



Washington State

Traffic Safety Annual Report

2025



**TRAFFIC SAFETY
COMMISSION**

WASHINGTON 2025 TRAFFIC SAFETY ANNUAL REPORT

2025

WASHINGTON TRAFFIC SAFETY COMMISSION
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ALTERNATE FORMAT REQUEST

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2025 Annual Report Checklist

✓REQUIRED: § 1300.35 – Annual Report (AR) Activity

Performance Report Requirement	Where to find in this document
1. An assessment of the State's progress in achieving performance targets identified in the most recently submitted triennial HSP, as updated in the annual grant application, based on the most current available data, including:	See Section 7 – 7.13: Program Updates
(i) An explanation of the extent to which the State's progress in achieving those targets aligns with the triennial HSP (i.e., the State has (not) met or is (not) on track to meet target); and	See Section 7 – 7.13: Program Updates
(ii) A description of how the activities (aka: projects) contributed to meeting the State's highway safety performance targets.	See Section 7 – 7.13: Program Updates
2. An explanation 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 7 – 7.13: Program Updates

Activity Report Requirement	Where to find in this document
1. Explain reasons why projects weren't implemented.	See Section 7 – 7.13: Program Updates
2. A narrative description of the public participation and engagement efforts carried out and how those efforts informed projects implemented under countermeasure strategies during the grant year.	See Section 4: Public Participation and Engagement
3. A description of the State's evidence-based enforcement program activities, including discussion of community collaboration efforts and efforts to support data collection and analysis to ensure transparency, identify disparities in traffic enforcement, and inform traffic enforcement policies, procedures, and activities.	See Sections 5: Evidence-Based Enforcement Plan and Section 6: Assessment of State Progress,
4. Description of the required mobilizations. (e.g., participating and reporting agencies, enforcement activity, citation information, paid and earned media information).	See Sections 5: Evidence-Based Enforcement Program and Community Outreach Activities and Section 9: Project Locations (Projects #10 and #11)

TABLE OF CONTENTS

1. 2025 YEAR IN REVIEW	1
2. LEGISLATIVE UPDATE.....	6
3. 2025 FISCAL YEAR OVERVIEW OF OBLIGATIONS AND EXPENDITURES	8
4. PUBLIC PARTICIPATION AND ENGAGEMENT	10
5. EVIDENCE-BASED ENFORCEMENT PROGRAM AND COMMUNITY OUTREACH ACTIVITIES	15
MOBILIZATION PARTICIPATION	15
PERFORMANCE ACTIVITY MEASURES - FFY 2025 (CITATIONS)	16
LAW ENFORCEMENT COMMUNITY COLLABORATION - FFY 2025	16
PAID MEDIA CAMPAIGNS - FFY 2025	20
6. ASSESSMENT OF STATE PROGRESS	21
PERFORMANCE REPORT	24
MEASURE OF ATTITUDES, AWARENESS, AND BEHAVIOR	26
7. PROGRAM UPDATES	29
7.0 ASSESSMENT OF WASHINGTON’S PROGRESS IN ACHIEVING PERFORMANCE TARGETS FOR C-1, C-2, AND C-3	29
7.1 COMMUNICATIONS	34
7.2 COMMUNITY TRAFFIC SERVICES.....	40
7.3 DISTRACTED DRIVING	55
7.4 IMPAIRED DRIVING	61
7.5 MOTORCYCLE SAFETY	88
7.6 NONMOTORIZED SERVICES	94
7.7 OCCUPANT PROTECTION	109
7.8 PROGRAM COORDINATION	118
7.9 RESEARCH AND DATA	124
7.10 SPEED	128
7.11 TRAFFIC RECORDS	136
7.12 TRIBAL TRAFFIC SAFETY	148
7.13 YOUNG DRIVERS	154
8. STATEWIDE MAPS.....	163
9. PROJECT LOCATION UPDATES.....	164
10. ACRONYM LIST	172
11. CONTACT INFORMATION	176

1. 2025 YEAR IN REVIEW

Overview

Federal Fiscal Year (FFY) 2025 was a year of forward momentum for the Washington Traffic Safety Commission (WTSC). Across every program, we pushed into new opportunities, tested innovative solutions, and strengthened our commitment to continuous learning. Staff deepened their skills, improved processes, and contributed to national research efforts, helping shape the broader traffic safety conversation through conferences, research projects, and committee participation. Our Research and Data Division continued advancing our use of telematics, while agency-wide, we expanded Washington's understanding and application of the Safe System Approach through the 2025 Traffic Safety Summit. WTSC also welcomed new staff and Target Zero Managers, even as we celebrate the well-earned retirement of our long-time Fiscal Director, Debbie Johnson. During the 2025 legislative session, we maintained our support for the proposed change to Washington's Blood Alcohol Content (BAC) limit from .08 to .05. Though it did not pass in 2025, with each year, the coalition supporting this effort grows. Together, these milestones shaped a year defined by progress, partnership, and purpose.

Marking a Noticeable Change in Washington State's Driving Culture

WTSC has conducted a statewide traffic safety survey for the last three years. From 2023 through 2025, the survey has gathered unique responses from 33,118 Washington residents. In addition to questions about driving behavior and perceptions of safety, the survey asks respondents to indicate their agreement with the statement: "I believe the only acceptable number of deaths and serious injuries on our roads is zero."

Below are the percentages and numbers of survey respondents who indicated agreement by year:

- 2023 Survey: 74.4% (8,159) Agreed
- 2024 Survey: 76.1% (8,038) Agreed
- 2025 Survey: 79.3% (9,197) Agreed

In the 2025 survey, the age groups most likely to agree with this idea were 18- to 34-year-olds, 84 percent of whom agreed. The age group least likely to agree were 45- to 54- and 55- to 64-year-olds. Only 70 percent of both groups indicated agreement. Females were also much more likely to agree (83%) compared to males (70%). The racial groups most likely to agree were individuals identifying themselves as Native Hawaiian or Pacific Islander (92%) and American Indian or Alaska Native (88%).

WTSC also saw the increase in support for Target Zero reflected in a recent video project, [“The Goal: Target Zero.”](#) A small crew conducted interviews in four Washington locations: Spokane, Wenatchee, Bellingham, and Seattle. This was intended to be an update of a similar video produced in 2012, [“Target Zero: What’s Your Goal?”](#). In the original video, interviewees were asked what number of fatalities on Washington’s roads would be an acceptable goal. Their answers varied from 1,000 to just under 100, but none said zero. When asked to think about it in the context of their own families, they came around to the conclusion that the only acceptable number was zero.

In 2025, however, we were pleasantly surprised to find that everyone who participated in these interviews said zero was the right goal.

Pursuing the Safe System Approach

2025 Washington State Traffic Safety Summit: This event, held July 15-17, 2025, in Spokane, Washington, marked a major leap forward in advancing the Safe System Approach statewide. Designed as an interactive gathering rather than a traditional conference, the summit brought together a wide range of partners, Regional Transportation Planning Organizations (RTPOs), Municipal Planning Organizations (MPOs,) consultants, planners, engineers, public transit, and long-standing traffic safety allies, to learn from one another and chart a shared path toward safer roads.

More than 410 participants registered, exceeding our goal of 375 and reflecting strong engagement across sectors, including non-profit and consulting firms we hadn’t historically reached. Legislative interest was exceptional; six state lawmakers joined a 90-minute plenary on the future of traffic safety, with many staying for the full event.

With guidance from a cross-agency planning committee, the summit featured 24 workshops in seven thematic tracks, almost entirely proposed by Washington’s broader traffic safety community. Sessions focused on community engagement, innovative infrastructure, and practical steps to strengthen the Safe System in local contexts. The event also highlighted real-world implementation through “The Safe System in Action” panel featuring leaders from the City of Spokane.

We launched the inaugural Safe System Awards Program, celebrating individuals and organizations leading the way in safer communities. Throughout the summit, attendees consistently praised the welcoming, collaborative environment and the opportunities to break down silos, build new relationships, and leave inspired to take action.

A New Newsletter to Advance the Safe System: In FFY 2026, WTSC will launch a new newsletter called “The Roundabout: Safe Travels Quarterly.” Its purpose is to continue the conversation started at the 2025 Traffic Safety Summit about the Safe System Approach. The Roundabout will spotlight innovative projects, highlight local success stories, share emerging research, and provide clear examples of Safe System principles

in action. By elevating the work of RTPOs, MPOs, tribes, law enforcement, planners, engineers, public health, and community-based partners, the newsletter will help break down silos and show how every stakeholder has a role in reducing fatalities and serious injuries.

Process Improvements

- **WTSC Electronic Grants Management System (WEMS) improvements:** Over the past year, the WEMS team has continued to enhance WEMS, improving efficiency, transparency, and usability. The team made significant improvements to the High-Visibility Enforcement (HVE) grant process, enabling sub-agreements to be signed within WEMS, adding HVE-specific progress reports, and introducing "Pedestrians and Cyclists" as a new HVE category. Activity Log auditing was automated, with audits now fully managed within WEMS, replacing the previous paper-based process. A major focus on progress reporting led to updated questions emphasizing measurable impact, budget status, and outcomes. They also developed a separate reporting process for TZMs. A new auto-generated A-19 invoice voucher feature is ready for deployment, and they developed a continuity of operations plan that will be fully implemented in FFY 2026. Collectively, these developments continue to improve WEMS into an even more strategic, data-driven system that empowers staff, grantees, and partners, positioning WTSC to deliver even greater impact and accountability in FFY 2026 and beyond.
- **New Grantee Training:** In response to a recommendation from the NHTSA team during the 2024 Management Review, WTSC developed comprehensive onboarding training for new and existing grantees and contractors. The NHTSA recommendation emphasized the need for consistent training on expectations, reporting requirements, policy updates, and funding guidelines. In response, WTSC created a self-paced, modular training program that covers all essential topics grantees need to effectively manage their projects in compliance with federal and state regulations. Individual program managers contributed by developing and recording content for their respective areas of expertise. These modules were then compiled, edited, and captioned to ensure accessibility and consistency across the training.

The training is hosted on a learning management platform, allowing grantees to register and complete it at their own pace. The whole course runs approximately 2.5 hours and includes modules on WTSC's mission and structure, federal funding sources, WEMS navigation, budgeting, invoicing, reporting, equipment purchases, travel, and site visits. The training is now available, and WTSC continues to promote the training and encourage participation. The structure also

allows grantees to revisit specific modules as needed, supporting continuous learning and compliance throughout the grant lifecycle.

- Continuity of Operations Plan: The agency created its first Continuity of Operations Plan (COOP) in early FFY 2025. The plan will help WTSC meet its most important obligations and ensure the safety and well-being of staff during emergencies. The Deputy Director led a tabletop exercise to examine how the agency would respond if it experienced a WEMS system outage. The planning process involved identifying critical functions, creating communication protocols for both internal staff and external stakeholders, and establishing a process for keeping a current version of the key records. While some aspects of the full COOP are not yet fully implemented, we have implemented initial steps: staff now regularly download and save current project lists, budget status reports, and invoice details to secure locations outside of WEMS. These measures ensure that essential financial and project data remain accessible even if the system becomes unavailable. Additional drills and outage simulations are planned to test readiness and refine procedures.

Advancements in our Data

With funding support from the Washington State Legislature, we continue to be a traffic safety leader in testing and implementing telematics driver behavior data into our traffic records ecosystem. In addition to our state funding, we were awarded multiple grants and are at the forefront of providing constructive feedback to telematics data providers on how to package and deliver these insights in ways that may be meaningfully acted upon by state highway safety offices. In the previous year, we completed our second project with Michelin Mobility Intelligence through a grant from the Governors Highway Safety Association (GHSA), which used telematics data to identify high-risk corridors for targeted emphasis patrols and conducted an [evaluation](#) of those efforts. The most significant finding showed that for every one-hour increase in enforcement presence per mile of corridor, average driver speeds decrease by 5.6 miles per hour.

We have also continued our collaboration with Cambridge Mobile Telematics (CMT), which delivered our [second statewide report](#) measuring driver speeding, cell phone use, hard braking, and acceleration. This data partnership led to the decision that we would no longer be conducting distracted driving observation surveys. The CMT reports show that 25 percent of total trips taken in Washington involved at least one event of cell phone-related distraction, and over 80 percent of drivers had a cell phone-related distraction at least once in the past month. These estimates of distracted driving are much higher than what was being measured by our observation survey, which showed only six to nine percent of drivers engaging in distraction. Through a grant from the Association of Transportation Safety Information Professionals, we were awarded the opportunity to test CMT's new data platform, StreetVision. Our testing of the platform

ran from May to October, and we are now developing a program to provide StreetVision licenses to our local law enforcement agencies for planning and evaluating enforcement efforts. Licenses will be issued in January 2026. We look forward to providing support to our law enforcement agencies using StreetVision and telematics insights to target enforcement where it is most needed and will make the most significant impact on traffic safety outcomes.

Finally, we have largely completed our library of fatal crash data dashboards and developed brief user demonstration videos to accompany each main dashboard. In a maintenance phase, we implement new enhancements and data filters as requested by both internal and external users. This past year, we began developing data briefs to accompany each of our dashboards, providing our customers with data interpretation in addition to the data tables available on the dashboards. We completed an accompanying brief for the [American Indian](#) and [Speeding](#)-involved fatal crash dashboards, and a young driver-involved brief is in progress. We also turned our annual data request to the Administrative Office of the Courts into a simple summary brief so we could share the [annual case filings](#) data with external partners.

2. 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 13 to April 27, 2025. The Legislature passed the 2025-2027 biennial budgets, including the Transportation Budget, Senate Bill 5161.

The Transportation Budget includes the biennial 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 in Section 201:

- Authority to spend federal appropriations up to \$39.998 million.
- State appropriation from the Cooper Jones Active Transportation Safety Account: \$400,000.
- State appropriation from the School Zone Safety Account: \$850,000.
- State appropriation of \$600,000 to purchase telematics data and provide annual reporting on its use to the Legislature.
- State appropriation of \$1.5 million for a pilot project to increase the use of ignition interlock devices for individuals who have been charged with or convicted of DUI offenses.
- State appropriation of \$2 million for targeted enforcement of impaired driving laws and other high-risk behaviors, as well as assistance to Tribal and rural law enforcement agencies to increase or improve their traffic safety efforts.

Bills that passed in 2025

The Legislature considered several bills related to traffic safety during the 2025 regular session. WTSC provided data and information to committees and legislators considering many of these bills. Key traffic safety legislation passed by the Legislature and signed by Gov. Bob Ferguson includes:

HB 1596, Intelligent Speed Assistance Devices, Chapter 228, 2025 Laws, Effective January 1, 2029

HB 1596 created a new provision in state law to require intelligent speed assistance devices (ISAD) for individuals who are on probation following a license suspension for specified infractions or offenses. These include convictions for reckless driving or the accumulation of three moving violation citations in one year or four citations in two years. The ISAD would be required when at least one citation was issued to the driver for "dangerous speeding," defined as 10 mph or more over a posted limit of 40 mph or lower, or speeding 20 mph or more above a posted speed greater than 40

mph. During specified probation periods of 120 to 150 days, following a mandatory license suspension, the person subject to the order would not be permitted to drive a vehicle without an ISAD installed.

**HB 1878, Young Drivers, Chapter 299, 2025 Laws, Effective July 27, 2025
(includes multiple effective dates for different sections)**

HB 1878 is a policy in response to more than five years of research and analysis on the barriers that young drivers face to accessing safety education courses in Washington and the adverse consequences for young drivers and others on Washington roads. In response, the Legislature passed this bill to establish a financial aid fund that will provide stipends to pay for the average cost of driver education courses to low-income individuals. Eligible individuals may include those ages 15 to 24 years. The bill also increases the requirement to complete driver education from age 17 to age 21 by January 1, 2030. Other provisions require the state Department of Licensing to undertake efforts to expand the number of certified driving instructors, with a particular focus on areas of the state that are currently underserved by driving schools, including Tribal areas.

SB 5595, Shared Streets, Chapter 300, 2025 Laws, Effective July 27, 2025

SB 5595 created provisions for cities to designate any nonarterial highway that is not a state highway to be a shared street. A nonarterial state highway that is the primary road through a city's central business district may also be designated a shared street with the agreement of the Washington State Department of Transportation. Shared streets allow cities to reduce posted speeds to 10 mph. They also change the standard right-of-way requirements to allow pedestrians and bicyclists to use the roadway, and vehicles are required to yield to walkers and rollers. Cyclists are also required to yield to walkers. Cities that designate a shared street area are required to complete annual reporting, including the number of traffic collisions on the shared street.

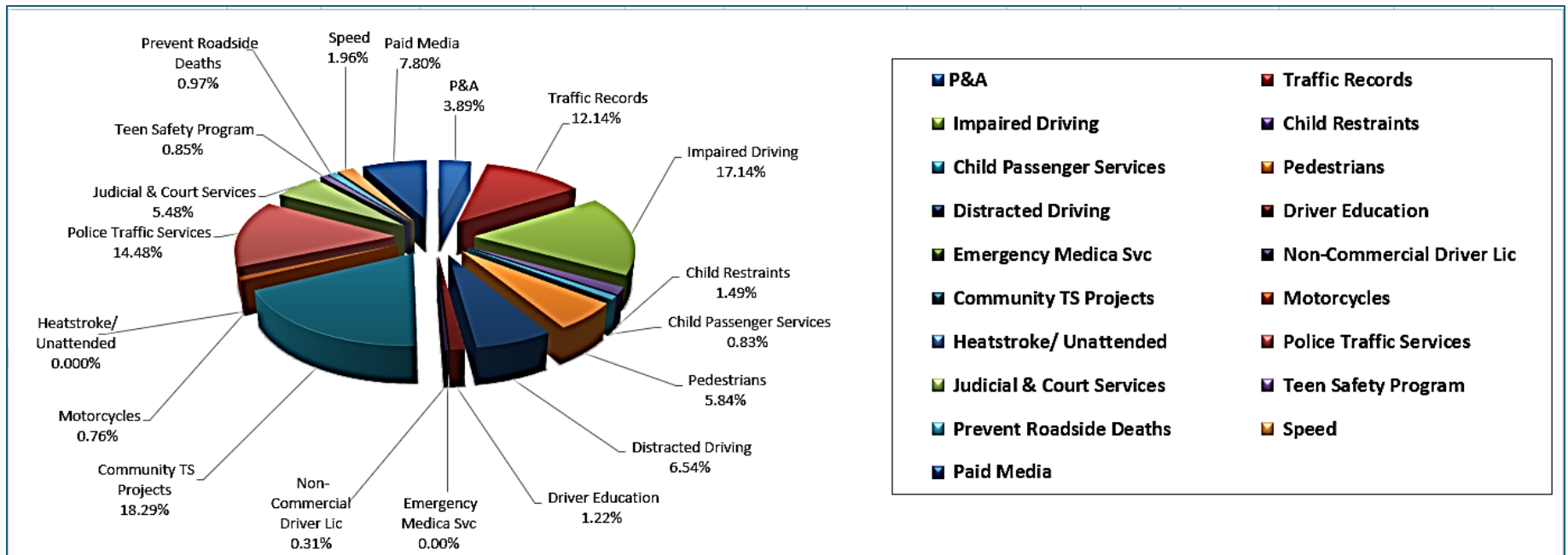
HB 1244, Traffic Safety Courses

Chapter 175, 2025 Laws, Effective April 1, 2026

At the request of the Washington Department of Licensing, SB 1244 was passed to incentivize drivers facing a license suspension to complete a supplemental traffic safety course. This applies when a person commits a moving violation on three or more occasions within one year, or on four or more occasions within a two-year period. The driver typically receives a 60-day license suspension but can avoid the suspension or have their license reinstated upon completion of a safe driving course approved by the Department of Licensing. This exception may be granted once every five years.

3. 2025 FISCAL YEAR 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	\$805,072												\$805,072	3.89%
Traffic Records	\$688,969		\$1,462,266	\$245,033	\$114,635								\$2,510,904	12.14%
Impaired Driving	\$453,743			\$144,565								\$2,946,543	\$3,544,851	17.14%
Child Restraints	\$257,661	\$51,045											\$308,706	1.49%
Child Passenger Services		\$170,705											\$170,705	0.83%
Pedestrians	\$214,586						\$208,224	\$785,287					\$1,208,098	5.84%
Distracted Driving	\$59,146				\$9,981					\$663,684	\$619,641		\$1,352,451	6.54%
Driver Education	\$2,725			\$250,000									\$252,725	1.22%
Emergency Medica Svc	\$0												\$0	0.00%
Non- Commercial Driver Lic				\$64,221									\$64,221	0.31%
Community TS Projects	\$2,974,431	\$42,800		\$764,644									\$3,781,876	18.29%
Motorcycles	\$36,151					\$121,250							\$157,401	0.76%
Heatstroke/ Unattended	\$50												\$50	0.000%
Police Traffic Services	\$2,595,907			\$381,124	\$16,848								\$2,993,879	14.48%
Judicial & Court Services				\$754,342								\$379,276	\$1,133,618	5.48%
Teen Safety Program		\$174,886											\$174,886	0.85%
Prevent Roadside Deaths	\$84,630								\$115,099				\$199,729	0.97%
Speed	\$404,559												\$404,559	1.96%
Paid Media		\$719,483		\$894,029									\$1,613,512	7.80%
TOTAL	\$8,577,631	\$1,158,919	\$1,462,266	\$3,497,959	\$141,464	\$121,250	\$208,224	\$785,287	\$115,099	\$663,684	\$619,641	\$3,325,819	\$20,677,242	100%



4. PUBLIC PARTICIPATION AND ENGAGEMENT

Introduction

In 2024, WTSC identified two priority communities overrepresented in crash statistics. South King County and Yakima County were identified because they had rates of fatalities that were high and disproportionate relative to the population. King County is the largest county and has the highest number of fatalities overall. Within King County, the areas south of Interstate-90, including South Seattle, are overrepresented in fatal crash rates. Building upon the work done in FFY 2024, the focus in FFY 2025, WTSC established an Impact Team composed of community members from these areas and additional members from other locations with higher numbers or rates of fatalities, including the Seattle Metropolitan Area (which includes King, Pierce, and Snohomish Counties), as well as the Spokane area and the metropolitan area that are in Southwestern Washington bordering Portland, Oregon.

To supplement the community engagement efforts at the state level, the Community Engagement Manager (CEM) is also working with the Target Zero Manager (TZM) program, which contracts with local government entities and individuals to serve 17 regions across the state. The CEM attended a joint meeting in Spokane in October 2024, which included workshops for TZMs on community engagement and outreach, collaborating with community organizations, building community trust, and planning engagement opportunities. He regularly consults with TZMs on establishing and conducting effective community engagement activities with interested community members.

Impact Team Recruitment

Using contacts made through the surveys and listening sessions conducted in the previous two fiscal years, the WTSC Community Engagement Manager did direct outreach and sent membership surveys to individuals and Community-Based Organizations around the state at the beginning of calendar year 2025.

Based upon the response, WTSC invited those who expressed an interest to attend a virtual open house to learn more. Nine people attended, and additional community members who could not attend expressed an interest. An Impact Team of 12 members was formed and met for the first time in March 2025. Subsequent meetings were held in May, July, and September 2025. Meetings are held virtually to provide accessibility to members throughout the state.

Impact Team Meetings

The first meetings focused on getting to know Impact Team volunteers and orienting them to the work of the Washington Traffic Safety Commission, including a review of traffic safety data and an overview of WTSC behavioral traffic safety programs.

Topics of the meetings included:

- March 2025: The initial meeting focused on understanding participant interests in joining the Impact Team and reviewing statewide traffic safety data from 2014–2023, presented by Mark McKechnie.
- May 2025: Members identified four priority interest areas: Impaired Driving, Occupant Protection, Active Transportation, and Speed and Distracted Driving. The group discussed how traffic safety data is collected, explored reasons behind the increase in fatalities over the past decade, and revisited why Yakima County and South King County remain focus areas. The meeting also included an overview of the strategies currently underway to reduce fatalities and a discussion of WTSC funding.
- July 2025: TZMs joined the Impact Team meeting to describe their roles, share current projects, and outline practical ways for Impact Team members to connect and collaborate with them at the regional level.
- September 2025: Program Managers for Occupant Protection and Active Transportation attended to explain program goals, current initiatives, and opportunities for Impact Team members to provide input and support community-focused efforts.

These meetings also gave the presenters and other WTSC staff an opportunity to listen to the feedback, concerns, and questions that Impact Team members had about traffic safety.

Issues they identified as areas of interest or concern included:

- Preventing Fatal Collisions
 - Impact Team members wanted to better understand which strategies are currently in place to prevent fatal collisions and how these efforts connect to statewide behavioral programs. They also discussed the continued rise in fatalities since 2020 and the factors that may be influencing this trend, including changes in driver behavior and roadway conditions.

- Participants asked whether the state was considering adjusting its goal of zero fatalities by 2030 in response to recent increases in fatalities. [Note: The WTSC decided not to change this goal or timeline because the goal remains critical and urgent.]
- Understanding Fatal Collision Data
 - Members asked how fatal collision data is collected and used to guide statewide and regional decision-making. They were interested in the sources of the data and how it helps identify priority issues and populations.
- Access to Safety Resources
 - Several members discussed the importance of getting safety resources, such as reflective gear, yard signs, and other outreach materials, into their communities. They emphasized the need for easier pathways to request and distribute these items locally.
- Speed Reduction Strategies
 - Impact Team participants highlighted the need for effective approaches to reduce vehicle speeds on residential streets and high-risk corridors. They expressed interest in understanding what tools or programs could help communities influence speed management decisions.
- Traffic Law Enforcement
 - Members noted concerns about the reduced presence of traffic law enforcement in many areas and how this may be affecting roadway safety. They were interested in how enforcement, education, and community engagement work together to encourage safer driving behaviors.
- Improving Safe Driving Behaviors
 - The group discussed the importance of promoting safe driving behaviors as a core strategy for reducing serious injuries and fatalities. Members expressed interest in how messaging, education, and community-led efforts can support safer roadway use.
- Pedestrian Safety
 - Improving pedestrian safety was identified as a priority, especially in areas where crossing opportunities are limited or where high vehicle speeds make walking unsafe. Members emphasized the need for infrastructure improvements and community-focused strategies to support people traveling outside of a vehicle.

Related to pedestrian and bicyclist safety in particular, we also want to highlight other areas identified by members that technically fall outside of the Commission's purview but are fully consistent with the Safe System Approach. These help inform larger conversations with Commission member agencies, including Washington State Department of Transportation, local and regional transportation agencies, and federal partners.

- **Infrastructure and Roadway Design**
 - Concerns were raised about infrastructure that does not adequately protect vulnerable road users, especially bike lanes that are not designed to offer physical separation or safety. Participants noted that roadway design plays a significant role in supporting safer travel for people walking, biking, and rolling.

These areas of focus will continue to shape future meeting agendas and help guide the development of community-informed recommendations for WTSC programs and statewide traffic safety strategies.

Now that this Impact Team process has been successfully launched, in FFY 2026 we will focus on dialogues between team members, program staff, and Target Zero Managers to identify strategies and approaches to prioritize at state, regional, and local levels.

Development of the Community Engagement Manager Role

FFY 2025 also marked significant development of the CEM role as WTSC continued to formalize and strengthen its statewide community engagement infrastructure. The CEM completed multiple trainings offered by the International Association for Public Participation, including Fundamentals of Public Participation, Designing Public Participation, and Facilitating Groups. These professional development opportunities, along with continuing education webinars, provided a foundation for building more effective, transparent, and inclusive public participation strategies.

The CEM also increased collaboration with partner agencies conducting similar engagement work, including the Washington State Department of Transportation (WSDOT) and the Washington State Patrol (WSP). These relationships support better coordination and ensure alignment across traffic safety initiatives. In addition, the CEM developed WTSC's initial agency-wide community engagement plan, which will guide future engagement activities and support long-term relationship building with communities disproportionately impacted by traffic fatalities.

Because King County is one of the focus areas for WTSC, and because the King County TZMs have also established a local traffic safety steering committee, the

External Relations Director and Community Engagement Manager plan to attend these meetings to hear local concerns as well. Since the last meeting of the fiscal year was canceled, the first meeting they planned to attend will be in FFY 2026.

Ongoing Training and Support for Target Zero Managers

Throughout FFY 2025, the CEM continued to expand training opportunities for Target Zero Managers to strengthen their engagement with communities and improve the integration of data into their outreach. These trainings emphasized how TZMs can use traffic safety data to identify focus populations, recognize emerging trends, and guide meaningful local engagement. Additional instruction centered on capturing qualitative data to better understand lived experiences, perceptions of safety, and barriers that may not be visible in quantitative datasets.

The CEM trained TZMs on methods to increase effectiveness when with community leaders, identifying barriers that prevent participation, and connecting with community members already invested in traffic safety issues. This ongoing training aims to build TZM capacity so that statewide engagement efforts are consistent, data-informed, and responsive to community needs.

5. 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 Holiday DUI, Click It or Ticket, Put Your Phone Away or Pay, and Driver Sober or Get Pulled Over. NHTSA prescribes HVE campaign themes and timing. TSEP events focus on alternate driving behaviors, such as speeding 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 2025, 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 2024)
 - Hours of enforcement: 2,768
 - Contacts made: 4,413
 - DUI arrests: 181
- Statewide Distracted Driving (April 2025)
 - Hours of enforcement: 1,115
 - Contacts: 2,687
 - Distracted Driving related violations: 1,131
- *Click It or Ticket* (May 2025)

- Hours of enforcement: 2,164
- Contacts: 4,651
- Seat belt related violations: 960
- Washington's *Ride Safe, Ride On* motorcycle safety TSEP campaign (July 2025)
 - Hours of enforcement: 145
 - Contacts: 414
- *Drive Sober or Get Pulled Over* DUI HVE campaign (August 2025)
 - Hours of enforcement: 2,207
 - Contacts: 4,213
 - DUI arrests: 89

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 - FFY 2025 (CITATIONS)

Activity Measure	Total
Number of seat belt citations issued during grant-funded enforcement activities	2,065
Number of impaired driving arrests made during grant-funded enforcement activities	1,045
Number of speeding citations issued during grant-funded enforcement activities	20,019

The table above summarizes enforcement activity totals during grant-funded operations, including seat belt citations, impaired driving arrests, and speeding citations.

LAW ENFORCEMENT COMMUNITY COLLABORATION - FFY 2025

WTSC Efforts

The WTSC encouraged local and state law enforcement to include community engagement activities as part of HVE efforts. In FFY 2025, there were 185 hours of community outreach and engagement, resulting in the interaction with 19,395 Washingtonians. Topics of discussion focused on: impaired driving, distracted driving, speeding, cycling and walking safety, and occupant protection. The location of these events included 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 third quarter of FFY 2025. Training topics included community collaboration in action, communicating with non-English speakers, 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:

- Navigating Spanish Language Barriers During Traffic Stops, presented by Dr. Hillary Mellinger, Assistant Professor at WA State University, at the Spring 2025 Traffic Safety Champions event.
- Speed Matters Workshop, where Dr. Janine Koffell of WA Traffic Safety Commission discussed how officers can talk about speed with their community, was presented at the Spring 2025 Traffic Safety Champions event.
- Community Minded Engagement, presented by Pat McGregor of WA State Patrol, at the Spring 2025 Traffic Safety Champions event.
- Ongoing trainings about community engagement for local traffic safety coordinators (TZMs) by WTSC's Community Engagement Manager. These trainings occurred in person at the bi-annual TZM in-person trainings, as well as during monthly huddle team meetings.

Data Collection and Analysis

The WTSC Research and Data Division also published a series of dashboards to analyze crash and crash rates. 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 (Figure 1)	Topic Specific Dashboards (Figure 2)
• Fatalities • Fatal Crashes • Fatal Crash Map • Drivers Involved in Fatal Crashes • Traffic Fatality Rates • Target Zero Performance	• Active Transportation User Fatalities • Alcohol or Drug Positive Drivers, Pedestrians and Cyclists • American Indian/Alaska Native and Tribal Lands • Child Passenger Vehicle Occupants and Drivers of Child Occupants • High-Visibility Enforcement Data

5. Evidence-Based Enforcement Program and Community Outreach Activities

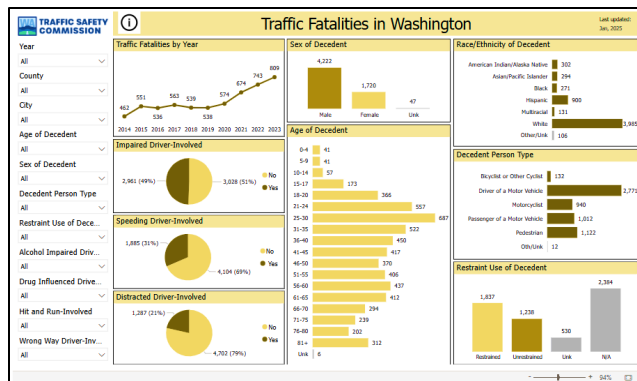


Figure 1: Dashboard Example 1

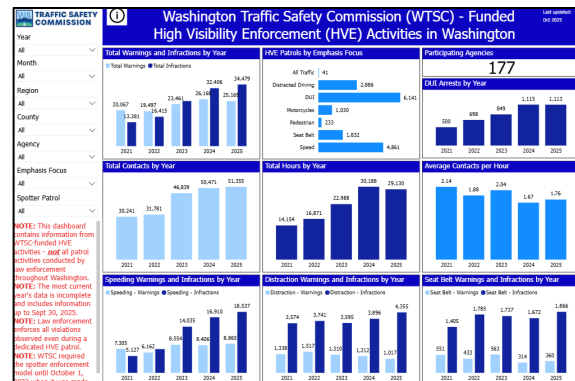


Figure 2: Dashboard Example 2

In addition to creating and updating numerous dashboards, WTSC provided training to law enforcement and other partners on how to access and utilize these dashboards. The goal was to teach and show these individuals how they can access data on their own and find data that is specific to their local area. Training on data analysis was provided at the Fall 2024 and Spring 2025 Traffic Safety Champions training, as well as the Target Zero Manager trainings.

The WTSC also supported enforcement monitoring and analysis done by WA's Statewide Law Enforcement Liaison, who reviewed each activity log, and provided follow-up as needed for recognition or to address concerns.

WTSC collected community outreach and engagement data done as part of the high-visibility grants using WA's digital activity log. Law enforcement officers are familiar with this reporting because it is also used to enter enforcement data. In early FFY 2024, WTSC updated the system to better collect data on community engagement and outreach. This continued through FFY 2025. Elements of the report included, but are not limited to, the following:

- Event name and location
- Description of Community or Audience
- Accommodations provided/needed
- See Figure 3 for a screenshot of the reporting form

Main
COMMUNITY OUTREACH AND ENGAGEMENT

***Name of Event**

***Location of facility/location:**

Description of Community/Audience

***Approx number of people encountered**

***Zip Code of the event**

***Age range of the attendees**

☐ 0-12
☐ 13-18
☐ 19-25
☐ 26-40
☐ 41+

***Primary language spoken at event:**

***Race/ethnicity of attendees:**

☐ American Indian / Alaskan Native
☐ Asian/Pacific Islander
☐ Black, Hispanic
☐ Multiracial
☐ White
☐ Other/Unknown

Accommodations Provided/Needed

***Is the event in a convenient location that is easily accessible to the community?:**

☐ Yes ☐ No

***Is the event in a convenient location that is easily accessible to the community?:**

☐ Yes ☐ No

Figure 3: Community Engagement/Outreach form as part of WTSC's digital activity log

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:

- Washington State Patrol's Office of Culture and Engagement (OCE) led numerous community engagement events throughout the state. They have a team of eight community engagement staff, one in each of their regional districts. OCE staff use data to identify priority communities and then work to build relationships with those communities and identify solutions to traffic safety issues.

- Washington State Patrol's EI Protector program staff met with non-English speaking WA residents to provide education and guidance about WA driving laws and how to be safe on our shared roadways. These audiences usually included people who have recently moved to WA from another country and aren't familiar with all of our traffic safety laws and customs.
- The Thurston County Sheriff's Office prioritized engaging with the public over the past three years, ever since the current sheriff was elected. Through his leadership, deputies engaged with the public through community meetings and events, and through participation in community coalitions. The sheriff also engaged directly with residents through town hall events and social media.

Inform Traffic Enforcement Policies

Target Zero Managers worked closely with local Law Enforcement Liaisons and other traffic safety partners to review local and state data about traffic safety issues. Through this data analysis, local teams identified countermeasures/strategies currently being implemented in their respective region, which helped to inform future programming priorities. These are ongoing activities that will continue to grow and expand in FFY 2026 and beyond. Law enforcement agencies did not report any specific policy changes in FFY 2025.

PAID MEDIA CAMPAIGNS - FFY 2025

Campaign	Fund	Budget	Results
Holiday DUI December 11, 2024 - January 1, 2025 National HVE	405d	\$500,000	TV, Radio, Digital, Social 2,767 TV spots, 5,222 radio spots, 15,030 digital clicks 50,189,559 impressions
Distracted Driving April 7 - April 21, 2025 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
Seat Belts May 12 - June 2, 2025 National HVE	405d	\$300,000	Radio, Digital, Social 2,533 radio spots, 12,019 digital clicks 31,242,316 impressions
Motorcycles July 3 - 20, 2025 Education and Enforcement	402	\$200,000	Digital, Social 1,354,588 YouTube views, 6,025 digital clicks 10 million impressions
August DUI August 12 - September 2, 2025 National HVE	405d, 405e	\$611,179	TV, Digital, Social 4,676 total spots, 37,086 digital clicks 78.7 million impressions

6. ASSESSMENT OF STATE PROGRESS

The following table shows the calendar year 2025 target performance with preliminary 2024 fatality data from Washington Coded Fatal Crash (CFC) data. Complete data for 2025 is unavailable. Year-to-date calendar year 2025 performance reports are included in next section.

Performance Measures and Targets								
Outcome Measure	2019 (FARS)	2020 (FARS)	2021 (FARS)	2022 (FARS)	2023 (WA- CFC)	2024 (WA- CFC)	2025 Target*	Target Method*
C-1) Number of traffic fatalities (FARS)	538	574	674	743	809	733	^	
5YR Rolling Average	545.4	550.0	577.6	613.6	667.6	706.6	384.4	Target Zero
C-2) Number of serious injuries in traffic crashes (State crash data files)	2,252	2,431	2,922	3,108	3,414	3,304	^	
5YR Rolling Average	2,205.0	2,271.4	2,412.4	2,589.8	2,825.4	3,035.8	1,616.1	Target Zero
C-3) Fatalities/VMT (FARS, FHWA)	0.860	1.073	1.166	1.269	1.353	1.208	^	
5YR Rolling Average	0.890	0.919	0.976	1.047	1.144	1.214	0.656	Target Zero
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	108	110	152	155	172	142	149	Decrease by 3%
5YR Rolling Average	108.2	107.8	116.2	126.4	139.4	146.2	^	
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS-IMPUTED)	181	212	261	266	294	*	262	Constant
5YR Rolling Average	164.8	178.2	199.2	217.0	242.8	^	^	
C-6) Number of speeding-related fatalities (FARS)	152	173	207	254	270	250	243	Decrease by 3%
5YR Rolling Average	163.8	167.0	177.6	193.6	211.2	230.8	^	

Performance Measures and Targets								
Outcome Measure	2019 (FARS)	2020 (FARS)	2021 (FARS)	2022 (FARS)	2023 (WA- CFC)	2024 (WA- CFC)	2025 Target*	Target Method*
C-7) Number of motorcyclist fatalities (FARS)	95	93	92	133	142	113	99	Decrease by 10%
<i>5YR Rolling Average</i>	82.2	85.8	88.0	98.6	111.0	114.6	^	
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2	11	9	14	16	11	0	Target always 0
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	39	56	57	43	73	72	84	Decrease by 3%
<i>5YR Rolling Average</i>	48.2	49.2	51.0	48.0	53.6	60.2	^	
C-10) Number of pedestrian fatalities (FARS)	102	105	143	131	151	152	130	Decrease by 2%
<i>5YR Rolling Average</i>	94.4	98.6	110.6	116.0	126.4	136.4	^	
C-11) Number of bicyclists fatalities (FARS)	9	13	14	11	17	12	11	Constant
<i>5YR Rolling Average</i>	14.2	14.0	13.4	12.6	12.8	13.4	^	
APM-1) Number of fatalities involving a distracted/inattentive driver (WA-CFC)	119	90	116	99	136	137	95	Decrease by 3%
<i>5YR Rolling Average</i>	143.2	127.0	119.2	108.0	112.0	115.6	^	
APM-2) Number of AIAN Fatalities (WA-CFC)	19	21	44	42	35	32	29	Decrease by 15%
<i>5YR Rolling Average</i>	27.6	26.0	28.4	31.2	32.2	34.8	^	
APM-3) Number of Alcohol Impaired Driver-Involved Fatalities (WA-CFC)	158	152	178	206	240	174	186	Decrease by 3%
<i>5YR Rolling Average</i>	142.8	146.0	154.4	164.4	186.8	190.0	^	
APM-4) Number Drivers Ages 21-25 Involved in Fatal Crashes (WA-CFC)	103	84	119	116	130	105	115	Constant
<i>5YR Rolling Average</i>	100.4	97.6	101.0	103.0	110.4	110.8	^	

Performance Measures and Targets								
Outcome Measure	2019 (FARS)	2020 (FARS)	2021 (FARS)	2022 (FARS)	2023 (WA- CFC)	2024 (WA- CFC)	2025 Target*	Target Method*
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants	93.1%	93.0%	94.2%	93.9%	93.3%	94.6%	≥95%	Target always ≥95%

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

PERFORMANCE REPORT

Performance Report for FFY 2024 targets set in FY2024-2026 HSP

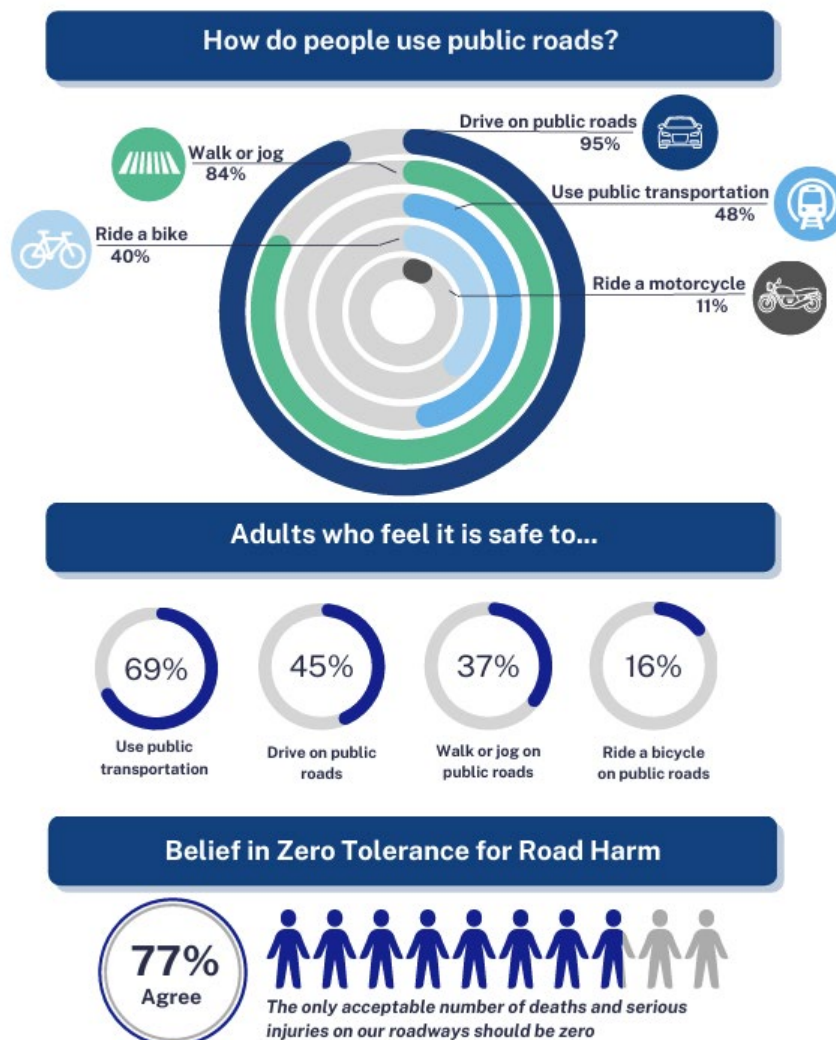
The following table displays an assessment of performance targets set in the HSP FFY 2024-26. Targets were set based upon available data at the time the target was set (safety baseline) which was preliminary 2022 CFC data. If the status is "NOT MET" then the 2025 calendar year total to meet the target has already been exceeded year-to-date. If the status is "IN PROGRESS" then the 2025 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 25, 2025. These counts are incomplete and subject to additional data lag by WSDOT crash data processing procedures.

2025 Performance Target Summary	2025 HSP Target	WSDOT Crash Data Portal 2025 Total as of November 2025	Performance Report Status
C-1) Decrease the 2021-2025 rolling average (RA) number of traffic fatalities to 384.4 based on the preliminary 2022 CFC target zero line (the most recent data available when the target was set).	384.4	5-YR RA Data not available YTD fatalities = 539	NOT MET
C-2) Decrease the 2021-2025 rolling average number of serious injuries in traffic crashes to 1,616.1 based on the preliminary 2022 CFC target zero line.	1,616.1	5-YR RA Data not available YTD serious injuries = 2,626	NOT MET
C-3) Decrease the 2021-2025 rolling average rate of fatalities/VMT to 0.656 based on the preliminary 2022 CFC target zero line.	0.656	5-YR RA Data not available	NOT MET
C-4) Decrease the number of unrestrained occupant vehicle fatalities by 3% from the preliminary 2022 CFC baseline of 154.	149	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

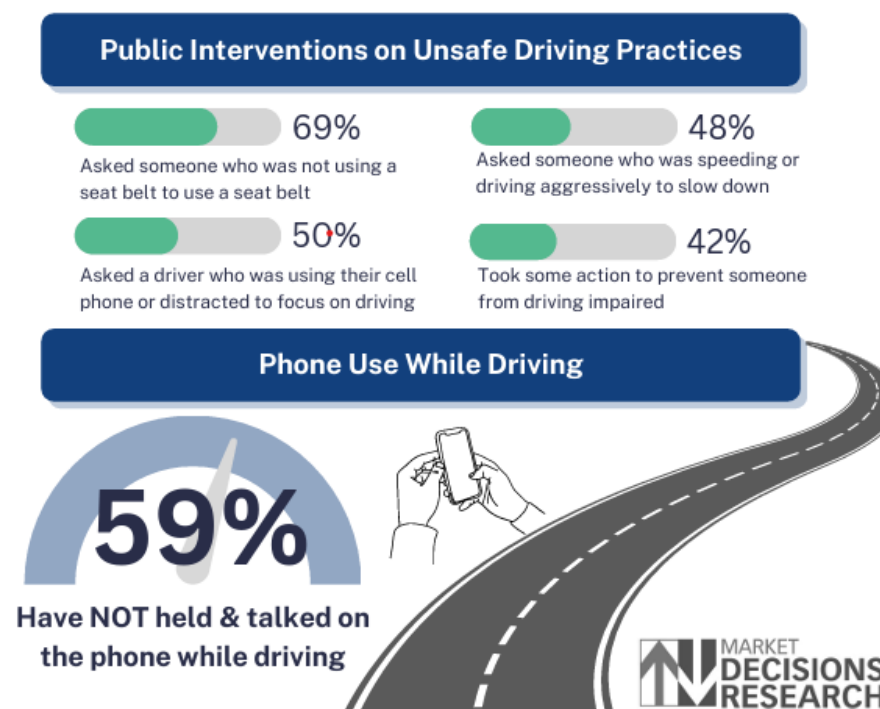
2025 Performance Target Summary	2025 HSP Target	WSDOT Crash Data Portal 2025 Total as of November 2025	Performance Report Status
C-6) Decrease the number of speeding-related fatalities by 3% from the preliminary 2022 CFC baseline of 251.	243	145	MET
C-7) Decrease the number of motorcyclist fatalities by 10% from the preliminary 2022 CFC baseline of 132.	99	96	IN PROGRESS
C-8) Decrease the number of unhelmeted motorcyclist fatalities to zero.	0	Data not available	NOT MET
C-9) Decrease the number of drivers aged 20 or younger involved in fatal crashes by 3% from the preliminary 2022 CFC baseline of 87.	84	Data not available	MET
C-10) Decrease the number of pedestrian fatalities by 2% from the preliminary 2022 CFC baseline of 133.	130	118	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 3% from the preliminary 2022 CFC baseline of 101.	95	92	NOT MET
APM-2) Decrease the number of American Indian/Alaska Native fatalities by 15% from the preliminary 2022 CFC baseline of 34.	29	Data not available	IN PROGRESS
APM-3) Decrease the number of alcohol impaired driver-involved fatalities by 3% from the preliminary 2022 CFC baseline of 192.	186	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	MET
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants	>95%	2025 Survey estimate not available (94.6% in 2024)	NOT MET

MEASURE OF ATTITUDES, AWARENESS, AND BEHAVIOR

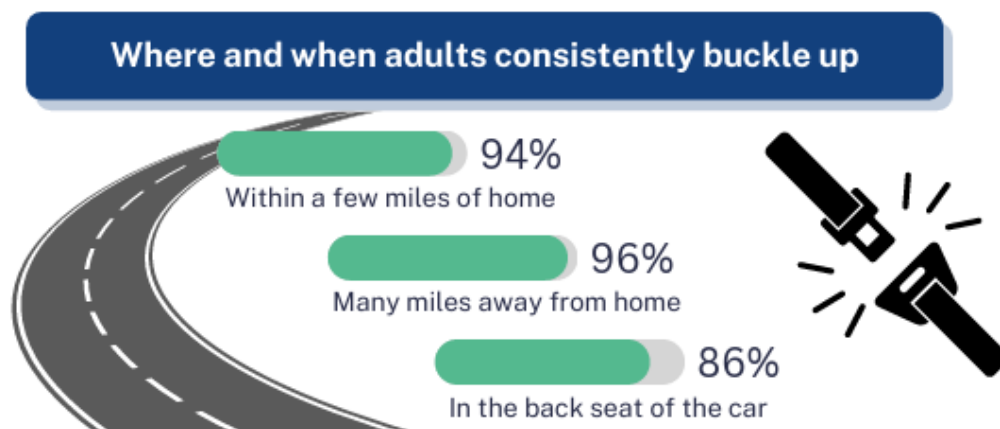
Beginning in 2023, the WTSC launched a statewide traffic safety survey and received 10,964 survey completions from all 39 Washington Counties. The survey was completed again in 2024, resulting in 10,554 completions. The third year of the survey marked the largest response rate yet, 11,595 survey completions. 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 both English and Spanish. The results from the 2025 statewide traffic safety survey infographic are provided below.



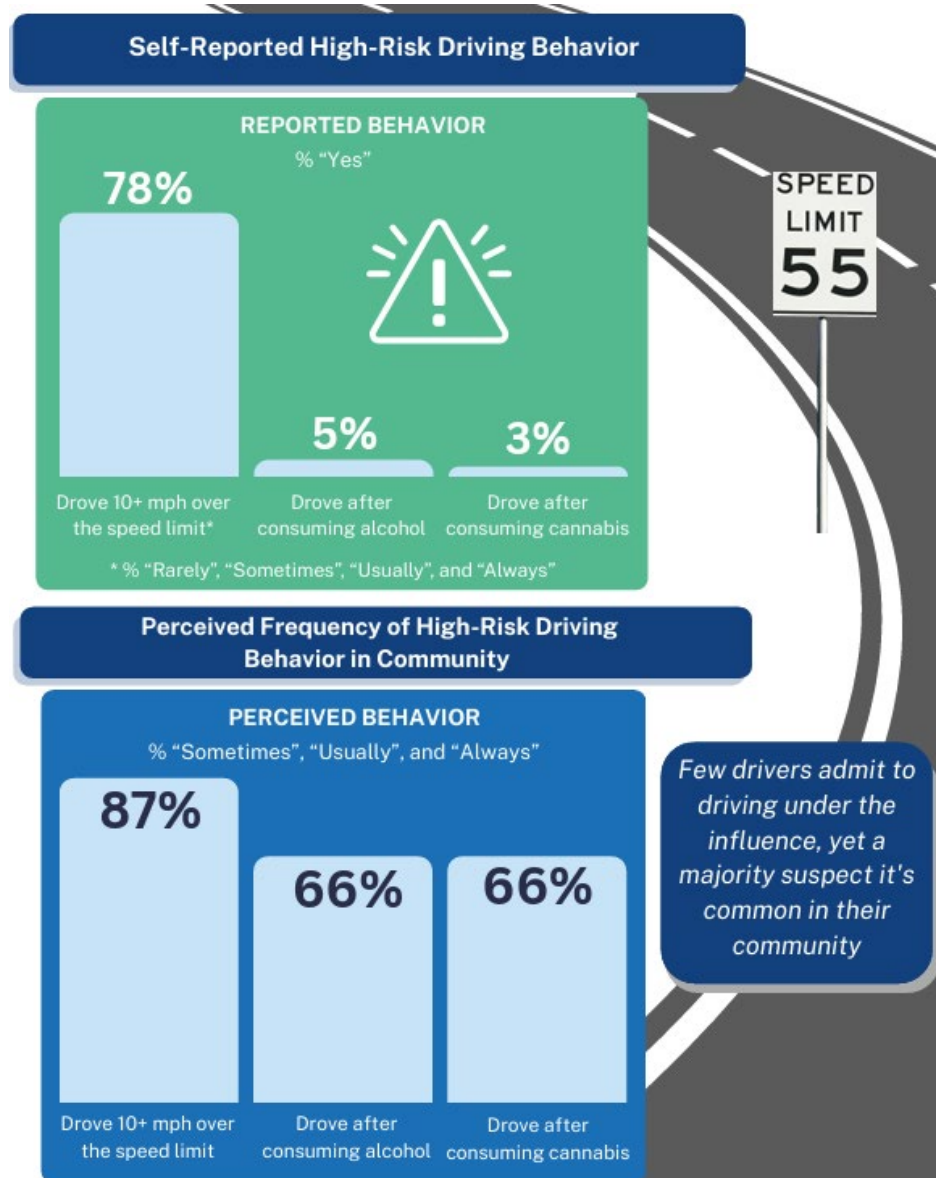
The majority of Washingtonians drive on public roads and walk or jog on public roads. Half use public transportation and less than half ride a bicycle on public roads. About one in ten drive a motorcycle. People believe that public transportation is the safest mode of transportation and that riding a bicycle on public roads is the least safe 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.



Self-reported seat belt use is very similar to the state's observed seat belt use rate of 94.6 percent. However, the survey revealed that the seat belt use rate is slightly lower when driver is traveling within a few miles of home, and much lower (just 86 percent) among adult backseat occupants.



As other research has shown, people's perception of others' behaviors are misaligned with actual prevalence of behaviors. For example, over 60 percent 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.

7. PROGRAM UPDATES

7.0 ASSESSMENT OF WASHINGTON'S PROGRESS IN ACHIEVING PERFORMANCE TARGETS FOR C-1, C-2, AND C-3

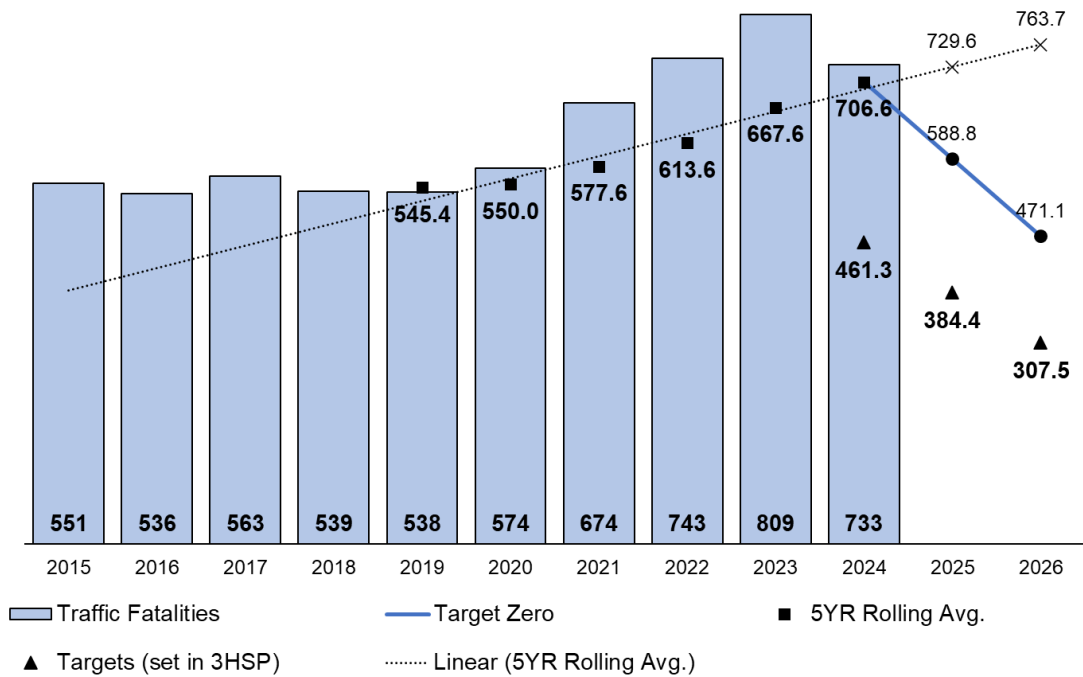
C-1: The Target Zero line on which C-1 targets are set is a straight line to zero in 2030 from the most recent available five-year rolling average at the time the target was set for the 3HSP FFY 2024-2026 (2022 preliminary CFC data). Despite a ten percent decrease in fatalities in 2024, and a likely further 5-10 percent reduction in 2025, the annual number of traffic fatalities remain far above historical (pre-2020) levels, therefore, target zero targets will not be met.

C-2: The Target Zero line on which C-2 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 FFY 2024-2026 (2022 preliminary CFC data). Serious injuries remain above pre-2020, therefore target zero targets will not be met.

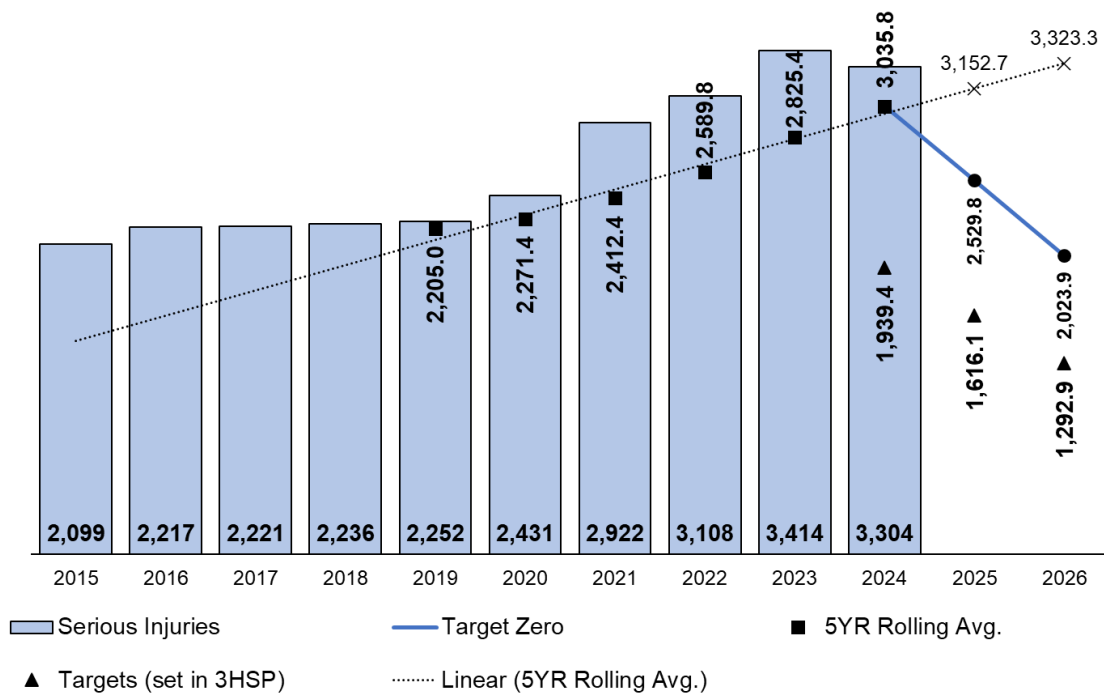
C-3: The Target Zero line on which C-3 targets are set is a straight line to zero in 2030 from the most recent available five-year rolling average at the time the target was set for the 3HSP FFY 2024-2026 (2022 preliminary CFC data). The fatality target will not be met; therefore, target zero targets based on the fatality rate per 100 million vehicle miles traveled will not be met.

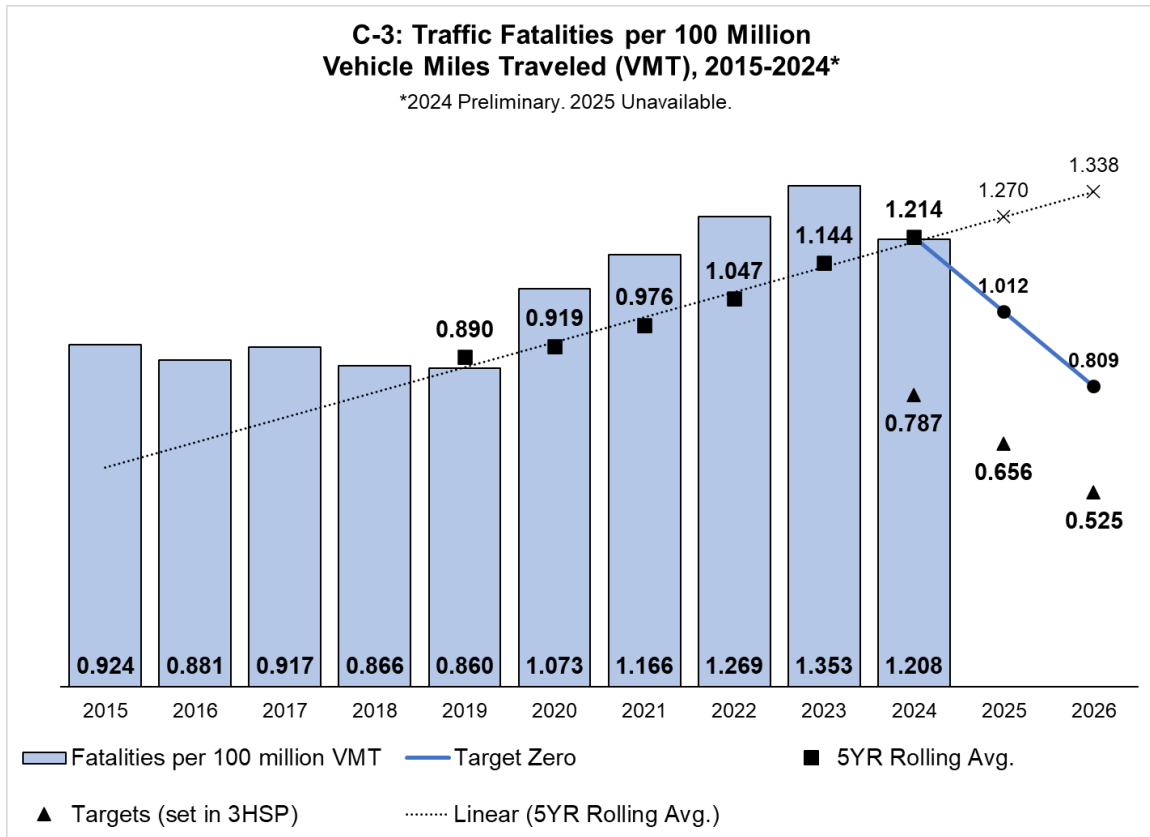
C-1: Traffic Fatalities, 2015-2024*

*2024 Preliminary. 2025 Unavailable.


C-2: Serious Injuries, 2015-2024*

*2024 Preliminary. 2025 Unavailable.





Progress Evaluation

Chapters 7.01 through 7.13 provide a comprehensive, program-by-program assessment of Washington’s progress in reducing traffic crashes. Overall, the data show an encouraging trend: **traffic crashes are declining statewide**, and many programs are demonstrating measurable forward momentum. Several indicators point to meaningful progress across enforcement, education, data, and partnership-based strategies:

- **High-Visibility Enforcement participation continues to grow.** In 2025, law enforcement agencies significantly increased both patrol hours and enforcement actions across all patrol types, strengthening deterrence and public awareness.
- **The biannual Traffic Safety Champions Meeting**, held in Wenatchee, remains highly valued by law enforcement partners. Attendance consistently exceeds 100 participants, and the event continues to provide targeted training, peer learning, and renewed motivation for traffic enforcement professionals.
- **The Department of Licensing reports a 10 percent increase in motorcycle endorsements**, suggesting progress in rider training and licensure.
- **The Child Passenger Safety Technician (CPST) program remained strong**, sustaining a network of more than 450 technicians who conduct car-seat inspections across Washington throughout the year.

- **The Speed Program reached a major milestone** with the development of a Statewide Speed Management Plan, informed by extensive input from the Speed Management Advisory Cooperative. Implementation of plan strategies is now underway.
- **DUI enforcement capacity continues to expand**, supported by a combination of federal funds and state proviso funding. WTSC increased the number of agencies with dedicated DUI officers and enhanced DUI patrols, including targeted support for Tribal communities.
- **WTSC's relationships with Tribal communities continued to deepen**, largely due to the outreach and partnership-building efforts of Program Manager/Tribal Liaison. As a result, more Tribes are aware of WTSC programs and are exploring opportunities for collaboration.
- **WTSC deepened its equity-focused approach** by prioritizing communities disproportionately impacted by traffic fatalities, including South King County and Yakima County, and by establishing a statewide Impact Team to ensure community voices help inform traffic safety strategies. Through expanded training for Target Zero Managers and the development of a formal community engagement infrastructure, WTSC is strengthening its ability to pair data-driven decision-making with lived experience to guide more inclusive and effective traffic safety efforts.
- **More than 400 professionals from diverse sectors attended the Washington Traffic Safety Summit**, which focused on advancing the Safe System Approach and fostering cross-disciplinary collaboration statewide.
- **School-based traffic safety programs continued to gain traction.** Both Teens in the Driver Seat (TDS) and Teen Target Zero expanded, with new schools joining and existing schools completing key program milestones.
- **The Traffic and Criminal Software (TraCS) was adopted as Washington's new e-ticketing platform**, modernizing several critical functions, including citations, crash reports, collision diagramming, DUI arrest packets (e-DUIs), and others. A significant early outcome of this transition has been a substantial increase in e-DUI submissions; in the first three months following adoption, the number of e-DUIs more than doubled the total submitted during an entire prior year.
- **WTSC's data dashboards continue to grow in both number and usefulness**, improving access to timely, actionable information for staff and partners.
- **WTSC's use of telematics data has become increasingly sophisticated.** Through a partnership with Cambridge Mobile Telematics, anonymized data are now being shared with law enforcement agencies to support resource allocation and program evaluation.
- **The statewide traffic safety survey completed its third year**, providing valuable insight into public knowledge, attitudes, and behaviors. These data will help WTSC and its partners assess progress and refine future strategies.

WTSC remains committed to learning from results, listening to partners and communities, and continuously improving its approach to reducing traffic deaths and serious injuries across Washington. By aligning and combining resources with partners at the state, regional, and local levels, WTSC believes sustained progress is both achievable and inevitable.

Strategy Adjustment for Programming Funds

WTSC employs an annual evaluation and adjustment process to ensure traffic safety strategies remain data-informed, responsive, and aligned with the Positive Culture approach. Program Managers regularly reassess data, engage stakeholders, and refine projects and countermeasure strategies through the Program Plan update process. As partnerships and regional coalitions continue to grow, WTSC is using these insights to better target investments and advance its mission of empowering people and communities to build a positive traffic safety culture.

In general, WTSC is not making broad changes to its planning processes. However, consistent with its commitment to growth and continuous learning, the agency will continue to refine and improve its work. In 2025, WTSC adopted a new budgeting tool that improves its ability to estimate available funds for programming. An unknown variable in this process is the carry-forward amount from the prior fiscal year, which was not finalized until December 2025.

To avoid overcommitting resources, WTSC reduced several project budgets planned for 2026. Because the actual carry-forward amount exceeded initial estimates, WTSC will reassess these reductions to determine whether some project funds should be reinstated or strategically reserved to preserve flexibility for FFY 2027.

WTSC remains committed to using community input to guide programming decisions. By holding back a portion of available funds, the agency is intentionally creating space to support community-identified projects and respond to emerging needs.

7.1 COMMUNICATIONS

Problem Statement

Since 2020, traffic fatalities in Washington have risen sharply, with 2023 recording the highest number of deaths since 1997. While we are thankful for the decreases in both 2024 and 2025, we are concerned about the increased high-risk behaviors such as impaired driving, speeding, and distracted. Addressing this crisis requires a multifaceted approach, and effective communication strategies are essential in reversing it. Public education campaigns help raise awareness about the dangers of unsafe driving behaviors, reinforcing enforcement efforts and traffic safety laws. By strategically engaging with drivers through outreach, media, and community programs, communication efforts influence attitudes and behaviors, fostering a stronger traffic safety culture and ultimately saving lives on Washington's roadways.

Associated Performance Measures: C-1, C-2, C-3 (See pages 29-33 for more information).

Progress Evaluation

The Communications program continued to develop the Together We Get There initiative with new distracted driving and speed campaigns in FFY 2025.

Focus groups shared feedback to guide the development of the distracted driving prevention campaign. Most participants said they regularly feel distracted while driving, with cell phones, vehicle consoles, and passengers being the most common sources. Many also described pressure to respond quickly to messages. Others shared simple examples of ways they limit distractions, such as silencing notifications or putting their phone out of reach.

Of the three advertising concepts tested, *Science Guy* was the clear favorite for its engaging and easy-to-understand examples. Participants also emphasized the value of concrete visuals, strong calls to action, and scenarios that feel realistic. Spanish-speaking groups echoed these themes and suggested culturally relevant adjustments, including the use of soccer examples and more family-focused situations.

Overall, audiences responded best to messages that highlight everyday distractions, reflect real experiences, and offer practical steps drivers can take to stay focused.

The statewide speeding prevention campaign was developed using feedback from English- and Spanish-speaking focus groups. Participants reviewed three creative concepts and identified *How I Learned to Slow Down* as the most effective because it clearly showed how speeding affects everyone on the road and reinforced shared community responsibility.

Across all concepts, participants encouraged simple and relatable visuals, consistent characters, balanced representation, and clear calls to action focused on following the speed limit.

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. There will be less funding in 2026 available for communications work. There will be no new creative development and no additional ad buys.

FFY 2025 Countermeasures and Activities Results

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

Project Name	WTSC Paid Media
Project Summary	The purpose of this project was to fund media campaigns for impaired driving, distracted driving, seat belts, motorcycles, and speeding.
Project Results	In 2025, campaigns included: impaired driving during the holiday season in December and January, March during March Madness, as well as in August and September for the Summer DUI campaign; distracted driving in April; seat belts in May; and motorcycles and speeding in July. Media across all campaigns ran on digital, social media, television, radio, and out of home platforms. Results of these campaigns are included in the Paid Media summary in Section 5 of the Annual Report. New materials were developed for the speeding prevention campaign using feedback from English- and Spanish-speaking focus groups. Participants reviewed three creative concepts and identified "How I Learned to Slow Down" as the most effective, as it clearly showed how speeding affects everyone on the road and reinforced a shared sense of community responsibility.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

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

Project Name	News Media and Communications Support
Project Summary	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.
Project Results	In FFY 2025, the project enabled WTSC to continue its SurveyMonkey subscription, social media archiving service, and media monitoring subscription. Some funding was also used to renew talent licensing fees for continued use of campaign materials.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

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

Project Name	Website Maintenance and Support
Project Summary	This project funded domain registration, hosting, updates, maintenance, and support for all WTSC owned websites. This includes https://wtsc.wa.gov , https://togetherwegetthere.com , https://juntosllegamos.com , https://wtscpartners.com , https://wacarseats.com , and https://targetzero.com .
Project Results	Some small maintenance items were performed on the agency's main website. In addition, updates to the new Target Zero website were made in FFY 2025. Additional funding spent this year was used for website hosting services, plug-ins for features of the websites, and analytics.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #4: 2025-FG-5403-Community Outreach and Engagement

Project Name	Community Outreach and Engagement
Project Summary	The purpose of the project was to use this funding to contract a firm that specializes in community engagement. WTSC and the contractor identified and worked with Community-Based Organizations (CBOs) in Washington, with a focus on underinvested communities and those overrepresented in fatal and serious crashes. Developing relationships with CBOs and their constituents has helped WTSC to recruit advisory group (Impact Team) members and conduct outreach in communities most affected by traffic fatalities.
Project Results	WTSC sent out a broad call for applicants to join the Impact Team. Twelve people applied to be on the Impact Team. Eight people attended a virtual open house to learn more. There are currently 12 Impact Team members, and we expect to grow the membership over time, with a maximum of 20. The Impact Team met in March, May, July, and September. It will continue meeting bi-monthly in FFY 2026. The meetings are virtual with support to ensure accessibility for all members. Our contractor has been holding check-in meetings between Impact Team meetings to help ensure engagement and identify potential barriers to attendance and participation, which the team then worked to resolve.
Location Updated	No. The project was limited to King County and Yakima. However, while the FFY AGA referenced other possible locations, none were added.
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #5: 2025-FG-5018-“Together We Get There” Walker and Roller Campaign

Project Name	“Together We Get There” Walker and Roller Campaign
Project Summary	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.
Project Results	In FFY 2025, the paid media campaign continued to build on the momentum of previous years. It used existing "Drive Like a Pro" campaign materials focusing on men aged 18-24 and 40-44 years old. The campaign messaging humanizes travelers outside a driver's own car and emphasizes that together we all play a role in making our roads safer, especially for those who are walking and

	rolling. Ads ran from May 19 through June 8, 2025, on digital and social media platforms. The campaign received over 11.7 million impressions and generated 18,944 clicks, resulting in a click-through rate of 0.32 percent.
Location Updated	Yes, the location was updated after AGA. From: Statewide, along the I-5 corridor, "hot spot" locations where FFY 2018-2023 data show the most significant prevalence of pedestrian and pedal cyclist fatalities and serious injuries. To: The focus of the campaign was on King, Pierce, and Spokane counties, which represent 60 percent of walker/roller fatalities and 50 percent of fatal crashes in 2023
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #6: 2024-FG-5024-Together We Get There

Project Name	Together We Get There
Project Summary	The purpose of this project was to fund a distracted-driving campaign in the spirit of the broader <i>Together We Get There</i> campaign. Additional funding planned for a media buy during the summer across multiple program areas did not move forward due to funding cuts.
Project Results	In FFY 2025, focus groups across Washington shared important feedback to guide the state's distracted driving prevention work. Most participants said they regularly feel distracted while driving, with cell phones, vehicle consoles, and passengers being the most common sources. Many also described pressure to respond quickly to messages, while others shared simple ways they limit distractions, such as silencing notifications or putting their phone out of reach. Among the three advertising concepts tested, "Science Guy" was the clear favorite for its engaging and easy-to-understand examples. Participants also emphasized the value of concrete visuals, strong calls to action, and scenarios that feel realistic. Spanish-speaking focus groups echoed these themes and recommended culturally relevant adjustments, including the use of soccer examples and more family-centered situations. This concept was produced into a 30-second spot in both English and Spanish, with 10-second vertical videos created for social media as well.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission

Organization Type	State Agency
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Project #7: 2024-FG-5026-TZM Communications Lead

Project Name	TZM Communications Lead
Project Summary	The purpose of this project was to provide a dedicated communications resource person for TZMs across Washington.
Project Results	The TZM Communications Lead participated in community outreach, including weekly traffic safety articles, weekly radio segments, and conference presentations. 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, eight positive traffic safety culture communications group projects with TZMs, and working with individual TZMs on 10 local projects. He also developed three projects for and with law enforcement, such as roll call videos.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #8: 2024-FG-5027-TZM PCN Media Mini-Grants

Project Name	TZM PCN Media Mini-Grants
Project Summary	The purpose of this project was to make funds available to our regional TZMs to work with local media outlets to do outreach customized to their communities.
Project Results	Thirteen of the 17 regions participated in local media outreach efforts in FFY 2025, an increase of three from the previous year. The funds were used to create and execute a variety of projects in the participating regions. Some examples of these projects are digital ads on YouTube, traffic wrap signs, signs at the Kitsap County Fair, local radio ads, movie theater ads, billboards, and social media ads.
Location Updated	Yes , the location was updated after AGA From: 17 Regions To: 13 Regions (2, 3, 5, 6, 7, 8, 9, 10, 11, 14, 15, 16, and 17)
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

7.2 COMMUNITY TRAFFIC SERVICES

Problem Statement

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

- Variety in people: ethnicity, language, political beliefs, socioeconomic status, etc.
- Variety in roads: rural vs. urban differences in roads include roadway design, safety features, and options available for roadway improvements.
- Variety 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 factors drive local traffic safety priorities and efforts that may not match the priorities of Target Zero 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.

Associated Performance Measures: C-1, C-2, C-3 (See pages 29-33 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 continuing to advance their new Scope of Work based on the seven-step Positive Culture Framework. Due to some vacancies, some regions made less progress than others. By

the end of the fiscal year, all vacancies were filled. As WTSC enters the second quarter of FFY 2026, the newest Target Zero Managers are going through training and to become familiar with the work and make connections in their communities so that they can advance the traffic safety efforts in their region. In FFY 2025, an increased emphasis was placed on community engagement. TZMs continue to be trained on how to engage their communities, especially those most affected by crashes, to gather qualitative data to help inform future efforts. TZMs continued to develop their multi-sector traffic safety coalitions and engage them in a community assessment to surface priority countermeasures and guide future programming. TZMs also developed connections with adjacent coalitions, expanded partnerships, and shared resources, working towards common goals of reducing injuries and fatalities on our roads. Although each initiative is tailored to the needs of its local community, all are advancing toward the creation of long-term coalitions that will shape future traffic safety efforts across their regions.

The King County Target Zero Managers advanced a corridor project by focusing on distracted-driving prevention through public education and regular high-visibility enforcement. A major education campaign culminated in a March media release with broad coverage, supported by a community questions and answers (Q&A) and distribution of “Slower is Safer” yard sign materials, and complementary theater ads along the corridor.

As part of the corridor project’s youth-focused work, 12 Teen Target Zero presentations were delivered to high schools near the corridor, all of which committed to repeat sessions in fall 2025. The Safest Ride program reached nearly 20,000 families through school newsletters, and Parent Teacher Student Associations (PTSA) coordination began for fall elementary outreach. King County Target Zero Managers promoted Teens in the Driver’s Seat year-round, with three corridor-area schools adopting the program.

Jurisdictional coordination for the corridor project remained strong, highlighted by a community meeting with 70 attendees and participation from all four jurisdictions and partner agencies. Driver-education messaging continued monthly on social media, and coordinated high-visibility enforcement occurred at least monthly, resulting in 1,270 total infractions, including 863 for speeding.

High-Visibility Enforcement (HVE):

There were bright spots with the high-visibility enforcement program, WTSC believes 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. This continues the trend that began in FFY 2023 of high spending utilization of the HVE grants. Some of the increased spending can be attributed to increases in officer pay. Local HVE activities saw an increase in enforcement hours of about 25 percent. So, although pay rates did increase, so too did officer participation.

- Activity log review: WTSC conducted strict oversight and scrutiny of enforcement activity paid for with grant funds in FFY 2025. WTSC's Statewide Law Enforcement Liaison reviewed every activity log in 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. We believe this oversight and engagement is helping grow a culture of performance.
- Data visibility: WTSC added to the HVE data dashboard that was created 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 extended transport times for trauma victims. Forty percent of crash victims die sometime after the crash, and the first hour after a trauma has occurred is the most important period to save a crash victim's life. Many of the state's rural counties have an average time from injury to definitive trauma care that is more than 90-120 minutes. For all these reasons, WTSC has undertaken a multi-year effort to improve rural trauma response through the Rural Trauma Team Development Course. Courses are provided 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. The course increases skills, knowledge, and communication and elevates the importance of traffic safety in these regional trauma systems. Unfortunately, in FFY 2025, due to state budget issues, travel freezes, and a long-term family medical emergency for the Project Manager, this grant did not go forward in FFY 2025 but will return in FFY 2026.

Preventing Roadside Deaths – Digital Alerting:

Washington recognized that it has an issue with traffic fatalities involving first responders and roadside pedestrians. 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, HAAS Alert, has been actively working to deploy digital alert technology with first responder partner agencies. Throughout FFY 2025, Washington continued the work of deploying digital alert technology through HAAS Alert with first responder agency partners in areas of the state with high numbers of fatal crashes, distracted driving crashes, and secondary crashes. This work will continue in FFY 2026.

Non-Commercial Driver Licensing:

WTSC partnered with the Department of Licensing (DOL) to fund a Traffic Safety Specialist (TSS) position that worked 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 began the process of reimagining

DOL as a traffic safety agency, which was a novel reframe of the role and purpose of DOL for most divisions. The preliminary work was to position the TZWG to identify or develop DOL projects to address key priorities relevant to the DOL in the new state highway safety office Target Zero Plan, published in late 2024. However, due to changes in the DOL leadership's interpretation of key priorities and responsibilities of the TSS, DOL ultimately requested to terminate the contract for convenience in August 2025. Despite the early termination of the contract, a variation of an agency strategic Target Zero Plan was developed, although not reflective of the original contract intention.

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

Strategy Adjustment for Programming Funds

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. One adjustment planned is the removal of the Non-Commercial Driver Licensing project.

Regional Traffic Safety Coordination:

FFY 2026 will be the third year of three-year contracts, including a new scope of work (SOW) for the TZMs and host agencies. WTSC will continue to invest in training our TZMs to help them be successful in this role. With several new TZMs being hired in the past couple of years, we have improved and documented our onboarding process and have developed an updated TSM guidebook. WTSC made the decision to find host agencies in regions covered by contractors as vacancies have occurred to support TSM activities. 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 an advantage in their work.

King County Corridor Project:

The King County Corridor Project strategy will continue in FFY 2026. The strategy is not changing but there will be an effort to improve implementation of the strategy. For example, they will focus on strengthening partnerships with schools along the corridor. Staff will continue providing the Teen Target Zero and Safest Ride programs, including outreach to schools that did not receive them in FFY 2025. Monthly high-visibility

enforcement of distracted driving and speeding will also continue, supported by the “Slower is Safer” media campaign to reinforce the perception that citations for high-risk driving behaviors are likely on the corridor.

Project managers will develop a grant application process for community-based organizations near the corridor to implement distracted driving and speed-related safety projects, with a focus on underinvested communities. These community-based projects will complement the project’s formal grant activities and the traffic safety efforts undertaken by other partners in the regional corridor workgroup. The TZMs will work to align and leverage the mini grants and other stakeholder traffic safety efforts to strengthen outcomes.

Expanding the range of organizations engaged in corridor work represents an early step toward building local ownership and authorship of traffic safety culture change. While this progression is not automatic, it is a necessary foundation. The intent is to fund at least two community-based projects through this process.

High-Visibility Enforcement (HVE):

FFY 2026 program funding was less than in the past, so we expect that enforcement data will reflect this reduction. Local HVE funding was decreased from \$2,100,000 in FFY 2025 to \$1,735,000, a decrease of close to 20 percent. However, WTSC may increase HVE spending mid-year if more funding is available than originally projected. Two process improvements will continue including the review of activity logs, and distribution 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 in FFY 2026. There is a significant amount of demand for this course, with a long waitlist of interested course sites across the state that have asked for a course to be scheduled.

Preventing Roadside Deaths – Digital Alerting:

No adjustments are planned for this countermeasure strategy. The project now has a full year of deployment with partners across the state. We will look to continue supporting existing partners to maximize the use of digital alert technology and determine the impact of these alerts on reducing speeds in vehicles that receive an alert.

Non-Commercial Driver Licensing:

This project will not be continued in 2026 due to a request by the Department of Licensing to terminate their contract for convenience.

FFY 2025 Countermeasures and Activities Results

Project #9: 2025-FG-5349-Rural Trauma Team Development Course

Project Name	Rural Trauma Team Development Course
Project Summary	The purpose of this project was to fund Rural Trauma Team Development Courses (RTTDC) across the state to improve the advanced trauma life support clinical competency of rural providers and enhance communication and collaboration in rural motor vehicle crash responses. The course emphasized a team approach to address common problems in the initial assessment and stabilization of the injured. The course also helped to build communication and to define the relationship between rural trauma resources and the regional trauma system. Several studies have demonstrated the efficacy of the course, specifically with reducing transport times and increasing collaboration and communication in regional systems of trauma care (Bauman, et al., 2024) (Bauman, et al., 2020) (Malekpour, et al., 2017) (Dennis, et al., 2016) (Kappel, et al., 2011).
Project Results	NOTE: This project was not implemented. Due to state budget issues, travel freezes, and unplanned project management shortage, this grant did not go forward in FFY 2025. The project is expected to move forward in FFY 2026; therefore, it was not removed.
Location Updated	No
Subrecipient(s)	American College of Surgeons - Washington State Committee on Trauma
Organization Type	Non-profit

Project #10: 2025-FG-5400-Local HVE - Administration, Enforcement, and Resources

Project Name	Local HVE - Administration, Enforcement, and Resources
Project Summary	This project provided funding to local law enforcement agencies to conduct HVE in the areas of Impaired Driving Enforcement, Seat Belt Law Enforcement; Speeding Enforcement; Distracted Driving Enforcement; Motorcycle Alcohol Impairment.

Project Results	Funding was awarded to local law enforcement agencies following an application process that used data to support funding decisions. Project level 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: • Impaired driving enforcement during the Holiday DUI campaign in December 2024. • Distracted driving enforcement during the Distracted Driving campaign in April 2025. • Seat belt enforcement during the Click It or Ticket campaign in May 2025. • Impaired driving enforcement during the Summer DUI campaign in August 2025. Some key enforcement results of this project included: • Number of law enforcement agencies that participated: 129 • Hours of activity: 21,132, up 25 percent from 2024 • Contacts made: 41,809, up 27 percent from 2024 • Total Infractions: 26,872, up 26 percent from 2024 • Total Warnings: 21,577, up 33 percent from 2024 • DUI Arrests: 849, up 39 percent from 2024 • Speed Citations: 13,411, up 25 percent from 2024 • Seat Belt Citations: 1,204, up 39 percent from 2024 • Distracted Driving Citations: 3,541, up 30 percent from 2024 This project also provided funding for supplies that supported high-visibility enforcement activities. Forty-five local law enforcement agencies received sub-grants for enforcement supplies in FFY 2025. See 2025-Sub-grants-5523-WASPC HVE Supplies for more information. Supplies awarded through this project include: • 90 Speed measuring devices (lidars and radars) • 59 Portable Breath Test (PBT) devices for impaired driving enforcement • 21 items to support citation and arrest processing
Location Updated	Yes, the location was updated after AGA. From: Statewide funding prioritized for counties and areas according to data analysis. To: See Chapter 9. Project Location Updates, Project #10

Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #11: 2025-FG-5401-WSP HVE

Project Name	WSP HVE
Project Summary	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.
Project Results	Project level 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: • Impaired driving enforcement during the Holiday DUI campaign in December 2024. • Distracted driving enforcement during the Distracted Driving campaign in April 2025. • Seat belt enforcement during the Click It or Ticket campaign in May 2025 • Impaired driving enforcement during the Summer DUI campaign in August 2025. Key enforcement results of this project include: • Total hours of enforcement: 6532, up 7 percent from 2024 • Total contacts: 14,012, up 11 percent from 2024 • Total infractions: 9970, up 21 percent from 2024 • DUI arrests: 196, up 33 percent from 2024 • Speeding infractions: 6608, up 29 percent from 2024 • Seat belt infractions: 861, up 1 percent from 2024 • Distracted driving infractions: 1011, up 6 percent from 2024.
Location Updated	Yes, the location was updated after AGA. From: Statewide To: See Chapter 9. Project Location Updates, Project #11
Subrecipient(s)	Washington State Patrol
Organization Type	Law Enforcement - State

Project #12: 2025-FG-5378-DOL Traffic Safety Specialist

Project Name	DOL Traffic Safety Specialist
Project Summary	The purpose of this project was to fund a traffic safety specialist position at the Department of Licensing (DOL) to facilitate cross-agency collaboration to advance shared traffic safety objectives through the development of a strategic traffic safety plan.
Project Results	This project was marginally successful in that an internal agency work group was established and multiple shared objectives between the WA Traffic Safety Commission and the Department of Licensing were identified. Additionally, intra-agency collaboration was improved as different divisions became aware of shared objectives and outcomes. However, the grantee requested to terminate their contract for convenience effective August 30, 2025.
Location Updated	No
Subrecipient(s)	Department of Licensing
Organization Type	State Agency

Project #13: 2025-FG-5354-Preventing Roadside Deaths - Digital Alert Technology

Project Name	Preventing Roadside Deaths - Digital Alert Technology
Project Summary	The purpose of this project was 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 injury and fatal crashes, as well as areas with the highest number of secondary crashes involving a disabled vehicle and secondary crashes involving first responders. Equipping first responders' vehicles with the ability to send digital alerts to approaching vehicles provided advance notice to drivers operating vehicles within the first responding vehicle.
Project Results	Throughout the grant year, the contract vendor, HAAS, partnered with 11 first responder agencies to deploy digital alerts in a total of 154 vehicles. Since October 2024, equipped departments have issued over 957,000 driver alerts, meaning nearly a million motorists received real-time warnings of emergency response activity. Additionally, HAAS coordinated the installation, technical assistance, data access, and media support for 100 percent of participating agencies.
Location Updated	Yes , the location was updated after AGA. From: Statewide

	To: See Chapter 9. Project Location Updates, Project #13
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #14: 2025-FG-5407-TZM Professional Development and Support

Project Name	TZM Professional Development and Support
Project Summary	The purpose of this project was to provide funding to TZMs statewide through mini-grants that support approved travel, educational materials, supplies, and other program activities designed to strengthen program delivery.
Project Results	This project funded several professional development opportunities and mini-grant requests: Professional Development Opportunities: • Almost all of the current Target Zero Managers (TZMs) attended an in-person TZM Training in October 2024. • All current TZMs attended the Washington Traffic Safety Summit in July 2025. • 8 TZMs attended the 2025 Governor's Highway Safety Association Conference in August. Mini-Grant Requests: • 16 mini-grant requests were received and approved. Requests included educational materials, professional subscriptions, training, and supplies to support and strengthen skills and enhance program delivery.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #15: 2025-FG-5410-TZM Contracts and Grants

Project Name	TZM Contracts and Grants
Project Summary	The purpose of this project was to fund the activities for a network of traffic safety professionals known as Target Zero Managers (TZMs) in 17 regions across Washington State. Regional TZM activities included establishing and maintaining coalitions, recruiting stakeholders, conducting traffic safety needs assessments, raising awareness of traffic safety data and priorities, community and stakeholder engagement, prioritizing opportunities, developing a portfolio of strategies, developing logic

	models and plans, implementing strategies, evaluating effectiveness, and reporting.
Project Results	WTSC continued training TZMs on their new scope of work (year 2). Many TZMs found success in starting or expanding coalitions in their region. TZMs continued to focus on recruiting stakeholders, building the capacity of their coalition members, raising awareness about traffic safety in the community, completing traffic safety assessments, establishing traffic safety priorities, selecting and implementing strategies, and assessing efforts. WTSC continued to train TZMs on community engagement and some progress was made with clarifying expectations. All regions participated in WTSC-required strategies, and some began developing logic models and implementation plans for their own strategies. Statewide key results include: • 137 coalition meetings held • 147 coalition building opportunities provided • 246 new stakeholders recruited local traffic safety coalitions • 992 total stakeholders involved in local traffic safety coalitions • 155 presentations given to stakeholder groups • 4 colleges, 13 junior highs, and 55 high schools participating in Teens in the Driver Seat in the 2024-25 school year
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #16: 2025-FG-5322-King County Traffic Safety Corridor Support

Project Name	King County Traffic Safety Corridor Support
Project Summary	The purpose of this project was to reduce speeding and the number of injuries and deaths among King County community members along the 140 th Ave SE/132nd Ave SE corridor between Renton, Unincorporated King County, Kent, and Auburn by strengthening the coordination of traffic safety initiatives, including the creation of educational materials, with local jurisdictions, community partners, and law enforcement partners.
Project Results	A robust educational campaign was developed and launched, culminating in a March media release and widespread coverage through broadcast and print media outlets. Expanded outreach included the publication of a community question and answer (Q&A) document and distribution of “Slower is Safer” materials, including yard signs, bumper stickers, and bike lights (not

	purchased with federal funds), at high-attendance events. Slower speed messages were also delivered through movie theater ads. Youth education programs were deployed successfully, with 12 Teen Target Zero presentations delivered to high schools adjacent to the corridor, all of whom have committed to repeat programming in fall 2025. The Safest Ride program reached nearly 20,000 families via the school newsletters, and coordination with Parent Teacher Student Associations (PTSA) began to support fall outreach at elementary schools. Teens in the Driver's Seat was promoted throughout the year, with app cards and educational materials distributed at community events. Three school sites adopted the program. Jurisdictional coordination remained strong throughout the year, including conducting a community meeting that drew 70 attendees and featured presentations and tabling from all four jurisdictions and partner agencies. Driver education efforts were sustained through monthly social media messaging focused on vehicle technology and maintenance. While coordinated high-visibility enforcement patrols took place at least once per month, resulting in 1,270 total infractions written, 863 were for speed.
Location Updated	No
Subrecipient(s)	Kent Police Department
Organization Type	State Agency

REMOVED Project #17: 2024-FG-5202-Wenatchee PD Dedicated Traffic Enforcement

Project Name	Wenatchee PD Dedicated Traffic Enforcement
Project Summary	This project was intended to be a multi-pronged effort to build a positive traffic safety culture in Wenatchee by having consistent traffic enforcement, as well as consistent law enforcement exposure to the community, through community events and speaking opportunities. Wenatchee PD withdrew from this project due to staffing limitations.
Project Results	NOTE: This project was not implemented. The project was cancelled due to grantee staffing shortages. As a result, a decision was made to remove the project from the AGA. This project is not included in the FFY 2026 AGA.
Location Updated	No
Subrecipient(s)	Wenatchee Police Department
Organization Type	Law Enforcement - City

Project #18: 2025-FG-5398-Training Support for Traffic Safety Professionals

Project Name	Training Support for Traffic Safety Professionals
Project Summary	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.
Project Results	This project funded two large training and listening session events in Washington called Traffic Safety Champions (TSC). These events were designed to provide professional development training to law enforcement officers and traffic safety professionals to improve their skills and knowledge in traffic safety. The TSC event in Fall 2024 had 183 attendees, while the TSC event in Spring 2025 had 126 attendees. Funds were also used to send a small selection of law enforcement professionals to in-state and national training events, such as: • The statewide law enforcement liaison attended the Governor's Highway Safety Association's (GHSA) annual conference, • The King County Target Zero Manager attended GHSA's pilot law enforcement liaison training, and • Seventeen Target Zero Managers attended an in-person program training in October 2024.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #19: 2025-FG-5399-EI Protector Program

Project Name	EI Protector Program
Project Summary	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 or the United States and are

	historically underserved by education efforts. This project met them where they work and live in a nonconfrontational way.
Project Results	The EI Protector staff did a tremendous job of engaging Washington's Spanish-speaking community in FFY 2025. EI Protector staff attended an average of 7.5 events or presentations each month, reaching 11,000 people. They completed 249 media interviews which reached approximately 1.5 million listeners. FFY 2025 included a transition in program leads for WSP. The new EL Protector, Trooper Carlos Mata, took over lead duties during the grant year. Thankfully, the previous EL Protector, who has led the program for many years, is still involved and has worked to make this a smooth transition. One important goal of this project is to expand the number of people who can act as an "EI Protector" at events and speaking engagements. There were eight new EI Protector ambassadors added in FFY 2025, exceeding the target of five.
Location Updated	No
Subrecipient(s)	Washington State Patrol
Organization Type	Law Enforcement - State

REMOVED Project #20: 2025-FG-5408-LE Culture Change

Project Name	LE Culture Change
Project Summary	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.
Project Results	NOTE: This project was not implemented. The project was removed due to limited interest in law enforcement agencies to participate in this project.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #21: 2025-FG-5395-Statewide and Local LEL Program

Project Name	Statewide and Local LEL Program
Project Summary	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 law enforcement liaison (LEL) and at least one local LEL per WTSC region. The statewide LEL provided guidance and monitoring of the network of local LELs. In addition to local LEL coordination, the statewide LEL provided monitoring and recognition for high-visibility enforcement activities in FFY 2025. The continuous engagement from the statewide LEL helped to grow the number of law enforcement agencies participating in traffic safety activities.
Project Results	This project was successful in that each WTSC region had an assigned local LEL who supported WTSC activities at the local level. A critical role they play is in helping to lead local law enforcement task forces, which are the local forces that plan and conduct high-visibility enforcement. They were also responsible for maintaining relationships with all law enforcement agencies within their region, encouraging strong executive engagement with traffic safety. Washington's network of LELs also encouraged their peers inside and outside of their agencies to make traffic safety a priority. All of these efforts, we think, are reflected in the increasing engagement we saw through high-visibility enforcement, where in FFY 2025, we saw over 25 percent growth in most areas of enforcement. Lastly, this network was led in part by the Statewide Law Enforcement Liaison, who provided leadership and mentoring to the regional LELs. This person also helped establish a growing culture of performance by reviewing every digital activity log submitted in WEMS. This review provided an opportunity to address underperformance as well as recognize outstanding performance.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

7.3 DISTRACTED DRIVING

Problem Statement

Nearly 1,300 people in Washington died in distracted-driver-involved crashes over the last decade (Washington Traffic Safety Commission, 2024). In 2023, distracted driving deaths reached their highest level since Washington's distracted driving laws were enacted, with 136 lives lost, 17 percent of all traffic fatalities that year.

More than half of these fatal crashes (52%) occurred during the workday or commute hours, with the highest concentration between 3:00 and 6:00 p.m.

A WTSC statewide traffic safety survey collected responses from 33,118 Washington residents over three years. Their self-reported behaviors included:

- **Holding and talking on a cell phone while driving:** 35 percent said they rarely or sometimes did this; 60 percent said they never did.
- **Reading or looking at a cell phone while driving:** 38 percent said they rarely or sometimes engaged in this behavior; 58 percent said they never did.
- **Manually typing or interacting with a cell phone while driving:** 27 percent said they rarely or sometimes did so, while 69 percent reported they never engaged in this behavior.

The 2024 WTSC roadside observation survey showed that most Washington drivers (90 percent) do not drive distracted. However, in 2024, 137 traffic fatalities still involved a distracted driver, which is often an under-reported crash variable. Fatalities involving a distracted driver represented 19 percent of all traffic fatalities in 2024, which was a 2 percent increase in fatalities from 2023. Telematic data indicates that in each year 2022-2025, in the month of June, 1 in 4 (25%) of full trips had a phone distraction event. According to Cambridge Mobile Telematics, "Of the 106,000 drivers in the 2024 cohort, 86,500 (81%) used their phone during a trip at least once a month."

Up until 2024, the most common type of distraction was from device use. In 2024, the distracted driving observation survey indicated that other distractions not related to device use were more than half of the distractions observed in the survey. Other sources of driver distraction included eating/drinking, grooming, reading, or interacting with passengers/pets in ways that interfered with driving. Other distractions comprised 55 percent of observed distracted behaviors. Holding a device while driving accounted for 26 percent of distraction, and holding a device to the ear was responsible for 19 percent of observed distraction. Distracted drivers pose a greater risk to other road users. Distracted drivers may fail to react quickly to traffic congestion, roadway hazards, unexpected pedestrians, bicycle traffic, or domestic or wildlife on the roadway. Combine distracted driving and speeding and the threat of serious injuries or death is compounded.

The 2025 WTSC statewide survey indicated that drivers perceived cell phone distraction risk as high.

- 66% believe it is very or extremely dangerous for drivers holding and talking on cell phones.
- 80% believe it is very or extremely dangerous for drivers reading or looking at cell phones.
- 86% believe it is very or extremely dangerous for drivers manually typing or interacting with cell phones with their hands.

However, 12 percent said it would be very/somewhat difficult to never talk on a cell phone while holding it and driving, and 11 percent said it would be very/somewhat difficult to never read or manually type on a cell phone while driving. In the past 30 days, 39 percent of respondents indicated they rarely/sometimes or often/always drive while holding and talking on their cell phone. Another 42 percent said they rarely/sometimes or often/always drive while reading or looking at their cell phone, and 30 percent said they rarely/sometimes or often/always drive while manually typing or interacting with their cell phone.

Interestingly, for those respondents who indicated they were employed, distraction increased with 51 percent of respondents reporting they rarely/sometimes or often/always drive while holding and talking on their cell phone. Another 55 percent said they rarely/sometimes or often/always drive while reading or looking at their cell phone, and 47 percent said they rarely/sometimes or often/always drive while manually typing or interacting with their cell phone.

Of 2025 survey respondents who indicated they were employed,

- 49% noted they either didn't know if there was a workplace policy about distracted driving or their employer did not have a policy.
- 46% either didn't know if there was a workplace policy or their employer did not have a policy for always wearing a seat belt.
- 52% said they didn't know or there was no policy for never exceeding speed limits.

Over three years, 16,473 people indicated they were employed at the time of the survey. As a whole, about half were aware of a workplace policy related to preventing distracted driving, requiring seat belt use, and never exceeding the speed limit. When asked how difficult it would be to always wear a seat belt, 91 percent said it would be somewhat/very easy, but about 10 percent said they seldom/sometimes or never wore a seat belt within a few miles of home or many miles from home. Almost half (49 percent) acknowledged driving while holding and talking on a cell phone, driving while reading or looking at their cell phone (51 percent), and 43 percent reported driving while manually typing or interacting with their cell phones.

From an employer's point of view, these are worrisome driving behaviors which represent a reputational risk and workplace safety concern. There is an opportunity to

encourage employers to make explicit their safe driving policies and expectations to their employees and to reinforce employee safe driving choices.

Additionally, as WA State tourism continues to rebound following the pandemic, there are many large-scale community events around the state that frequently draw out-of-the-area participants, many who may be unfamiliar with WA State laws or traffic safety culture. Visitors may experience increased risk exposure from spending more time on unfamiliar roadways and increased volume of traffic related to special events. Spokane Hoopfest regularly draws over 225,000 participants and fans, many from out of the area. The Tri-Cities Water Follies (hydroplane races) involves in excess of 50,000 attendees. The WA State Fair had an attendance of over 900,000 in 2024. These are examples of opportunities to reinforce the WA electronic driving under the influence law, encourage focused driving, and reward drivers for not using or handling their phone while driving.

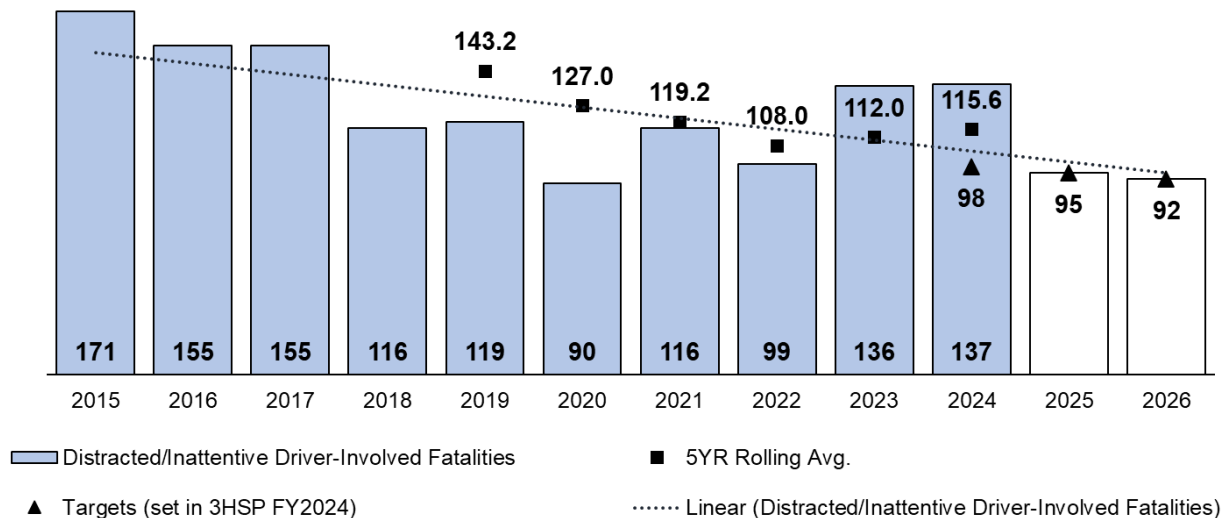
Associated Performance Measures: APM-1

Assessment of State's Progress in Achieving Performance Targets

APM-1: The calendar year 2025 target for distracted/inattentive driver involved fatalities is 95 (a year-over-year reduction of three percent from the 2022 preliminary CFC baseline). Distracted/inattentive driver-involved fatalities increased by 37 percent from 99 in 2022 to 136 in 2023 and again to 137 in 2024. This is the highest number since 2017, the year prior to Washington's eDUI law being enacted. As of November 2025, the WSDOT year-to-date number of fatalities involving a distracted driver is 92 which is just below the calendar year 2025 target of 95. Therefore, the calendar year 2025 target is not met.

APM-1: Distracted/Inattentive Driver-Involved Fatalities, 2015-2024*

*2024 Preliminary. 2025 Unavailable.



Progress Evaluation

Statewide HVE in 2024 was well supported by participating law enforcement agencies, with 5,734 distracted driving citations issued, an increase of nearly 1,500 citations from 2023. However, the number of warnings issued for distracted driving increased from 3,061 in 2023 to 4,191 in 2024. Only receiving a warning may undermine the perception of risk for being held accountable for driving distracted.

An example of a TZM traffic safety coalition project that included distracted driving prevention is the King County Corridor project. With the support and involvement of 30 different organizations, a multi-modal plan was developed to slow speeds and promote focused driving, including a yard sign campaign, theater public service messaging, eight HVE campaigns (resulting in 1,270 infractions) and youth and family outreach through 12 Teen Target Zero programs (200+ students) and Safest Ride presentations (18,000 families). Additional details are included in the community traffic services section of the report.

Promotion of the Employer's Distracted Driving Policy Development Toolkit included marketing the website on Linked In. Promotional ads were placed between June 30-September 30, 2025. There were 5,600 first-time visitors to the website out of a total of

9,600 views. The first step to developing a policy was the most popular page viewed, with 108 views. There were 19 downloads completed, 12 of which were the sample online survey tool, however, no one requested the live online link to conduct an anonymous survey of their employees. The other 7 downloads were of the Policy Education Outline and Teaching Plan, which may indicate a greater interest in training tools (although there were not any downloads of the various documents relating to conducting a workshop).

Two new focused driving public service announcements, one in English, and one in Spanish, were developed under the “Together We Get There” media campaign. Campaign outcomes are detailed in the communications section of the report.

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

Strategy Adjustment for Programming Funds

Program strategy and funding will continue to be adjusted to support targeted distracted driving prevention efforts. As part of this approach, the program shifted strategy and funding to increase public awareness of Washington’s distracted driving law, reinforce focused driving behaviors, and offer employers an expanded safe driving policy toolkit.

Working with a media contractor, staff began developing a public strategy to promote the Washington Safe Roads Challenge through the Safe Roads Challenge driving app. The app reinforces safe driving behaviors, including not handling a cell phone while driving, driving at safe speeds, and maneuvering safely. A broader strategic communications plan that incorporates the app and other media content will continue in FFY 2026. This work may include outreach to small businesses with employees who drive as part of their job or who employ many drivers ages 18–35, a group involved in 32 percent of distracted driver-involved fatal crashes.

Staff also planned to use the Safe Roads Challenge app to create safe-driving challenges and focused-driving messages tied to large community events that generate high traffic volumes, such as Hoopfest, Bloomsday, Seafair, and the Tulip Festival. Distracted driving combined with speeding creates especially high crash risk. This program coordinated with speed management projects to highlight these behaviors as common, preventable factors in fatal crashes.

The program also addressed the compounded risks of distracted driving and speeding in school zones and walk routes. Speed management projects supported collaboration between school districts and municipalities to develop traffic safety activities informed by the Safe System Approach. These activities focused on reducing driving speeds, promoting focused driving, reinforcing seat belt use, and reducing traffic risks for all road users.

FFY 2025 Countermeasures and Activities Results

Project #22: 2025-FG-5379-Employer Toolkit Promotion

Project Name	Employer Toolkit Promotion
Project Summary	The purpose of this project was to increase awareness and use of the online toolkit for employers to develop a focused driving workplace policy by advertising its availability on Linked In.
Project Results	Promotional ads were placed between June 30 through September 30, 2025. There were 5.6 thousand first-time visitors to the website out of a total of 9.6 thousand views. The first step to developing a policy was the most popular page viewed, with 108 views. There were 19 downloads completed, 12 of which were the sample online survey tool; however, no one requested the live online link to conduct an anonymous survey of their employees. The other seven downloads were of the Policy Education Outline and Teaching Plan, which may indicate a greater interest in training tools (although there were no downloads of the various documents relating to conducting a workshop).
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

7.4 IMPAIRED DRIVING

Problem Statement

In 2023, Washington State experienced 810 traffic fatalities, the deadliest year since 1990. Impaired driving contributed to about half of all fatal crashes. This long-term trend of substance-related crashes has stressed law enforcement, medical systems, and the courts.

Over the past decade, impaired driving has consistently accounted for roughly 50 percent of fatalities. Drivers aged 21 to 30 represent one third of impaired drivers in fatal crashes, with those aged 31 to 40 accounting for another 21 percent. Males are disproportionately involved, making up 80 percent of impaired drivers in fatal crashes. High risk behaviors often accompany impairment. Speeding was involved in 42 percent of fatal crashes with impaired drivers, and 80 percent of fatally injured impaired drivers were unrestrained. Motorcycles are overrepresented, with one third of fatalities involving impaired motorcyclists, and more than half of these also involved speeding.

Certain populations are especially affected. While White individuals account for the majority of impaired driver fatalities, Hispanic, Black, and American Indian and Alaska Native (AI/AN) populations have seen sharp increases. Hispanic fatalities rose 68 percent between 2019 and 2023, while Black fatalities quadrupled. AI/AN populations have the highest fatality rates per 100,000 residents. Impairment played a major role in these deaths: 71 percent of AI/AN traffic fatalities between 2019 and 2023 involved an impaired driver or pedestrian. Low seat belt use compounded the risk, with 40 percent of fatally impaired AI/AN drivers unrestrained. American Indian and Alaska Native women were disproportionately affected, representing 45 percent of impaired driving fatalities compared to 28 percent among other groups.

Pedestrian fatalities were also heavily influenced by impairment. In 2023, 52 percent of pedestrian deaths involved an impaired pedestrian, while 8 percent involved an impaired driver. AI/AN pedestrians were most impacted, with 89 percent of fatalities involving impairment, followed by Black pedestrians at 52 percent and Hispanic pedestrians at 35 percent.

Impaired driving offenders often face complex challenges. Many repeat DUI offenders have dual diagnosis disorders, combining substance use with mental health conditions. About 45 percent of repeat DUI offenders have co-occurring mental health and substance use disorders. Traditional punitive approaches and some treatment programs often fail to address these underlying issues.

Poly drug impairment is also rising. Drivers under the influence of two or more substances, such as alcohol and cannabis, have become the most common type involved in fatal crashes since 2012. Poly impaired involvement increased 34 percent from 2020 to 2023. Cannabis use remains a significant contributor to impaired driving

fatalities. Drivers testing positive for THC consistently account for about 10 percent of fatal crashes. Among these drivers, 80 percent also test positive for alcohol or other substances. Risky behaviors are common: 42 percent were speeding, 28 percent unrestrained, and 16 percent distracted. Young males aged 16 to 25 make up 31 percent of THC-positive drivers. Rural youth are more likely than urban youth to use cannabis and ride with impaired drivers.

Preliminary 2024 data show a modest but encouraging shift. Statewide traffic fatalities decreased to 731, with 348 involving impairment, a nearly 10 percent decline from 2023. Certain categories showed stronger improvement: motorcyclist fatalities dropped nearly 20 percent to 113, and fatalities among unrestrained vehicle occupants decreased by 18 percent. These reductions suggest that targeted safety measures may be paying off.

Despite this progress, impaired driving remains a contributing factor in nearly half of all fatal crashes. Fatalities are still far above pre-COVID levels, which averaged roughly 500 to 540 per year. Speeding and seat belt nonuse continue to increase risks among impaired drivers, and persistent disparities in vulnerable populations highlight ongoing challenges.

Washington State's experience shows that progress is possible even amid a serious public safety crisis. The modest decline in impaired driving fatalities in 2024 demonstrates that coordinated enforcement, education, and public awareness efforts can reduce crash risk and deaths. These positive signs suggest that continued focus on prevention, intervention, and targeted safety programs could further bend the curve and save lives. While the challenge remains significant, 2024 data provide reason for cautious optimism that the state can gradually move toward safer roads.

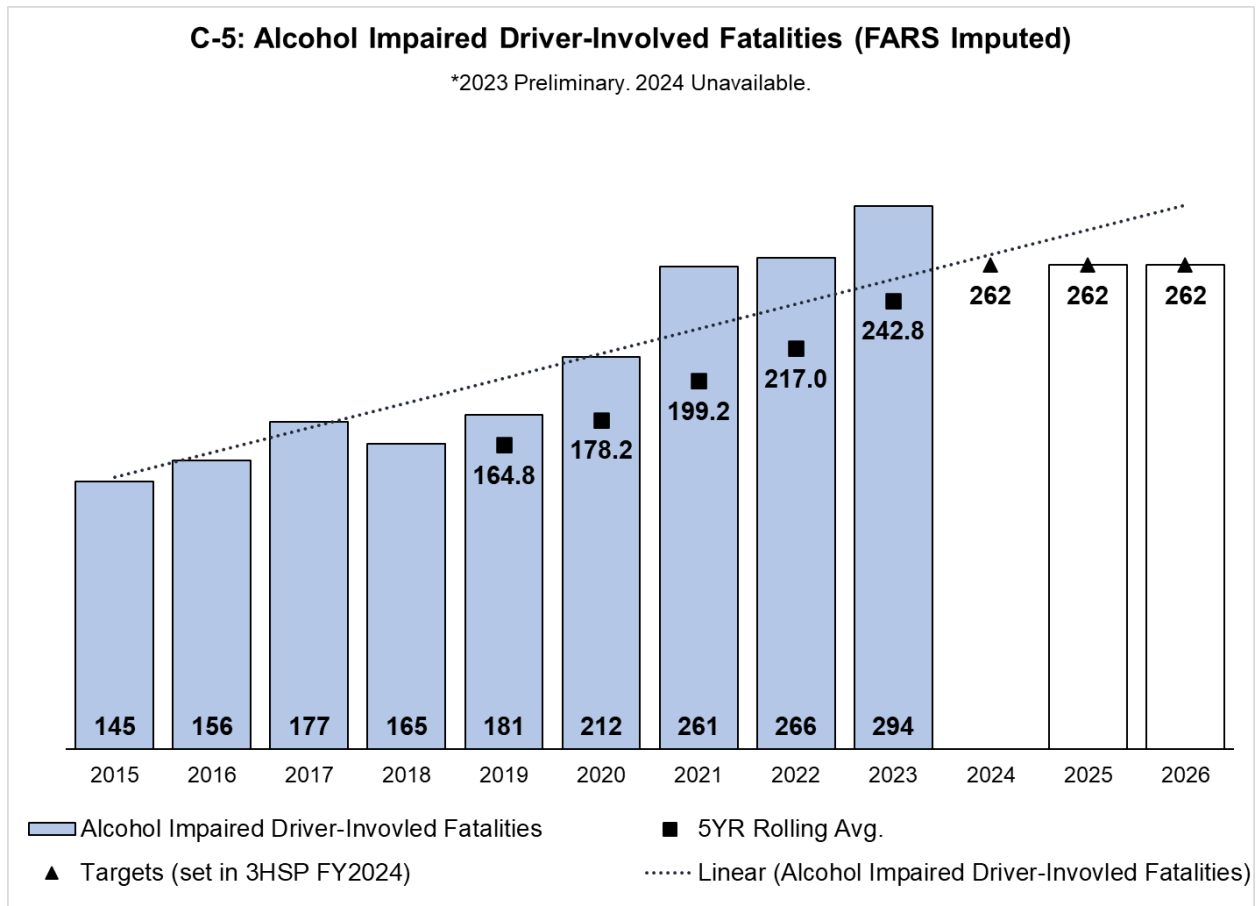
Associated Performance Measures: C-5, APM-3

Assessment of State's Progress in Achieving Performance Targets

C-5: The calendar year 2025 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.

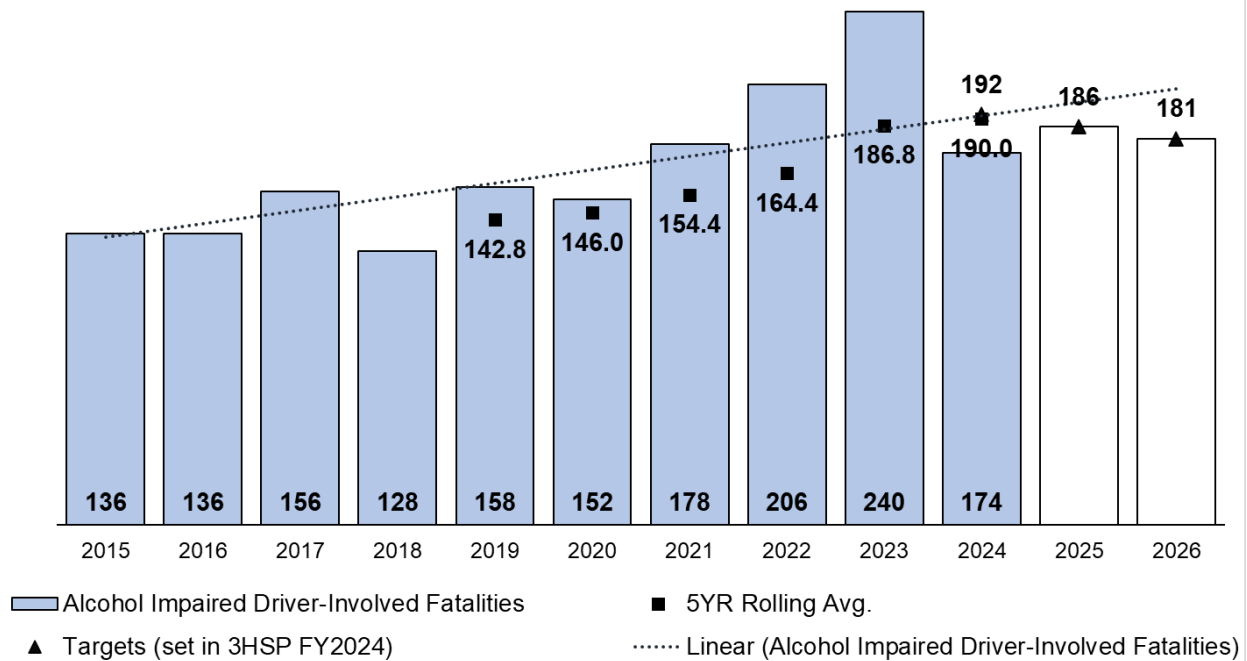
APM-3: The calendar year 2025 target for police reported/toxicology confirmed alcohol impaired driver-involved fatalities is 186 (constant target based on the 2022 preliminary CFC baseline, followed by an improving target reduction of three percent). The number

of alcohol impaired driver-involved fatalities increased year-over-year since 2020 before reaching a ten-year high of 242 in 2023 and then decreasing to a preliminary estimate of 174 in 2024. However, there are still over 50 pending toxicology reports for drivers involved in 2024 fatal crashes. The 2015-2024 number of alcohol impaired driver involved fatalities trend line exceeds the 2025 calendar year target of 186; therefore, the calendar year 2025 target remains in progress.



APM-3: Police Reported or Toxicology Confirmed Alcohol Impaired Driver-Involved Fatalities, 2015-2024*

*2024 Preliminary. 2025 Unavailable.



Progress Evaluation

The activities funded under this year's grant made meaningful progress toward the State's highway safety performance targets, with a strong focus on impaired driving prevention and proactive enforcement. Washington's first Dedicated DUI (DDUI) officer request for proposals, launched in partnership with the Washington Association of Sheriffs and Police Chiefs, generated strong law enforcement interest and led to the onboarding of several DDUI officer positions for 2025. Expanded training on drug trends, polysubstance impairment, and DUI-specific enforcement added significant value to statewide programming.

DUI court programs advanced with the establishment of a new DUI Court Coordinator at the Administrative Office of the Courts. Through engagement, this role strengthened court monitoring, improved offender accountability, and supported consistent practices across jurisdictions. The addition of the Judicial Outreach Liaison provided an important resource to the bench and justice system partners, improving coordination and information flow.

The Washington Traffic Safety Commission also deepened partnerships with tribal law enforcement agencies, many of which had not previously engaged with the agency. This work built new relationships, expanded training opportunities, and opened more pathways for tribal participation in impaired driving initiatives. The Screening, Brief Intervention, and Referral to Treatment program, administered by the University of Washington, continued to demonstrate measurable impact by expanding statewide screening and intervention capacity across medical and community partners.

Across enforcement, outreach, and training, projects collectively delivered strong results. The Dedicated DUI program generated more than 5,100 traffic contacts, including 527 DUI arrests, 3,004 infractions, 2,534 warnings, 1,206 speeding citations, 54 seat belt citations, and 93 distracted driving citations. The short term, four-agency Dedicated DUI Overtime pilot delivered 1,100 hours of enforcement and mentorship, producing 366 DUI arrests, 414 infractions, and 515 warnings. The project produced major safety improvements, including a 36 percent reduction in DUI collisions in one city, a 113 percent increase in drugged driving arrests in another, and nearly double the number of DUI arrests in a third compared to the previous year. Community outreach through social media, bilingual messaging, and public events enhanced officer capacity, enforcement visibility, and roadway safety.

The Most Steer Clear campaign achieved more than 82 million impressions, reaching over 1.3 million unique individuals. More than half of the young adults surveyed recalled the campaign and reported highly favorable perceptions of its messaging.

Law enforcement phlebotomy programs expanded statewide, training over 100 officers and supporting 36 to 264 blood draws per agency, depending on size. These efforts reduced hospital burden, returned officers to patrol more quickly, and streamlined DUI case processing. The Ignition Interlock Program conducted more than 1,000 after-hours compliance checks, resulting in 12 criminal investigations for device tampering or circumvention. The Mobile Impaired Driving Unit was deployed 29 times, processing 132 impaired drivers, while projects within the Washington State Patrol Drug Evaluation and Classification Program completed 635 evaluations, maintained 137 certified Drug Recognition Experts (DRE), added five instructors, and graduated 23 new DREs and 32 Standardized Sobriety Tests (SFST) instructors. Statewide ARIDE, SFST refresher, and controlled drinking sessions further strengthened training capacity and enhanced impaired driving enforcement across Washington.

Together, these efforts have not only strengthened Washington's impaired driving prevention system but also created a foundation for lasting impact. By expanding training, increasing enforcement capacity, and improving coordination among law enforcement, courts, tribal partners, and public health, the state is better equipped to reduce impaired driving and save lives. The progress achieved this year demonstrates that targeted investment, culturally informed strategies, and collaborative partnerships can produce measurable safety improvements. Building on this momentum, Washington is positioned to continue advancing statewide traffic safety, protect communities, and sustain long-term reductions in crashes and fatalities.

Strategy Adjustment for Programming Funds

No changes are planned to our overall program funding strategies at this time. Our federal funding portfolio remains strong and continues to support effective progress, with several existing grants continuing into FFY 2026. Any necessary refinements are being addressed at the project level, focusing on improving goals, objectives, and performance measures to maximize impact.

The state-funded portfolio is also expanding, supported by a recent legislative proviso. This growth has increased law enforcement staffing and activity, while new legislative measures have expanded authority for safety initiatives. These developments have strengthened Tribal partnerships, boosted participation in high-visibility enforcement initiatives, and generated growing interest in dedicated DUI enforcement grants.

Maintaining the current approach allows us to build on proven successes while incorporating lessons learned, partner insights, and community feedback. By focusing on ongoing refinement at the project level and leveraging new resources, the program is well positioned to continue advancing statewide traffic safety, improving coordination, and reducing impaired driving and other traffic-related risks.

FFY 2025 Countermeasures and Activities Results

NEW Project #23: 2025-FG-5575-Law Enforcement Dedicated DUI OT Program

Project Name	Law Enforcement Dedicated DUI OT Program
Project Summary	The purpose of this project was to reduce impaired driving fatalities by funding dedicated DUI overtime patrols in the police and sheriff's departments of Lakewood, Pasco, Thurston County, and Tacoma. The project increased DUI enforcement visibility short term (4-6 month) pilot project-with a minimum of twice-weekly targeted patrols, maximized resources without requiring full-time DUI units, built officer capacity through mentorship, and expanded community education, including outreach to non-English-speaking communities. This was a new project added to the original FFY 2025 AGA.
Project Results	This was a short-term (4-6 month) pilot project. During the grant period, all four agencies increased DUI enforcement, strengthened officer skills through mentorship, and expanded community outreach. Collectively, officers completed over 1,400 hours of enforcement and mentorship, resulting in 220 DUI arrests, 920 infractions,

	1371 warnings, and a 36 percent reduction in DUI-related collisions in one city. One agency achieved a 113 percent increase in drugged-driving arrests, and another nearly doubled DUI arrests compared to the previous year. Community engagement included social media, bilingual outreach, and public events, raising awareness of impaired-driving risks. The project enhanced enforcement visibility, officer capacity, and roadway safety, laying a foundation for continued DUI prevention efforts.
Location Updated	Yes, the location was updated after AGA. From: One location will be the City of Tacoma (Tacoma Police Department). Additional locations and departments will be added in the future. To: Lakewood PD, Pasco PD, Tacoma PD, and Thurston County Sheriff
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #24: 2024-FG-5065-WSP Impaired Driving Project-DRE Program

Project Name	WSP Impaired Driving Project-DRE Program
Project Summary	The purpose of this project was to support the Washington State Patrol program responsible for overseeing statewide training in Standardized Field Sobriety Tests (SFSTs) and managing the Drug Evaluation and Classification (DEC) Program. This included funding for the activities of the Drug Recognition Expert (DRE) State Coordinator, DEC Program Specialist, Regional Coordinators, and approximately 132+ certified DREs. The project aimed to sustain and expand Washington's DEC Program so officers could effectively detect and arrest drug-impaired drivers, reduce crashes, and prevent fatalities.
Project Results	The Washington DEC Program completed 635 enforcement evaluations, slightly below the 659 completed in 2024. The program maintained 137 certified DREs, added five new DRE instructors, and graduated 23 new DREs and 32 Standardized Field Sobriety Testing (SFST) instructors, strengthening statewide training capacity. A total of 18 Advanced Roadside Impaired Driving Enforcement (ARIDE) classes, 120 SFST refresher trainings, two controlled drinking sessions, and an SFST Instructor Development Course

	were conducted, with all 32 selected students successfully becoming certified instructors. The rollout of the Institute for Traffic Safety Management and Research (ITSMR) system began, which will enhance DRE data collection. Twenty-five DREs attended the International Association of Chiefs of Police (IACP) Impaired Driving and Traffic Safety (IDTS) Conference, with three presenting nationally. Overall, the program sustained and expanded DRE capacity, improved training quality, and advanced impaired-driving enforcement efforts statewide.
Location Updated	No
Subrecipient(s)	Washington State Patrol
Organization Type	Law Enforcement - State

Project #25: 2025-FG-5368-Seattle Police Department Impaired Driving Training

Project Name	Seattle Police Department Impaired Driving Training
Project Summary	The purpose of this project was to support the activities and tasks of the Seattle Police Department's Impaired Driving Training Coordinator (SPD IDTC). The SPD IDTC supported and facilitated the enforcement of Washington State traffic laws through an emphasis on Impaired Driving enforcement training. The SPD IDTC collaborated with local, county, and state law enforcement officers, including the WSP Impaired Driving Section, Criminal Justice Training Center (CJTC), and local Traffic Safety Resource Prosecutors (TSRP), who offered training throughout the program year.
Project Results	In FFY 2025, the coordinator and his cadre of instructors delivered 44 classes to more than 430 students. These included 15 Blood Alcohol/Standardized Field Sobriety Test (BAC/SFST) classes (243 students), five Advanced Roadside Impaired Driving Enforcement (ARIDE) classes (97 students), seven Post-Basic Law Enforcement Academy classes (65 students), and one Prosecutor Boot Camp (27 students). The coordinator also trained at DRE Schools #42 and #43, supported field certifications, and proctored 12 DRE exams.
Location Updated	No
Subrecipient(s)	Seattle Police Department
Organization Type	Law Enforcement - City

Project #26: 2025-FG-5384-Spokane Police Department Outreach and Training Program

Project Name	Spokane Police Department Outreach and Training Program
Project Summary	The purpose of this project was to enhance the training and skills of Spokane City Police officers, as well as other officers in the Spokane County area, and other community groups in identifying and successfully identifying impaired drivers. The project ensured that all Spokane Police Officers below the rank of Sergeant attended tri-annual BAC and SFST refresher training.
Project Results	During the reporting period, the agency delivered a wide range of impaired-driving trainings and support activities. Staff conducted: • 2 ARIDE classes, • 1 full SFST course, • 8 SFST refresher sessions, • 1 full BAC course, • 6 BAC refresher sessions, • 2 controlled drinking sessions (wet labs), and • 10 additional DUI-related trainings. No Drug Impairment Training for Educational Professionals (DITEP) classes were held, but the team participated in three Teens in the Driver's Seat events. The agency supported DUI Court operations by attending 22 staffing meetings and 14 court meetings, resulting in three arrests involving DUI Court participants. In total, the Spokane PD Outreach and Training program trained more than 1,323 individuals across law enforcement, community outreach programs, and medical professions.
Location Updated	No
Subrecipient(s)	Spokane Police Department
Organization Type	Law Enforcement - City

Project #27: 2024-FG-5064-WSP Impaired Driving Project - MIDU

Project Name	WSP Impaired Driving Project - MIDU
Project Summary	The purpose of this project was to provide overtime funding and support for the Washington State Patrol (WSP) to operate the Mobile Impaired Driving Unit (MIDU). The MIDU served as a mobile DUI processing center, helping expedite arrest times and increasing the visibility of DUI enforcement. Staffed by WSP personnel, it allowed arresting officers to return to patrol quickly while MIDU staff completed post-arrest processing. The unit was deployed for High-Visibility Enforcement (HVE) operations and community events, including fairs, festivals, and large public gatherings, to maximize both enforcement and public awareness of impaired-driving risks.
Project Results	The MIDU had a meaningful impact this year by supporting impaired-driving enforcement across Washington State, deploying 29 times and processing 132 impaired drivers, including a record 28 blood draws by newly trained WSP phlebotomists. A DRE was available at every deployment, ensuring full support for impaired-driving evaluations. High-visibility deployments, most notably St. Patrick's Day in Puyallup (29 arrests) and Hoopfest in Spokane (25 arrests), removed suspected impaired drivers from the road and demonstrated strong deterrence, with no fatalities reported. Challenges included staffing shortages and maintenance needs for the aging MIDU vehicle, which occasionally limited scheduling and deployment opportunities.
Location Updated	Yes, the location was updated after AGA. From: Statewide To: See Chapter 9. Project Location Updates, Project #27
Subrecipient(s)	Washington State Patrol
Organization Type	Law Enforcement - State

Project #28: 2025-FG-5352-Make It Home Safe Yakima

Project Name	Make It Home Safe Yakima
Project Summary	The purpose of this project was to continue to fund approximately 2,080 hours of officer activities that were focused on impaired driving enforcement, conducting outreach, and educating the community on the dangers of impaired driving. The officers'

	primary duties were to identify and process impaired drivers in the City of Yakima.
Project Results	Enforcement activities this year resulted in 734 total contacts with 540 infractions written. One hundred and thirty-two of these infractions were written for speed, a behavior overrepresented in fatal crashes in Washington. The officer activities on this grant resulted in the arrest of 87 impaired drivers. During the grant year, the City of Yakima saw a 32 percent reduction in impaired driver-involved crashes. According to the Washington Traffic Safety Commission behavioral traffic safety survey, in 2025, 38 percent of Yakima County respondents believed drivers were very likely to be caught for driving under the influence of alcohol, up from 36 percent in 2024. Support for DUI enforcement also increased: 85 percent supported alcohol-related DUI enforcement (up from 82 percent), and support for cannabis DUI enforcement increased by just over one percent from 2024 to 2025.
Location Updated	No
Subrecipient(s)	City of Yakima
Organization Type	Law Enforcement - City

Project #29: 2025-FG-5353-Dedicated DUI Enforcement - Yakima County

Project Name	Dedicated DUI Enforcement - Yakima County
Project Summary	The purpose of this project was to fund the activities of one officer focused on impaired driving enforcement, outreach, and community education on the dangers of impaired driving. The officer's primary duties were to identify and process impaired drivers in Yakima County.
Project Results	Enforcement efforts this grant year resulted in 879 contacts made with 481 total infractions issued, including 346 speeding infractions, a behavior overrepresented in fatal crashes. Forty-six total DUI arrests were made during the grant period. According to the Washington Traffic Safety Commission behavioral traffic safety survey, in 2025, 38 percent of Yakima County respondents believed drivers were very likely to be caught for driving under the influence of alcohol, up from 36 percent in 2024. Support for DUI enforcement also increased: 85 percent supported alcohol-related DUI enforcement (up from 82 percent), and support for cannabis DUI enforcement increased by just over one percent from 2024 to 2025.

Location Updated	No
Subrecipient(s)	Yakima County Sheriff's Office
Organization Type	Law Enforcement - County

Project #30: 2025-FG-5385-#1 Dedicated DUI Enforcement

Project Name	#1 Dedicated DUI Enforcement
Project Summary	The purpose of this project was to fund the activities of one full-time officer to focus on impaired driving offenses, conduct outreach, and educate the community on the dangers of impaired driving. The officer's primary duties were to identify and process impaired drivers.
Project Results	This project was only active for about half of the fiscal year. During this short grant year, the officer assigned to this work completed Drug Recognition Expert (DRE) school and conducted 442 hours of enforcement. These efforts resulted in 352 contacts and 302 total infractions, including 194 speeding infractions - a behavior overrepresented in fatal crashes. These efforts also resulted in 12 DUI arrests. Kent Police Department noted a 10 percent increase in DUI arrests during the grant year when compared to last year. The agency also provided significant social media coverage, conducted a press release, and developed rack cards and DUI prevention materials to promote impaired driving prevention.
Location Updated	Yes, the location was updated after AGA From: Location will be based on data, and department capacity. To: City of Kent
Subrecipient(s)	Kent Police Department, <i>NOTE: FFY 2025 AGA listed WTSC as the subrecipient.</i>
Organization Type	Law Enforcement – Local <i>NOTE: No change was made to the organization type.</i>

Project #31: 2025-FG-5386-#2 Dedicated DUI Enforcement

Project Name	#2 Dedicated DUI Enforcement
Project Summary	The purpose of this project was to fund the activities of one officer to focus on impaired driving offenses, conduct outreach, and educate the community on the dangers of impaired driving. The officer's primary duties were to identify and process impaired drivers.
Project Results	In the short grant year, the officer conducting this dedicated DUI enforcement worked 753 hours and made a total of 643 contacts. This resulted in a total of 205 infractions, 67 of which were for speeding - a behavior overrepresented in fatal crashes. The officer also made 56 DUI arrests. There was a 33 percent increase in DUI arrests made during the grant year. During the grant year, the officer assigned to this project also completed Drug Recognition Expert (DRE) certification. The officer also conducted several impactful sessions on the dangers and consequences of impaired driving, reaching audiences at the local driving school, the Aberdeen High School, and among Aberdeen Police Department cadets.
Location Updated	No
Subrecipient(s)	Aberdeen Police Department <i>NOTE: FFY 2025 AGA listed WTSC as the subrecipient.</i>
Organization Type	Law Enforcement – Local <i>NOTE: No change was made to the organization type.</i>

Project #32: 2025-FG-5387-Yakima County Traffic Crash Response Team

Project Name	Yakima County Traffic Crash Response Team
Project Summary	The purpose of this project was to support data collection through thorough and well-executed investigations of fatality traffic crashes with highly-trained professionals and to increase the overall quality of fatal crash investigation data needed to develop programming and direct resources. This project aimed to create a better understanding of the dynamics of traffic crashes and support the adjudication process.
Project Results	This grant was not executed until midway through the grant year. The delay was due to the grant opportunity not presenting itself

	until after the FFY 2025 grant year had started, time to narrow down the scope of work, and project details. Additionally, an unexpected event delayed the implementation of this grant work until Q1 of the FFY 2026. The grantee was able to purchase and take ownership of grant-related equipment and was able to meet with agencies across the county to gauge interest and develop a contact list of interested officers. The grantee met one project goal: to identify at least six interested participating agencies.
Location Updated	No
Subrecipient(s)	Yakima Police Department
Organization Type	Law Enforcement - Local

NEW Project #33: 2025-FG-5537-Law Enforcement Phlebotomy Program

Project Name	Law Enforcement Phlebotomy Program
Project Summary	The purpose of this project was to support the comprehensive implementation and maintenance of six officer phlebotomy programs. Funding was used for program development, officer training, deployment of phlebotomists in an overtime capacity, outfitting blood draw rooms, purchasing supplies and equipment, and conducting community engagement and education activities. Programs supported included Clark County Regional, King County Sheriff's Office, Longview Police Department, Pierce County Regional, Seattle Police Department, and Spokane Police Department Phlebotomy Programs. This was a new project added to the original FFY 2025 AGA.
Project Results	During this grant year, over 100 officers were trained across all regions, often surpassing initial targets, and partnerships with Shoreline Community College, Renton Technical College, and internal departments strengthened regional capacity. Phlebotomy operations ranged from 36 to 264 blood draws per agency during the contract year, reflecting the mix of both small and large agencies in the program. This resulted in helping officers return to patrol faster, reducing hospital burden, and streamlining DUI case processing, with fully equipped stations established in multiple counties. Community engagement through events, fairs, and educational demonstrations increased public

	awareness and positioned these programs as models for other regions. Administrative and legal readiness were maintained through site inspections, supply tracking, procedural updates, and consultation with Traffic Safety Resource Prosecutors to ensure all draws were court defensible. Program expansion exceeded training goals by 88 to 92 percent, laying the foundation for future train-the-trainer initiatives and sustainable regional coverage.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #34: 2025-FG-5348-Spokane Municipal DUI Court

Project Name	Spokane Municipal DUI Court
Project Summary	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 are indigent. This project also provided funding support for the Spokane Municipal Court to conduct community engagement to expand public knowledge and gain support for the DUI Court program.
Project Results	During this grant year, the Spokane Municipal DUI Court had 14 admissions into the program and 15 graduates from the program. The court supported an average of 24 indigent clients throughout the grant year, with the testing, monitoring, and transportation needs to keep them accountable and active in the DUI court program. The DUI court team held its annual DUI court town hall meeting on December 6, 2024. The team provided an overview of the court and their roles, a presentation from a community partner, and a mini version of a victim impact panel.
Location Updated	No
Subrecipient(s)	Spokane Municipal Court
Organization Type	Court - City

Project #35: 2025-FG-5393-Administrative Office of the Courts DUI/Treatment Court Support

Project Name	Administrative Office of the Courts (AOC) DUI/Treatment Court Support
Project Summary	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.
Project Results	The AOC DUI Court Coordinator held three meetings with local DUI Court Coordinators to encourage collaboration and information exchange. Through their Listserv, the DUI Court Coordinator shared important updates and resources, including important information and data resources, 35 times throughout the year. Fourteen 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, 33 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.
Location Updated	Yes, the location was updated after AGA. From: Location will be based on data, and court's capacity. To: See Chapter 9. Project Location Updates, Project 35
Subrecipient(s)	Administrative Office of the Courts
Organization Type	State Agency

Project #36: 2025-FG-5371-EHM for Indigent DUI Offenders-Clark County District Court

Project Name	EHM for Indigent DUI Offenders-Clark County District Court
Project Summary	The purpose of this project was to provide funding to the Clark County District Court for electronic home monitoring (EHM) services for DUI and physical control offenders who were indigent and could not afford these services on their own.

	These services were designed to reduce alcohol use and impaired driving while allowing offenders to remain out of jail, maintain employment, participate in treatment programs, and sustain family and positive community relationships.
Project Results	This project provided funding for indigent DUI and Physical Control clients in Clark County, removing socioeconomic barriers to alternatives to incarceration through Alcohol Monitoring/Secure Continuous Remote Alcohol Monitoring (SCRAM) pretrial and SCRAM + Electronic Home Monitoring (EHM) probation conditions. During the program year, 395 clients were served, with 67 percent qualifying as indigent, electronic monitoring services were utilized at a rate of 98 percent, and participants averaged 43 days on monitoring. Project participants gained knowledge and confidence to maintain employment, housing, and treatment while adhering to program requirements, expanded resources improved awareness and transparency, and efforts to increase feedback demonstrated progress in refining program processes.
Location Updated	No
Subrecipient(s)	Clark County District Court
Organization Type	Court - County

Project #37: 2025-FG-5372-Clark County DUI Court EHM

Project Name	Clark County DUI Court EHM
Project Summary	The purpose of this project was to prevent high-risk impaired drivers in Clark County from reoffending. The project provided funding for electronic monitoring services to participants in Clark County District Court who were indigent and unable to afford these services, ensuring access to critical interventions that would otherwise be out of reach.
Project Results	Clark County District Court served 31 participants, with 25 receiving Electronic Home Monitoring (EHM) and 13 subsidized through grant funding for a total of 1,591 monitoring days. Screening confirmed that 23 participants qualified for full subsidies and 4 for partial, with all eligible participants accepting assistance. EHM funding enhanced public safety, supported early engagement in treatment, and helped participants maintain employment, housing, and other protective factors. Community

	engagement, including Impaired Driving Prevention Month events and collaboration with MADD, strengthened partnerships and expanded program awareness.
Location Updated	No
Subrecipient(s)	Clark County District Court
Organization Type	Court - County

Project #38: 2024-FG-5086-Driver Alcohol Detection System for Safety

Project Name	Driver Alcohol Detection System for Safety
Project Summary	This project was 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.
Project Results	The Automotive Coalition for Traffic Safety (ACTS) instrumented several WSDOT Subaru Foresters for on-road trials, collected real-world data, and used a dedicated demonstration vehicle at events statewide. The vehicles logged 328 days of operation, 3,138 breath samples, 6,496 miles, and 292 sensor hours. The ACTS team analyzed state data to identify high-risk areas, conducted a statewide survey of 623 licensed drivers, and created Washington-specific educational materials. The team launched the Driven to Protect Washington website and completed nine in-person events and five virtual events to educate the public and promote the technology. Unfortunately, this project will not continue in 2026. The board of the Automotive Coalition for Traffic Safety directed their staff to focus their efforts on ensuring the technology is ready for the commercial market so they are abandoning the work of growing public support for passive alcohol sensing.
Location Updated	Yes , the location was updated after AGA. From: To be determined

	To: The program served communities statewide and was not limited to a specific location. While the program's reach was intended to be statewide, several in-person events have been held in Spokane, King County, Seattle, the Kitsap Naval Base Safety Fair, and the Lake Washington Cars and Coffee event. In addition, three virtual events included representation from Target Zero Managers and WIDAC members from across the state.
Subrecipient(s)	Automotive Coalition for Traffic Safety, Inc.
Organization Type	Non-profit

Project #39: 2025-FG-5350-Neighborhood House - Most Steer Clear Project

Project Name	Neighborhood House - Most Steer Clear Project
Project Summary	The purpose of this project was to support the "Most Steer Clear" positive norms campaign to decrease the rates of youth driving under the influence of marijuana and alcohol in King, Pierce, and Snohomish Counties. This campaign was to promote safe driving practices, drug and alcohol prevention, and encourage bystanders and riders to keep their friends safe by discouraging impaired driving. The campaign promoted responsible behaviors among youth aged 16-25. Neighborhood House expanded the project to continue to reach the most populated counties in the Puget Sound (King, Pierce, and Snohomish Counties).
Project Results	During the grant year, the campaign had over 82 million impressions, reaching an estimated 1.3 million unique viewers in the tri-county area, with an estimated 63 impressions per individual. Most Steer Clear achieved significant individual reach across various media platforms, reaching approximately 1,329,966 unique individuals. Fifty-two percent of young adults surveyed at the end of the year recalled seeing one or more campaign ads, and 76 percent of respondents had a highly favorable impression of the campaign. In 2024, which is the most recent Washington Young Adult Healthy Survey, 9.2 percent of young adults in King County reported driving after cannabis use, an increase from 7.8 percent in 2023. However, the rate remains near an all-time low and below the state average. Pierce County continued to improve, reaching a record low of 8.1 percent, marking a 6.4-point decrease since 2021. Snohomish County, however, saw a concerning rise from 6.8 percent in 2023

	to 13.3 percent in 2024, indicating a need for stronger prevention efforts.
Location Updated	No
Subrecipient(s)	Neighborhood House
Organization Type	Non-profit

Project #40: 2025-FG-5355-Rural PCN Messaging

Project Name	Rural PCN Messaging
Project Summary	The purpose of this project was to develop and disseminate impaired driving messaging using Positive Community Norms (PCN) to rural youth in Yakima County, which has been identified as high-risk for youth substance abuse through Community Prevention and Wellness Initiative (CPWI) rural risk assessment, Washington Healthy Youth Survey, and Washington Traffic Safety Commission data.
Project Results	Despite this grant not executing until mid-year, the grantee was able to disseminate anonymous surveys and conduct local youth/young adult focus groups to gather data and input for an impaired driving campaign in Yakima County. The data and insight gathered was used to create media assets for a positive social norms impaired driving campaign targeting persons aged 16-26. The grantee collected 300 surveys from people aged 16-26 and held three local focus groups to gather data and input. The focus group participants selected their preferred color themes and tagline for the campaign - "Catch a Ride, Not a DUI - Most Drive Sober". Work was completed with a media vendor to design four billboards, 12 print media, six radio PSA's, 48 social media posts, and four videos. Materials were translated into Spanish as well for the campaign. Media assets did not deploy in FFY 2025 but will deploy at the beginning of FFY 2026.
Location Updated	No
Subrecipient(s)	Citizens for Safe Yakima Valley
Organization Type	Non-profit

Project #41: 2025-FG-5402-SBIRT Training and Outreach

Project Name	SBIRT Training and Outreach
Project Summary	This project aimed to expand virtual Screening, Brief Intervention, and Referral to Treatment (SBIRT) training for health and behavioral health providers in Washington State and to equip them with practical tools to support brief interventions. It sought to increase providers' confidence in screening for substance use, strengthen their Motivational Interviewing skills, and improve their knowledge of referral options. Using proven methods and an experienced SBIRT trainer, the project also included developing a website with an online screener and intervention resources.
Project Results	Over the course of the project, the University of Washington Center for the Study of Health and Risk Behaviors (CSHRB) team recruited and registered 209 participants across eight SBIRT trainings. Thirty-two registrants did not attend, leaving 177 who completed the training. Not all participants submitted post-training evaluations, but those who did reported statistically significant increases in their knowledge of every behavior addressed in the training and in their comfort level using the strategies they learned.
Location Updated	Yes , the location was updated after AGA. From: Statewide, this may change as the project develops. To: See Chapter 9. Project Location Updates, Project #41
Subrecipient(s)	University of Washington
Organization Type	State Agency

Project #42: 2025-FG-5389-Judicial Outreach Liaison

Project Name	Judicial Outreach Liaison
Project Summary	The purpose of this project was to connect the work of the Washington Traffic Safety Commission to the judiciary through a Judicial Outreach Liaison (JOL), educating judges and the public on specific legal issues, promoting best practices, and enhancing public safety through training and community partnerships.
Project Results	The newly appointed Judicial Outreach Liaison (JOL) began work in late 2024 and quickly gained a strong understanding of the position. They collaborated with other JOLs nationwide to build a knowledge base that guided training and public safety efforts.

	The JOL attended four professional development events, participated in 10 meetings, including the Washington Impaired Driving Advisory Board and Traffic Safety Champions, and provided feedback during three Impaired Driving Fatality Case reviews. They also delivered training to more than 30 participants via webinar and authored two training materials for judicial newsletters.
Location Updated	No
Subrecipient(s)	Adam Eisenberg
Organization Type	State Agency

Project #43: 2024-FG-5066-WSP Impaired Driving Project - Ignition Interlock Program

Project Name	WSP Impaired Driving Project - Ignition Interlock Program
Project Summary	The purpose of this project was to increase compliance with ignition interlock orders by providing funding for hourly overtime activities of Washington State Patrol (WSP) staff for compliance checks, education, and oversight.
Project Results	The Washington State Patrol's Ignition Interlock Program completed over 1,000 compliance checks with drivers who had recorded device violations, providing education on proper use and reinforcing program requirements. These efforts resulted in 12 formal criminal investigations, several of which led to additional charges, including DUI. Focusing grant resources on compliance checks allowed troopers to maximize direct engagement and strengthen program integrity. Challenges included temporary staff reassignments and difficulties tracking comprehensive compliance data across multiple agencies. Overall, the program successfully increased driver accountability, reinforced compliance, and supported statewide impaired-driving prevention.
Location Updated	No
Subrecipient(s)	Washington State Patrol
Organization Type	Law Enforcement - State

Project #44: 2025-FG-5388-MADD Washington Court Monitoring Program

Project Name	MADD Washington Court Monitoring Program
Project Summary	The purpose of this project was to promote transparency, accountability, and impartiality within the judicial process while monitoring misdemeanor DUI cases through the Mothers Against Drunk Driving (MADD) 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.
Project Results	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 deterrence of impaired driving. Regular reports were shared with key stakeholders to promote transparency and drive improvements. In King County, MADD monitored 85 DUI cases during the fiscal year, most involving alcohol-related offenses. Of the 41 fully adjudicated cases, four resulted in guilty verdicts, 12 in deferred prosecution, five in dismissals, and 19 in amendments to reckless or negligent driving. Nearly 53 percent involved repeat offenders, underscoring ongoing recidivism concerns. In Yakima County, MADD monitored 122 DUI cases, with 103 fully adjudicated. Outcomes included 29 guilty verdicts, eight deferred prosecutions, four dismissals, and 37 amendments to reckless or negligent driving. Repeat offenders accounted for 40 percent of cases, further highlighting the prevalence of recidivism.
Location Updated	No
Subrecipient(s)	Mothers Against Drunk Driving (MADD) Washington
Organization Type	Non-profit

Project #45: 2025-FG-5351-WSP Tox Lab Support

Project Name	WSP Tox Lab Support
Project Summary	The purpose of this project was to address the state toxicology lab's DUI case backlog by providing funding for DUI blood evidence kits, overtime for lab staff activities, funding to support the activities of a forensic scientist, and drug-testing outsourcing for fatal crash cases for both toxicology lab locations.

Project Results	During this grant period, the turnaround time for outsourced death cases was reduced by 18 days, and at the end of this grant cycle, the median turnaround time for death investigation cases was less than 30 days. Overtime was spent by personnel processing backlogged DUI cases. The Lab coordinated targeted overtime efforts throughout the course of this grant cycle that resulted in the testing of over 1,400 samples, the completion of over 1,100 toxicology reports, and improved evidentiary processing backlogs. The Forensic Scientist participated in overtime efforts, contributed to the issuance of toxicology test reports, and supported screening efforts by screening an average of 334 cases/quarter for cannabinoids and/or other drugs. The contributions of this scientist and laboratory staff led to a five percent increase in case completions during this grant cycle, meeting the grant's overall goal. Additionally, evidence kits were provided to law enforcement agencies throughout the grant year.
Location Updated	No
Subrecipient(s)	Washington State Patrol
Organization Type	Law Enforcement - State

Project #46: 2025-FG-5377-TSRP Support

Project Name	TSRP Support
Project Summary	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.
Project Results	The TSRP Support grant provided funding for Washington's two Traffic Safety Resource Prosecutors to travel to trainings and receive critical services and other training support. The grant enabled the 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.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #47: 2025-FG-5390-TSRP - Seattle Prosecuting Attorneys Office

Project Name	TSRP - Seattle Prosecuting Attorneys Office
Project Summary	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.
Project Results	A State TSRP position was funded within the Seattle City Attorney's Office through this grant. The team utilized existing TSRP resources and conducted outreach and training for prosecutors, law enforcement professionals, judges, probation staff, legislators, and hearing examiners on topics critical to impaired driving. The TSRP provided litigation assistance, legal memoranda, research support, and materials via its website and newsletter. During the grant year, the TSRP published 41 total publications, posted 123 website updates, appeared in 14 court proceedings, attended 244 meetings, conducted 177 training hours, trained 1,909 prosecutor-hours and 4,237 law enforcement-hours, responded to 1,372 technical requests, provided 81 self-improvement hours, and briefed 15 motions. Focus on the TSRP website resulted in a 16 percent increase in membership.
Location Updated	No
Subrecipient(s)	Seattle City Attorney's Office
Organization Type	City

Project #48: 2025-FG-5391-TSRP #1

Project Name	TSRP #1
Project Summary	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.
Project Results	A State TSRP position was funded within Snohomish County through this grant. This new position conducted outreach and training for prosecutors, law enforcement professionals, judges, probation staff, legislators, and hearing examiners on topics critical to impaired driving. The TSRP provided litigation assistance, legal memoranda, research support, and materials via its website and newsletter. During the grant year, the TSRP published eight publications, posted 48 website updates, appeared in 12 court proceedings, attended 75 meetings, conducted 64 training hours, trained 74 prosecutor-hours and 56 law enforcement-hours, responded to 446 technical requests, provided 53 self-improvement hours, and briefed 11 motions. Focus on the TSRP website resulted in a 16 percent increase in membership.
Location Updated	Yes, the location was updated after AGA. From: Statewide and local, TBD To: TSRP work extended statewide, including Snohomish, King, Spokane, Chelan, Thurston, and Pierce counties. The audiences reached included prosecutors, law enforcement, Target Zero Managers, and other key stakeholders, engaging participants on a wide range of traffic enforcement-related issues across the state.
Subrecipient(s)	Snohomish County
Organization Type	Court - City

REMOVED Project #49: 2025-FG-5392-TSRP #2 - City of Yakima

Project Name	TSRP #2 - City of Yakima
Project Summary	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.
Project Results	NOTE: This project was not implemented. The grantee, City of Yakima, made great efforts to fill the TSRP position without success. After several recruitment attempts, the

	position remained vacant, and for that reason, the City of Yakima TSRP project was removed from the AGA.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	Court - County

7.5 MOTORCYCLE SAFETY

Problem Statement

Motorcycle riders are vulnerable road users and over-represented in crashes resulting in serious injuries and fatalities. A motorcycle offers the rider virtually no protection in a crash compared to other types of vehicles. In the last five years, motorcycles made up just 3 percent of the registered vehicles on Washington's roads but accounted for nearly 17 percent of all traffic fatalities. In 2023 alone, there were 142 motorcycle rider fatalities in Washington, the most in a single year in our state's history.

There is hope. Data from data showed 113 motorcyclist fatalities on Washington's roads, a 20 percent decrease from the previous year. While one motorcyclist serious injury or fatality is unacceptable, it's hopeful to see this reduction.

Motorcycle crashes are preventable. WTSC's Motorcycle Safety Program has a vision to reduce roadway fatalities and serious injuries by training and empowering motorcycle riders, partners, and grantees to apply the Positive Culture Framework and the Safe System Approach.

This Program Plan supported the Safe System Approach in several ways:

Safety is proactive; Responsibility is shared (motorcyclists and all other motorists); Humans are vulnerable; Humans make mistakes; Safer speeds; Safer people; Deaths and serious injuries are unacceptable.

All projects are data-driven. Many riders involved in motorcycle crashes, regardless of severity or other vehicle involvement, were found to have taken specific actions that contributed to the crash. From 2014 to 2023 (a 10-year span):

- There were 940 motorcyclist fatalities - 29 percent occurring in 2022 and 2023 (the last two years).
- 55 percent involved an impaired driver.
- 47 percent involved a distracted driver.
- 19 percent involved a speeding driver (although speeding in motorcycle crashes is often under-reported).
- 34 percent were unendorsed or unlicensed riders.

A significant proportion of these riders had a history of prior offenses, indicating potential patterns of risky behavior. This highlights the importance of addressing rider behavior through education, training, and awareness campaigns to enhance overall motorcycle safety in Washington.

Associated Performance Measures: C-7, C-8

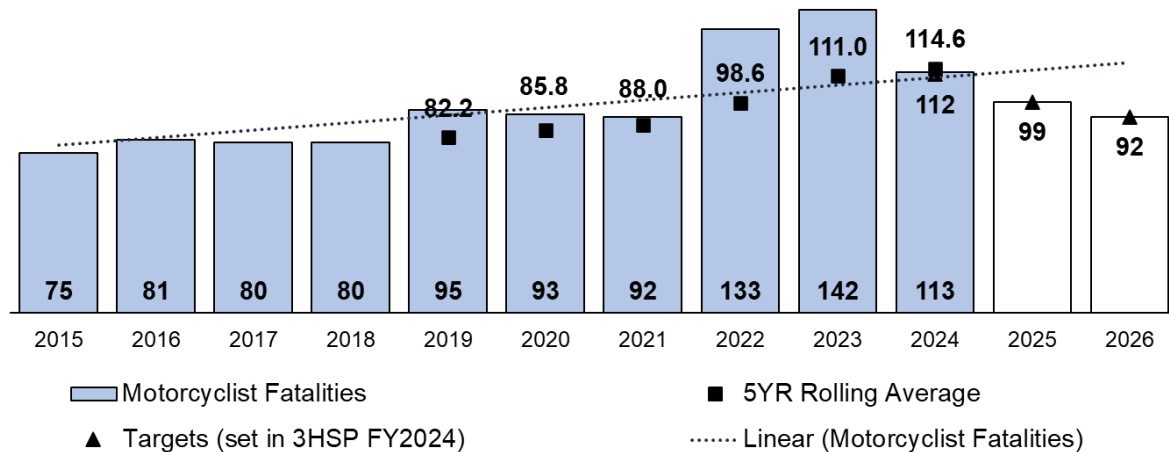
Assessment of Washington's Progress in Achieving Performance Targets

C-7: The calendar year 2025 target for motorcyclist fatalities is 99 (a 15 percent decrease from 2022 preliminary CFC baseline, followed by another ten percent reduction). Motorcyclist fatalities increased by 45 percent in 2022 and another 7 percent in 2023, reaching a historic high of 142 fatalities, before decreasing by 20 percent to 113 in 2024. As of November 2025, the WSDOT year-to-date number of motorcyclist fatalities is 96, which is just below the calendar year 2025 target of 99. Therefore, the calendar year 2025 target remains in progress.

C-8: For three consecutive years, unhelmeted motorcyclist fatalities have been in the double-digits while also reaching a ten-year high of 16 in 2023. Considering recent trends, the calendar year 2025 target of zero unhelmeted motorcyclists will not be met.

C-7: Motorcyclist Fatalities, 2015-2024*

*2024 Preliminary. 2025 Unavailable.



	Unhelmeted Motorcyclist Fatalities	Total Motorcyclist Fatalities	Percent of Motorcyclist Fatalities Unhelmeted
2015	7	75	9.3%
2016	5	81	6.2%
2017	6	80	7.5%

2018	9	80	11.3%
2019	2	95	2.1%
2020	11	93	11.8%
2021	9	92	9.8%
2022	14	133	10.5%
2023	16	142	11.3%
2024	11	113	9.7%

Progress Evaluation

Washington saw a 20 percent decrease in motorcyclist fatalities from 2023 (142) to 2024 (113). As of the writing of this chapter (late November 2025), 98 rider fatalities have been reported.

We continue to promote The Ride Safe, Ride On campaign with a focus on increasing online followers and audience engagement. We continue to explore new distribution channels for these culture shifting messages and in 2025, we partnered with WSDOT and bought ad space in 21 rest areas around the state.

The statewide survey provides a wealth of useful information about our target audience:

- 11 percent of respondents said they ride a motorcycle. Their primary reason for riding a motorcycle was recreation (49 percent), both commuting and recreation (43 percent), and commuting or other task-related trips (8 percent).
- 96 percent of riders who were involved in crashes (even minor ones) in the past 12 months reported that they were perhaps their fault.
- 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 by texting, calling, or eating, or under the influence of drugs or alcohol (29 percent), not looking for motorcyclists or checking blind spots (29 percent), and not adhering to safety or traffic laws including speed and aggressive driving (22 percent).
- Some listed road hazards including potholes, debris, rain, animals, and children (21 percent).
- Only around 17 percent of responses mentioned not wearing helmets or safety gear, lack of protection, lack of control, and/or inexperience of motorcyclists.
- The percentages in each of these responses increased from the 2024 statewide survey.
- The reality is that most serious injury and fatal motorcycle crashes (around 75 percent) are caused by rider error and choices.

We worked with Washington's Department of Licensing (DOL) to review rider licensing, training, and registration information. We reviewed the frequency and causation factors of motorcycle crashes. We obtained user data from our social media and website accounts to learn more about the rider community and reach and frequency of our

messages. We used this data to guide our projects and evaluate their effectiveness throughout the year.

This project was successful in increasing the number of riders who complete rider training. In 2024 (latest full year of data), compared to 2023, Washington had a 10 percent increase in riders completing intermediate and advanced training courses. The total number of endorsed motorcycle owners (Washington residents with both a motorcycle registration and license endorsement in their name) increased by 10 percent.

Other media tactics supported motorcycle safety:

- News releases to promote National Motorcycle Safety Month in May
- Ramped up media presence in high-priority regions of the state, especially in and around areas with festivals or gatherings of motorcycles.
- Outreach and education support TZMs for summer Motorcycle Safety HVE Emphasis Patrols in 11 counties. Those efforts resulted in 766 hours of patrol generating 1,659 contacts.

Strategy Adjustment for Programming Funds

We are not making a strategy adjustment for programming funds. Both the Ride Safe, Ride On campaign and the Level Up rider licensing and training program were successful. We will continue:

- Utilizing 405f funds to promote rider training and educate other motorists.
- Make data-informed decisions.
- Heavily promote endorsement and advanced training, as 53 percent of the Washingtonians who die in motorcycle crashes had no endorsement, and about 77 percent of motorcyclists who died in crashes had no record of motorcycle safety training.
- Expand our motorcycle safety work group to follow data and build projects that address crash causation factors.
- Engage with key partners, including the motorcycle riding community, DOL, law enforcement, motorcycle dealers, and Target Zero Managers, to improve rider skills, knowledge, and beliefs.
- Utilize insights gained from the statewide survey to help us understand attitudes, beliefs, and behaviors of motorcyclists and other motorists.

FFY 2025 Countermeasures and Activities Results

Project #50: 2025-FG-5405-DOL's Motorcycle Safety Program

Project Name	DOL's Motorcycle Safety Program
Project Summary	The intent of this project funding was to support the Washington State Department of Licensing (DOL) in their work with motorcycle safety training and licensing statewide. DOL did not utilize this federal grant funding in FFY 2025.
Project Results	DOL did not utilize this federal grant funding in FFY 2025. A request to remove this project was not submitted because it is included in the FFY 2026 AGA and is expected to move forward as planned.
Location Updated	No
Subrecipient(s)	Department of Licensing
Organization Type	State Agency

Project #51: 2025-FG-5406-WTSC's Motorcycle Safety Program

Project Name	WTSC's Motorcycle Safety Program
Project Summary	The purpose of this project was to improve motorcycle rider safety in Washington. This grant was subject to the US Department of Transportation (USDOT) and NHTSA requirements for states to adopt and implement effective programs to reduce the number of single- and multi-vehicle crashes involving motorcyclists. This project supported activities to improve motorcycle rider training courses, increase the number of trained motorcycle riders, and increase motorist awareness of motorcycles.
Project Results	This grant funded <i>The Ride Safe, Ride On</i> campaign that sought to increase online followers and audience engagement. Inside this campaign, we expanded <i>Check Your Speed</i> and purchased ad space from WSDOT in 21 rest areas around the state. We educated both riders and other motorists through social media (including Facebook and YouTube) about motorcycle crash data, the need to ride safely, and maintain vigilance for motorcyclists. This comment accompanied the Campaign Report from C+C: "I think this one went very well and clearly resonated with the community, we saw significantly more impressions than expected, along with a strong click rate and cost per click. I'd say this one's a keeper for summers moving forward."

	This project was successful in increasing the number of riders who completed rider training. In 2024 (the latest full year of data), when compared to 2023, data indicated a 10 percent increase in riders completing intermediate and advanced training courses. The total number of endorsed motorcycle owners (Washington residents with both a motorcycle registration and license endorsement in their name) increased by 10 percent. In several previous years, DOL used grant funding from WTSC to design and promote a campaign known as <i>Level Up</i> that promotes motorcycle rider training courses. In FFY 2025, this campaign won the Summit Award for Public Service from the Public Relations Society of America Puget Sound. This demonstrates the effective partnership between DOL and WTSC. Another notable accomplishments included: • We promoted national Motorcycle Safety Month in May with a news release to media outlets and Target Zero Managers statewide. • We worked with regions around the state where the highest number of motorcycle crashes occur. We assisted Target Zero Managers and law enforcement agencies in those regions with data, media releases, social media posts, and talking points to publicize the hope and concern around motorcycle safety. • Our outreach and education in this project supported a separate federal grant that funded summer Motorcycle Safety HVE Emphasis Patrols. Counties in 11 of the 17 Target Zero regions utilized these funds. That project completed 766.6 hours of patrol, resulting in 1,659 contacts.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

7.6 NONMOTORIZED SERVICES

Problem Statement

General Risk Factors for Vulnerable Road Users

Washington's roads were built mainly for cars. This left fewer safe options for people walking, biking, or rolling. Everyone is responsible for safe travel, but modern vehicles are large and fast, which increases the danger for people outside the vehicle. Road design and vehicle dynamics create an unequal safety environment whenever pedestrians or bicyclists mix with traffic.

The state is now confronting this imbalance. In 2023, Washington recorded a historic high 151 pedestrian fatalities. Active transportation users accounted for 19 percent of all traffic deaths in 2023 and 18 percent of serious injuries from 2014 through 2023, a persistent and concerning trend.

This escalation aligns with a rise in distracted driving, unbelted drivers and passengers, and impaired driving. We also see increasing rates of substance use disorder and a national mental health crisis, often linked to the lasting effects of the COVID-19 pandemic. Taken together, these factors increase the risks faced by individuals who rely on walking, biking, or rolling for essential mobility.

Impairment and Mental Health

Statewide, 51 percent of fatal motor-vehicle-involved crashes involving pedestrians or pedalcyclists include evidence of impairment (WTSC Data Dashboard, 2024). According to the University of Washington Addictions, Drug and Alcohol Institute, rates of substance use disorder continue to rise statewide (2020–2022). Trends in drug-related overdose deaths parallel those seen among pedestrian fatalities, increasing from 14.1 per 100,000 in 2011 to 28.1 per 100,000 in 2021.

A growing body of research shows that symptoms of psychiatric disorders can impair attention, judgment, and executive function, abilities critical for safe walking, bicycling, and driving. While mental health conditions do not directly cause risky transportation behaviors such as distraction or impairment, human factors remain central to crash causation globally. Studies consistently find that disorders such as depression, anxiety, and intermittent explosive disorder are associated with elevated crash risk in controlled trials.

Although crash databases do not reliably capture mental health status, UW analyses show that Washington has one of the highest self-reported rates of mental health and substance use challenges in the nation. Additional research indicates that acute psychiatric crises and substance misuse, especially when occurring together, significantly elevate the likelihood of involvement in a fatal crash.

Washington's mental health system faces persistent challenges, including limited access to care, workforce shortages, and constrained treatment capacity, particularly within the criminal justice system. Even with planned investments, high-impact, statewide improvements are unlikely to be fully implemented or reflected in traffic safety outcomes by FFY 2027.

Disproportionate Representation

Recent National Highway Traffic Safety Administration (NHTSA) analyses highlight that active transportation fatalities are distributed inequitably across racial, income, age, and disability status. Local analyses reflect similar patterns. In Spokane, pedestrian fatalities in 2021 were concentrated in three of the city's lowest-income census tracts, disproportionately affecting residents who reported speaking only Spanish or having limited English proficiency.

Statewide, people living in poverty, including an overrepresentation of people of color, older adults, and individuals with disabilities, are more likely to rely on walking, bicycling, and transit due to the high costs of vehicle ownership. This increased reliance heightens exposure to unsafe roadway conditions.

Washington State Department of Transportation (WSDOT) analysis shows that 59 percent of pedestrian and bicyclist fatal and serious injury crashes (2013–2017) occurred in communities with higher-than-average poverty rates, despite representing only 43 percent of the state's population. Some jurisdictions report even more concentrated inequities; for example, 27 percent of Seattle's pedestrian fatalities in 2022 involved unhoused individuals.

Exposure

Exposure increases with time spent walking or bicycling. Individuals who live or travel in low-income communities experience disproportionate risk due to fewer sidewalks, marked crosswalks, and roadway designs that allow high vehicle speeds and encourage unsafe driver behavior.

Speed

Although the precise relationship between speed and crash risk varies by context, the overarching pattern is unequivocal: higher speeds result in more crashes and more severe injuries. For pedestrians and bicyclists, who lack physical protection, impact speed and the mass differential between them and motor vehicles determine survivability.

USDOT data show that a pedestrian or bicyclist struck at 25 mph faces a 32 percent risk of serious injury; at 35 mph, the likelihood of death increases to 45 percent. Many lower-income neighborhoods contain high-speed arterials and high-volume

intersections, exacerbating exposure. Statewide, a growing share of pedestrian fatalities occurs near Interstate 5 and on freeways or highways, underscoring the urgent need to address speed through nonmotorized safety programs.

Economic Factors

Economic instability amplifies transportation risk well beyond populations experiencing extreme poverty. During periods of financial stress, both low-income and middle-income residents may shift to transit or active transportation due to high vehicle ownership costs, increasing exposure to unsafe roadway environments. Research from the American Psychological Association links economic hardship to higher crash rates, driven by distraction, emotional stress, sleep deprivation, and impairment.

Washington's high cost of living further intensifies these pressures. In 2023, a national analysis ranked Washington the fifth most expensive state overall, with living costs 15 percent above the national average. Housing costs are 24 percent higher, and essential goods run 14 percent higher than national levels. The state recorded 25,211 people experiencing homelessness in 2022, the ninth-highest rate in the nation, contributing to elevated pedestrian exposure in many communities.

Active Transportation User Age

Age-related differences in physical resilience and functional ability strongly influence crash survivability. Children remain an overrepresented group in preventable pedestrian crashes, making child pedestrian safety a persistent public health priority.

On the other end of the spectrum, the Baby Boomer generation (ages 59–77) now represents more than 20 percent of the U.S. population. As this population ages, many will reduce or cease driving, increasing their dependence on walking, rolling, and public transit. With aging also comes increased frailty and decreased injury tolerance, further elevating crash risk and reducing survivability.

Human Factors

Crash data indicate that both driver and pedestrian behaviors contribute to fatal outcomes. From 2018 to 2022, 54 percent of pedestrians killed in motor-vehicle crashes tested positive for alcohol, drugs, or both; 11 percent were reported as distracted. Additionally, 23 percent were in the roadway improperly, and 31 percent were improperly crossing the roadway.

Driver behavior also plays a critical role. During the same period, 9 percent of drivers involved in fatal pedestrian crashes were impaired, and 15 percent were distracted. Failure to yield remains one of the most common driver-attributed factors.

Data Gaps

Significant data limitations, especially regarding income, housing status, and mental health, challenge comprehensive evaluations of pedestrian and bicyclist fatalities. Local FARS analyses consistently show higher fatality rates in low-income census tracts with fewer sidewalks, bike facilities, and Safe System design elements.

Driver behaviors associated with bicyclist fatalities (2018–2022) include failure to yield, distraction, and speed. During this period, 6 percent of drivers were impaired, and 21 percent were distracted. Among pedalcyclists, 13 percent were distracted, 38 percent were impaired, and only 4 percent were improperly using or crossing the roadway, underscoring systemic rather than behavioral causes.

Limitations in state-level data collection, particularly in communities with strained relationships with law enforcement, may contribute to underreporting of near-misses, crashes, and hit-and-runs. Cultural and historical factors can influence whether residents feel safe reporting traffic-related incidents, creating gaps that obscure true crash patterns.

Bicyclists and Other “Rollers”

Statewide bicyclist fatalities have not fallen below nine annually since 2014, with serious injury patterns mirroring those of pedestrians. From 2018 to 2022, fatalities clustered along major corridors, including Interstate 5, and in dense urban areas such as Seattle and Tacoma.

A 2017 statewide analysis of bicyclist–motor vehicle collisions found that neighborhoods with above-average poverty and racial or ethnic minority populations face compounding risks due to lower vehicle ownership (and therefore higher walking/biking exposure) and persistent underinvestment in safety infrastructure such as bike lanes, traffic-calming measures, and marked crosswalks.

Associated Performance Measures: C-10, C-11

Assessment of Washington’s Progress in Achieving Performance Targets

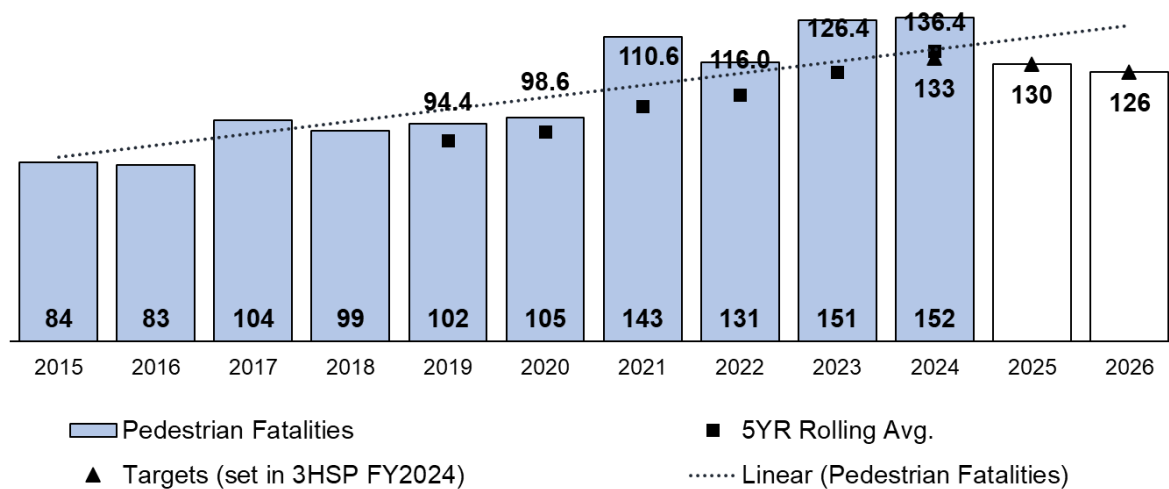
C-10: The calendar year 2025 target for pedestrian fatalities is 130 (constant target from the 2022 preliminary CFC baseline, followed by an improving target reduction of two percent). The number of pedestrian fatalities increased by 15 percent to 151 in 2023 and again to 152 in 2024 – the highest number in Washington’s history. As of November 2025, WSDOT’s preliminary year-to-date number of pedestrian fatalities is 118. Therefore, the calendar year 2025 target remains in progress.

C-11: The calendar year 2025 target for bicyclist fatalities is 11 (constant target from the 2022 preliminary CFC baseline). Bicyclist fatalities have been generally stable in the

past five years, except for a spike of 17 in 2023, which tied for a ten-year high. As of November 2025, WSDOT's preliminary year-to-date number of bicyclist fatalities is 13, which exceeds the calendar year 2025 target of 11. Therefore, the 2025 calendar-year target is not met.

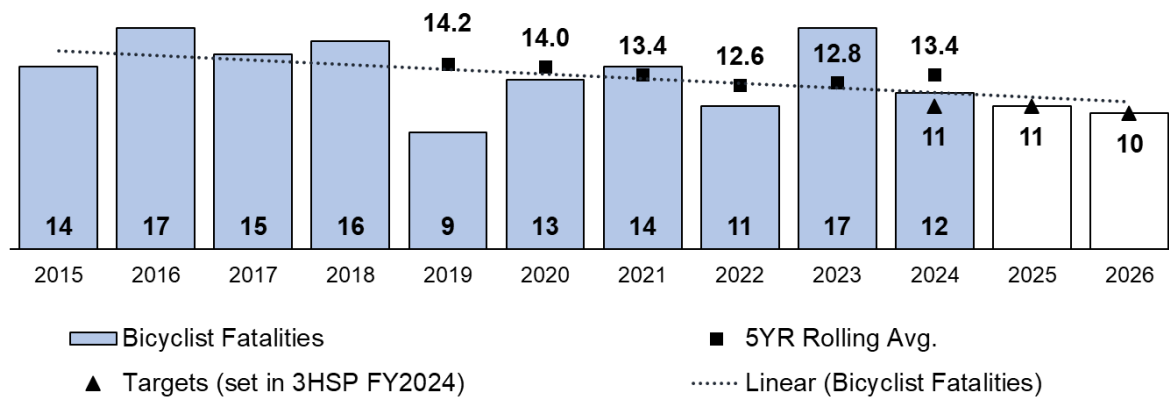
C-10: Pedestrian Fatalities, 2015-2024*

*2024 Preliminary. 2025 Unavailable.



C-11: Bicyclist Fatalities, 2015-2024*

*2024 Preliminary. 2025 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 National Highway Traffic Safety Administration (NHTSA) guidelines. For example, the Region 10 Walker Roller Safety Zone project used ongoing messaging and enforcement to support public transit expansion, promote traffic safety education, and reinforce the importance of following the law. This strategy assumes that repeated exposure to positive safety messages gradually shifts public attitudes and behaviors. These messages, delivered through channels like schools, community programs, and media campaigns, help grow cultural norms around traffic safety.

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 gain 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. It 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 like 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. These programs help students internalize traffic safety principles through experiential learning.

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 facilities for pedestrians and cyclists safety like 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 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.

The Cooper Jones Active Transportation Council (CJATSC) is another positive force at work in the Evergreen State. The Washington State Legislature created CJATSC to research problems for walkers, bicyclists, and other rollers and recommend possible solutions to increase safety. WTSC provides staffing for this highly active and diverse group. Those recommendations include the need for:

- a comprehensive, statewide infrastructure inventory,
- increased investments in areas of cities and counties where there have been historically low investments in safety infrastructure, like sidewalks,
- increased resources for 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 2026 to align CJATSC priorities with those

of the WSDOT Active Transportation Plan and utilize state funding for grant projects that support nonmotorist safety improvement administered by the WTSC. The council will submit an updated set of recommendations in its 2025 Annual Report to the Legislature in January 2026.

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 a 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

No adjustments are planned for program funding strategies. Nonmotorized 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.

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 2025 Countermeasures and Activities Results

Project #52: 2024-FG-5023-Lets Go Edmonds

Project Name	Lets Go Edmonds
Project Summary	The purpose of this project was to reduce traffic-related injuries and fatalities among elementary- and middle-school students in Snohomish County by providing targeted pedestrian and bicyclist safety education. The Let's Go! Edmonds program partnered traffic safety educators with schools and community-based organizations to teach students the skills and knowledge needed to prevent the types of collisions and errors that most commonly lead to injury or death among active transportation users. Funding for this project supported the implementation of elementary-age child pedestrian training, coordination with multidisciplinary partners, development and delivery of curriculum and materials, and in-class mentorship to ensure students gained practical, hands-on safety experience.

Project Results	During the 2024–2025 academic year, the Let’s Go! Edmonds project served 24 schools and reached over 9,000 students, including 4,598 elementary and 4,489 middle school students. Across all grades, student biking competency showed measurable improvement from the beginning to the end of the program, with 47 percent fewer students in the Emerging skill category, 4 percent more in the Experienced category, and 35 percent more in the Excelling category, demonstrating clear skill progression. Additionally: • 152 students learned to ride a bike for the first time. • The program exceeded equity goals, with nine low, socioeconomic status schools committing to participate in FY26 and beyond, surpassing the target of two. • Adaptive biking supports were successfully piloted at three schools in partnership with <i>Outdoors for All</i>, providing 154 adaptive riding experiences to 29 students, with plans to expand to all 26 Edmonds schools in FFY 2026. • Program capacity was strengthened through the delivery of curriculum kits, bikes, and trailers to 22 schools, including the addition of 45 new and larger bikes to improve accessibility. • Teacher training and in-class mentorship supported implementation, and post-program surveys confirmed student skill gains, with educators consistently reporting increased riding proficiency and first-time riding success.
Location Updated	No
Subrecipient(s)	Cascade Bicycle Club
Organization Type	Non-profit

Project #53: 2024-FG-5003-Tacoma Neighborhood Education

Project Name	Tacoma Neighborhood Education
Project Summary	The purpose of this project was to increase walker and roller safety in targeted locations throughout the City of Tacoma by continuing the public education campaign initiated in FY23, which focused on raising awareness of reduced speed limits. The project conducted Road Safety Assessments on two High Injury Network corridors to identify risk factors and potential safety improvements. Additionally, the project expanded Safe Routes to School programming in Tacoma elementary and middle schools, prioritizing marginalized communities, to educate students on safe walking and rolling behaviors. Funding supported community

	outreach, student education, and collaboration with the City of Tacoma’s Safe Routes to School program to implement these initiatives effectively. Through these combined efforts, the project aimed to reduce risk for pedestrians and cyclists while fostering a culture of traffic safety across the city.
Project Results	The Let’s Go! Edmonds program measures success by how much students improve their biking skills from the start to the end of the program. Students are assessed twice and placed into one of three skill levels: Emerging, Experienced, or Excelling. Program success is defined by students moving to a higher skill level by the end of participation. During the 2024–2025 academic year, the program served 24 schools, 19 elementary schools, and five middle schools, reaching more than 9,000 students (4,598 elementary and 4,489 middle school students). Student biking skills improved across all grades. By the end of the program, there were 47 percent fewer students in the Emerging category, 4 percent more in the Experienced category, and 35 percent more in the Excelling category, demonstrating clear gains in biking competency. In addition, 152 students learned to ride a bike for the first time. The program also made strong progress toward equity and access goals. Nine low socioeconomic status schools committed to participate in FFY 2026 and beyond, far exceeding the original goal of two schools. Adaptive biking was successfully introduced at 3 schools through a partnership with Outdoors for All. Adaptive bikes and equipment provided 154 riding experiences to 29 students with physical, sensory, or developmental needs. Based on these results, the program plans to expand adaptive biking to all 26 Edmonds schools in FFY 2026. To support program delivery and future growth, curriculum kits, bikes, and trailers were delivered to 22 schools, and the bike fleet was expanded with 45 new bikes, including larger models to improve accessibility and inclusion. Teachers received training and classroom support, and post-program surveys confirmed student skill growth and increased confidence. Although the survey response rate was 42 percent, responses consistently highlighted students improving their riding ability and successfully riding a bike for the first time.

	Overall, the Let's Go! Edmonds program exceeded participation, equity, and delivery goals; improved biking competency for thousands of students; expanded adaptive access; and strengthened infrastructure for continued growth and sustainability.
Location Updated	No
Subrecipient(s)	City of Tacoma
Organization Type	City

Project #54: 2024-FG-5022-Seattle Neighborhood Greenways

Project Name	Seattle Neighborhood Greenways
Project Summary	The purpose of this project was to reduce serious injuries and fatalities among people walking and biking along the Martin Luther King Jr. Way South and Rainier Avenue South corridors in Seattle. It also aimed to help community members build the skills and confidence to advocate for safer streets. Project funding supported community organizing, outreach, and education. Youth, families, and local stakeholders helped identify safety concerns and propose solutions. Key activities were to include weekly organizing meetings, youth-led listening sessions, engagement with public officials and transportation agencies, and the creation of multilingual educational materials. The project also carried out accessibility audits, collaborative planning sessions, and early development of safety improvement recommendations for local leaders. Overall, the project worked to increase community understanding of proven safety countermeasures, strengthen local traffic-safety culture, and ensure more inclusive participation in street-safety decision-making.
Project Results	During FFY 2025, the Seattle Neighborhood Greenways project used intensive community outreach to identify safety needs and shape proposed improvements along the MLK Jr. Way South and Rainier Avenue South corridors. The team surpassed its engagement targets, holding 50 weekly organizing meetings, 23 Community Action Group meetings, and seven community listening sessions. In total, 495 community members participated, including 56 residents from the Rainier Avenue South corridor. Youth involvement was a major strength, more than half of youth participants identified as Black Indigenous People of Color (BIPOC), and youth leaders helped design listening-session questions, facilitate discussions, and run two sessions that

	reached 56 community members. The project produced six multilingual educational resources and distributed them widely to support community learning about safety issues and solutions. Stakeholder engagement also exceeded expectations. The team worked with 18 organizations and held 41 meetings with public agencies to gather input and review draft recommendations. Using community feedback and accessibility audits, the project developed preliminary recommendations for walking and rolling safety improvements, giving local leaders actionable, community-driven guidance. Overall, the project met or exceeded its goals for community engagement, youth leadership, and cross-agency collaboration, creating a strong foundation for future safety improvements in both corridors.
Location Updated	No
Subrecipient(s)	Seattle Neighborhood Greenways
Organization Type	Non-profit

Project #55: 2025-FG-5339-Region 10 Walker Roller Safety Zone Grant

Project Name	Region 10 Walker Roller Safety Zone Grant
Project Summary	The purpose of this project was to reduce serious injuries and fatalities among pedestrians and bicyclists in Snohomish County, strengthen traffic safety culture in local communities, and encourage safe travel in the vicinity of newly extended public transit systems. Project activities included declaring pedestrian safety zones in high-risk locations to empower municipalities to pursue infrastructure improvements and seek additional grant funding. The Walker Roller Safety Educational Campaign delivered multi-lingual, geo-targeted traffic safety messaging through diverse platforms, including radio, billboards, bus ads, social media, digital streaming, and gas toppers. High-visibility emphasis patrols increased walker and roller safety through quarterly enforcement of traffic laws, focusing on impairment, distraction, and failure to yield, while also providing community education, presentations, and distributing educational materials. Funding for this project supported both direct safety interventions and community engagement strategies aimed at fostering long-term behavior change and safer streets throughout Snohomish County.
Project Results	During FFY 2025, the Snohomish County Walker and Roller Safety Project advanced pedestrian and bicyclist safety across key focus

	areas, including Mountlake Terrace, Lynnwood, Edmonds, Marysville, Arlington, Mill Creek, Unincorporated Snohomish County, and Everett. Additional results included: • Multi-lingual, geo-targeted messaging was delivered through six media channels, bus ads, billboards, social media, digital streaming, and two video PSAs, exceeding channel targets by 100 percent. • Educational materials and safety reflectors were distributed at community events, totaling approximately 2,088 items across 10 events, including Smokey Point Military Base Family Day, Lakewood Touch-a-Truck, National Night Out, Fair on 44th, and the South County Fire Safety Fair. • Nearly 1,000 youth community members were reached through campaign presentations delivered by the project team. • Nine high-visibility emphasis patrols were conducted, combining enforcement and education to reduce high-risk behaviors such as failure to yield, distraction, and impairment near new transit stops. • Post-observational studies indicated measurable decreases in at least one risky driver or pedestrian behavior in nearly all locations, while municipal engagement around pedestrian safety zones increased, establishing a foundation for targeted infrastructure improvements. Overall, the project exceeded engagement and outreach targets, strengthened stakeholder collaboration, and advanced public awareness and safe behaviors among walkers, rollers, and drivers. During high-visibility enforcement patrols conducted by law enforcement personnel from all agencies involved in the project, officers accumulated 303.850 total hours and recorded 804 contacts, resulting in 631 infractions, 280 warnings, 25 speed citations, 44 seat belt citations, 296 distracted-driving citations, and zero DUI arrests. Please see attachment for additional details regarding HVE patrol dates, times and specific agency details.
Location Updated	Yes, the location was updated after AGA. From: The project will focus on areas in Snohomish County impacted by recent transit expansions. To: See Chapter 9. Project Location Updates, Project #55
Subrecipient(s)	Snohomish County Sheriff's Office
Organization Type	Law Enforcement - County

Project #56: 2024-FG-5017-Pacific Highway (SR 99) South Walker and Roller Safety Program

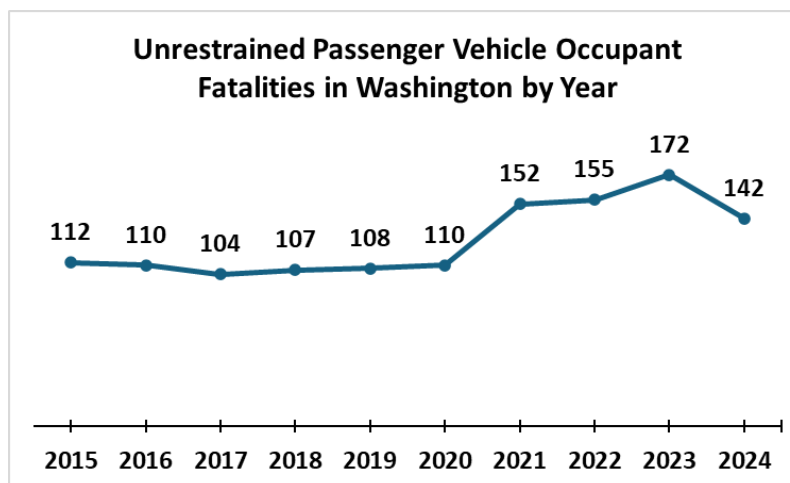
Project Name	Pacific Highway (SR 99) South Walker and Roller Safety Program
Project Summary	The purpose of this project was to reduce the number of serious injuries and fatalities involving walkers and rollers along Pacific Highway South (SR 99) in King County, Washington. The project focused on the corridor between mile posts 6.15 and 24.17, from Federal Way to Tukwila. Funding for this project was intended to support a multi-faceted approach to improve safety for all roadway users by addressing driver behavior, increasing public awareness, and implementing community-informed safety strategies. The project sought to achieve the following goals: • Decrease the percentage of drivers exhibiting unsafe behavior toward walkers and rollers by 10 percent along South SR 99 through driver education campaigns and increased signage over a three-year period. • Increase public knowledge and awareness of walker and roller safety and personal safety strategies through outreach and education provided by law enforcement, community agencies, and other partners by 10 percent annually.
Project Results	During FFY 2025 increase in community understanding of safety issues affecting people walking and rolling. Public outreach exceeded targets, with engagement at seven major community events and a combined reach of more than 250,000 people through in-person activities, PeachJar communications, and social media. Digital content generated over 27,000 Instagram views and nearly 16,000 Facebook views, while PeachJar distributions reached more than 177,000 recipients with safety materials. A safety toolkit was distributed to over 450 coalition members and shared with key county transportation and engineering groups, alongside the launch of a new King County Target Zero website offering multilingual safety resources. The Walker and Roller Community Grant program surpassed expectations, yielding 12 applications and supporting three community-led initiatives in South King County, exceeding the original goal of one and expanding safety education in underinvested communities. A large-scale Highway 99 outdoor advertising campaign generated an estimated 4 million impressions through billboards and transit ads. In addition, grant-funded partners hosted 25 safety events and engaged more than 1,000 participants, further strengthening

	community awareness and education related to walking and rolling safety.
Location Updated	No
Subrecipient(s)	Kent Police Department
Organization Type	City

7.7 OCCUPANT PROTECTION

Problem Statement

Washington has one of the highest seat belt use rates in the country at 94.6 percent, according to our 2024 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 increased sharply during the pandemic and continued to rise for a few years. We are encouraged to see a 17 percent decrease in unrestrained passenger vehicle occupant fatalities from 2023 to 2024, and we hope this trend continues (see the graph below taken from the WTSC [Unrestrained Motor Vehicle Occupant Fatalities dashboard](#)). In 2024, unrestrained motor vehicle drivers and occupants represented 34 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:** Currently, we know that based on seat belt citation and FARS citation and FARS data, as well as other research, some populations are less likely to use seat belts. There is a variety of quantitative and anecdotal evidence that demonstrates that Hispanic males, American Indian and Alaskan Native (AI/AN) females, males aged 55 and older, and younger drivers aged 16-25 have a greater prevalence of not wearing seat belts while driving. According to the WTSC's [Research and Data Division's 2025 brief on AI/AN traffic deaths](#), the rate for unrestrained motor vehicle occupant fatalities is 5.6 times higher among AI/AN people than all others. From 2019 to 2023, four out of ten fatally injured AI/AN vehicle occupants were

unrestrained. AI/AN females represented double the number of all other female unrestrained motor vehicle occupant fatalities in that period.

- **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 2019 to 2023, about 70 percent of unrestrained drivers involved in a fatal crash were impaired. In addition, 19 percent of unrestrained drivers involved in a fatal crash were distracted, and 38 percent were speeding.

- **Younger Drivers are More Likely to be Unrestrained:** Between 2019-2023, one in three (31 percent) vehicle occupant fatalities were between the ages of 21-30 were not properly restrained. Almost three-quarters (75 percent) of unrestrained vehicle occupants in this age group killed in crashes during this period 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 aged 1-14 (CDC – National Center for Health Statistics https://www.cdc.gov/transportationsafety/child_passenger_safety/cps-factsheet.html). Between 2019-2023, there were 22 unrestrained vehicle occupant fatalities among children ages 0-15 in Washington state. From 2019-2023, just over three percent of all unrestrained passenger fatalities were children aged 0-15. Using the right-sized child seat that 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 2024 shows the child restraint misuse rate at 72.5 percent. 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 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

Associated Performance Measures: C-4, B-1

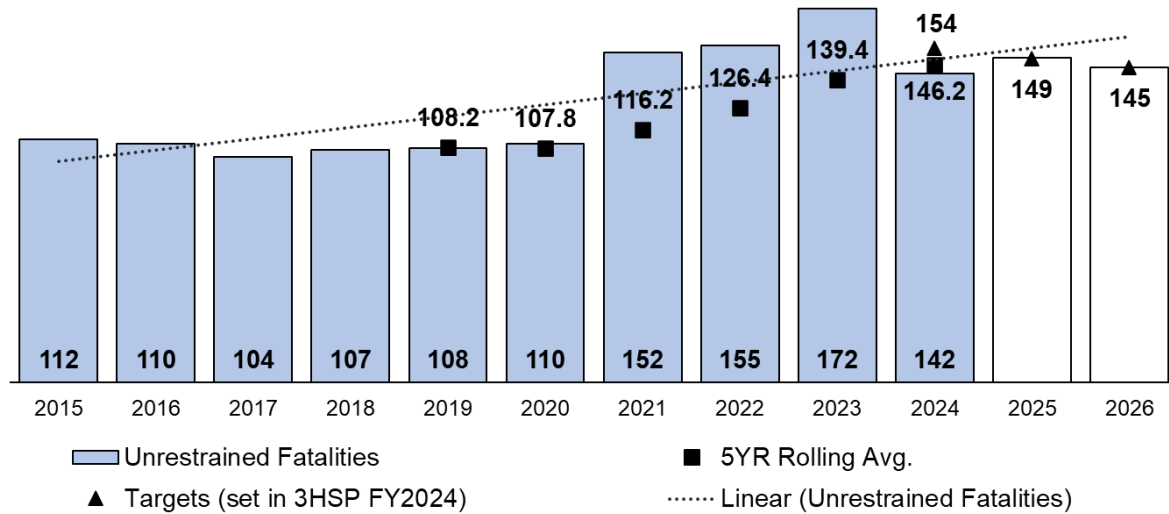
Assessment of the State's Progress in Achieving Performance Targets

C-4: The calendar year 2025 target for unrestrained fatalities is 149 (constant target from the 2022 preliminary CFC baseline, followed by an improving target reduction of three percent). Unrestrained fatalities increased year-over-year from 110 in 2020 to a ten-year high of 172 in 2023 before decreasing by 17 percent in 2024. The 2015-2024 unrestrained fatalities trend line slightly exceeds the 2025 calendar year target of 149, therefore the calendar year 2025 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 percent, narrowly missing the target of 95 percent. However, the upper confidence interval of the estimate is 95.7 percent and is the first time the upper confidence level has been above the target of >95 percent.

C-4: Unrestrained Passenger Vehicle Occupant Fatalities, 2015-2024*

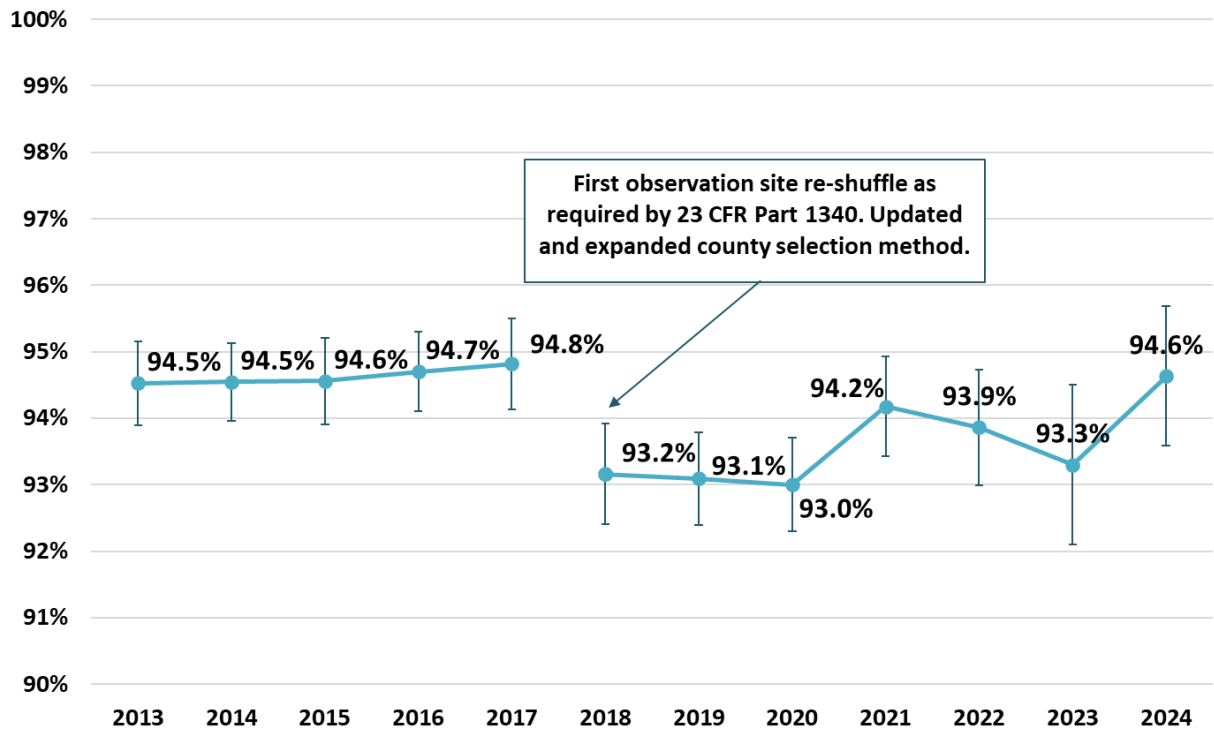
*2024 Preliminary. 2025 Unavailable.



Seat Belt Use Rates in Washington State 2013-2024

Percent of Front Seat Motor Vehicle Occupants Using Seat Belts

Source: Washington Seat Belt Observation Survey Weighted Rate



Progress Evaluation

Occupant Protection activities in FFY 2025 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. The network of nationally certified child passenger safety technicians was sustained while we increased the resources for seat check services. Child restraints continue to be provided to families in need. We provided a statewide conference for technicians and instructors and Special Needs for All Children enrichment training. We processed 48 mini-grant agreements to support statewide services and CPST courses.

Strategy Adjustment for Programming Funds

The Occupant Protection Program anticipates making some small adjustments in FFY 2026.

- Despite an increase in unrestrained passenger vehicle occupant fatalities in recent years, Washington has maintained a high seat belt use rate of over 94.6

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 a child passenger safety observational/intercept survey done in 2023 that provided us with data to help WTSC focus our child passenger safety efforts. This survey will be repeated in FFY 2026.
- The Safest Ride Program is going to continue to be promoted in FFY 2026 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 2027.

FFY 2025 Countermeasures and Activities Results

Project #57: 2024-FG-4998-Washington CPS Program Delivery

Project Name	Washington CPS Program Delivery
Project Summary	The purpose of this project was to support statewide efforts to provide child passenger safety education, inspections, and seat checks to families and others who transport children. The statewide Child Passenger Seat (CPS) program consists of approximately 400 trained Child Passenger Safety Technicians (CPSTs) who provide car seat checks to individuals at car seat check events and appointments. Each county in the state has at least one location that delivers child safety seat checks. This project also funded the creation and distribution of CPS educational tools, such as flyers, handouts, educational coloring books, etc.; training supplies for CPST courses, such as training seats; and tools needed for CPSTs to conduct car seat checks, such as tablets to collect and submit data. At car seat inspections and seat check events, CPSTs used the opportunity to inform/educate families about additional safety issues, such as vehicle recalls and the danger of heatstroke for unattended passengers.
Project Results	This project successfully maintained a sufficient network of child passenger safety (CPS) technicians by coordinating trainings and providing statewide support. Key results included: • 11 CPS technician trainings were conducted throughout the state • 88 new technicians were trained as a result of the 11 trainings

	• 465 certified technicians at the end of Q4 (surpassing the goal of 450) • Over 100 CPS seat check service providers supported with materials and resources, including car and booster seats • 3,888 car seat checks performed statewide in FFY 2025 • 986 child seats and boosters provided to families in need • 44 emergency personnel, tribal members, and tribal-serving professionals trained • 79 law enforcement officers completed the Car Seat Basics for Law Enforcement training. The project also maintained up-to-date communication tools for the statewide CPS program, including website updates, newsletters, social media messaging, and educational materials (with translations) for distribution through the state printer.
Location Updated	No
Subrecipient(s)	City of Bonney Lake
Organization Type	City

Project #58: 2025-FG-5357-CPS Program Training

Project Name	CPS Program Training
Project Summary	The purpose of the project was to provide opportunities for Child Passenger Seat Technicians (CPSTs) to obtain continuing education units necessary for recertification to ensure we maintain a network large enough to serve all families in Washington. Training was planned, so CPSTs were able to receive the latest information about CPS technology, studies, and research as well as opportunities to network with other technicians, instructors, and manufacturers. At the event several child passenger safety advocates were awarded for the outstanding work they are doing. Awardees were chosen through a formalized recognition program. Another purpose of this project was to increase outreach, education, and training to underserved populations by providing culturally relevant training and materials to CPSTs.
Project Results	This project successfully hosted a statewide child passenger safety (CPS) conference and provided targeted training and mentoring opportunities. Key results include: • 1 statewide CPS conference hosted • 150 attendees participated • 1 day dedicated to instructor enrichment

	• 1 day focused on technician skills and Continuing Education Units (CEUs) • 14 CPSTs honored through a formalized recognition program • 20 technicians received Safe Travel for All Children (STAC) enrichment training to assist families with special needs children • 100 percent pass rate for tribal members taking the CPS technician course • Instructor mentoring was provided in Yakima (Yakama Nation) and King County (Muckleshoot Tribe)
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #59: 2025-FG-5356-CPS Program Mini-Grants

Project Name	CPS Program Mini-Grants
Project Summary	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. This project also supported a pilot of the Safest Ride program to increase the rate of elementary-aged children remaining in booster seats and the back seat until they are the correct height and age.
Project Results	The program entered into multiple mini-grant agreements to support CPS services, training, and partnerships. Key results include: • 48 mini-grant agreements established for reimbursement of CPS services and training costs: • 37 grants supported local CPS services and seat distribution to disadvantaged families • 11 grants supported hosting Child Passenger Safety Technician (CPST) courses to expand the statewide technician network • 11 CPST courses funded and conducted statewide • 88 new child passenger safety technicians trained • 8 schools implemented the Safest Ride Program • 12 percent increase in the number of children riding correctly in the back seat at schools participating in the Safest Ride Program.

	The program also supported new agencies while sustaining existing partnerships across the state.
Location Updated	Yes , the location was updated after AGA. From: Statewide To: See Chapter 9. Project Location Updates, Project #59
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

7.8 PROGRAM COORDINATION

Problem Statement

Program coordination and development encompass 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, the Strategic Highway Safety Plan. 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.

Associated Performance Measures: C-1, C-2, C-3 (See pages 29-33 for more information).

Progress Evaluation

The agency faced a number of challenges in FFY 2025 that affected Program Coordination. The most significant of these was a hiring freeze that took effect in January 2025 due to a projected state budget shortfall. This had the effect of delaying the hiring of a new staff person, a Program Specialist 5 (PS5), that would have supported the impaired driving team. The Programs and Services Division also lost two of its support staff. Because WTSC is a small agency with limited human resources capacity, the hiring of their replacements follows in sequence, after the hiring of the Program Specialist 5. Ultimately, this will equate to greater than a 12-month gap in program support while these positions are hired and then trained.

On the positive side, the WEMS team continued to make improvements to the digital grant management system that have increased the efficiency of our staff and partners in the management of our large grant portfolio. Lastly, in FFY 2025, program staff worked closely with consultants to grow their skills in a number of areas to improve their effectiveness in managing grant funded projects.

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 2025 Countermeasures and Activities Results

Project #60: 2025-FG-5363-Program Coordination

Project Name	Program Coordination
Project Summary	The purpose of this project was to fund WTSC staff for the coordination and monitoring of grants of Washington's various Traffic Safety Programs, to advance the goals of Washington's Triennial Highway Safety Plan and Annual Grant Application.
Project Results	The WTSC was largely successful in developing, submitting and then implementing the Annual Grant Application for FFY 2025 consistent with Washington's Triennial Highway Safety Plan. All projects were executed and managed using the policies and procedures of the WTSC, consistent with the agency's interpretation of state and federal regulations. The agency's final report includes detailed results of individual projects. All programs were guided by program plans updated with 2024 Statewide Survey (SWS) Data. The third round of SWS data (gathered during FFY 2025) is now available. Some highlights: • The Speed Management Advisory Cooperative has grown in members and expertise and is actively supporting the work of the agency by identifying high-priority strategies that will help curb speeding-related fatalities in Washington. • During FFY 2025, WTSC created new functionality in the digital grants management system WEMS to automate administrative processes of the High-Visibility Enforcement program. • The agency held its first traffic safety conference in seven years at the Spokane Convention Center in July of 2025. The goal of the 2025 Traffic Safety Summit was to advance the Safe System Approach in Washington. It was very successful in bringing together a large number of diverse partners for engagement and learning.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #61: 2025-FG-5404-Target Zero Update

Project Name	Target Zero Update
Project Summary	The purpose of this project was to complete the 2024 Strategic Highway Safety Plan (Target Zero Plan) and gain approval from the Federal Highway Administration (FHWA) to finalize it.
Project Results	The plan was approved by FHWA and posted publicly in October 2024 after the contractor and state agencies obtained approval from the Washington Governor's Office and completed all accessibility requirements for the document and for the website. It is posted at https://targetzero.com/ . The plan has drawn national and international attention for integrating the Safe System Approach into the SHSP. Washington is one of the first states to do this.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #62: 2025-FG-5362-Planning and Administration

Project Name	Planning and Administration
Project Summary	The purpose of this project was to assign federal traffic safety funds to advance the goals of Washington's Triennial Highway Safety Plan (3HSP) and annual grant application for FFY 2025, specifically for Planning and Administration.
Project Results	The project provided staff and applicable services to perform the professional and technical functions outlined in Washington's Triennial Highway Safety Plan (3HSP), in accordance with the SHSP, and to ensure that all Traffic Safety projects were appropriately planned, executed, monitored, and closed. Policies and procedures were refined throughout the year, including a new training for sub-recipients delivered via a digital learning management system. Also, ongoing improvements to the electronic grants management system contributed to the agency's success in managing all grants and projects within federal and state requirements.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #63: 2025-FG-5325-WEMS Maintenance, Upgrades, and Support

Project Name	WEMS Maintenance, Upgrades, and Support
Project Summary	The purpose of this project was to fund the maintenance, upgrades, and support needed to operate WTSC's grants management system, WEMS. The project supported ongoing system enhancements, user technical support, and training to ensure WEMS aligned with current business processes and met evolving agency needs. Funding also enabled development work that improved HVE grant functionality, strengthened auditing processes, and prepared the system for future integrations and reporting improvements.
Project Results	This project strengthened WEMS by improving core system functionality, enhancing the HVE grant process, and maintaining reliable customer support throughout the year. The WEMS team overhauled HVE grants and Activity Log auditing, introduced a new "Pedestrians and Cyclists" budget category, and enabled HVE sub-agreements to be signed within the system. Progress reporting improved through updated questions focused on measurable impact and budget status, along with new HVE-specific and TSM-specific reporting processes. The team continued to provide timely assistance to internal and external users and earned a "Very Good" customer satisfaction rating in the April 2025 survey. WEMS development delivered several upgrades that positioned the system for continued improvements and integration in FFY 2026.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #64: 2025-FG-5369-Positive Traffic Safety Culture Training and Technical Support

Project Name	Positive Traffic Safety Culture Training and Technical Support
Project Summary	The purpose of this project was to fund the first year of a three-year vendor contract to provide training and technical assistance to WTSC staff and grant-funded Target Zero Managers on building skills and expertise in applying the positive culture framework to the WTSC's work of traffic safety. Essentially, this means applying a public health approach to traffic safety.
Project Results	At the beginning of this first year of the project, the contractors developed an employee-specific plan for skill development based on an assessment they completed of each staff member's needs

	and preferences. They introduced a five-domain skills framework that clearly defines competencies across five levels. The contractor used one-on-one coaching calls with staff members to identify specific opportunities to practice skills. Using the framework, the contractor developed and applied an assessment tool to measure skill growth near the end of the year. All Program Managers that participated in skill building showed growth in their skills mastery. In prior years, this work had been largely done through in-person training, but a decision was made to shift to individualized coaching sessions tailored to each Program Manager's priority skill areas. This approach has been well received and has contributed to visible improvements, particularly in implementation monitoring within the Target Zero Manager program. The Contractor spent considerable time coaching the Co-managers of the Target Zero Manager Program as they continue to lead the Target Zero Managers to adopt the Positive Community Framework (PCF) centered scope of work. They also expanded use of the Statewide Survey (SWS) and increased PASD's focus on outcomes. The contractor also issued the second round of SWS Summary Reports using data from the 2025 SWS. Lastly, the contractor wrote and produced three training videos for ongoing use by the WTSC on the topics of the Safety Pyramid, Skills Growth Primer, and Monitoring Implementation.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #65: 2025-FG-5411-Traffic Safety Conference

Project Name	Traffic Safety Conference
Project Summary	The overall goal of this project was to provide funding for a Washington State Traffic Safety Summit that would be used to advance the Safe System Approach in Washington State.
Project Results	The project was enormously successful. The workshop offered 24 workshops organized into seven tracks covering a broad number of topics from how to engage with communities to successful innovative infrastructure projects. Over 410 people registered to attend with good representation from many of the sectors we targeted and some we hadn't thought about, like non-profits and consultants.

	There was excellent participation from Washington Lawmakers, including Senator Marko Liias, Senator Curtis King, Senator John Lovick, Representative Brandy Donaghy, Representative Sam Low, and Representative Mari Leavitt. All of these participated in a 90-minute plenary discussion discussing state policy and the future of traffic safety in Washington. Many of them stayed for the whole event. The summit featured a Safe System Award Program, in which individuals and groups were recognized for their contributions to advancing the safe system in their communities. The summit included an outstanding panel of diverse stakeholders from our hosting city, titled "The Safe System in Action," in which the City of Spokane shared their successes and struggles in making their community safer. This panel really represented a visual benchmark for how the safe system approach could work. We were extremely pleased with how the event came off. From the beginning, it was designed to encourage interaction and post-summit action, meaning we wanted participants to apply what they learned when they went home. We received a great deal of positive feedback from the summit, and a number of lessons learned we will use to plan the next Traffic Safety Summit, tentatively planned for July 20-22, 2027.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

7.9 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.

Associated Performance Measures: C-1, C-2, C-3 (See pages 29-33 for more information).

Progress Evaluation

This year, we completed the third annual traffic safety survey with Market Decisions Research. All the data and deliverables have been posted to the WTSC website and data dashboards. The seat belt use observation survey was completed in June and analysis is pending. We also conducted the distracted driving survey, and 2025 was the last year of that observation survey as we shift toward using telematics data to measure distracted driving. The two projects from the University of Washington (aggressive driving) and Washington State University (ARIDE) are continuing into the next fiscal year.

Strategy Adjustment for Programming Funds

No adjustments are planned because research and data is critical to traffic safety. This includes activities essential for monitoring outcomes from Washington's highway safety programs, as outlined in the Triennial Highway Safety Plan (3HSP) and Annual Grant Application (AGA) in alignment with Target Zero. Funding ensures that programs and projects have the data and information needed to make informed investments, understand the effectiveness of strategies, and monitor progress toward achieving Target Zero.

FFY 2025 Countermeasures and Activities Results

Project #66: 2025-FG-5381-Vendor Survey Services

Project Name	Vendor Survey Services
Project Summary	The purpose of this project was to conduct various surveys of traffic safety attitudes, knowledge, and behaviors for measuring and monitoring traffic safety cultures. This project funded vendor contracts procured for conducting the statewide traffic safety survey and the seat belt use and distracted driving observation surveys.
Project Results	This internal grant was used to award the following Vendor contracts: Market Decisions Research, LLC conducted year three of the Statewide Traffic Safety Survey resulting in 11,595 survey completes. The contractor provided all the data, infographics and reports which are available on the WTSC website. WTSC added the third year of data to the survey dashboards which now contain 33,118 total survey respondents allowing for reliable smaller area and demographic estimates. Almeida Consulting and Training, LLC, conducted Observation Surveys, including the annual seat belt and distracted driver observation surveys. The surveys were completed in June 2025, and analysis of the results is pending. The distracted driving observation survey conducted in 2025 will be the last year of this survey, as we are shifting resources to telematics data for obtaining insights into distracted driving incidence.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #67: 2025-FG-5382-RADD Support

Project Name	RADD Support
Project Summary	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.

Project Results	This project provided data fees and software support to RADD staff and external research partners. Funds were used to purchase SAS licenses for WTSC analyses. Public disclosure fees for the Fatal Case Review program were covered. And finally, data fees from the WA State Institutional Review Board, Administrative Office of the Courts, and Department of Health were paid.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #68: 2025-FG-5383-Research Grant Program

Project Name	Research Grant Program
Project Summary	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 lack robust evaluations. This ensures that traffic safety professionals and stakeholders have consumable and accurate information to inform problems and evaluate efforts. In FFY 2025, the Research Grant Program funded three research projects: one with University of Washington (UW) partners and two with Washington State University (WSU) partners. Research topics included identifying aggressive driving in collision and traffic citations and exploring whether drivers with aggressive driving-related traffic citations are at high risk for collisions, language barrier induced 'pressure points' for law enforcement in traffic stops, and effectiveness of and law enforcement experience in Advanced Roadside Impaired Driving Enforcement (ARIDE) training.
Project Results	Research conducted with the University of Washington produced new insights into the identification and prevalence of aggressive driving in Washington State and improved how this behavior can be measured using existing traffic safety data. In FFY 2025, the research team: 1) acquired collision data, Traffic Records Integration Program (TRIP) data, and Administrative Office of the Courts (AOC) citation data, 2) identified aggressive driving in collision and in driving citations, 3) conducted interrupted time series analysis of the prevalence of aggressive driving in collision reports and citations, and 4) completed and submitted an interim summary report on descriptive statistics on aggressive driving.

	This research is operationalizing an ambiguous driving behavior to better understand its prevalence and role in traffic safety. Research conducted with Washington State University (WSU) focused on how officers respond to language barriers during traffic stops involving Spanish-speaking drivers. In FFY 2025, the research team 1) completed 15 interviews with officers, 2) completed transcription and qualitative coding of all interviews, 3) completed review and qualitative coding of 80+ BWC footage events. Research findings will help mitigate the challenges posed by Spanish language barriers during traffic stops to improve officer's safety, ensure the integrity of the judicial process, and support an officer's ability to issue Miranda warnings, obtain confessions, or communicate with victims. Findings will be shared with broader law enforcement communities in Washington to educate and inform training opportunities to improve language barrier traffic stops and ensure the safety of officers and vehicle occupants. Another research project conducted with Washington State University examined the effectiveness of Advanced Roadside Impaired Driving Enforcement (ARIDE) training and officer confidence in handling drug-impaired driving incidents. In FFY 2025, the research team developed and finalized the survey instrument in collaboration with WSP. Research findings will highlight specific strengths that emerge from the training, and produce more evidence about ARIDE in general, which will improve our understanding on how ARIDE trained officers feel in terms of their preparation for these types of impaired driving encounters.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

7.10 SPEED

Problem Statement

Between 2020 to 2024, 1,154 people died on Washington roads:

- Thirty-three percent of the deaths involved a speeding driver.
- Speeding was also involved in 65 percent of impaired driver-involved fatalities, 30 percent of unrestrained-fatalities, and 7 percent of distracted driver-involved fatalities.
- Speeding is pervasive across the state, with 54 percent of speed-related fatalities on urban roads and 46 percent on rural roadways.

Of the more than 33,000 respondents on the 2023-2025 statewide WTSC survey, 73 percent reported they had rarely/sometimes (60 percent) or often/always (13 percent) driven 10 MPH or more over the speed limit in the past 30 days. Only 37 percent of responding drivers felt that speeding more than 10 MPH over the speed limit was very/extremely dangerous. A quarter of drivers thought it was not likely at all (24 percent), slightly/moderately likely (51 percent) or didn't know (13 percent) if they would be caught by police for speeding. Nine percent of respondents had received between 1 and 3 citations in the past 12 months.

When asked how difficult it would be to never drive more than 10 MPH over the posted speed limit, 22 percent of respondents said would be very/somewhat difficult with 60 percent indicating it would be somewhat/very easy to do so.

More than half of respondents with an employer said they had a workplace policy about wearing a seat belt (55 percent), never driving after consuming alcohol (60 percent) or cannabis (59 percent), and not using a cell phone while driving (53 percent). Speeding was the lowest driving safety priority, with just 49 percent of employers having a policy about never exceeding the speed limit.

Ultimately, the survey confirmed that most people speed, that most respondents fail to identify speeding as a high-risk behavior, and that most people do not believe they will be caught for exceeding posted speed limits. Families and employers did not emphasize the importance of speed management, as reflected in the low occurrence of family rules and workplace policies.

The way in which WTSC captures unsafe speeds data has included roadside observation studies, speed feedback signs, and most recently through telematic data. Telematics data provides real time insight into driver behaviors coupled with the ability to also review historical telematic data to identify trends, patterns, and change over time. Regardless of how the data is collected, WA drivers are routinely speeding or traveling at unsafe speeds.

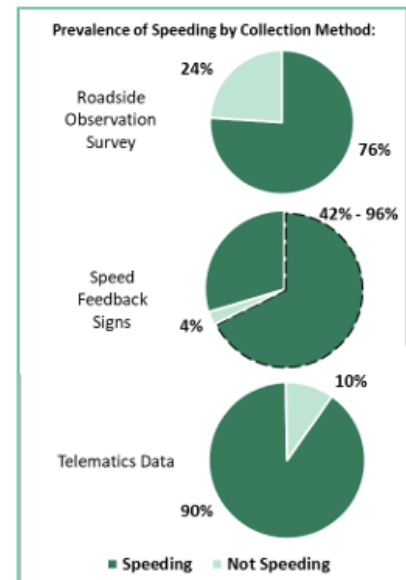
A data collaboration project with Cambridge Mobile Telematics (CMT) produced a statewide analysis of distracted driving and speeding. Thirty-two percent of trips had a speeding event in June 2024. Over the course of the month, 90 percent of drivers had at least one speeding event during the trips they took.

Exceeding posted speeds in tandem with driving distracted, impaired, or not wearing a seat belt compound all the risks associated with each individual behavioral choice, often with fatal results.

Drivers who use excess speed need more time to stop and more distance to make corrective maneuvers to avoid crashes. Speeding also narrows a driver's field of vision and reduces their ability to react to an emergency or unexpected action by other road users, deteriorating weather conditions, roadway hazards (i.e., debris from uncovered loads), or vehicle system failures (i.e., a tire blowout).

Drivers who are distracted by cell phone use, eating, drinking, personal hygiene or grooming, music, or passengers (people or pets) pose a greater risk to other road users. Distracted drivers may fail to react quickly to traffic congestion, roadway hazards, unexpected pedestrians, bicycle traffic, or domestic or wildlife on the roadway.

The CMT report reflected the frequency with which drivers were distracted by speed band, revealing that distraction was often highest in speed bands where pedestrians and cyclists were likely to be sharing the road with them. Additionally, there were also a smaller number of drivers who were simultaneously distracted and traveling at 80 MPH or more.



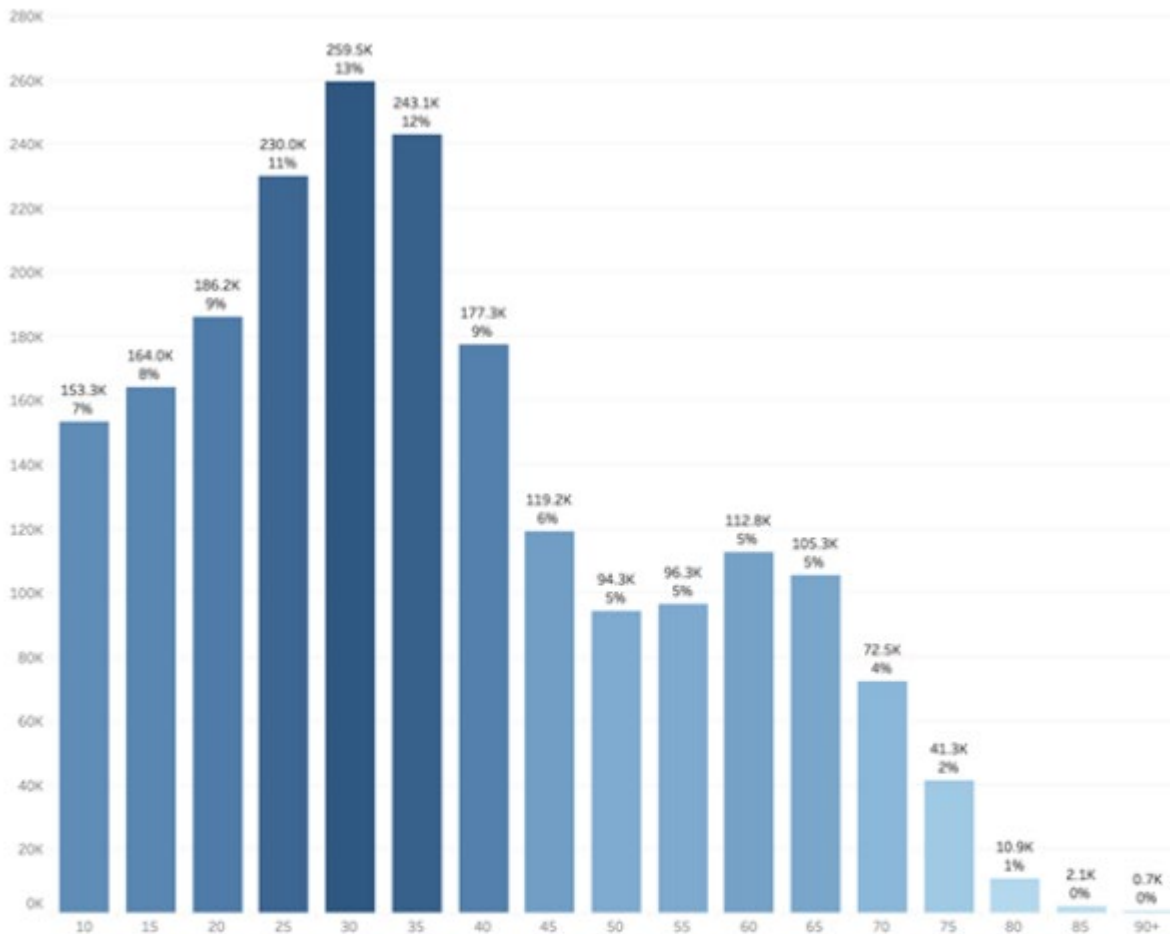


Figure 21. The minutes of phone motion distraction seen in Washington State in June 2024, broken out by the speed band (mph) the driver was traveling at the time of the distraction. The percentages show minutes of distraction at this speed divided by the total distraction minutes.

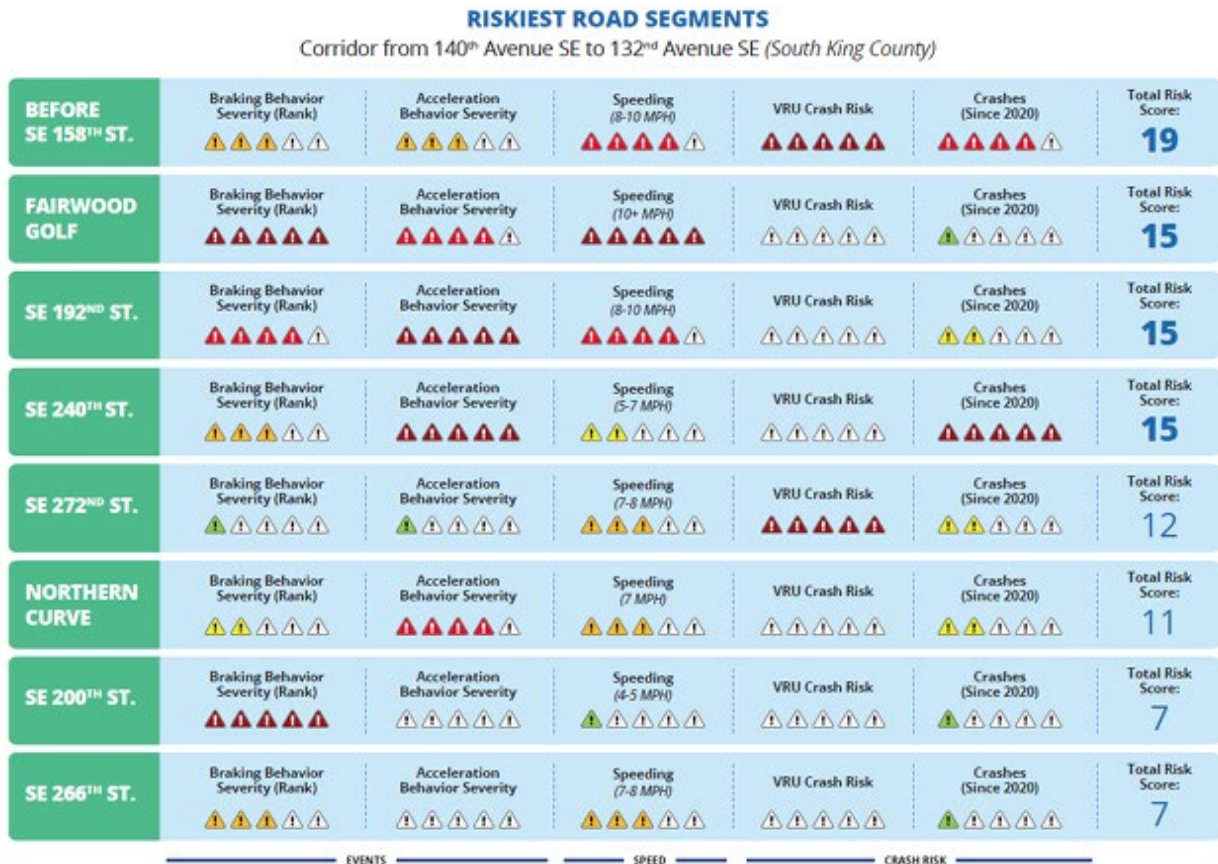
“Engaging in phone distraction while also traveling at very high speeds is extremely dangerous. In June 2024, there were 13,700 minutes of distraction with the driver exceeding 80 mph”

Telematic data also provides the opportunity to assess high risk driver behaviors by road segment. When a deadly 112 MPH crash resulted in the deaths of four people in 2024, the King County Target Zero Managers and four municipalities developed a Corridor Traffic Safety Project along the 10.5-mile stretch of road. There were a large number of community members, law enforcement agencies, elected leaders, educational partners, and community-based organizations involved in scoping the speed management and distracted driving prevention project. Multiple municipalities indicated a need for and commitment to engage in focused traffic safety work along the identified corridor.

Subsequently, a data collection project conducted by Michelin Mobile Telematics identified key road segments throughout the corridor characterized by high-risk driving

behaviors. The information helped inform high-visibility enforcement, and public education regarding risks associated with unsafe speeds, distraction, and seat belt use.

Figure 9: MMI identified high-risk segments on the 140th Avenue SE to 132nd Avenue SE corridor

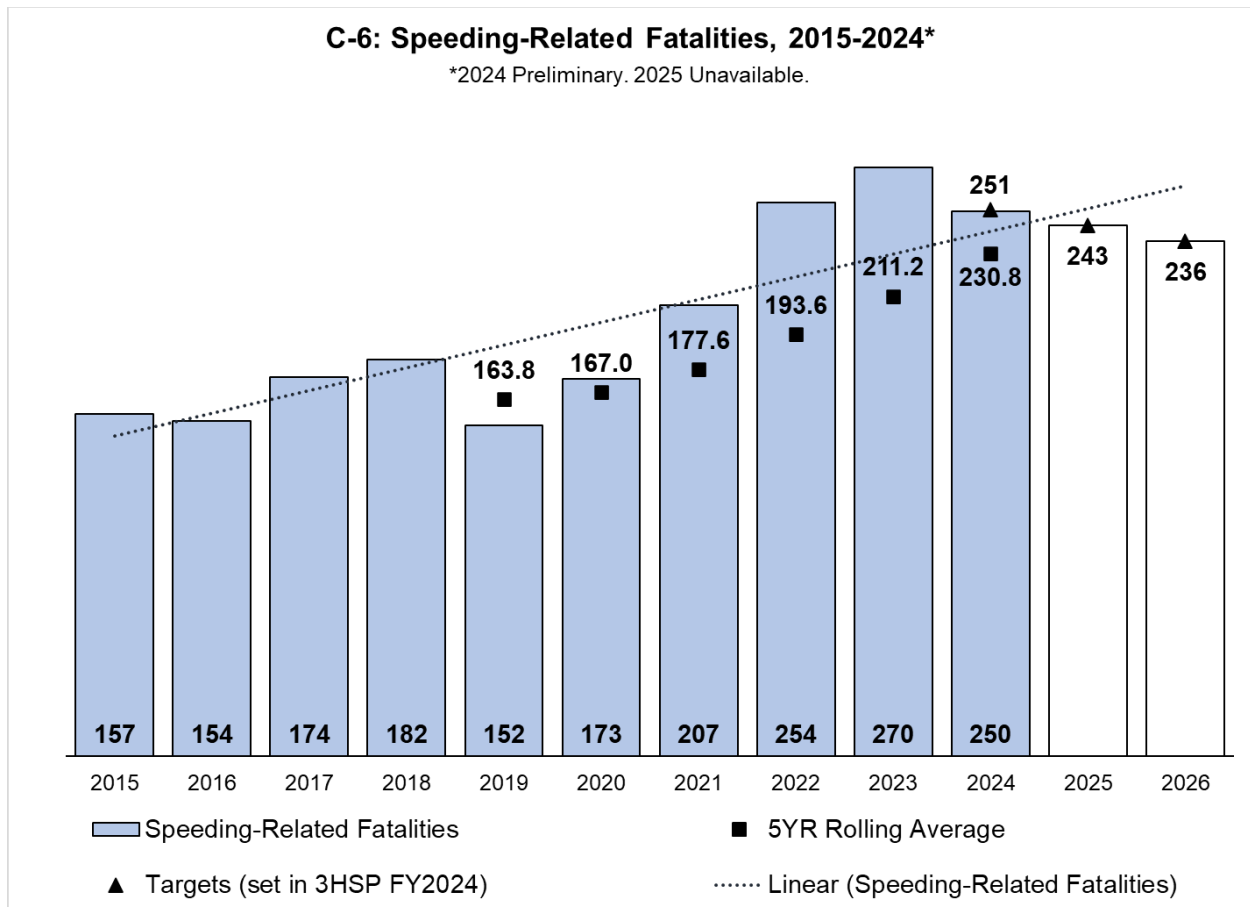


In the past, high-visibility enforcement was WTSC's primary intervention, yet neither a supplemental national or statewide speed management media campaign had been developed or utilized to amplify enforcement efforts.

Associated Performance Measures: C-6

Assessment of State's Progress in Achieving Performance Targets

C-6: The calendar year 2025 target for speeding-related fatalities is 243 (constant target from the 2022 preliminary CFC baseline, followed by an improving target reduction of three percent). Speeding-related fatalities increased year-over-year since 2019 reaching a ten-year high of 270 in 2023 before decreasing by seven percent in 2024. As of November 2025, the WSDOT year-to-date preliminary number of speeding-related fatalities is 145. Therefore, the 2025 calendar-year target is met.



Progress Evaluation

The Speed Management Advisory Cooperative (SMAC) was very active throughout the year, with seven of the twelve targeted community sectors regularly represented at meetings. Members were actively involved in identifying key priorities across the social ecology and within five of the six realms of the Washington safe system approach. Development of the statewide speed management plan was accomplished and reflects selected countermeasures to mitigate risk and advance the accomplishment of the initial priorities identified by the SMAC. The statewide plan encompasses multiple countermeasures to increase public awareness and concern about the dangers of speeding and decrease the perception that speeding is an acceptable and tolerated risk.

Educational engagement with state Law Enforcement Liaisons has enhanced enforcement attention on speed tolerance and the alignment between enforcement and constituent driving speeds. An informal poll of Law Enforcement Liaisons revealed that compared to their speed enforcement three years ago (when the speed management program began) and now, 46 percent are much more or somewhat more likely to issue a citation over a warning. Of the 33 percent that indicated no change in their behavior, the discussion highlighted that they were already consistently citing versus warning,

hence no change. Thirteen percent still indicated they were much more likely or somewhat more likely to issue a warning instead of a citation.

Continued research and discussion by the SMAC work groups is underway to determine appropriate strategies for influencing enforcement, prosecutorial, and licensing systems changes to hold drivers accountable.

Since most drivers in all speed studies conducted by the WTSC were speeding, a multitude of countermeasures, strategically scaffolded and deployed, must be utilized targeting different populations to challenge harmful norms and beliefs. These may include working with law enforcement to encourage a lower speeding threshold for issuing citations, increasing the number of traffic enforcement units, and equipping officers with educational materials to utilize when issuing warnings in lieu of a citation.

Previous speed studies revealed that surface street speeds are particularly dangerous given the greater likelihood of collisions between vehicles and vulnerable road users or involving multiple vehicles. Local Comprehensive Safety Action Plans (CSAP) projects will leverage existing local road safety plans to evolve into a fully grounded safe system design featuring preventive projects in all six realms of the WA State framework (safer people, safer land use, safer roads, safer speeds, safer vehicles, post-crash care). The projects serve as a catalyst to connect elected leaders, businesses, school district personnel, school families and students, community-based organizations, law enforcement, and community members to work cooperatively to improve traffic safety at the local level.

WTSC received approval by the National Highway Traffic Safety Administration to execute an innovative proactive prevention strategy of utilizing a driving app to reinforce safe driving behaviors. The Safe Roads Challenge app offers an innovative platform to reinforce safer, low-risk driving habits by transforming responsible behavior behind the wheel into a rewarding and engaging experience. Through real-time feedback and gamified features, the app encourages drivers to maintain safe speeds and minimize risky actions like sudden braking or phone use. Users can join or form personalized teams, such as workplaces, schools, or community groups, competing in local, state, and national challenges that reward consistent, focused driving. By connecting individual drivers to a larger movement across Washington State, this project uses the Safe Roads Challenge app to reinforce a culture of safety, empowering users to take ownership of their driving habits while contributing to statewide Vision Zero and Target Zero goals.

Strategy Adjustment for Programming Funds

The strategies involved with the speeding program remain unchanged as they are still being implemented and/or need more time to begin to affect change. Additional strategies may be added via AGA amendment later in the year, depending on the work and recommendations of the Speed Management Advisory Cooperative work groups.

FFY 2025 Countermeasures and Activities Results

Project #69: 2025-FG-5334-Speed Management Program

Project Name	Speed Management Program
Project Summary	This project supported the development and management of a comprehensive statewide speed management program. Funding was applied to the development of a speed science media campaign, the launch of a safe roads challenge app, training, and three municipality comprehensive safety action plan projects.
Project Results	Three municipalities received sub-grants to develop Comprehensive Safety Action Plans (CSAPs) that integrate speed management strategies across the Safe System framework. To support statewide efforts to reduce speeds, the Speed Management Advisory Cooperative (SMAC) selected and deployed key countermeasures. These included a science-based speed management media campaign and SMAC members and grantees attending a series of local, regional, and national workshops and trainings. Training and outreach efforts strengthened engagement among key state partners, such as Washington's Law Enforcement Liaisons, the Washington Trucking Association, the Cooper Jones Active Transportation Safety Council, and the Governor's Industrial Health and Safety Conference, helping them actively participate in speed management discussions. Washington's work was also highlighted nationally through presentations at major events, including: • 2024 Lifesavers Conference: Channeling Our Energy to Prevent Speed-Related Fatalities • 2025 West Virginia State Highway Safety Summit: Speed Management for Safety in Washington State • 2025 GHSA Conference: SMAC Talk: A Public Health Approach to Slow Speeds Finally, monthly SMAC meetings provided ongoing guidance and feedback, supporting continuous refinement of Washington's speed management plan.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

REMOVED Project #70: 2025-FG-5380-Speeding in School Zone Support

Project Name	Speeding in School Zone Support
Project Summary	The purpose of this project was to engage school districts who had participated in a 2022 study of speeding in school zones to develop a school district traffic safety plan to slow speeds in and around school zones and walk routes.
Project Results	NOTE: This project was not implemented. School districts that had previously received the results of a 2022 speed in school zone study were invited to consider the project opportunity; however, none opted to pursue the project and related funding. Feedback from school personnel and municipalities indicated that the decision-making authority for many potential safety plan components rested with the municipality rather than the school district. Therefore, it was recommended that WTSC redesign the project to engage municipalities in developing a comprehensive safety plan by developing a coalition of which the school district could be a member. Subsequently, the WTSC removed this project, and it was not implemented.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

7.11 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, citation, and adjudication data systems. Potential barriers to the success of the traffic records program include:

- Archaic systems that 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 improvements, outmoded systems, and degraded databases are also hindrances.
- 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.

Associated Performance Measures: C-1, C-2, C-3 (See pages 29-33 for more information).

Progress Evaluation

Of the fifteen projects funded this year in the traffic records program, ten are continuing into the next fiscal year. These continuing projects support the injury and surveillance data systems, the Traffic Records Integration Program, WSDOT traffic counts and PowerBI crash dashboards, and supporting WSP and WASPC moving from SECTOR to TraCS. The SECTOR 24/7 project was canceled because 24/7 support was no longer needed due to the transition to TraCS. Projects completed this year include a one-time ESRI license purchase for CRAB, a wrap-up of the three-year DOL Data Catalog implementation, and the TraCS project manager and form development.

Strategy Adjustment for Programming Funds

No strategy adjustments are planned because our projects are accomplishing the mission of the traffic records program. This includes activities essential for improving traffic records systems to better inform Washington's highway safety programs, as

outlined in the Triennial Highway Safety Plan (3HSP) and Annual Grant Application (AGA) in alignment with Target Zero. Traffic records funding ensures that programs and projects have the data and information needed to make informed investments, understand the effectiveness of strategies, and monitor progress toward achieving Target Zero.

FFY 2025 Countermeasures and Activities Results

Project #71: 2025-TR-5332-CRAB ESRI Licenses

Project Name	CRAB ESRI Licenses
Project Summary	The purpose of this project was to allow the County Road Administration Board (CRAB) to provide additional licenses for Environmental Systems Research Institute (ESRI) Roads and Highways to Washington counties. ESRI Roads and Highways is the geographic information system (GIS) core of the GIS Mobility (GIS-Mo) system. GIS-Mo is a GIS-based road inventory system developed by CRAB for use by all thirty-nine Washington counties for reporting the various road inventory items to CRAB.
Project Results	Historically, CRAB only provided one license per county. However, a number of counties requested more than one license to enable their various staff to submit new records or provide updates to existing records. This grant successfully funded the purchase of two licenses per county.
Location Updated	No
Subrecipient(s)	Washington State County Road Administration Board
Organization Type	State Agency

Project #72: 2025-TR-5335-DOH RHINO

Project Name	DOH RHINO
Project Summary	The purpose of this project was for the DOH Rapid Health Information Network (RHINO) team to continue quality assurance and onboarding. In addition to developing public-facing data products, the RHINO team explored the feasibility of calculating and incorporating standard injury severity indicators. The RHINO program has received partial funding from the Traffic Records Program for years and have proved valuable partners in injury surveillance.
Project Results	The RHINO program worked with partner organizations to keep emergency department (ED) reporting at 100 percent, including

	managing the migration of several partners to new medical record platforms and the opening of several new Emergency Departments. Collaboration with the Washington Emergency Medical Services Information Systems (WEMSIS) program was strengthened and laid the groundwork for increased utility of linked datasets from the two programs in the years ahead. Fifty-eight trainings were delivered to a diverse range of audiences, including local health jurisdictions, other state agencies, tribal health partners, and agencies from other states. Though impacted by staff reductions, RHINO staff collaborated in the validation of an all-terrain vehicle (ATV) related injury definition, presented a highlight on RHINO-data to a quarterly Traffic Records Integration Program (TRIP) meeting, updated existing fact sheets with new data, and published a new fact sheet topic ("Drivers and Passengers in Motor Vehicle Crashes").
Location Updated	No
Subrecipient(s)	Department of Health
Organization Type	State Agency

Project #73: 2025-TR-5336-DOH WEMSIS

Project Name	DOH WEMSIS
Project Summary	The purpose of this project was to continue efforts with customized data quality reports for local Emergency Medical Services (EMS), 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/injury surveillance community and enhancing routine reporting and data integration with other systems.
Project Results	The work of the WEMSIS team addressed gaps in the data quality feedback loop and the WEMSIS reporting mandate. Nearly all WEMSIS reporting EMS Services received individualized Data Submission Reports (DSR) on their most impactful data quality issues. Regional Quality Improvement Councils and EMS County Medical Program Directors also received reports specific to their areas. These reports were also reviewed at one EMS stakeholder meeting and three user group meetings. Staff also continued regular collaboration with the Rapid Health Information NetwOrk

	(RHINO) team and completed the first ever full-year linkage between the two data systems. Work continued on assessing the linkage and collaborating on measures that use the linked data. At the end of the last fiscal year, the WEMSIS program finalized rules to mandate reporting by licensed EMS services to the state system. One of the project measures regarded the timeliness of injury surveillance data; specifically, the percent of records submitted within one week of the incident. The baseline at the start of the year was 85 percent, with the goal being 94 percent; however, the goal was exceeded for an actual result of 98 percent.
Location Updated	No
Subrecipient(s)	Department of Health
Organization Type	State Agency

Project #74: 2025-TR-5337-DOL Data Catalog

Project Name	DOL Data Catalog
Project Summary	The purpose of this project was to establish a data catalog for driver and vehicle data and improve data quality. Improvement of data quality aimed to result in enhanced traffic safety research and operations for all those who rely upon DOL data, because driver and vehicle data are critical elements in the larger ecosystem of traffic safety data in Washington.
Project Results	This represents the final year of this multi-year data catalog project. The objectives were to: continue inventory activities; apply the data quality indicator of accuracy for high impact, traffic safety related fields; determine fitness of use, data quality rules, and metrics; and develop a structure for tracking continuous improvement. The DOL Data Stewardship Program was able to successfully meet all objectives.
Location Updated	No
Subrecipient(s)	Department of Licensing
Organization Type	State Agency

Project #75: 2025-TR-5340-DOT Traffic Count Collection

Project Name	DOT Traffic Count Collection
Project Summary	This project was to provide traffic counting services to address the current backlog in data collection. The Washington State Department of Transportation 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. 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.
Project Results	The overall project delivered 841 traffic studies, with grant funding reimbursing for approximately 360 of those (which is well above the target of 200). The grant funding, in conjunction with WSDOT funds, allowed WSDOT to assess the feasibility of outsourcing traffic data collection to meet various federal reporting requirements (Highway Performance Monitoring System, Model Inventory of Roadway Elements, etc.). The pilot project was successful, allowing WSDOT to confirm that outsourced data collection meets WSDOT standards of accuracy, as well as to develop relationships and procedures to continue outsourcing a portion of its data collection in future years. The project also met the stated goal of the grant funding in that it allowed WSDOT to significantly decrease the number of count stations where the most recent base data was older than allowed by other requirements.
Location Updated	No
Subrecipient(s)	Washington State Department of Transportation
Organization Type	State Agency

Project #76: 2025-TR-5341-DOT Crash Data Backlog

Project Name	DOT Crash Data Backlog
Project Summary	WSDOT has had a backlog of crash data that needed to be addressed. The purpose of this project was to fund the activities of a project Crash Data Processing employee to address the crash report processing backlog, process reports, obtain unique intersection IDs to be added to the crash records, and eliminate the backlog for the Crash Report Sampling System (CRSS).

Project Results	This project addressed the requirement to improve Traffic Records data quality attributes by improving the timeliness of crash data. The goal of 7,500 records processed was met. Also, the number of days from when a crash occurred until it was entered into the system dropped from 117, past the 90-day goal, and down to 43 days. WSDOT has met all objectives and has depleted the crash data backlog. As such, this project is successfully completed.
Location Updated	No
Subrecipient(s)	Washington State Department of Transportation
Organization Type	State Agency

Project #77: 2025-TR-5342-OFM TRIP

Project Name	OFM TRIP
Project Summary	WTSC formed a partnership with OFM to transfer management and governance of the integrated traffic records program. The Traffic Records Integration Program (TRIP) linked data from all crashes to toxicology, driver licensing, and vehicle registrations, injury data from emergency rooms, inpatient, outpatient, and trauma, and adjudication.
Project Results	The (TRIP) project achieved several key successes this year, reflecting both progress in technical development and strengthened collaboration with partners. These accomplishments demonstrated that TRIP is advancing toward its long-term goals of improved data integration, governance, and support for research. The TRIP program strengthened collaboration and communication by conducting quarterly TRIP meetings to sustain coordination, transparency, and accountability. Other results included: • Engaged with data providers and the Washington Traffic Safety Commission (WTSC) to align expectations, address needs, and ensure consistent communication. • Collaborated with the OFM data systems team to refine integration strategies and address technical considerations. • Expanded and improved data integration by finalizing data profiling for core datasets from partner agencies.
Location Updated	No
Subrecipient(s)	Washington State Office of Financial Management
Organization Type	State Agency

Project #78: 2025-TR-5358-WaTech JINDEX Resourcing

Project Name	WaTech JINDEX Resourcing
Project Summary	The purpose of this project was to fund the activities of a secondary JINDEX/MS BizTalk Administrator. The JINDEX Support Team is responsible for maintenance and operations of the system. The Justice Information Network Data Exchange (JINDEX) is a message brokering service created by the Washington Integrated Justice Information Board (WIJIB) that provides for the process Justice related agencies in the state share key information and business processes.
Project Results	WaTech successfully improved the support for the JINDEX environment by doubling activities through this project. This allowed WaTech the needed resources to support the application if the one member was unavailable or to deal with staff vacancies. WaTech also improved response times, addressed projects such as TraCS migration, and improved documentation and processes.
Location Updated	No
Subrecipient(s)	Washington Technology Solutions (WaTech)
Organization Type	State Agency

Project #79: 2025-TR-5359-WSP SECTOR 24x7 Support

Project Name	WSP SECTOR 24x7 Support
Project Summary	The project was put in place to provide 24x7 coverage for the Statewide Electronic Collision & Tickets Online Records (SECTOR) application in the event of a total interruption in service. This project addressed the requirement to improve Traffic Records data quality attributes by improving the timeliness of crash and citation/adjudication data.
Project Results	The project was ongoing for several years, but was made irrelevant as the Washington State Patrol (WSP) shifted away from SECTOR to the new Traffic and Criminal Software (TraCS) program. As such, this project was no longer needed, so WSP and WTSC mutually agreed the resources dedicated to this project were better utilized elsewhere. The project was closed in January of 2025.
Location Updated	No
Subrecipient(s)	Washington State Patrol
Organization Type	Law Enforcement - State

Project #80: 2025-TR-5364-WSP TraCS OCM

Project Name	WSP TraCS OCM
Project Summary	The goal of this project was to manage the changes from implementing a new traffic safety information system. An Organizational Change Management (OCM) Specialist assisted with project planning and activities, preparing and disseminating communications, and assisting with onboarding agencies that will use the new system. The OCM was intended to produce draft change management plans, communications plans, and training plans.
Project Results	This project was to deliver two reports: the Organizational Change Management Plan and the Training Plan to the SECTOR Replacement Governance (SRG) Committee. Both reports were successfully delivered. For context, engagement across local law enforcement agencies remained consistent throughout the year. More than 50 percent of impacted agencies attended monthly change agent meetings. Several members of this group also participated in testing the system which resulted in a more user friendly experience. The sponsorship coalition of this project was very engaged and helpful. The volume of work completed was good, based on the small team and the large number of impacted parties.
Location Updated	No
Subrecipient(s)	Washington State Patrol
Organization Type	Law Enforcement - State

REMOVED Project #81: 2025-TR-5365-WSP TraCS Trainer

Project Name	WSP TraCS Trainer
Project Summary	The purpose of this project was to recruit a trainer of the new traffic reporting system, TraCS (Traffic and Criminal Software). This project would have addressed the requirement to improve Traffic Records data quality attributes by improving the accessibility of crash and citation/adjudication data.
Project Results	NOTE: This project was not implemented. The project was removed and never began. An existing training position at the Washington Association of Sheriffs and Police Chiefs (WASPC) made this grant redundant and unnecessary.
Location Updated	No
Subrecipient(s)	Washington State Patrol
Organization Type	Law Enforcement - State

Project #82: 2025-TR-5366-WTSC Training and Coordination

Project Name	WTSC Training and Coordination
Project Summary	The purpose of this project was to support collaboration between members of the Electronic Traffic Information Processing (eTRIP)GIS-MO 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 2025.
Project Results	This project strengthened the Traffic Records Governance Council (TRGC) and its committees by providing essential training and improving collaboration tools. Twelve TRGC members successfully attended traffic records-related trainings, including Lifesavers, Transportation Research Board, and the Traffic Records Forum, increasing their capacity to guide statewide data improvement efforts. The project also maintained the collaboration platform, Box license, used by the TRGC, resulting in more efficient communication and coordination. These efforts collectively improved the accessibility and overall quality of crash data, supporting better data-driven decision-making.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #83: 2025-TR-5367-WASPC TraCS Trainer

Project Name	WASPC TraCS Trainer
Project Summary	The purpose of this project was for the Washington Association of Sheriffs and Police Chiefs (WASPC) to fund the activities of a trainer for the end users of the TraCS system (Traffic and Criminal Software). This project addressed the requirement to improve Traffic Records data quality attributes by improving the accessibility of crash and citation/adjudication data.
Project Results	During the grant year, WASPC hired a local law enforcement trainer. The trainer worked closely with the WSP TraCS team to develop training curriculum, videos, and strategies to deliver the content to the WSP and local law enforcement personnel. The trainer along with the TraCS change management contractor conducted change management meetings with agency personnel

	providing information about the system, training plans, and system demonstrations. The trainer also worked closely with the TraCS team during user acceptance training in June. In August and September, the trainer shadowed WSP regional academy instructors as they began rolling out the TraCS system to the WSP. However, timeline delays in launching TraCS impacted objectives and measures. This project is continuing into next year, so items that were not completed are being considered for the future. For example, zero of the five anticipated system trainings were performed due to schedule slippage and delays outside of WASPCs control. But those trainings have been rescheduled and will begin in January 2026, so the measures will still be completed within the performance period of this multi-year project.
Location Updated	No
Subrecipient(s)	WASPC
Organization Type	State Agency

NEW Project #84: 2025-TR-5550-WSP TEG TraCS Forms

Project Name	WSP TEG TraCS Forms
Project Summary	As part of the ongoing and multi-faceted effort to replace the Statewide Electronic Collision and Ticketing Online Records (SECTOR) system, the purpose of this project was to allow Washington State Patrol (WSP) to contract with Technology Enterprise Group (TEG) with the cooperation of the Iowa Department of Transportation to develop additional and customized forms in the Traffic and Criminal Software (TraCS) system. This was a new project added to the original FFY 2025 AGA.
Project Results	WSP successfully developed additional and customized forms within the TraCS system. The six completed forms were Notice of Infraction, Notice of Infraction - Parking, Police Traffic Collision Report, Tow/Impound, Warnings/Correction Notices, and Driving Under the Influence.
Location Updated	No
Subrecipient(s)	Washington State Patrol
Organization Type	Law Enforcement - State

NEW Project #85: 2025-TR-5582-DOT PowerBI Dashboards

Project Name	DOT PowerBI Dashboards
Project Summary	The purpose of this project was for the Washington State Department of Transportation to fund a contractor to assist WSDOT in enhancing its Crash Data Portal by transitioning from Cognos reports to Microsoft Power BI. Cognos had become increasingly costly and presents limitations in user functionality, prompting WSDOT to explore more effective solutions. Microsoft Power BI, which had already been adopted by several state agencies, including WTSC, offered improved capabilities for developing user-focused, public-facing data dashboards. This was a new project added to the original FFY 2025 AGA.
Project Results	WSDOT was successful in working with Cayzen technologies in converting its crash data queries from Cognos to Microsoft Power BI. WSDOT began its work on confirming its customers' needs to ensure the new crash data dashboards meet the business needs of WSDOT's partners. WSDOT was able to finalize the design of the dashboards, which complement the dashboards utilized by the Washington Traffic Safety Commission's FARS Unit. WSDOT completed work in the dashboards for fatal and serious injuries that identify crashes on a map, distracted, speeding, and impaired driving.
Location Updated	No
Subrecipient(s)	Washington State Department of Transportation
Organization Type	State Agency

NEW Project #86: 2025-TR-5563-WSP TraCS Project Manager

Project Name	WSP TraCS Project Manager
Project Summary	The purpose of this project was for WSP to contract with a professional project manager to oversee documentation, activities, and progress on the SECTOR Replacement and implementation of a new electronic crash/ticketing system, the National Model Traffic and Citation Software (TraCS) project. This was a new project added to the original FFY 2025 AGA.
Project Results	As part of the citation and adjudication core traffic records data system, and the integration data quality attribute, the measure for this project was the percentage of the TraCS project which was successfully implemented. The baseline began at zero, because no aspects of the project had been implemented. WSP met the

	goal of one-hundred percent integration of state/local agency citation and crash databases and records. Likewise, WSP created processes which are now being implemented to involve partner agencies in Testing TraCS updates. WSP would have liked to give more time to testers to respond, but that window is growing as WSP testers and project managers become more proficient in the new software. The team is now on a bi-weekly cadence for providing TraCS updates via the TraCS listserv with the exception of urgent fixes.
Location Updated	No
Subrecipient(s)	Washington State Patrol
Organization Type	State Agency

7.12 TRIBAL TRAFFIC SAFETY

Problem Statement

Washington State is home to 29 federally recognized Indian Tribes, each a sovereign nation with deep cultural traditions, family systems, and Indigenous knowledge. These communities maintain a strong connection to the land and focus on collective well-being. Yet long-standing traffic safety disparities continue to threaten the health and safety of American Indian and Alaska Native (AI/AN) people, highlighting the need for ongoing, focused attention.

AI/AN people in Washington remain heavily overrepresented in traffic fatalities. From 2019 through 2023, they were 4.2 times more likely to die in traffic crashes than all other groups, with a fatality rate of 34.8 per 100,000 compared to 8.3 per 100,000 statewide. Fatalities more than doubled between 2020 and 2021. Although deaths declined in 2022 and 2023, they stayed above historical levels. Early 2024 data show the disparity persists, with AI/AN people accounting for more than half of fatalities in some Tribal jurisdictions.

Certain trends are especially concerning. AI/AN women make up nearly half of AI/AN traffic deaths, although women account for roughly 30 percent of statewide fatalities. AI/AN pedestrians and bicyclists are five times more likely to be killed than those in other racial groups. Between 2020 and 2024, 27 percent of AI/AN fatalities were pedestrians, and unrestrained occupants accounted for nearly one-third of deaths. Impairment, speeding, and lack of seat belt use remain major contributing factors, with impairment-related fatalities occurring at more than five times the statewide rate.

Tribal road safety challenges are shaped by geography, infrastructure, and resource limitations. Many roads lack sidewalks, lighting, or pedestrian protection. Limited transit options increase reliance on rural road networks. Law enforcement capacity is often strained by staffing shortages and large service areas. These conditions increase risk for everyone traveling on Tribal roads. In fact, most people killed on Tribal lands in the past five years were not Tribal citizens. This shows that Tribal traffic safety is a shared responsibility that requires coordinated, cross-jurisdictional solutions.

Statewide trends increase the urgency. In 2023, Washington recorded 157 pedestrian fatalities, the highest on record. Tribal communities feel this especially because pedestrian activity is high and protective infrastructure is limited. Between 2020 and 2024, 63 percent of AI/AN fatalities occurred off Tribal lands. Fatal crashes were spread across county roads (33 percent), state routes (29 percent), rural areas (54 percent), and urban areas (44 percent), showing these disparities extend beyond any single jurisdiction.

Tribal governments have identified systemic factors that contribute to these inequities, including:

- Geographic and infrastructure challenges
- Limited data access and reporting capacity
- Economic and resource constraints
- Education and awareness barriers
- Enforcement limitations
- Social and cultural dynamics

The COVID-19 pandemic disrupted Tribal programs and traffic safety efforts. Since then, many communities have rebuilt capacity and are better positioned to address these disparities. Early signs of progress, such as the gradual decline in AI/AN fatalities after 2021, show that coordinated, culturally informed interventions can make a measurable impact.

Despite progress, disparities remain severe. Sustained partnerships, better data sharing, flexible funding, and Tribal-led strategies are essential to reduce deaths and ensure safer outcomes for AI/AN communities and all people traveling Tribal roads.

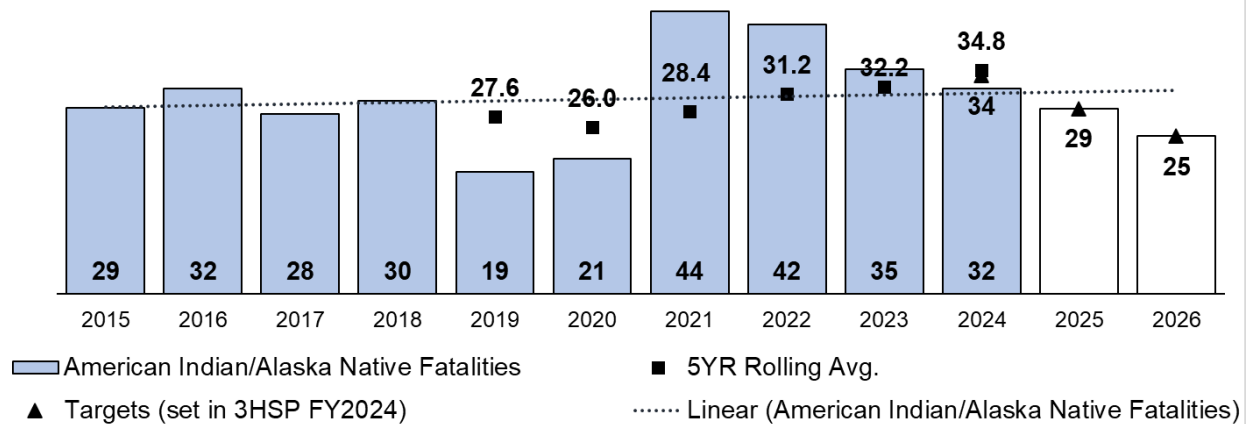
Associated Performance Measures: APM-2

Assessment of State's Progress in Achieving Performance Targets

APM-2: The calendar year 2025 target for American Indian/Alaska Native (AI/AN) fatalities is 29 (constant target from the 2022 preliminary CFC baseline, followed by an improving target reduction of 15 percent). After a ten-year high of 44 AI/AN fatalities in 2021, fatalities decreased year-over-year down to 32 in 2024. If recent trends continue, it is possible that the 2025 calendar year target of 29 is reached. Therefore, the calendar year 2025 target remains in progress.

APM-2: American Indian/Alaska Native Fatalities, 2015-2024*

*2024 Preliminary. 2025 Unavailable.



Progress Evaluation

Activities from the previous year's grant cycle significantly advanced statewide highway safety by deepening Tribal partnerships, expanding engagement, and building a foundation for sustainable Tribal Traffic Safety initiatives. While many Tribes were eager to participate, several faced challenges that slowed progress, including staff turnover, limited availability of experienced traffic safety personnel, and infrastructure barriers that affected contract development and approval timelines. These challenges highlighted the need for continued collaboration, flexible support, and tailored solutions that meet Tribes where they are.

Over the past year, federal funding combined with state Tribal Proviso funds created new momentum. This investment enabled expanded outreach and meaningful engagement with more than 15 Tribes. These conversations focused on long-term traffic safety planning, community-led solutions, and innovative approaches to enforcement and education. The discussions reflect growing trust and show that earlier relationship-building laid a strong foundation for forward progress.

Several Tribes are now actively planning or implementing new traffic safety initiatives. Projects focus on reducing high-risk and impaired driving, improving pedestrian safety,

strengthening community education, and acquiring critical equipment to address local needs. All efforts are grounded in Indigenous Knowledge and Tribal priorities, ensuring strategies remain culturally relevant, community-driven, and aligned with each Tribe's vision for safer roads.

This year also marked major progress in establishing Tribal Traffic Safety Coordinator (TTSC) capacity. Eight Tribes were engaged, with one Tribe successfully launching a Tribal traffic safety program staffed by a TTSC embedded within its transportation and public safety structure. Year one focused on recruitment, foundational data collection, training, and building networks with state and Tribal partners. This progress demonstrates how culturally informed, locally led approaches can strengthen traffic safety systems and provides a promising model for future expansion. Another Tribe was unable to finalize a contract within the grant period, but active steps are underway to complete an agreement, ensuring continued partnership and program implementation.

Beyond individual projects, this year's conversations opened doors to new collaboration. Tribes expressed interest in future efforts such as Tribal traffic safety data systems, youth-focused education, smart infrastructure pilots, and expanded enforcement and traffic safety engineering partnerships. These emerging opportunities show growing readiness for long-term planning supported by stable funding.

Overall, progress this year has been substantial. Stronger relationships, expanded capacity, and renewed Tribal leadership in traffic safety position the Washington Traffic Safety Commission to continue advancing statewide safety goals while honoring each Tribe's sovereignty, priorities, and culturally informed approaches to saving lives.

Strategy Adjustment for Programming Funds

We are not changing our overall strategy at this time. Last year's approach focused on strengthening Tribal capacity, deepening partnerships, and supporting community-led traffic safety solutions. This strategy proved highly effective and continues to show strong momentum. Support for Tribal engagement and traffic safety projects will remain through the existing project portfolio, incorporating lessons learned, partner insights, and community feedback to meet local needs and priorities.

Federal and state funding remains stable, and FFY 2025 saw the strongest Tribal engagement to date, with several contracts executed. Tribal Proviso resources supported equipment purchases, improved communication with Tribal Police Chiefs, and advanced discussions on data systems, smart infrastructure, and enforcement innovations. Engagement with more than 15 Tribes focused on long-term planning and collaborative projects addressing impaired driving, pedestrian safety, speeding, data capacity, and youth education.

After a ten-year high of 44 AI/AN fatalities in 2021, fatalities decreased to 32 in 2024. This decline shows that targeted funding, stronger relationships, and Tribal-led solutions are working and strongly supports maintaining the current strategy.

Continuing this approach will further expand Tribal leadership in traffic safety, strengthen coordinated enforcement and education efforts, and continue reducing disparities in AI/AN traffic fatalities. With growing Tribal engagement and clear evidence of impact, the program is well positioned for its most effective and collaborative year yet.

FFY 2025 Countermeasures and Activities Results

Project #87: 2025-FG-5376-Tribal Based Programs

Project Name	Tribal Based Programs
Project Summary	The purpose of this project was to provide an opportunity for interested Native Nations to evaluate unique Tribal Traffic Safety strategies based on Indigenous Knowledge. These projects, shaped by each Nation's culture and priorities, focused on strategies to address high-risk driving behavior, pedestrian safety, disparities in female fatalities, data collection, or the development of culturally appropriate public information and educational programs.
Project Results	No contracts were executed for this project during the reporting year due to timing and processes required to ensure appropriate program development and partner engagement. However, several discussions were held with Tribes to explore strategies that incorporate Indigenous Knowledge and address community-specific traffic safety needs. These discussions laid the groundwork for future funding opportunities, strengthened relationships with Tribal partners, and helped inform program design to better support culturally relevant and effective traffic safety initiatives.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	Tribal Non-profit

Project #88: 2025-FG-5374-Tribal Traffic Safety Coordinators

Project Name	Tribal Traffic Safety Coordinators
Project Summary	The purpose of this project was to support the work and activities of up to three Tribal Traffic Safety Coordinators (TTSCs) in high-priority Tribal communities, as identified and supported by Tribal Councils. Funding covered TTSC and traffic technician salaries,

	travel, contractual services, equipment, and other goods and services directly related to their responsibilities. TTSCs, who are Tribal members housed within Tribal public safety, enforcement, transportation, engineering, or public health departments, led culturally grounded strategies to reduce traffic-related fatalities and serious injuries.
Project Results	During this grant year, the project engaged eight Tribes with the prospect of a TTSC grant. One contract was executed with the Confederated Tribes of the Colville Reservation. The Colville project established a Tribal traffic safety program within Colville Confederated Tribes Department of Transportation (CCTDOT), led by a Tribal Traffic Safety Coordinator. Year one emphasized recruitment, initial data collection, training, establishing relationships, and laying the groundwork for long-term success. This effort sets an exciting precedent, demonstrating how culturally grounded strategies can reduce traffic incidents and serve as a model for other Native Nations. One additional Tribe was not able to finalize a contract during this grant year, but work is underway to establish an agreement, ensuring future collaboration and program implementation.
Location Updated	Yes, the location was updated after AGA. From: The project locations will take place on Indian Land. To: Colville Reservation
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

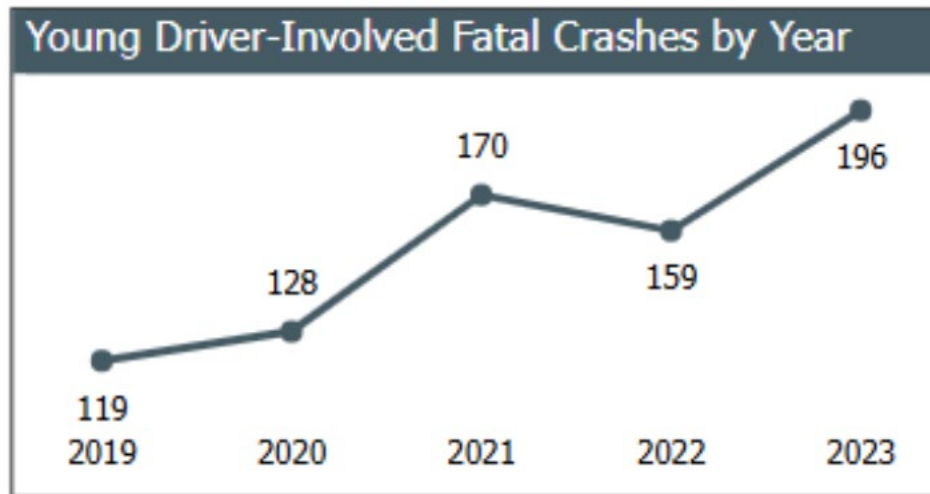
7.13 YOUNG DRIVERS

Problem Statement

Motor vehicle crashes remain a leading cause of unintentional death for individuals aged 15-24. Young drivers are at a higher risk of crashes due to both lack of experience and immaturity. They are learning to drive while still developing the necessary skills to identify and react to risks appropriately. Furthermore, their age-related immaturity, linked to adolescent brain development, plays a significant role in making dangerous decisions on the road. Studies on adolescent development indicate that key areas of the brain, particularly the prefrontal cortex responsible for judgment, decision-making, and delaying immediate gratification, do not fully mature until around 25 years old.

Between 2021 and 2023, young drivers constituted approximately 10.7 percent of Washington's licensed drivers, translating to an annual average of around 631,000 licensed young drivers aged 16-24. Nevertheless, 27 percent of fatalities during that period involved a young driver.

Fatal crashes involving young drivers continue to increase, reaching their highest level since 2006.



Although overall fatalities are also increasing, the average percentage of all fatalities involving young drivers over a three-year period increased from 26.1 percent to 27.4 percent, with 2023 data included.

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 for the young drivers were:

- Impairment (41 percent of crashes),
- Speeding (34 percent of crashes),

- Distraction (17 percent of crashes), and
- Not using seat belts (17 percent of crashes), excluding motorcycles.

Of note, 28 percent of young drivers involved in a fatal crash were in a previous crash in the last 5 years, as compared to 22 percent of drivers of all other ages.

Newly licensed drivers aged 18-24 have substantially higher rates of involvement in injury and fatal crashes compared to their same-age peers who were licensed at age 16. These 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 or older and through age 24.

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

Driver crash involvements per 1,000 licensed drivers

2020-2022		Age of licensed drivers								
Age when first licensed	Average	16	17	18	19	20	21	22	23	24
	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

A major barrier for 16- and 17-year-olds is the cost of driver's education, which typically ranges from \$400 to \$750 per course. To avoid this expense, more than half of these teens delay licensure until age 18 or older. This delay is more common among low-income students, including a disproportionate number of Black and Hispanic youth, who then miss the safety benefits of driver training and intermediate licensing.

(Source: Washington State Graduated Driver Licensing (GDL) Program Attitude and Behavior Survey Results, July 29, 2020.)

According to the 2023 and 2024 Washington State Statewide Survey data, most young people ages 18–24 are highly aware of the dangers of driving impaired, distracted, or unrestrained. They recognize these behaviors as risky and often speak up when others engage in them. However, their perception of speeding as a risk is significantly lower, and self-reported speeding behavior is more common.

Peer-to-peer influence is a powerful tool for shaping beliefs and encouraging safe driving. Young drivers often respond more positively to peers than to adults. Peers understand the social pressures teens face and communicate in ways that feel collaborative rather than authoritative. Because teens view peers as equals, their

messages are more relatable and persuasive. Leveraging peer influence can help promote safer driving behaviors and reduce serious injuries and fatalities on Washington roads.

Many young drivers lack a clear understanding of how to use Advanced Driver Assistance Systems (ADAS) such as rearview cameras, automatic emergency braking, blind spot monitoring, and lane keeping assist. Without this knowledge, they may fail to respond appropriately in dangerous situations. To drive safely, young drivers must learn how to use these systems effectively. However, Chapter 11 of the Department of Licensing's (DOL) required driver's education curriculum, Vehicle Technology Systems, is not consistently taught. Several factors contribute to this gap:

- Instructors may not fully understand the technology.
- There is uncertainty about how to teach these systems without encouraging overreliance.
- Many programs lack access to vehicles equipped with these technologies for hands-on learning.

Associated Performance Measures: C-9, APM-4

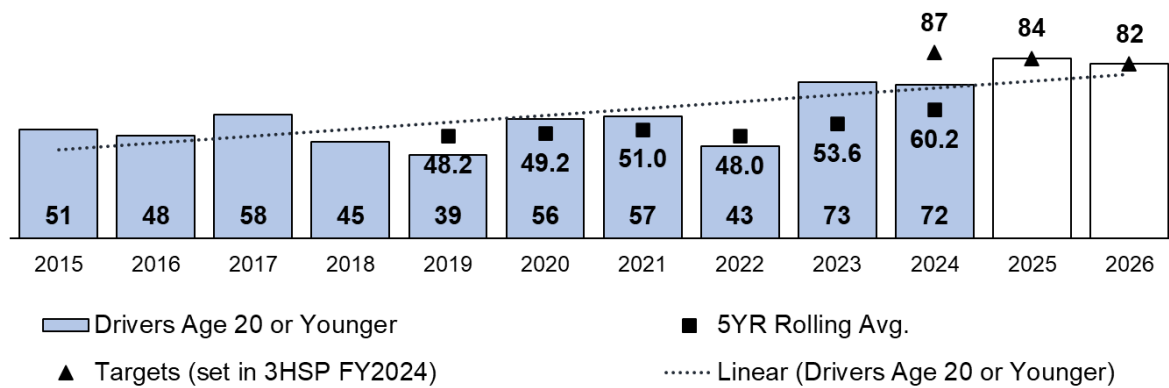
Assessment of State's Progress in Achieving Performance Targets

C-9: The calendar year 2025 target for the number of drivers under age 21 involved in fatal crashes is 84 (constant target from the 2022 preliminary CFC baseline, followed by an improving target reduction of three percent). The number of drivers under age 21 involved in fatal crashes increased 72 percent in 2023 and remained virtually unchanged in 2024. The 2015-2024 number of drivers under age 21 involved in fatal crashes trend line is below the 2025 calendar year target of 84. Therefore, the calendar year 2025 target is met.

APM-4: The calendar year 2025 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 relatively constant in 2021 and 2022 before increasing by 11 percent in 2023 and then decreasing by 19 percent in 2024. The 2015-2024 number of drivers ages 21-25 involved in fatal crashes trend line is within the 2025 calendar year target of 115 and the recent trend is decreasing. Therefore, the calendar year 2025 target is met.

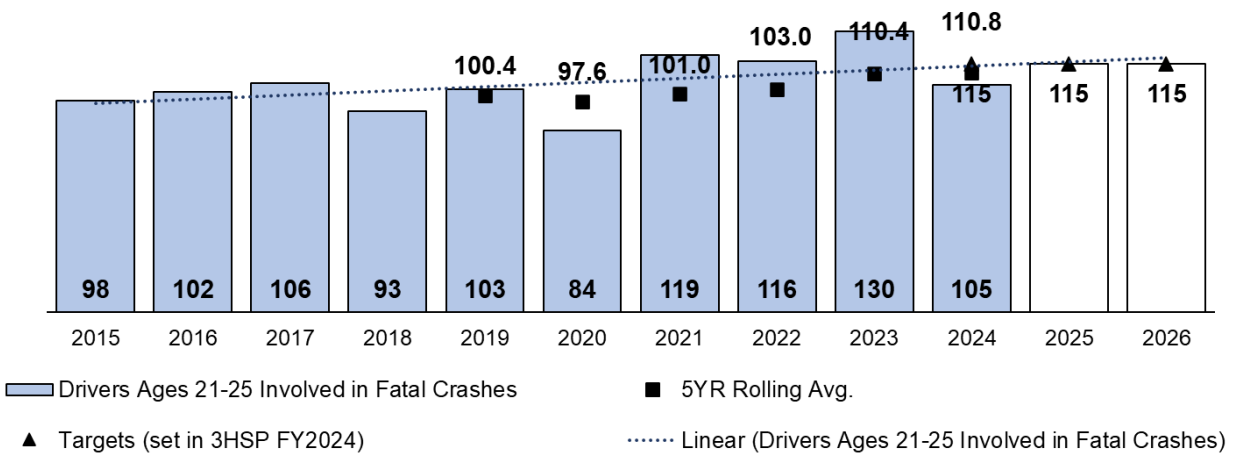
C-9: Number of Drivers Age 20 or Younger Involved in Fatal Crashes, 2015-2024*

*2024 Preliminary, 2025 Unavailable.



APM-4: Number of Drivers Ages 21-25 Involved in Fatal Crashes, 2015-2024*

*2024 Preliminary. 2025 Unavailable.



Progress Evaluation

In FFY 2025, young driver projects advanced Washington State’s highway safety goals by focusing on education, community engagement, and technology training. The Teens in the Driver Seat (TDS) program increased youth awareness of critical safety issues and expanded both school participation and use of the “You in the Driver Seat” (YDS) app. The program achieved measurable outcomes, including higher student engagement, stronger community advocacy, and safer driving behaviors.

Teen Target Zero (TTZ) supported these efforts by equipping law enforcement and public health professionals to deliver interactive presentations that foster a proactive traffic safety culture among students. Officers built trust and reinforced safe driving messages through positive, in-person interactions.

To address a critical training gap, the Vehicle Safety Technology Education for Driving Instructors project made a virtual, asynchronous curriculum on Advanced Driver Assistance Systems available to driving instructors. This training enables instructors to teach young drivers how to use modern vehicle safety technologies effectively.

Together, these projects formed a comprehensive strategy to close knowledge gaps, improve safety attitudes, and empower young drivers to make safer choices, supporting Washington's Target Zero goals.

Additionally, Washington State passed a law in 2025 requiring driver training for *all* first-time license applicants under 25. The legislation also created a voucher program to help low-income individuals with course costs. These programs will be implemented over the next 4 years. This should make a significant impact on decreasing the substantially higher crash rates of drivers aged 18-24, because these individuals will have received driver education, while also addressing the cost burden.

Strategy Adjustment for Programming Funds

As the performance measure targets have been achieved, we will maintain current strategies and continue leveraging existing efforts in the implementation of the "Drivers Education and Training" countermeasure strategy. Two of the ongoing projects under this countermeasure, Teens in the Driver Seat and Teen Target Zero, are gaining significant momentum. More than 60 schools enrolled in the TDS program, similar to the previous year, but more than double the number of enrolled schools completed activities in the 2024-2025 school year.

We will further build on this success through TZM and contractor support for TDS school programs, along with continued promotion of the YDS smartphone app. Washington leads the nation in YDS app adoption, adding 588 new users this year, with all users collectively driving almost 50,000 miles without speeding or using their phones during FFY 2025. Additionally, we are expanding the number of trained program delivery teams capable of implementing TTZ in schools. Starting in FFY 2026, we will broadly disseminate the Advanced Driver Assistance Systems (ADAS) eLearning module and promote it to all driving instructors statewide, encouraging them to complete the training to earn required continuing education hours.

FFY 2025 Countermeasures and Activities Results

Project #89: 2024-FG-5047-Teen Target Zero

Project Name	Teen Target Zero
Project Summary	The purpose of this project was to expand the reach and impact of the Teen Target Zero (TTZ) program across Washington State by training additional program delivery teams and supporting Target Zero Managers (TZMs) in regional implementation. Funded efforts focused on equipping public safety and health professionals with the skills to deliver TTZ, mentoring TZMs to strengthen community engagement, and recruiting schools, particularly in rural and underserved areas, to adopt TTZ and the complementary Teens in the Driver Seat (TDS) program. Through training, outreach, and conference presentations, the project aimed to build local capacity and increase youth engagement in traffic safety education statewide.
Project Results	During the year, the Teen Target Zero project met and exceeded its training and outreach goals by equipping eight regional teams and 160 public safety and health professionals to deliver the program statewide. Fourteen schools implemented TTZ, reaching approximately 1,275 students and achieving an average evaluation score of 96 percent. The project expanded into rural and underserved areas, increasing awareness and participation among students and educators. The contractor, Dorsett Consulting, also mentored multiple Target Zero Managers, strengthening regional capacity and ensuring consistent program delivery. Presentations at statewide conferences further enhanced program visibility and resulted in additional school recruitment and engagement.
Location Updated	Yes, the location was updated after AGA. From: High schools across the state, with specific locations to be determined. To: See Chapter 9. Project Location Updates, Project #89
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #90: 2024-FG-5046-Vehicle Safety Technology Education for Driving Instructors

Project Name	Vehicle Safety Technology Education for Driving Instructors
Project Summary	The purpose of this project was to make the Advanced Driver Assistance Systems (ADAS) eLearning course accessible to driving instructors statewide through a learning management system (LMS). The project aimed to identify and implement a suitable online platform, launch the course, and prepare for future statewide training. Funding supported the first year of the LMS subscription, with the intention to build long-term sustainability rather than relying on continued grant funding.
Project Results	This project focused on preparing the ADAS eLearning course for statewide launch. The team researched and selected the BrainCert platform, secured a subscription, and completed system setup, and initial testing. Although the course was not launched within the grant year, significant progress was made toward implementation. The project also identified opportunities to use the platform for other WTSC trainings, increasing its long-term value. By shifting subscription costs to operational expenses, the project established a sustainable foundation for future training delivery without the need for ongoing grant funding.
Location Updated	No
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

Project #91: 2024-FG-4975-Teens in the Driver Seat

Project Name	Teens in the Driver Seat
Project Summary	The purpose of this project was to improve teen traffic safety by implementing the Teens in the Driver Seat® (TDS) program in junior high, high schools, and colleges across Washington State. This peer-to-peer initiative aimed to reduce risky driving behaviors by educating teens about major crash factors such as distraction, impairment, and speeding. Funded activities supported school recruitment, program delivery, and the promotion of the You in the Driver's Seat smartphone app to encourage safe driving habits. The project also provided resources, contests, and recognition opportunities to engage students and foster a strong culture of traffic safety among youth statewide.

Project Results	The Teens in the Driver Seat project successfully advanced peer-to-peer traffic safety education across Washington schools. The program exceeded targets for junior high and college participation, activating 13 junior highs and four colleges. It reached 55 high schools, which was short of the 80 school target. A total of 30 program schools completed surveys, ten finished at least one All-Star unit, and four schools completed all the units. The <i>You in the Driver's Seat</i> smartphone app gained 588 new users - almost 3x the target number - and teens recorded 49,355 safe miles, exceeding the goal by 146 percent. Program schools earned \$14,249 in rewards for completing surveys and All-Star units, reflecting strong engagement and learning outcomes. Outreach through statewide conferences further expanded visibility and encouraged continued participation from schools and students statewide.
Location Updated	Yes, the location was updated after AGA. From Junior high schools, high schools, and colleges across the state of Washington. To: See Chapter 9. Project Location Updates, Project #91
Subrecipient(s)	Washington Traffic Safety Commission
Organization Type	State Agency

8. STATEWIDE MAPS

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.

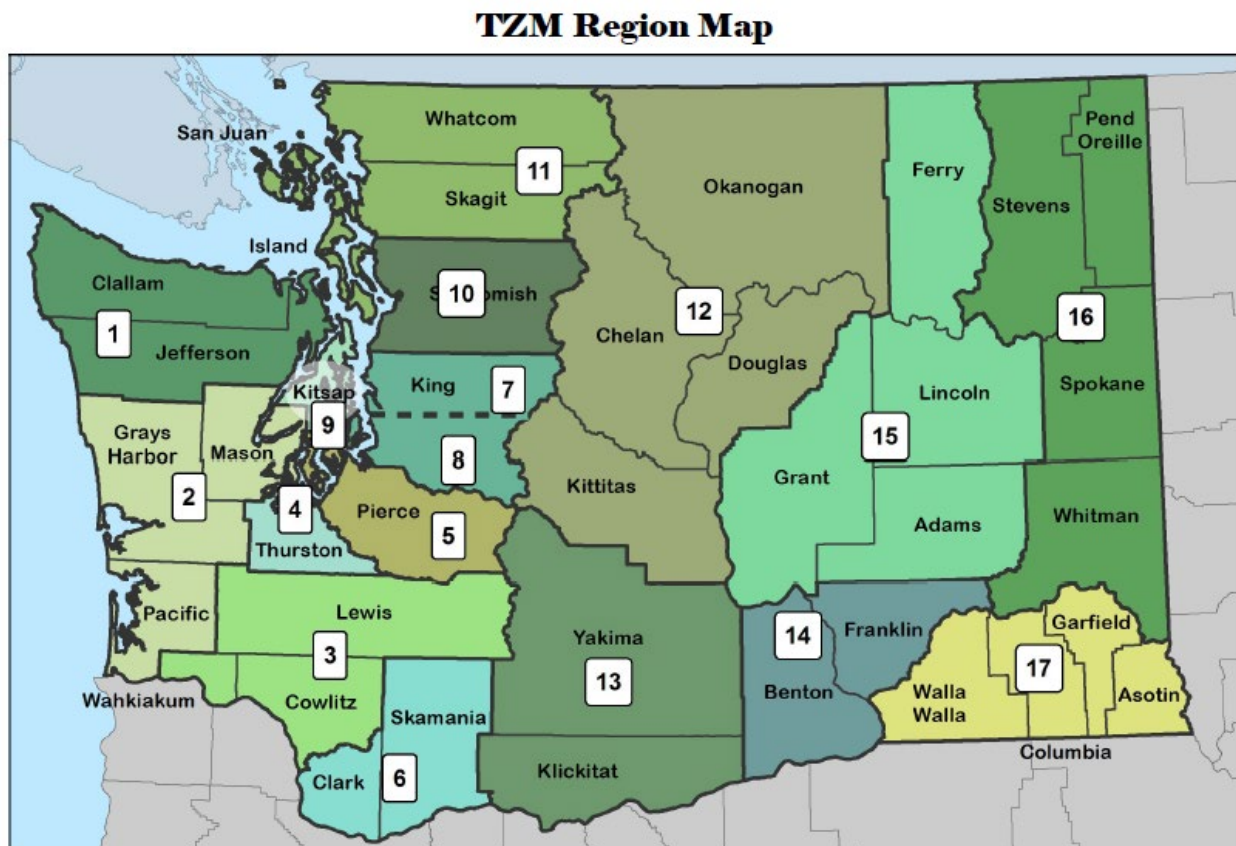


Figure 1: Target Zero Manager Region Map (01-06-2026)

9. PROJECT LOCATION UPDATES

Project #10: 2025-FG-5400-Local HVE - Administration, Enforcement, and Resources Locations

Aberdeen	East Wenatchee	Liberty Lake
Airway Heights	Easton	Lopez
Algona	Eastsound	Lynden
Amanda Park	Edmonds	Lynnwood
Anacortes	Ellensburg	Maple Valley
Arlington	Elma	Marysville
Auburn	Enumclaw	Mesa
Battle Ground	Ephrata	Mill Creek
Bellevue	Everett	Millwood
Bellingham	Everson	Monroe
Benton City	Federal Way	Montesano
Birch Bay	Ferndale	Morton
Black Diamond	Fife	Moses Lake
Blaine	Friday Harbor	Mount Vernon
Bonney Lake	George	Mountlake Terrace
Bothell	Gig Harbor	Moxee City
Bow	Goldbar	Mukilteo
Bremerton	Goldendale	Napavine
Bridgeport	Graham	Newcastle
Buckley	Grandview	Newport
Burien	Granite Falls	Normandy Park
Burlington	Grapeview	Oak Harbor
Central Park	Hoquiam	Oakville
Centralia	Issaquah	Ocean City
Chehalis	Kalama	Ocean Shores
Chewelah	Kennewick	Olympia
Clarkston	Kent	Pacific Beach
Cle Elum	Kettle Falls	Packwood
Colfax	Kingston	Pasco
College Place	Kirkland	Port Hadlock
Colville	Kittitas	Port Ludlow
Concrete	La Conner	Port Orchard
Cosmopolis	Lacey	Port Townsend
Covington	Lake Forest Park	Poulsbo
Darrington	Lake Stevens	Prosser
Davenport	Lakewood	Pullman

9. Project Location Updates

Des Moines	Langley	Purdy
Puyallup	Seattle	Sunnyside
Quincy	Sedro Woolley	Tacoma
Randle	Selah	Toppenish
Raymond	Shelton	Union Gap
Reardon	Shoreline	Vancouver
Redmond	Silverdale	Vashon Island
Renton	Snohomish	Walla Walla
Richland	South Bend	Waterville
Ridgefield	Spanaway	Wenatchee
Roslyn	Spokane	West Richland
Roy	Spokane Valley	Westport
Royal City	Springdale	Woodland
Ruston	Stanwood	Yakima
Sammamish	Steilacoom	Zillah
Seabeck	Sultan	
SeaTac	Sumner	

Project #11: 2025-FG-5401-WSP HVE Locations

Aberdeen	Kirkland	Republic
Airway Heights	Kittitas	Richland
Anacortes	Lacey	Ritzville
Arlington	Lakewood	Royal City
Auburn	Leavenworth	SeaTac
Battle Ground	Long Beach	Seattle
Bellevue	Longview	Selah
Bellingham	Lyle	Sequim
Bremerton	Lynnwood	Shelton
Brewster	Marysville	Shoreline
Buckley	Monroe	Silverdale
Burlington	Morton	Snohomish
Chehalis	Moses Lake	Snoqualmie
Chewelah	Mount Vernon	Snoqualmie Pass
Cle Elum	Moxee City	South Bend
Clinton	Mukilteo	Spanaway
Colfax	Naselle	Spokane
Colville	North Bend	Spokane Valley
Covington	Ocean Shores	Sprague
Davenport	Okanogan	Stevenson
Deer Park	Olympia	Sunnyside
Des Moines	Omak	Tacoma
Ellensburg	Othello	Tonasket
Enumclaw	Pacific	Toppenish
Everett	Pasco	Tukwila
Federal Way	Peshastin	Union Gap
Fife	Pomeroy	Vancouver
Forks	Port Angeles	Vantage
George	Port Orchard	Walla Walla
Goldendale	Port Townsend	Washtucna
Issaquah	Poulsbo	Wenatchee
Kelso	Pullman	Yakima
Kennewick	Puyallup	Yelm
Kent	Randle	
Kettle Falls	Renton	

Project #13: 2025-FG-5354-Preventing Roadside Deaths - Digital Alert Technology Locations

Benton County –Fire District #2	Riverside Fire – Lewis County	Spokane Valley Fire – Spokane County
Cowlitz County –Fire District #2	Seattle Fire – King County	UKC Medic Once – Kittitas County
Kittitas County – Fire District #7	Snoqualmie Pass Fire – King County	Washington State Patrol – King County
City of Marysville Fire – Snohomish County	South Mason Fire – Mason County	

Project #27: 2024-FG-5064-WSP Impaired Driving Project – MIDU Locations

Bellevue	Moxee	Snohomish County
Bremerton	Olympia	South Seattle
Everett (Silver Lake)	Puyallup	Spokane
Federal Way	Sammamish	Vancouver
Kent	Silverdale	

Project #35: 2025-FG-5393-Administrative Office of the Courts DUI/Treatment Court Support Locations

Work conducted through the Administrative Office of the Courts (AOC) took place at a wide range of courts across the state, including:

Spokane District Court	Des Moines Municipal Court	Seattle Municipal Court
Spokane Municipal Court	Walla Walla Municipal Court	King County District Court
Benton County District Court	Auburn Municipal Court	Kittitas County District Court
Grays Harbor District Court	Black Diamond Municipal Court	Okanogan Municipal Court
Clark County District Court	Eatonville Municipal Court	Kent Municipal Court
Yakima District Court	Lummi Tribal Court	Tacoma Municipal Court

This work reflects broad engagement with both district and municipal courts statewide.

Project #41: 2025-FG-5402-SBIRT Training and Outreach Locations

The virtual training reached over 170 participants. Trainings were delivered to groups at Seattle University and the University of Washington in King County, Whitman College in Walla Walla County, Washington State University in Whitman County, Central Washington University in Kittitas County, and through a large training in Grays Harbor County.

Additional virtual and specialized trainings, including Spokane DUI Courts, the Trauma Nurse Trauma Registrar Network, and WTSC staff and partners, expanded the program's reach statewide. Participants represented a total of 27 of Washington's 39 counties, demonstrating statewide engagement.

Those counties included

Asotin	Island	Skagit
Benton	King	Snohomish
Chelan	Kitsap	Spokane
Clallam	Kittitas	Steven
Columbia	Klickitat	Thurston
Cowlitz	Lewis	Walla Walla
Garfield	Lincoln	Whatcom
Grant	Okanogan	Whitman
Grays Harbor	Pierce	Yakima

Project #55: 2025-FG-5339-Region 10 Walker Roller Safety Zone Grant

Arlington Location 1; 172nd and Smokey Point Blvd Location 2; Smokey Point Drive/Smokey Point Blvd	Lynnwood - Transit Center Corridor
	Marysville - 172ND Corridor
	Mill Creek - 164TH and SR 527
Edmonds - Hwy 99 Corridor	Mountlake Terrace - Transit Center
Everett - 3200 Block of Broadway	

Project #59: 2025-FG-5356-CPS Program Mini-Grants

Aero Methow _LOCAL	Safe Kids Clark _LOCAL
Asotin County Health District _LOCAL	Safe Kids Lower Columbia _LOCAL
City of Burien _LOCAL	Safe Kids Northwest (Skagit) CPST
Clallam County Fire #5	Safe Kids Seattle South King CPST
East Jefferson Fire and Rescue	Safe Kids Snohomish CPST
East Wenatchee PD _LOCAL	Safe Kids Snohomish _LOCAL
Ellensburg Police _LOCAL	Safe Kids Thurston _LOCAL
First Step _LOCAL	SeaTac Police _LOCAL
Grant County CPST	Seattle Childrens _LOCAL
Grant County _LOCAL	South Beach _LOCAL
Grays Harbor _LOCAL	South Whatcom Fire _LOCAL
Kidvantage Bremerton _LOCAL	South Whidbey _LOCAL
Kidvantage Issaquah _LOCAL	Spokane Police Department CPST
Kidvantage Kent _LOCAL	Sumner Police Department CPST
Kidvantage Shoreline _LOCAL	The Caring Place _LOCAL
Kittitas Fire	Ttawaxt Birth Justice Center _LOCAL
Lincoln County Sheriff _LOCAL	Walla Walla County Dept of Community Health CPST
Mary Bridge _LOCAL	Walla Walla County Dept of Community Health _LOCAL
North East Tri County _LOCAL	Westside Baby _LOCAL
North Mason Fire CPST	Whitman County CPST
Safe Kids Benton Franklin CPST	Whitman County _LOCAL
Safe Kids Benton Franklin _LOCAL	

Project #89: 2024-FG-5047-Teen Target Zero

Columbia HS (Burbank)	Tri Tech Regional (Kennewick)	Kentridge HS (Kent)
Kennewick HS	Chiawana HS (Pasco)	Prosser HS
Kamiakin HS (Kennewick)	Enumclaw HS	West Auburn HS
Riverview HS (Kennewick)	Kennewick HS	Wilbur Creston HS (Wilbur)

Project #91: 2024-FG-4975-Teens in the Driver Seat

County	School
Asotin Co.	Charles Francis Adams High School (Clarkston High School WA)
Benton Co.	Kennewick High School
	Kiona Benton City High School
	Prosser High School
	River View High School
	Southridge High School
	Tri-Tech Skills Center
Chelan Co.	Wenatchee High School
Clark Co.	Washougal High School
Cowlitz Co.	Castle Rock Middle School
Douglas Co.	Lake Roosevelt Jr/Sr High School
	Waterville High School
Ferry Co.	Republic Junior High School
	Republic Senior High School
Franklin Co.	Columbia Basin College
	Delta High School
	Palouse Junction High School
Garfield Co.	Pomeroy High School
	Pomeroy Junior High School
Grant Co.	Moses Lake High School
King Co.	Decatur High School (Federal Way WA)
	Enumclaw High School
	Ingraham High School
	Renton High School
	Seattle Pacific University
	Seattle World School
	West Seattle High School
Klickitat Co.	Goldendale High School
Lewis Co.	Onalaska High School
	Pe Ell High School
Lincoln Co.	Wilbur Creston Cooperative High School
Mason Co.	Shelton High School
Pend Orielle Co.	Newport High School
	Sadie Halstead Middle School
Pierce Co.	Bonney Lake High School
	Graham-Kapowsin High School
	Sumner High School
	Washington High School (Tacoma WA)
	Bellarmine Preparatory School

9. Project Location Updates

County	School
Skagit Co.	Concrete Elementary School
	Concrete High School
	Sedro-Woolley High School
Skamania Co.	Stevenson High School
Snohomish Co.	Lynnwood High School
Spokane Co.	Mountainside Middle School
	Mt. Spokane High School
Thurston Co.	Capital High School
Wahkiakum Co.	Wahkiakum High School
Walla Walla Co.	College Place High School
	Columbia High School (Burbank WA)
	Columbia Middle School (Burbank WA)
	Garrison Middle School
	Prescott High School
	Prescott Middle School
	Touchet School District
	Walla Walla Community College
	Walla Walla Lincoln Alternative High School (Lincoln High School)
	Whitman College
Whatcom Co.	Blaine High School
	Sehome High School
	Squalicum High School
	Bellingham High School
Whitman Co.	Colfax Jr/Sr High School
	Lincoln Middle School
	Oakesdale High School
	Oakesdale Middle School
	Tekoa High School
	Tekoa Middle School
Yakima Co.	Sierra Vista Middle School
	Sunnyside High School

10. ACRONYM LIST

Acronym	Meaning
3HSP	Triennial Highway Safety Plan
ACTS	Automotive Coalition for Traffic Safety
ADAS	Advanced Driver Assistance Systems
AGA	Annual Grant Application
AI/AN	American Indian and Alaska Native
AOC	Administrative Office of the Courts
APM	Associated Performance Measures
AR	Annual Report
ARIDE	Advanced Roadside Impaired Driving Enforcement
BAC	Blood Alcohol Content
BIPOC	Black Indigenous People of Color
BWC	Body-Worn Camera
CBO	Community-Based Organizations
CCTDOT	Colville Confederated Tribes Department of Transportation
CDC	Centers for Disease Control
CEM	Community Engagement Manager
CEU	Continuing Education Units
CFC	Coded Fatal Crash
CJATSC	Cooper Jones Active Transportation Council
CJTC	Criminal Justice Training Center
CMT	Cambridge Mobile Telematics
COOP	Continuity of Operations Plan
CPS	Child Passenger Seat
CPST	Child Passenger Safety Technician
CPWI	Community Prevention and Wellness Initiative (CPWI)
CRAB	County Road Administration Board
CRSS	Crash Report Sampling System
CSAP	Comprehensive Safety Action Plans
CSHRB	Center for the Study of Health and Risk Behaviors
DDUI	Dedicated DUI
DEC	Drug Evaluation and Classification
DHS	Department of Homeland Security
DITEP	Drug Impairment Training for Educational Professionals
DOH	Department of Health
DOL	Department of Licensing
DRE	Drug Recognition Expert
DSR	Data Submission Reports
DUI	Driving Under the Influence (sometimes called DWI)

Acronym	Meaning
ED	Emergency Department
eDUI	<u>Electronic Driving Under The Influence</u>
EHM	Electronic Home Monitoring
EMS	Emergency Medical Services
ESRI	Environmental Systems Research Institute
ETRIP	Electronic Traffic Information Processing
FARS	Fatality Analysis Reporting System
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration
GDL	Graduated Driver Licensing
GHSA	Governors Highway Safety Association
GIS	Geographic Information System
GIS-MO	Geographic Information System Mobility
HSP	Highway Safety Plan
HVE	High-Visibility Enforcement
IACP	International Association of Chiefs of Police
IDTC	Impaired Driving Training Coordinator
IDTS	Impaired Driving and Traffic Safety
ISAD	Intelligent Speed Assistance Devices
ITSMR	Institute for Traffic Safety Management and Research
JINDEX	Justice Information Network Data Exchange
JOL	Judicial Outreach Liaison
LEL	Law Enforcement Liaison
LiDAR	Light Detection and Ranging
LMS	Learning Management System
MADD	Mothers Against Drunk Driving
MIDU	Mobile Impaired Driving Unit
MPH	Miles Per Hour
MPO	Municipal Planning Organizations
NHTSA	National Highway Traffic Safety Administration
NLP	Natural Language Processing
OCE	Office of Culture and Engagement
OCM	Organizational Change Management
OFM	Office of Financial Management
OT	Overtime
PASD	Programs and Services Division
PBT	Portable Breath Test
PCN	Positive Community Norms
PD	Police Department
PSAs	Public Service Announcements

Acronym	Meaning
PTSA	Parent Teacher Student Associations
Q&A	Question and Answer
RA	Rolling Average
RADD	Research and Data Division
RCW	Revised Code of Washington
RHINO	Rapid Health Information Network
RTPO	Regional Transportation Planning Organization
RTTDC	Rural Trauma Team Development Courses
SBIRT	Screening, Brief Intervention, and Referral to Treatment
SCRAM	Secure Continuous Remote Alcohol Monitoring
SECTOR	Statewide Electronic Collision and Ticketing Online Records
SFST	Standardized Field Sobriety Test
SHSP	Strategic Highway Safety Plan
SMAC	Speed Management Advisory Cooperative
SOW	Scope of Work
SPD	Seattle Police Department
SRG	SECTOR Replacement Governance
STAC	Safe Travel for All Children
SWS	Statewide Survey
TDS	Teens in the Driver Seat
TEG	Technology Enterprise Group
THC	Tetrahydrocannabinol
TraCS	Traffic and Criminal Software
TRGC	Traffic Records Governance Council
TRIP	Traffic Records Integration Program
TSC	Traffic Safety Champions
TSEP	Traffic Safety Enforcement Program
TSRP	Traffic Safety Resource Prosecutor
TSS	Traffic Safety Specialist
TTSC	Tribal Traffic Safety Coordinator
TTZ	Teen Target Zero
TZM	Target Zero Manager
TZWG	Target Zero Working Group
USDOT	U.S. Department of Transportation
UW	University of Washington
VMT	Vehicle Miles Traveled
WASPC	Washington Association of Sheriffs and Police Chiefs
WaTech	Washington Technology Solutions
WEMS	WTSC Electronic Grants Management System

Acronym	Meaning
WEMSIS	Washington Emergency Medical Services Information System
WSDOT	Washington State Department of Transportation
WSP	Washington State Patrol
WSU	Washington State University
WTSC	Washington Traffic Safety Commission
YDS	You in the Driver's Seat

11. CONTACT INFORMATION

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