risks, issues, or favorable developments during this year. There were no incidents requiring the support services outlined in the scope of work.
<b>Subrecipient(s)</b>	Washington State Patrol
<b>Organization Type</b>	State Agency

## Project #71: 2024-TR-5035-WSP WRECR Replacement

<b>Project Name</b>	WSP WRECR Replacement
<b>Project Description</b>	The main goal of the project was to replace the current aging Washington Requests for Electronic Collision Records (WRECR) system with a state-of-the-art records management system designed with robust technology and advanced analytical and reporting capabilities.
<b>Project Results</b>	<p>The WRECR Replacement Project upgraded the WRECR system to function quicker and easier for the public, user accounts, operators, and administrators. User accounts can now manage their own profiles by adding in conjunction with removing their users, editing names, passwords, and administrative permissions rather than waiting for WSP to make the edits for them. The new WRECR system allows administrators to instantly pull statistics for users, system, and staff, and eliminated separate excel logs from the old system.</p> <p>The new system eliminated the manual process for Police Traffic Collision Report (PTCR) redactions, allowing administrators to set up redaction templates. This process is four times faster than the previous method. The system allows more search options for the public and is more user-friendly which subsequently lowers the amount of phone calls and emails for the Collision Records staff. Invoices and billing can now be easily downloaded, making discrepancies in receipts and invoices easy to locate and manage. The old WRECR system experienced frequent data feed issues and several time-consuming tasks within the system that were in need of technological upgrades. This project required collaboration within sections of WSP, and other agencies such as WSDOT, DOL, Cybersource.</p>
<b>Subrecipient(s)</b>	Washington State Patrol
<b>Organization Type</b>	Law Enforcement - State

## Project #72: 2024-TR-5036-JINDEX Resourcing

<b>Project Name</b>	JINDEX Resourcing
<b>Project Description</b>	<p>The purpose of this project was to recruit, train, and maintain a secondary Justice Information Network Data Exchange (JINDEX)/MS BizTalk Administrator. The JINDEX Support Team is responsible for maintenance and operations of the system. This team ensures electronic traffic citations and collision tickets are exchanged with Electronic Traffic Information Processing (eTRIP) partner agencies (WSP, DOT, DOL, and AOC) and back to the local Law Enforcement Agency which created the ticket. The JINDEX is a message brokering service created by the Washington Integrated Justice Information Board (WIJIB) that provides the means by which justice related agencies in the state share key information and business processes.</p> <p>The WIJIB has established the JINDEX as the foundation for justice information sharing projects within the state enterprise. It will be designed to serve the diverse justice requirements of state &amp; local government entities as well as appropriate federal and quasi-governmental entities operating in the State of Washington. Washington Technology Solutions( WaTech) provides Infrastructure &amp; Connectivity support for eTRIP Programs and Business Processes. These hardware and software components together make up what is referred to as the WaTech JINDEX Support Services.</p>
<b>Project Results</b>	This project was to improve the support for the JINDEX environment by adding an additional staff person. This prevents the interruption of off duty staff and gives WaTech the depth to support the application if the one staff leaves WaTech employment. With this grant WaTech has improved response times to daily issues as well as projects such as Traffic and Criminal Software (TraCS) migration and likewise has used the time to improve documentation and processes.
<b>Subrecipient(s)</b>	Washington Technology Solutions (WaTech)
<b>Organization Type</b>	State Agency

## Project #73: 2024-TR-5049-WTSC Traffic Records Training and Coordination

<b>Project Name</b>	WTSC Traffic Records Training and Coordination
<b>Project Description</b>	<p>The purpose of this project was to support collaboration between members of the Electronic Traffic Information Processing (eTRIP) Committee through maintenance of the Box file sharing platform. The second purpose of this project was to support training opportunities for the Traffic Records Governance Council (TRGC) and its subcommittees. Both objectives were completed in FFY 2024.</p>
<b>Project Results</b>	The project paid for the Box license and supported travel and registration for 11 people to attend traffic records related trainings, including Lifesavers, Transportation Research Board, and of course the Traffic Records Forum. Once trainings were completed, it was difficult to get partner agencies to submit for reimbursement. In years past, some

	partner agencies never submit for reimbursement, even though they may claim their intent to beforehand. As such, this practice cut into the training opportunities for others who wanted to attend some of these traffic records related trainings, since the budget only allows WTSC to send roughly a dozen people to trainings each year. If the partner agencies are comfortable sending their people to trainings while simultaneously footing the bill, WTSC needs to know, so that money could be used to send even more people and take full advantage of the opportunity these training funds allow.
	Washington Traffic Safety Commission
	State Agency

### New Project: 2024-TR-5179-DOL Legal Case Management Feasibility Study

	DOL Legal Case Management Feasibility Study
	The purpose of this project was for DOL to contract with a third-party vendor to analyze the Hearings Unit's current case management systems and the website interface with litigants. This analysis was to include interviewing internal users and various external stakeholders. Based on the results of the case system evaluation and interviews, the third-party vendor was to produce a Feasibility and Readiness Study containing recommendations related to establishing performance measures for the legal case management system and website interface. Ideally, after the delivery of the Feasibility and Readiness Study, DOL will begin designing, building, testing, and launching a new legal case management system and website.
	During the grant year, the contractor finalized the project by completing a readiness study and then conducting a review of the Office of the Chief Information Officer /WaTech IT project rankings in advance of the 2025 Legislative Session. Ideally, after the delivery of the Feasibility and Readiness Study, DOL would like to continue seeking funding from WSTC to begin designing, building, testing, and launching a new legal case management system and website.
	Department of Licensing
	State Agency

### New Project: 2024-TR-5262-DOT Traffic Count Collection

<b>Project Name</b>	DOT Traffic Count Collection
<b>Project Description</b>	<p>This project was to provide traffic counting services to address the current backlog in data collection. The WSDOT maintains a traffic monitoring program to meet internal needs and federal reporting requirements. This includes temporary traffic counts at approximately 1,000 mainline state highway and 800 ramp stations per year.</p> <p>Due to staffing shortages and other constraints, the department has in recent years, failed to perform enough data collection to remain compliant with federal guidelines.</p>

<b>Project Results</b>	There were no successes other than the selection of a data collection vendor through a competitive bidding process. All data collection will occur under the extension of the contract into the 2025 fiscal year.
<b>Subrecipient(s)</b>	Washington State Department of Transportation
<b>Organization Type</b>	State Agency

**New Project:** 2024-TR-5282-WSP TraCS OCM

<b>Project Name</b>	WTSC Traffic Records Training and Coordination
<b>Project Description</b>	<p>The goal of this project was to manage the changes that will stem from implementing a new traffic safety information system. An Organizational Change Management (OCM) Specialist was to assist in OCM planning and activities, preparing and disseminating communications, and assisting in onboarding agencies that will use the new system.</p> <p>This project was funded in FFY 2024 with the intent to fund this project with the new State Electronic Data Collection (SEDC) grant beginning in FFY 2025. Ultimately, Washington was not able to participate in SEDC, so funding continues through 405c.</p>
<b>Project Results</b>	A contractor was selected and began work on the Scope of Work deliverables. A readiness assessment was completed and disseminated in June 2024. A communications plan was developed and finalized in July 2024. A training needs assessment was completed in September 2024.
<b>Subrecipient(s)</b>	Washington State Patrol
<b>Organization Type</b>	LE - State

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## 12. TRIBAL TRAFFIC SAFETY

### Problem Statement

Washington State is home to 29 federally recognized Indian Tribes, each governed by its own sovereign nation. These Tribes represent vibrant communities deeply rooted in family, culture, and tradition, drawing on generations of Indigenous knowledge and resilience. This rich heritage fosters a unique connection to the land and a strong commitment to community well-being. However, significant disparities in traffic safety have emerged, underscoring the urgent need for a renewed focus on these challenges.

American Indian and Alaska Native (AI/AN) populations in Washington face alarmingly high traffic fatality rates, consistently three to four times higher than the general population. These communities are disproportionately impacted by high-risk behaviors such as impaired driving, speeding, and lack of seatbelt use. Addressing these issues is essential to protecting lives and honoring the strength and resilience that define Tribal nations.

The historical trends underscore the severity of the issue, with AI/AN traffic fatalities showing alarming fluctuations in recent years. In 2021, AI/AN fatalities surged by 105 percent, reaching a ten-year high of 44 deaths. Although fatalities decreased by 17 percent in 2022, they remained at concerning levels, with 40 percent occurring on county roads and 39 percent on reservation lands. This shift highlights the significant disparities in traffic safety between AI/AN communities and the general population.

Fatalities among AI/AN females have been particularly striking, remaining stable from 2013 to 2020, then spiking by 200 percent, from eight deaths in 2020 to 24 in 2021. While the number of female fatalities decreased slightly in 2022 and 2023, the total remains high compared to historical data, reflecting a persistent challenge for traffic safety initiatives.

Over the past five years, 77 percent of AI/AN traffic fatalities occurred off tribal lands, while 23 percent occurred on reservation lands. Of those fatalities, 49 percent of passengers and 33 percent of drivers were unrestrained, indicating a critical area for intervention.

AI/AN fatalities decreased by 20 percent, from 44 in 2021, to 35 in 2023. However, contributing factors remain troubling: 34 percent involved an impaired driver, 37 percent a drug-influenced driver, 14 percent a distracted driver, and 34 percent were related to speeding. Despite the reduction, the overall fatality rate for AI/AN communities continues to outpace that of the general population, emphasizing the ongoing need for focused efforts to reduce traffic-related deaths.

Tribal governments have reported several systemic factors that contribute to these disparities:

- Geographic and infrastructure factors
- Economic and resource challenges
- Education and awareness barriers
- Law enforcement challenges
- Access to crash data
- Social and cultural dynamics

Conditions on reservation roads exacerbate these issues. Many areas lack sidewalks, crosswalks, and streetlights, also enforcement is hindered by staffing shortages and vast geographic areas. Limited transit services and rural road conditions further increase risks, particularly in communities with varying population densities, some managing large populations in small areas, others overseeing small populations across expansive territories. These factors highlight the need for tailored, culturally sensitive interventions to improve traffic safety in Tribal communities.

However, the recent decline in fatalities suggests that efforts to address these disparities are having an impact. Continued collaboration, targeted interventions, and culturally sensitive strategies remain essential to reducing traffic fatalities and improving safety outcomes for AI/AN communities.

### **Focus Populations**

- Tribal Councils and Leadership
- Tribal Law Enforcement
- Tribal Traffic Safety Staff
- Tribal Enterprise
- Tribal Health Professionals
- Tribal Educators
- Tribal Youth Leadership
- Tribal Citizens

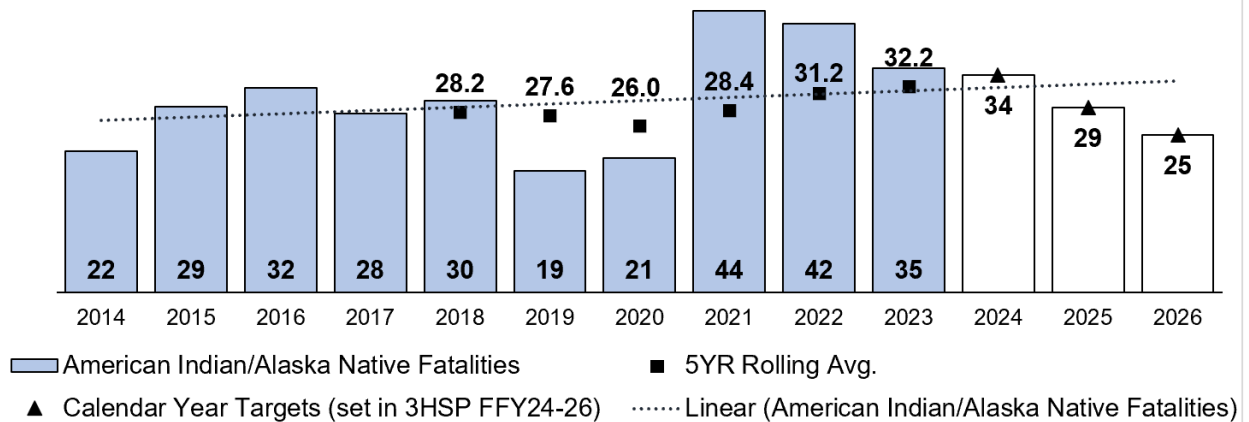
### **Associated Performance Measures: APM-2**

#### **Assessment of State's Progress in Achieving Performance Targets**

**APM-2:** The calendar year 2024 target for American Indian/Alaska Native (AI/AN) fatalities is 34 (constant target from the 2022 preliminary CFC baseline). After a ten-year high of 44 AI/AN fatalities in 2021, fatalities have decreased by 20 percent to 35 in 2023. The 2014-2023 number of AI/AN fatalities trend line is within the 2024 calendar year target of 34, therefore the calendar year 2024 target remains in progress.

**APM-2: American Indian/Alaska Native Fatalities, 2014-2023\***

\*2023 Preliminary. 2024 Unavailable.

**Progress Evaluation**

Activities from the previous year's grant application have significantly advanced the State's highway safety performance targets, particularly by strengthening Tribal Traffic Safety initiatives. Several Tribes showed strong interest in securing contracts for this work but encountered challenges that hindered progress. Staff turnover and difficulty in hiring individuals with relevant traffic safety experience created obstacles. Additionally, the Tribes faced infrastructure-related issues that delayed the process of building, reviewing, and approving contracts within the necessary timelines. These challenges highlight the need for continued collaboration and tailored support to address these barriers and ensure future success in implementing Tribal Traffic Safety initiatives.

Despite the absence of formal contracts, strategic outreach, relationship-building, and expanded engagement efforts drove substantial progress. Tribal Proviso funds have played a key role, providing critical resources and supporting initiatives incorporating Indigenous Knowledge into safety planning. These efforts have strengthened relationships and laid the foundation for future collaboration.

Ongoing participation in key advisory councils and committees has further strengthened partnerships with Tribal leaders and law enforcement, driving renewed interest in utilizing

funding for future traffic safety initiatives. This momentum, combined with expanded grant opportunities, positions the State for continued progress toward safety goals in the coming year.

## **Strategy Adjustment for Programming Funds**

We are not planning any adjustments to program funding strategies at this time. Our federal funding portfolio remains strong, and partnerships with Tribal Nations have reached a peak. Ongoing conversations focus on leveraging this funding to support Tribal Traffic Safety in FFY 2025. We have expanded grant opportunities for FY 2025, and while no contracts were signed with Tribes in 2024, other projects and funding opportunities have generated exciting momentum, laying a solid foundation for progress in 2025. Notably, AI/AN traffic fatalities decreased by 20 percent in 2023, reflecting the impact of our continued Tribal engagement and trust-building efforts. This engagement has raised awareness among Tribes about the unique issues affecting the AI/AN population and the disparities contributing to traffic deaths, encouraging a focus on traffic safety behaviors.

In addition to ongoing engagement, we are continuing to review relevant data, integrating Indigenous Knowledge into our strategies. This approach ensures that we create solutions based on a deep understanding of each Tribal community's unique culture, priorities, and needs. By tailoring strategies to the specific challenges faced by each Tribe, we can support initiatives that address high-risk driving behavior, pedestrian safety, disparities in female fatalities, data collection, and the development of culturally appropriate public information and educational programs.

Furthermore, our state portfolio continues to grow, supported by a recent legislative proviso. These state funds have deepened conversations with Tribal Police Chiefs and provided essential resources for equipment and traffic safety projects. This funding has also fostered renewed interest in future partnerships, strengthening efforts to advance Tribal Traffic Safety initiatives.



## FFY 2024 Tribal Traffic Safety Countermeasures and Activities Results

### 12.1 Countermeasure: Tribal Traffic Safety Coordinators

**REMOVED** Project #74: 2024-FG-5043-Tribal Traffic Safety Coordinator-Yakama Nation

<b>Project Name</b>	Tribal Traffic Safety Coordinator-Yakama Nation
<b>Project Description</b>	<p>A Tribal Traffic Safety Coordinator was intended to provide a much-needed focus on traffic safety issues, creating an opportunity to change driving behavior. The coordinator was to lead efforts to implement high-priority traffic safety strategies, identified as necessary by tribal leadership, to work toward achieving Target Zero. This position supported a Tribal Traffic Safety Committee during the project year. The coordinator conducted primary research, including surveys and focus groups, to learn more about perceptions of traffic safety issues and to develop countermeasures to aid tribal council decision-making. These efforts included developing a dual-language messaging and social media campaign focused on various traffic safety issues, as well as improving data collection processes, assessing data quality and consistency, and enhancing statistical analysis.</p> <p>The Yakama Nation had some of the highest crash and fatality rates on reservation land compared to other Washington tribes. More than 50 percent of American Indian/Alaskan Native (AI/AN) traffic deaths occurred on county roads or reservation lands, compared to 25 percent among all other races. AI/AN individuals were disproportionately represented in traffic deaths involving three high-risk behaviors: impairment, speeding, and unrestrained drivers or occupants. Changing traffic safety behaviors was not a primary focus for many tribal governments. The motivation and capability to change driving behaviors were seen as internal processes for each individual. Understanding the problem and effectively sharing information about traffic safety issues with others on tribal lands was recognized as a challenging task.</p>
<b>Project Results</b>	<p>This project was withdrawn.</p> <p>After several months of waiting for review and approval from Yakama Nation Legal Counsel, we mutually agreed with the Yakama Nation to withdraw this contract, as there wouldn't be enough time to meet the 2024 contract goals.</p>
<b>Subrecipient(s)</b>	WSD - Yakama Nation
<b>Organization Type</b>	Tribal Non-profit

## Project #75: 2024-FG-5083-Tribal Traffic Safety Coordinator (3)

<b>Project Name</b>	Tribal Traffic Safety Coordinator (3)
<b>Project Description</b>	The project was intended to address critical traffic safety issues and create opportunities to change driving behavior. The plan included establishing up to three coordinator positions, depending on Tribal participation. These coordinators, who would have been supported by the Tribal Council and represented Tribal members, were to be placed within departments such as public safety, transportation, enforcement, engineering, or public health. They were expected to lead the implementation of high-priority Tribal traffic safety strategies identified by Tribal leadership to align with the State Highway Safety Office's efforts to achieve Target Zero. The coordinators would have focused attention and energy on traffic safety needs in their communities by implementing a range of targeted strategies.
<b>Project Results</b>	While several Tribes expressed interest in the project, it was not implemented because many lacked the staffing capacity, or the infrastructure needed to develop and support these positions. However, conversations remain ongoing, and several Tribes have indicated that they hope to be able to partner with WTSC in the future as their capacity increases.
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>If WTSC, intended Sub-recipients</b>	Three federally recognized tribes in Washington, yet to be determined
<b>Organization Type</b>	State Agency

## 13. YOUNG DRIVERS

### Problem Statement

Motor vehicle crashes remain a leading cause of unintentional death for young people between the ages of 15-24 year-olds. Young drivers face an increased crash risk due to both their inexperience and immaturity. They are learning to drive while lacking the skills and experience necessary to recognize and respond to risk appropriately. Additionally, their age-related immaturity (associated with adolescent brain development) is a key factor in dangerous decision making on the road. Research on adolescent development suggests key areas of the brain (especially in the prefrontal cortex, the brain center for judgment, decision-making, and deferring immediate reward) are not fully developed until about 25 years of age.

Between 2020 and 2022, young drivers represented about 10.6 percent of Washington's licensed drivers, an annual average of 546,480 licensed young drivers. However, they were involved in roughly 26 percent of all traffic fatalities and 29 percent of all serious injuries. During this time, there were 519 fatalities and 3,649 serious injuries involving drivers 15-24 year-olds.

Young drivers involved in fatal crashes are often more likely to engage in high-risk behaviors compared to other drivers in fatal crashes, such as driving impaired, driving too fast, being unrestrained, and driving distracted. For young drivers involved in a fatal crash, the contributing factors reported were:

- impairment (40 percent of crashes)
- speeding (33 percent of crashes)
- distraction (14 percent of crashes)
- not using seat belts (17 percent of crashes)

Newly licensed drivers aged 18-25 have roughly *twice* the rate of injury and fatal crashes compared to same-age peers who were licensed at age 16. Drivers who started driving with an intermediate license continue to have either the lowest or relatively lower injury/fatal crash rates compared to same-age peers who did not start driving until age 18 (through age 25.)

### Young driver crash involvement rates for injury and fatal crashes for 2020-2022

*Driver crash involvements per 1,000 licensed drivers*

		Driver crash involvements per 1,000 licensed drivers									
		Age of licensed drivers									
2020-2022											
Average		16	17	18	19	20	21	22	23	24	
Age when first licensed	16	12.2	12.6	13.3	13.1	11.6	11.2	10.9	10.2	9.5	
	17	-	15.6	15.6	12.6	12.4	13.6	12.8	14.7	13.1	
	18	-	-	23.5	20.1	17.1	17.3	15.7	14.2	14.8	
	19	-	-	-	19.4	15.4	14.2	14.3	14.3	10.6	
	20	-	-	-	-	19.5	19.9	14.2	14.3	12.6	
	21	-	-	-	-	-	19.5	18.3	13.1	14.8	
	22	-	-	-	-	-	-	17.4	14.5	13.8	
	23	-	-	-	-	-	-	-	12.5	14.1	
	24	-	-	-	-	-	-	-	-	15.1	

However, a major barrier for 16-17 year-olds is the current requirement to take a driver's education course with a substantial cost (\$400 - \$750 per course.) More than half waited or planned to wait to be licensed at age 18 or older to avoid the cost of driver education. Low-income students, who also include disproportionate numbers of Black and Hispanic students, were more likely to wait, thereby missing the safety benefits of driver training and intermediate licensing. (Source: Washington State Graduated Driver Licensing (GDL) Program Attitude and Behavior Survey Results, 07/29/2020.)

Positive peer influence can be a powerful tool in improving young people's driving behaviors and fostering a culture of responsible behavior behind the wheel. Peer-to-peer influence often holds greater sway over young drivers compared to influence from parents or other adults due to several reasons. Teenagers often feel a stronger connection and identification with their peers, making peer influence more impactful and relatable. Peers understand the social dynamics and pressures that young drivers face, allowing them to provide advice and support that resonates on a personal level. Additionally, peers are more likely to communicate in a manner that feels collaborative rather than authoritative, fostering open dialogue and receptiveness to change. Unlike adults, who may be perceived as distant or out of touch, peers are seen as equals, making their influence more persuasive.

According to our 2023 Washington State Statewide Survey, young people's willingness to intervene and address behaviors among peers indicates a potential for positive social influence. If young people perceive social approval for intervening, they may be more likely to take action among their peers.

- 82 percent have asked others to wear a seatbelt in the past 30 days, even though only 55 percent believe people important to them would strongly approve of them asking.
- 73 percent took some action to prevent driving under the influence (DUI) in the past 30 days and 68 percent believe people important to them would strongly approve of them asking.
- 70 percent have asked others not to speed or drive aggressively in the past 30 days, even though only 43 percent believe people important to them would strongly approve of them asking.
- 70 percent have asked someone using their cell phone or distracted to focus on driving in the past 30 days, and 54 percent believe people important to them would strongly approve of them asking.

The potential of peer-to-peer influence offers a unique opportunity to promote safer driving behaviors among teens by leveraging the power of peer connections, relatability, and shared experiences, ultimately contributing to a reduction in fatalities and serious injuries on Washington roads.

Research shows that drivers with less understanding of the limitations of safety technology in their cars such as: rearview cameras, automatic emergency braking, blind spot monitoring, and lane keeping assist, are more likely to fail to act when in potentially dangerous situations. If we want young drivers to drive safely, we must teach them the skills to utilize these systems correctly. Currently, the content of Chapter 11, Vehicle Technology Systems, in DOL's required driver's education curriculum is not consistently delivered to students. This gap is being driven by multiple factors, including:

- Lack of knowledge about the technology systems by driver instructors.

- Confusion about how to best teach these technologies without creating dangerous overreliance.
- Lack of availability of vehicles to demonstrate and practice how to integrate the system's safety.

## Focus Populations

Geographically, there are some Washington Counties that have higher rates of young drivers involved in fatality/serious injury crashes. Program efforts will focus on the five highest counties with young drivers involved fatality/serious injury rates (greater than 10 fatalities in 2016-2020) as well as agency focus areas of Yakima and South King Counties:

- Jefferson\*
- Adams\*
- Kittitas
- Mason
- Lewis

\* Jefferson and Adams Counties also had some of the highest rates of 10<sup>th</sup> graders reporting having ridden with a drinking driver in the previous 30 days in the 2023 HYS<sup>4</sup>

**Drivers 15-17 years old:** This group of learners and newly-licensed drivers are open to influences, good or bad, from their peers, parents, and teachers. It is critical for them to have frequent reminders of traffic safety laws, positive behavioral norms, and incentives to demonstrate safe driving behavior.

**Drivers 18-24 years old:** Drivers initially licensed after 18 likely did not benefit from driver education or the GDL restrictions. Even more experienced drivers need reminders on speeding, distraction, and seat belt use, much like the general driving population. Drivers 21 years and over also have a higher likelihood of driving impaired.

**Driver education teachers:** Many driver educators currently lack knowledge about the technology systems or are unsure how to best teach students about these technologies without creating dangerous overreliance.

## Associated Performance Measures: C-9, APM-4

### Assessment of State's Progress in Achieving Performance Targets

**C-9:** The calendar year 2024 target for the number of drivers under age 21 involved in fatal crashes is 87 (constant target from the 2022 preliminary CFC baseline). The number of drivers under age 21 involved in fatal crashes increased 72 percent from 43 in 2022 to 74 in 2023. The 2014-2023 number of drivers under age 21 involved in fatal crashes trend line is below the 2024 calendar year target of 87. Therefore, the FFY 2024 target remains in progress.

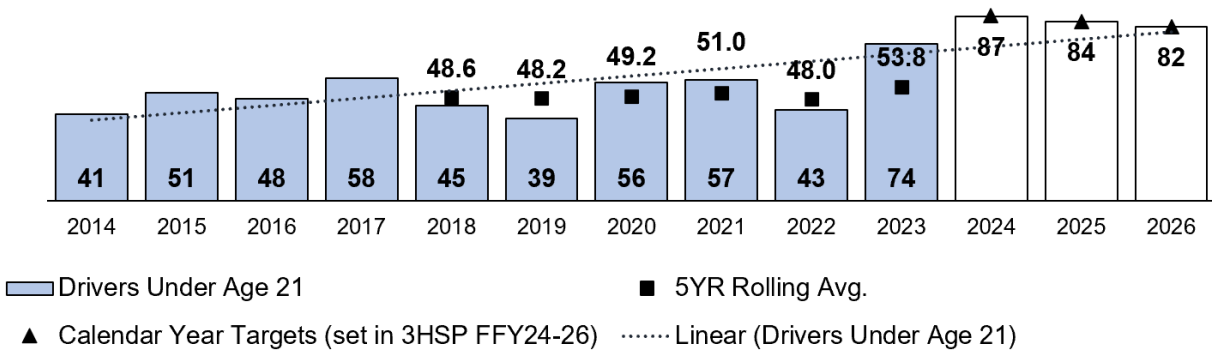
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<sup>4</sup> <https://www.askhys.net/SurveyResults/DataDashboard>

**APM-4:** The calendar year 2024 target for drivers ages 21-25 involved in fatal crashes is 115 (constant target from the 2022 preliminary CFC baseline). The number of drivers 21-25 years old in fatal crashes remained constant in 2021 and 2022 before increasing by 11 percent to 129 in 2023. The 2014-2023 number of drivers ages 21-25 involved in fatal crashes trend line is within the 2024 calendar year target of 115. Therefore, the calendar year 2024 target remains in progress.

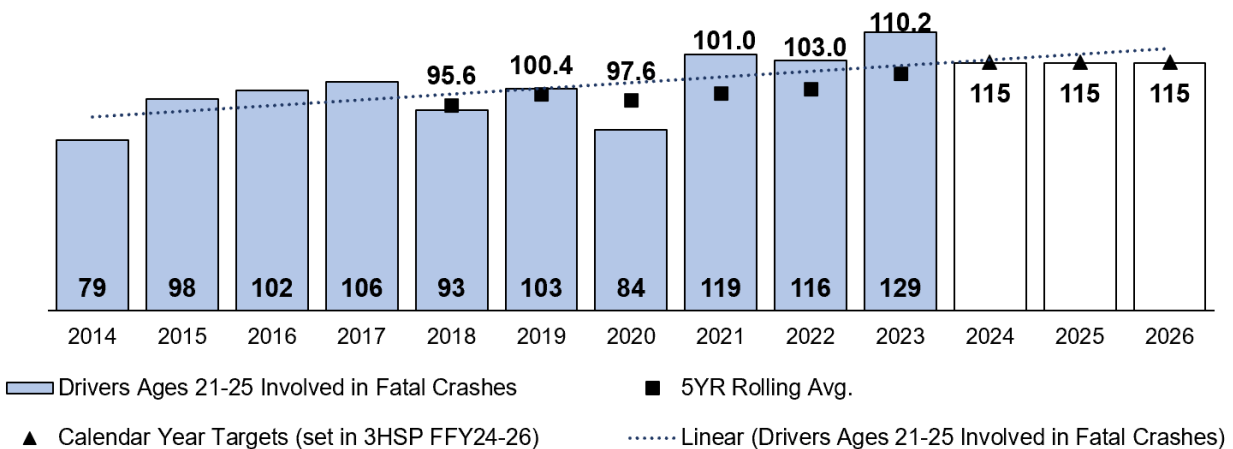
**C-9: Number of Drivers Age 20 or Younger Involved in Fatal Crashes, 2014-2023\***

\*2023 Preliminary. 2024 Unavailable.



### APM-4: Number of Drivers Ages 21-25 Involved in Fatal Crashes, 2014-2023\*

\*2023 Preliminary. 2024 Unavailable.



## Progress Evaluation

The FFY 2024 young driver projects collectively advanced Washington State's progress toward improving young driver highway safety by addressing education, community engagement, and technological training. The Teens in the Driver Seat (TDS) program enhanced youth awareness and behavior around critical safety issues, significantly expanding both school group participation and the use of the "You in the Driver Seat" app. The program achieved notable outcomes, including increased student engagement, community advocacy, and safe driving behaviors. Teen Target Zero complemented these efforts by equipping law enforcement and public health professionals to deliver impactful education on high-risk driving behaviors by fostering a proactive traffic safety culture among students through interactive presentations and positive officer interactions. Finally, the Vehicle Safety Technology Education for Driving Instructors project will fill a critical gap by training instructors on Advanced Driver Assistance Systems (ADAS), enabling them to educate young drivers on modern vehicle safety technologies. Together, these projects created a comprehensive strategy to address knowledge gaps, improve safety attitudes, and empower young drivers to make safer choices, supporting Washington's Target Zero safety goals.

## Strategy Adjustment for Programming Funds

To address the missed C-9 target for the number of drivers ages 20 and younger involved in fatal crashes in Washington, the implementation of the "Drivers Education and Training"

countermeasure strategy will become more robust. The current projects implementing this countermeasure, Teens in the Driver Seat and Teen Target Zero, are relatively new, and although they are recommended programs, they have not yet reached the saturation level needed to improve young driver safety significantly. More than 60 schools signed up for the TDS program in the 2023-2024 school year, double the number we had in 2022-2023. Washington has more smartphone app users than any other state, with a total of 340 users driving over 13,000 miles without speeding or picking up their phone just in the first quarter of FFY 2024. We will build on this success by increasing the support for TDS school programs through contractor and key partner support and continuing promotion of the smartphone app. We are also continuing to expand the number of program delivery teams trained to deliver Teen Target Zero in schools. New in FFY 2025, we will be making the ADAS eLearning module widely available and promoting it to all driving instructors statewide, encouraging them to view the training to earn required continuing education hours.



## FFY 2024 Young Driver Countermeasures and Activities Results

### 13.1 Countermeasure: Driving Instructor Training

Project #76: 2024-FG-5046-Vehicle Safety Technology Education for Driving Instructors

	Vehicle Safety Technology Education for Driving Instructors
	The purpose of this project was to produce a professional, online self-paced training module based on adult learning principles, focused on advanced driver assistance systems. The engaging and interactive training is used to teach driver education instructors, instructor trainers, and driver school owners. Once a user passes, they are provided a certificate that can be submitted to meet continuing education hours requirements for both DOL, for private school instructors, and OSPI (Office of Superintendent of Public Instruction), for public school instructors. This benefits instructors by providing continuing education hours free of charge while improving the overall level of understanding of ADAS by driving instructors.
	<p>This project resulted in a SCORM-(Sharable Content Object Reference Model) compliant, 3-module training course on advanced driver assistance systems. Successful collaboration with the vendor, a contractor, and other state agencies occurred, leading to feedback that was incorporated into the course. The final training materials covered how to use/navigate the platform, an overview of Advanced Driver Assistance Systems (ADAS), a detailed explanation of select ADAS Technologies with benefits and limitations, guidance for instructing students on ADAS, and knowledge checks to ensure comprehension.</p> <p>A learning management system (LMS) was identified through meetings with representatives from various companies. In FFY 2025, the identified LMS will be secured, and the eLearning course will be implemented, tested, and made available to users.</p>
	Washington Traffic Safety Commission
	State Agency

### 13.2 Countermeasure: Peer-to-Peer Teen Traffic Safety Education

Project #77: 2024-FG-4975-Teens in the Driver Seat

<b>Project Name</b>	Teens in the Driver Seat
<b>Project Description</b>	WTSC contracted with the Texas Transportation Institute (TTI) staff to support the continued implementation of the Teens in the Driver Seat (TDS) program in Washington high schools. TTI staff promoted the program at Washington conferences, provided remote school support, TZM training, online resources, physical support materials (such as

	banners, printed materials, and interactive activities), analysis of student data, and maintenance of the "You in the Driver Seat" phone app. TZMs worked with schools in their communities to bring the TDS program to local teens, with focus on the five Washington counties with the highest rate of young driver involved fatalities (Jefferson, Adams, Kittitas, Mason, and Lewis) and the agency focus areas of Yakima and South King counties.
<b>Project Results</b>	<p>Through the efforts of the TDS staff and TZM's, 52 high schools, three colleges, and 10 junior high schools signed up to participate in the TDS program in the 2024-2025 school year. Of those schools, 17 were in our focus counties. The number of activities completed by schools increased this year, with 28 risk units completed, a 250 percent increase from the previous year. Three Washington high schools completed all seven units, achieving all-star status, and being featured on the national TDS website!</p> <p>During this project year, a new partnership with Family, Career and Community Leaders of America (FCCLA) was developed, which is anticipated to further increase school participation in FFY 2025.</p> <p>The use of the app also increased significantly, with 782 new users signing up. A total of 68,796 miles were driven safely by app users during the year.</p>
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

### 13.3 Countermeasure: Traffic Safety Education in Schools

#### Project #78: 2024-FG-5047-Teen Target Zero

<b>Project Name</b>	Teen Target Zero
<b>Project Description</b>	This project trained law enforcement, first responders, and other public health professionals to implement Teen Target Zero (TTZ), a teen traffic safety program developed here in Washington. Once trained, these program delivery teams presented to small groups of students in high schools, educating young drivers on the risk factors associated with driving: distraction, impairment, and lack of seatbelt use. The materials were designed to educate but also encourage the students to think about the impacts of decisions and how they can be proactive bystanders. This program provided positive officer interaction in schools, while presenting information to students to increase knowledge on high-risk teen behaviors - focused on increasing the comfort with bystander intervention.
<b>Project Results</b>	Dorsett Consulting, the Contractor, delivered trainings to four program delivery teams in Benton-Franklin, Kent and Lake Stevens areas. Law enforcement officers attending the trainings provided positive feedback, saying the program is simple and easy to deliver and paired nicely with the Teens in the Driver Seat program.

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	The Teen Target Zero program was delivered in six schools. The contractor has been accepted to deliver two youth workshops promoting Teen Target Zero at the WA Prevention Summit in October 2024.
<b>Subrecipient(s)</b>	Washington Traffic Safety Commission
<b>Organization Type</b>	State Agency

## STATEWIDE MAP

Statewide traffic safety efforts in Washington encompass work across all 39 counties, ensuring comprehensive coverage and support. Additionally, the map below highlights the 17 Target Zero Manager Regions, illustrating the localized focus within the broader statewide strategy.

**TZM Region Map**

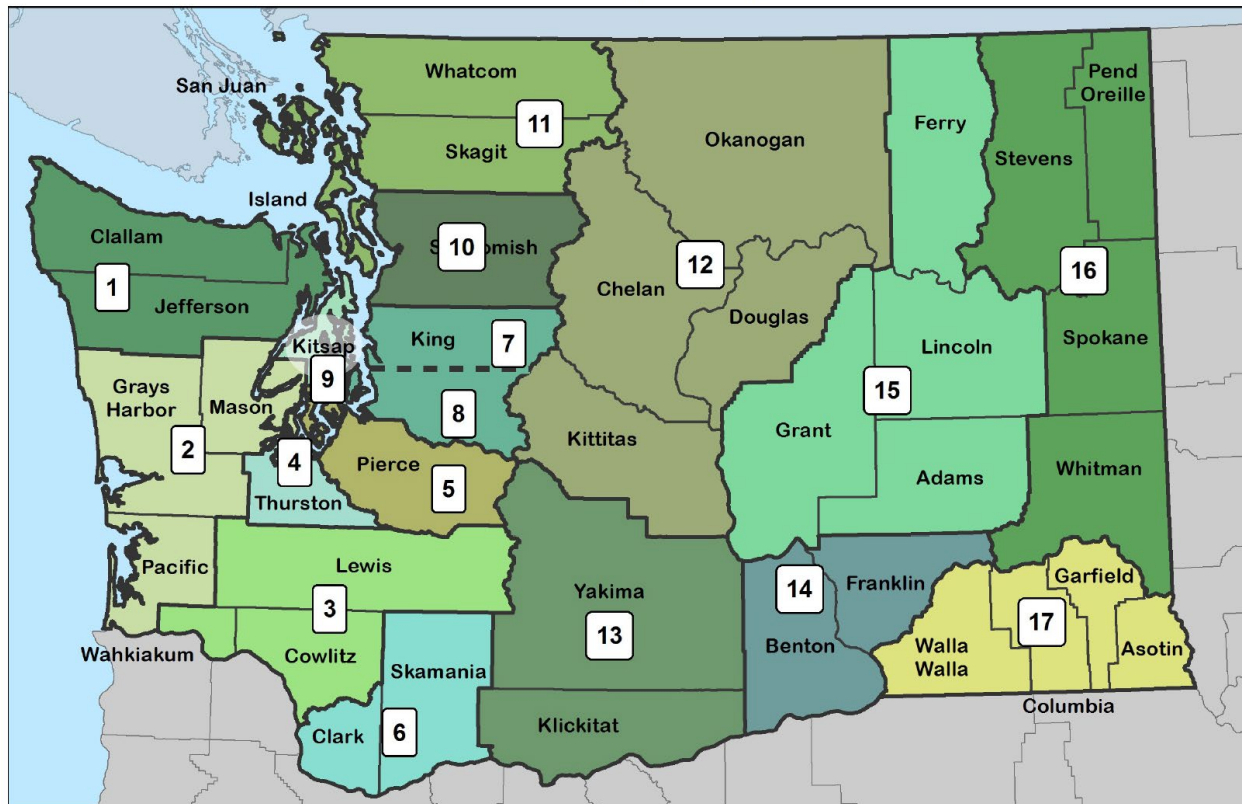


Figure 2: Target Zero Manager Region Map (12-26-24)

## ACRONYM LIST

Acronym	Meaning
3HSP	Triennial Highway Safety Plan
AAA	American Automobile Association
AAMVA	American Association of Motor Vehicle Administrators
ABATE	American Bikers Aimed Toward Education
ADAS	Advanced Driver Assistance Systems
AGA	Annual Grant Application
AI/AN	American Indian and Alaska Native
AOC	Administrative Office of the Courts
APIC	Asian Pacific Islanders Coalition of Yakima
APM	Associated Performance Measures
ARIDE	Advanced Roadside Impaired Driving Enforcement
ATSC (CJATSC)	Active Transportation Safety Council (Cooper Jones)
BAC	Blood Alcohol Content
BIL	Bipartisan Infrastructure Law
BIPOC	Black Indigenous People of Color
CBO	Community Based Organizations
CFC	Coded Fatal Crash
CHARS	Comprehensive Hospital Abstract Reporting System
CJTC	Criminal Justice Training Center
CPS	Child Passenger Safety
CPST	Child Passenger Safety Technician
CPWI	Community Prevention and Wellness Initiative
CRAB	County Road Administration Board
CY	Calendar Year
DADSS	Driver Alcohol Detection System for Safety
DEC	Drug Evaluation and Classification
DITEP	Drug Impaired Traffic Enforcement Program
DOH	Department of Health
DOL	Department of Licensing
DOSA	Drug Offender Sentencing Alternative
DRE	Drug Recognition Expert
DSR	Data Submission Reports
DUI	Driving Under the Influence (sometimes called DWI)
EDIT	Employer Drug Impairment Program
EHM	Electric Home Monitoring
EMS	Emergency Medical Services
eTRIP	Electronic Traffic Information Processing
FARS	Fatality Analysis Reporting System
FCCLA	Family, Career and Community Leaders of America

Acronym	Meaning
FFY	Federal Fiscal Year
FCR	Fatal Case Review
FHWA	Federal Highway Administration
GDL	Graduated Driver Licensing
GHSA	Governors Highway Safety Association
GIS-MO	Geographic Information System Mobility
HIPRC	Harborview Injury Prevention and Research Center
HVE	High Visibility Enforcement
IIP	Ignition Interlock Program
ITSMR	Traffic Safety Management and Research
JINDEX	Justice Information Network Data Exchange
JPMA	Juvenile Products Manufacturer Association
LEL	Law Enforcement Liaison
LELO	Legacy of Equality, Leadership and Organizing
LMS	Learning Management System
MADD	Mothers Against Drunk Driving
MIDU	Mobile Impaired Driving Unit
MLK	Martin Luther King
MMI	Michelin Mobility Intelligence
MPH	Miles Per Hour
MPO	Metropolitan Planning Organization
MRSC	Municipal Research Services Center
MSU	Montana State University
NHTSA	National Highway Traffic Safety Administration
NWTTAP	Northwest Tribal Technical Assistance Program Center
OFA	Outdoors for All
OFM	Office of Financial Management
OSPI	Office of Superintendent of Public Instruction
PASD	Programs and Services Division
PCF	Positive Community Framework
PCN	Positive Community Norms
PD	Police Department
PEARS	People Empowerment and Renewal Services
PHSKC	Public Health - Seattle & King County
PM	Program Manager
PMM	Program Managers Manual
PTCR	Police Traffic Collision Report
RADD	Research and Data Division
RCW	Revised Code of Washington
RHINO	Rapid Health Information Network
RSA	Road Safety Audits

Acronym	Meaning
RTPO	Regional Transportation Planning Organizations
RTTDC	Rural Trauma Team Development Courses
SCORM	Sharable Content Object Reference Mode
SCRAM	Secure Continuous Remote Alcohol Monitoring
SECTOR	Statewide Electronic Collision & Ticket Online Records
SFST	Standardized Field Sobriety Test
SHSP	Strategic Highway Safety Plan
SMAC	Speed Management Advisory Cooperative
SMSA	State Motorcycle Safety Association
SOW	Scope of Work
SPD IDTC	Seattle Police Department's Impaired Driving Training Coordinator
SRTS	Safe Routes to School
SSA	Safe System Approach
TDS	Teens in the Driver Seat
THC	Tetrahydrocannabinol
TPS	Tacoma Public Schools
TraCS	Traffic and Criminal Software
TREDS	Transportation Research and Education for Driving Safety
TRGC	Traffic Records Governance Council
TRIP	Traffic Records Integration Program
TSEP	Traffic Safety Enforcement Program
TSI	Transportation Safety Institute
TSRP	Traffic Safety Resource Prosecutor
TSS	Traffic Safety Specialist
TTI	Texas A&M Transportation Institute
TZM	Target Zero Manager
TZWG	Target Zero Working Group
UW	University of Washington
VMT	Vehicle Miles Traveled
WAC	Washington Administrative Code
WASPC	Washington Association of Sheriffs and Police Chiefs
WaTECH	Washington Technology Solutions
WEMS	WTSC Grants Management System
WEMIS	Washington Emergency Medical Services Information System
WIDAC	Washington Impaired Driving Advisory Council
WRECR	Washington Requests for Electronic Collision Record
WSDOT	Washington State Department of Transportation
WSIRB	Washington State Institutional Review Board
WSP	Washington State Patrol
WSU	Washington State University
WTSC	Washington Traffic Safety Commission
YVCOG	Yakima Valley Conference of Governments

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