

2005



WASHINGTON
Traffic Safety
COMMISSION

Washington



Highway Safety

Annual Report

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INTRODUCTION

Crash Summary

In 2005, following a record low in 2004, we experienced an increase in total traffic crash related deaths. Although the total number of fatal crashes was about the same as in 2004, the number of multiple fatality crashes increased in 2005.

Accomplishments

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Safety belt use rate increased to 95.2%. 16% of the motorists who did not buckle up in 2004 got the message in 2005.

The Washington Traffic Safety Commission completed a pilot project in 2005 designed to reduce crashes involving large trucks. Washington was the only state chosen to conduct this congressionally mandated pilot project, primarily due to our success in applying the Click it or Ticket model to the seat belt issue.

In past years, the Traffic Safety Corridor program has been applied only to State Routes. In 2005, we applied the model to both city streets and county roads with the cooperation and support of the WSDOT Local Programs division, the Washington State Patrol and local law enforcement agencies. These projects continue to return \$35 in crash related savings for every public dollar invested.

Challenges

As is true in many other states, Washington faces the challenge of reversing the trend of steadily increasing deaths that result from motorcycle crashes. In the last six years Washington has experienced a 60% increase in motorcycle registrations and the number of motorcycle deaths has doubled.

The other major challenge we faced again this year was the major budget and programming confusion caused when Congress and the Administration failed to enact a new federal transportation authorization to replace TEA 21. Although SAFETEA-LU was enacted in 2005, it was done so late in the year that a smooth transition to funding in 2006 became impossible. This confusion made sensible planning very difficult. As a result, it is hard to make sure the taxpayers get true value for their investment.

CRASH DATA/TRENDS

Crash Data and Performance Measures

	Baseline Data 1994-1997						Progress Report Data 1998-2004					
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	
Fatalities	640	653	712	674	662	637	631	649	658	600	563	
Fatality Rate (100 million VMT)	1.34	1.33	1.45	1.32	1.27	1.21	1.17	1.21	1.2	1.09	1.01	
Safety Belt Use Rate	77.0%	80.0%	81.0%	78.0%	79.1%	81.1%	81.6%	82.6%	92.6%	94.8%	94.2%	
Drinking Driver Related Fatalities	296	305	353	266	286	243	248	243	262	221	213	
Drinking Driver Rate (100M VMT)	0.62	0.62	0.72	0.52	0.55	0.46	0.46	0.45	0.48	0.40	0.38	
Fatality Rate / 100K Population	11.91	11.96	12.79	11.9	11.51	10.92	10.71	10.9	10.95	9.84	9.08	
Fatalities - Speed-related	220	251	249	242	247	227	241	234	260	234	226	
Vehicle occupant fatalities	499	525	558	555	524	526	511	509	513	449	419	
Pedestrian Fatalities	86	74	92	73	77	60	68	75	70	75	58	
Bicyclist Fatalities	15	13	14	16	10	9	12	8	11	10	7	
Motorcyclist Fatalities	35	37	42	29	51	38	39	57	54	59	72	
Child safety seat use rate	54.4%	57.0%			76.8%					56.1%	70.9%	
Booster seat use rate										46.7%	49.0%	

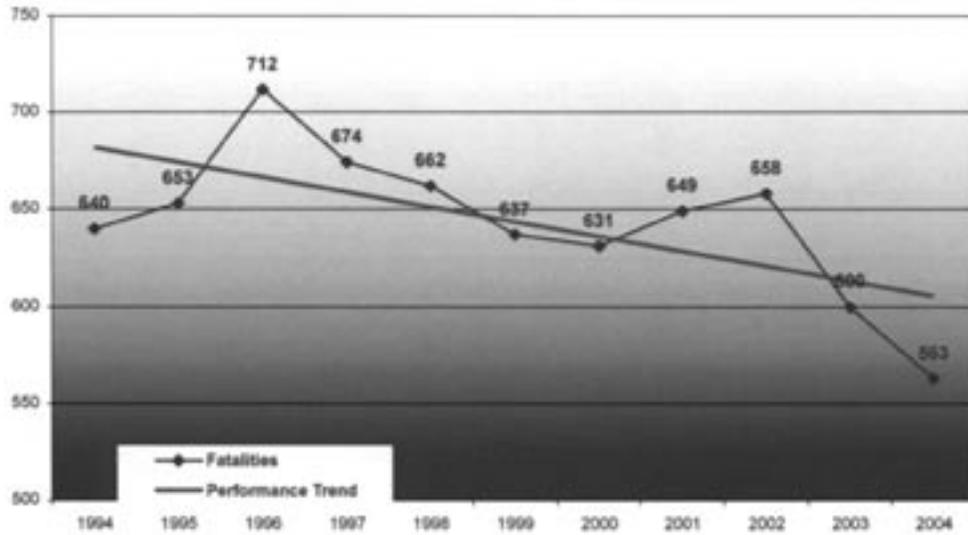
PERFORMANCE GOALS AND TRENDS

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GOALS AND PERFORMANCE MEASURES

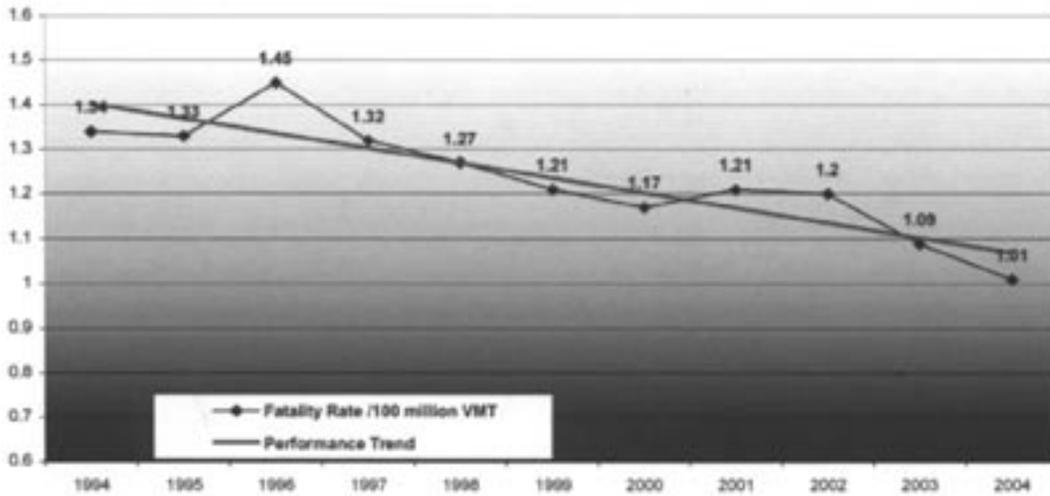
Goal: Fatalities
Baseline

Reduce the Number of Traffic Fatalities to 590 by 2005
1994 = 640 Fatalities



Goal: Fatality Rate/VMT
Baseline

Reduce the Fatality Rate to 1.10 by 2005
1994 = 1.34 Deaths per 100 M VMT

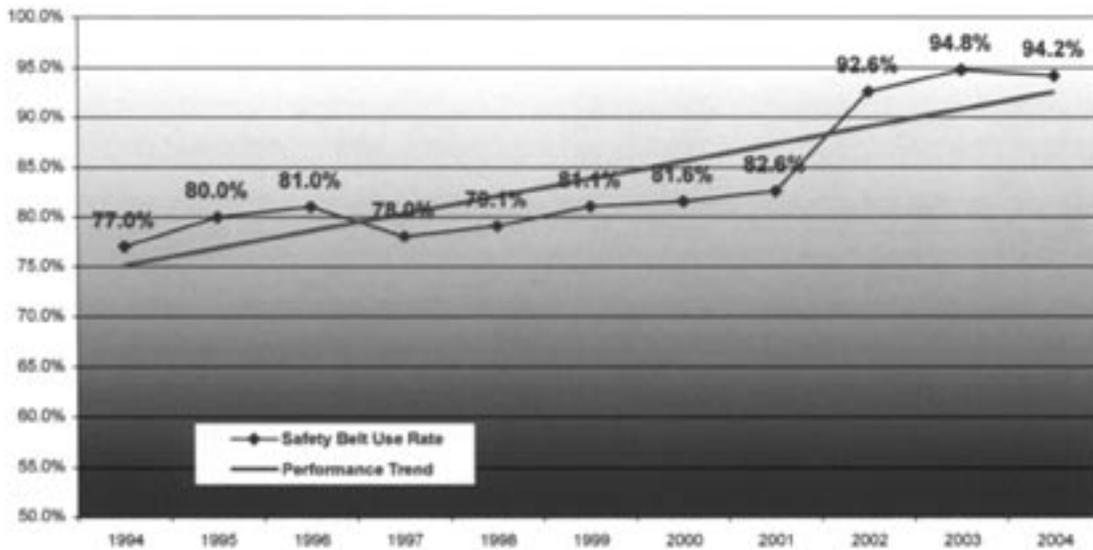


PERFORMANCE GOALS AND TRENDS

Goal: Seat Belt Use Rate
Baseline

Increase Seat Belt Use Rate to 85% by 2005

1994 = 77%



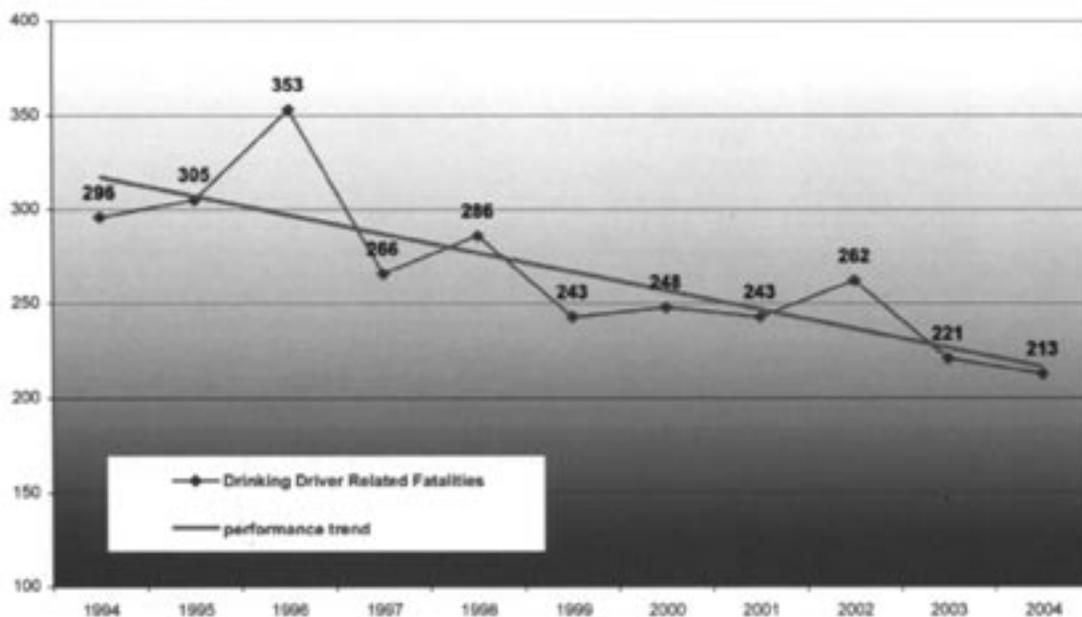
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Goal: Drinking Driver Related
Fatalities

Reduce to 225 by 2005

Baseline

1994 = 296

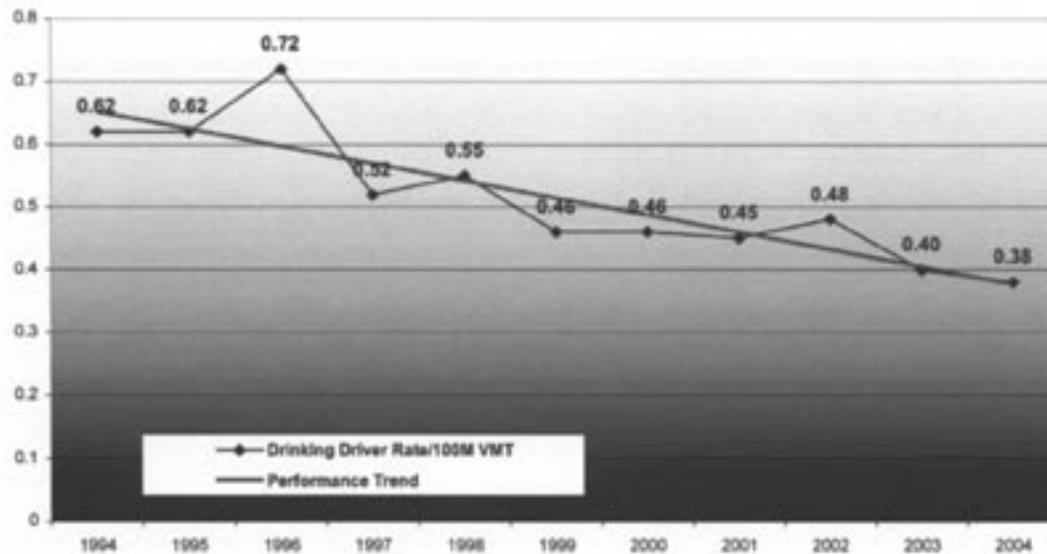


PERFORMANCE GOALS AND TRENDS

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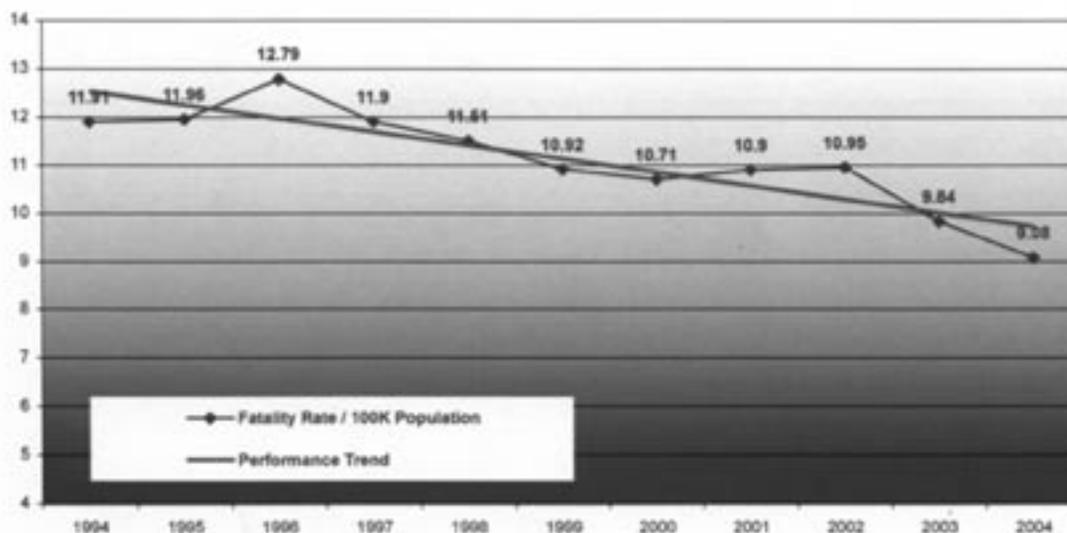
Goal: Drinking Driver Related Fatal Rate per 100 M VMT
Baseline

Reduce Rate to 0.40 by 2005
1994 = 0.62



Goal: Fatal Rate/100K Population
Baseline

Reduce Rate to 9.00 by 2005
1994 = 11.91

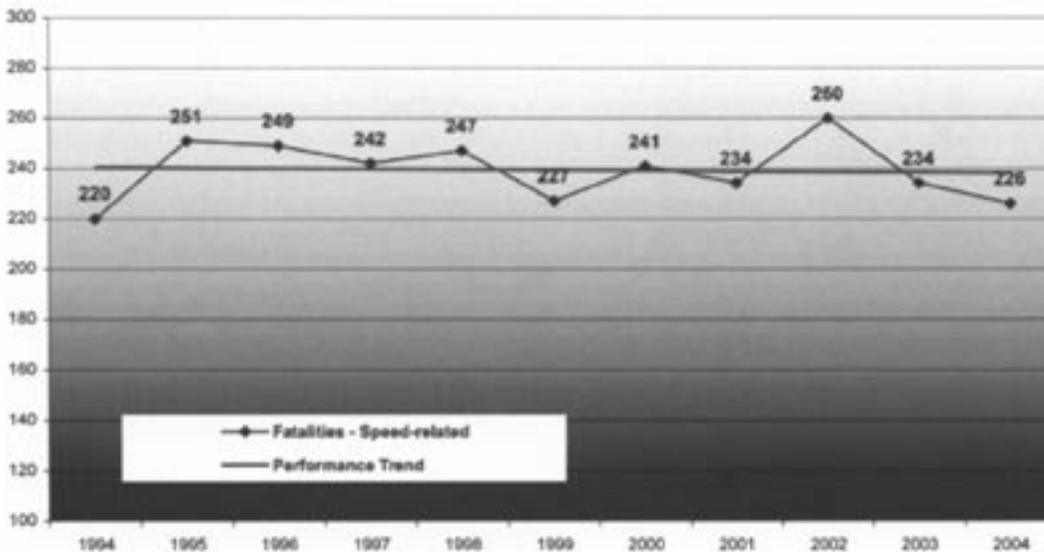


PERFORMANCE GOALS AND TRENDS

Goal: Speed Related Fatalities
Baseline

Reduce Speed Related Fatalities to 210 by 2005

1994 = 220

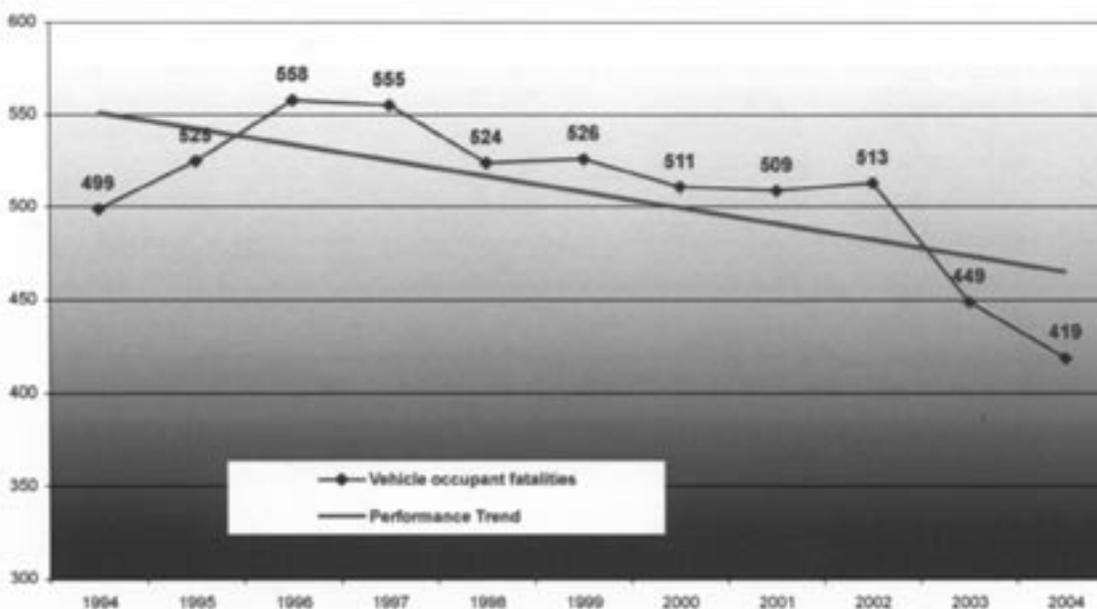


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Goal: Vehicle Occupant Fatalities
Baseline

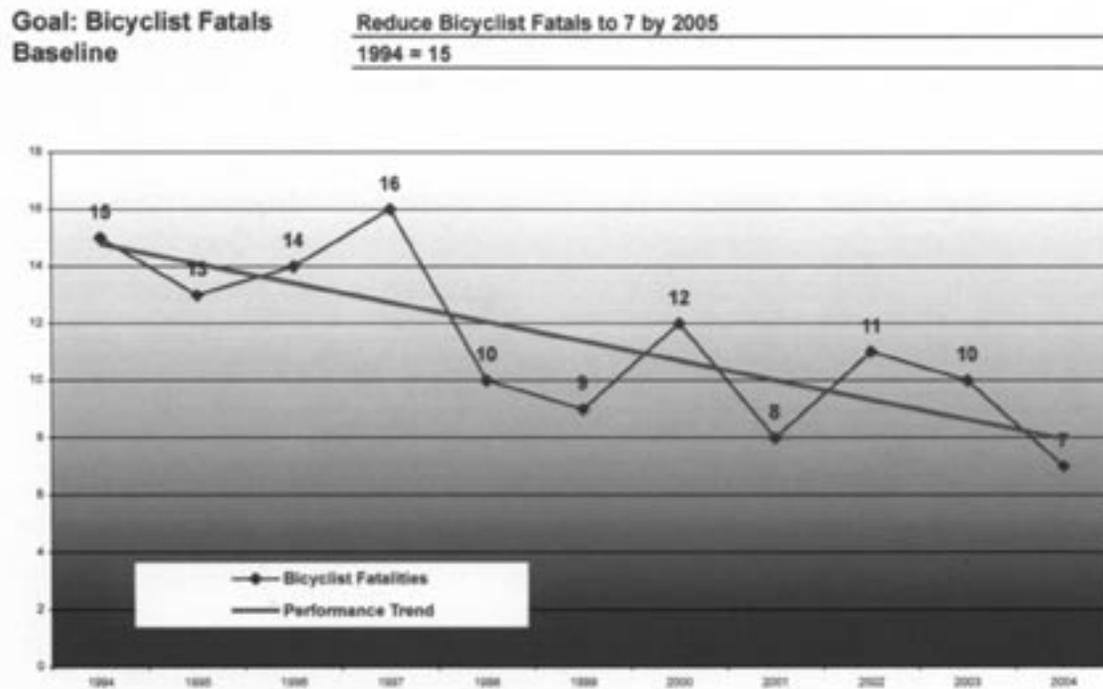
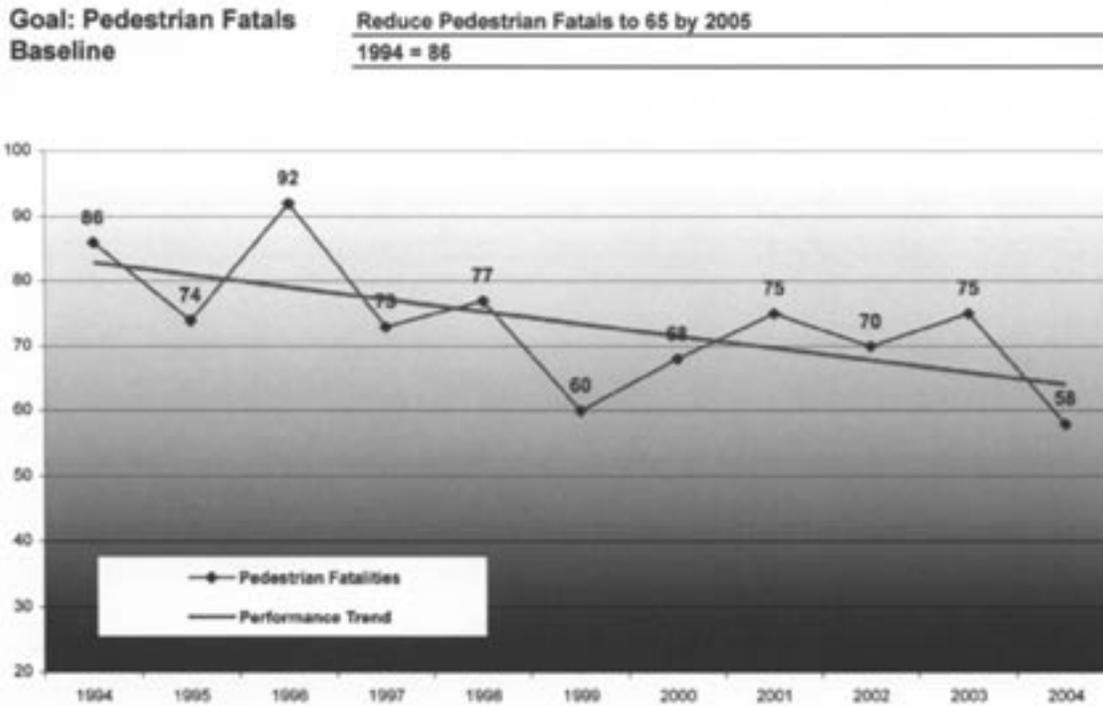
Reduce Occupant Fatalities to 450 by 2005

1994 = 499



PERFORMANCE GOALS AND TRENDS

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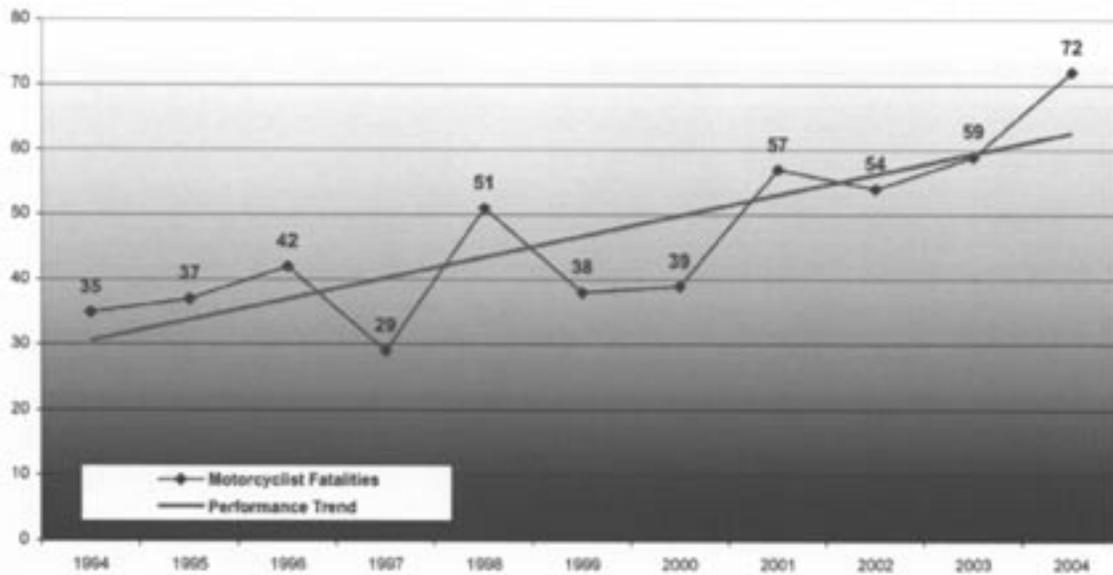


PERFORMANCE GOALS AND TRENDS

Goal: Motorcyclist Fatalities
Baseline

Reduce Motorcyclist Fatalities to 25 by 2005

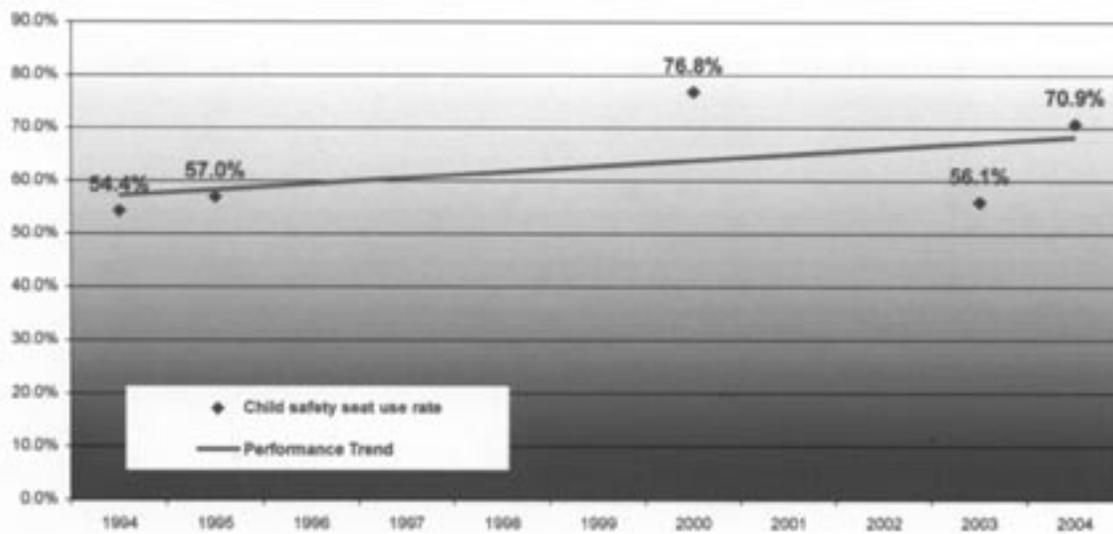
1994 = 35



Goal: Child Safety Seat Use Rate
Baseline

Increase to 85% by 2005

1994 = 54.4%

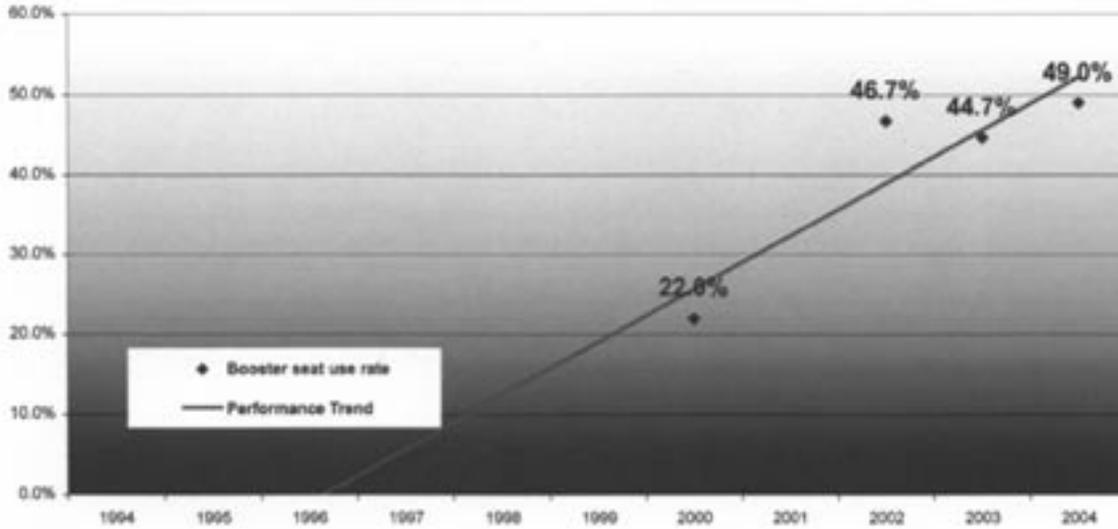


PERFORMANCE GOALS AND TRENDS

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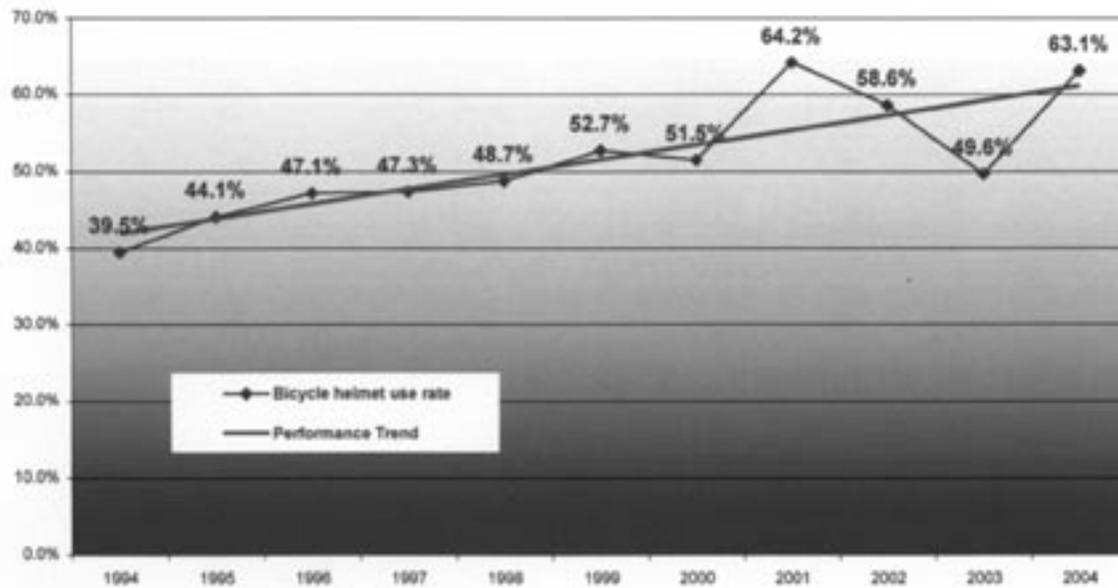
Goal: Booster Seat Use Rate
Baseline

Increase Booster Seat Use Rate to 50% by 2005
2000 = 22.0%



Goal: Bicycle Helmet Use Rate
Baseline

Increase Bicycle Helmet Use Rate to 55% by 2005
1994 = 39.5%



IMPAIRED DRIVING PROGRAM

Goals and Objectives:

The goals and objectives of the impaired driving program can be found in pages 6 through 12 of this 2005 Annual Report.

Strategies:

Although many varied strategies were employed in our effort to reduce the injuries and deaths that result from crashes involving impaired drivers, the main strategy remains combining a strong public education component with intense, visible enforcement. Other strategies can be found in the Noteworthy Program section below.



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Results:

Although final data is not yet available for 2005, the number of Washingtonians that died in a crash involving a driver who had been drinking appears to have increased since 2004. That increase follows a decline in 2004 of nearly 18% since 2002.

Noteworthy Programs:

WTSC Impaired Driving Program – Drive Hammered – Get Nailed DUI Campaigns were conducted in November & December 2004 and January & August of 2005. Overtime funds were provided to law enforcement agencies for DUI enforcement. Over 100 law enforcement agencies participated in the campaigns. A comprehensive public information campaign was developed to warn the public of these additional patrols.



Training opportunities were provided to law enforcement, judges, prosecutors and others in the DUI system. Brochures, videos, and other educational materials dealing with impaired driving were developed and distributed.

The 17th Annual Impaired Driver Traffic Safety Conference was held in Seattle, December 7-9, 2004. 465 attendees participated in workshops and heard national speakers talking about impaired driving issues.

Washington State Patrol Drug Evaluation and Classification Project (DRE) - Funds were used to support the Washington State DRE program. This program is coordinated by the Washington State Patrol (WSP) and represents 27 municipal and county police agencies involved in the program as well. The pro-

gram saw an increase in drug evaluations from 1,400 in 2004 to 1600 this year. There are now 187 law enforcement officers trained as Drug Recognition Experts in Washington. Per the 2004 International Association of Police Chief's report, Washington administers the most successful DRE project in the country.

Department of Health (DOH) – Project funds were used by DOH to address DUI prevention and other traffic safety issues through the eight EMS and Trauma Care Regions. Alcohol intoxication has been found to be the leading risk factor for injury, according to previous research. Of the estimated 20.5 million American adults requiring emergency department (ED) care for their injuries, 27 percent screened positive for alcohol intoxication or dependency. A 30-minute intervention with a trained counselor (Brief Alcohol Intervention) has been shown to be highly effective at reducing subsequent alcohol use, injuries, and visits to the emergency department or hospital. Based on these findings DOH continued its efforts implementing Brief Alcohol Intervention training to designated trauma services (DTS) throughout the state. The training was presented to 71 staff from DTS's and, as of September 30, 2005, a total of 43 DTS's have implemented brief intervention in emergency departments, and another four are in the process of implementing the program.

DUI Prosecution Special Assistance – This project, coordinated by the Washington Association of Prosecuting Attorneys (WAPA), funded an experienced prosecuting attorney to train and mentor newly hired deputy prosecuting attorneys before they handled a significant number of criminal traffic offenses. In addition, WAPA's staff attorney was able to develop and distribute a DUI Prosecution Training Manual.



Admissibility of Blood Alcohol Breath Tests-
Ensuring the success of House Bill 3055

In 2004, House Bill 3055 was passed by the Washington State Legislature and became law. This new law changed the standards for admitting breath-alcohol test results, the standards for obtaining blood draws, and the advisement of rights concerning breath tests. Using funds provided by the WTSC, the Washington Association of Prosecuting Attorneys (WAPA) advised counties and cities on implementing the new law. WAPA's Staff Attorney helped devise arguments in response to trial court challenges to the new law -culminated by WAPA's assumption of the first direct appeal concerning the new law to the Washington Supreme Court.

WAPA's Staff Attorney argued the constitutionality of the new law before the Supreme Court on October 25, 2005, in a case titled "City of Fircrest versus Jensen". WAPA also drafted new search warrant applications designed to implement the blood draw provision under the new law.

Court Administrator Education - The Washington state Administrative Office of the Courts coordinated a program to provide continuing education for court managers on traffic safety related topics. This education was conducted at the Washington State District and Municipal Court Managers Association Conference held in Yakima September 27, 28, 29.

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Think Again - This project funded the "Think Again" program to 60 high school classes in King county reaching 1,741 students. This DUI prevention program is presented by trained EMS and Fire Department personnel who also address other traffic safety issues.

Washington Trauma Society - This project, managed by the Washington Trauma Society, provided training and travel support for the 8 regional EMS and Trauma Care Councils.

Mock Crashes - In an effort to reach 16-21 year-old drivers with a strong traffic safety message, the East Region Emergency Management Services & Trauma Care Council coordinated "Mock Crashes" in ten schools over the past year. These assemblies depict a dramatic recreation of a serious traffic crash, and conclude with real-life crash victims telling their stories to the students. This program touched 2,620 students during the program period.

OCCUPANT PROTECTION PROGRAM

Goals and objectives:

The goals and objectives of the occupant protection program can be found on pages 6 through 12 of this 2005 Annual Report.

Strategies:

Although many varied strategies were employed in our effort to reduce the injuries and deaths that result from failure to properly wear seat belts and child restraint systems, the main strategy remains combining a strong public education component with intense, visible enforcement. Other strategies can be found in the Noteworthy Program section below.

Results:

Washington's seat belt use rate rose again in 2005 to a new high of 95.2% - the second highest rate in the U.S. As the seat belt use rate increases we continue to see a steady decline in vehicle occupant deaths.

Noteworthy Programs:

Occupant Protection

The purpose of this program is to increase the proper use of seat belts and child car seats and to provide occupant protection networks with technical assistance and educational resources.

Washington continued its involvement in the Click It Or Ticket (CIOT) project in 2005. Modeled after a program that was implemented in locations throughout

the United States and Canada, CIOT has been shown to increase seat belt use rates. The campaign consists of informing the public through extensive paid and earned media about coming increased enforcement and then giving grants to law enforcement agencies to increase the enforcement of seat belt laws.

Activities in May/June and September/October of 2005 included a major public information/education effort and a statewide mobilization of police agencies to increase enforcement of the seat belt law. Television and radio spots were produced to remind the public of the primary seat



belt law and that it was being actively enforced. This paid media also increased the exposure of the message through earned media, i.e., radio talk shows and newspaper articles and editorials. 132 police agencies received grant funding for overtime including the Washington State Patrol, county sheriff's offices, city police agencies, tribal police departments and college campus police.

As a result of the CIOT campaign the seat belt use rate in Washington is currently 95%. This rate appears to be associated with reductions in the death toll among vehicle occupants. After the first two years of aggressive CIOT campaigns approximately 70 lives were saved, a 13% decrease for Washington State. This decrease in fatalities, as well as the projected decrease in serious injuries will significantly lower the overall cost of traffic crashes in Washington.



Child Passenger Safety Program

The Child Passenger Safety (CPS) Program is designed to provide child passenger safety awareness, technical training and resources to a wide network of health and safety advocates.

Regular coordination of statewide program efforts is important when managing a diverse and multi-faceted program. Washington's CPS program is run through contracts with the Safety Restraint Coalition (SRC), and the Washington State Booster Seat Coalition (WSBSC) coordinated by Harborview Injury Prevention and Research Center and Children's Hospital. Monthly meetings between the managers of these programs, the WTSC occupant protection program manager, and the SAFE KIDS (SK) program state coordinator ensures that all agencies concerned are working together on CPS issues in a coordinated and focused manner.

The key to any successful statewide program is coordination at the local level. Both the Safety Restraint Coalition and the SAFE KIDS Program manage teams at the local level. There are 33 local teams that provide service to 32 of Washington's 39 counties. These teams are responsible for providing their community with child passenger safety education, child car seat checks, and for serving as a resource to schools, doctors, daycares, parents, and caregivers. The WTSC, SRC, and SK all provide resources to these teams in the form of printed materials, supplies for child car seat checks, mini-grants, and training. These teams conducted more than 8,900 car seat checks at outreach and education events and trainings. Over 2,044 free or low-cost car seats and boosters were distributed to low-income families during this same time period.

During 2005 142 people were certified as child car seat technicians through the NHTSA Certification course. In addition two people were certified as technician instructors this year.

The SRC website continues to be a valuable and well-used resource for the residents of Washington. Visitors to the site can:

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- Read and download copies of Washington's safety restraint laws
- Compare optimal protection for children in cars against what is required by law
- Locate a person who can check the installation of a car
- View the child car seat recall list
- Report unbuckled children

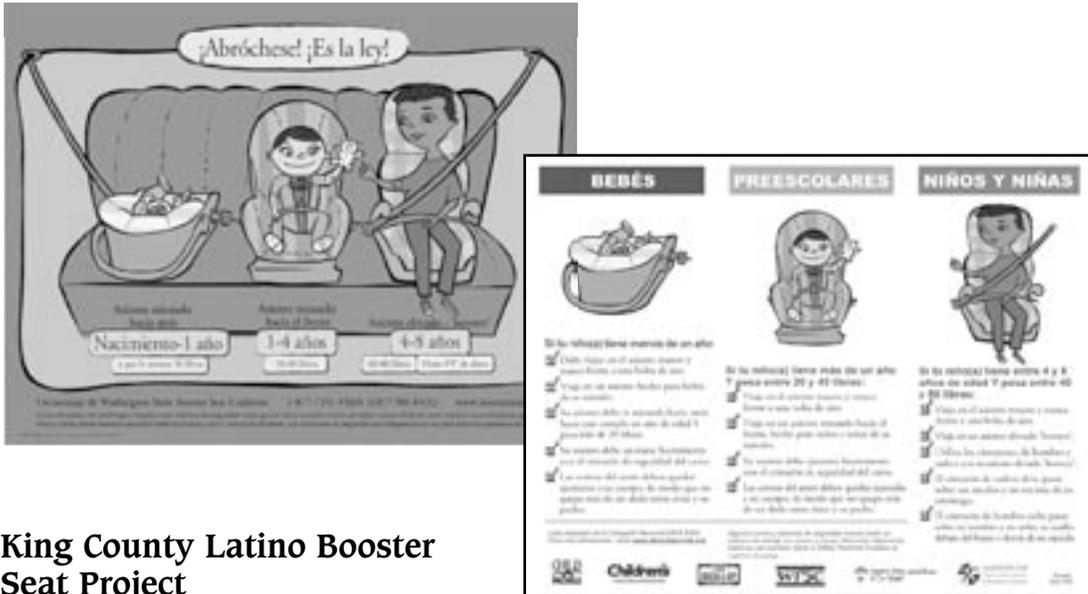
The SRC 800-BUCK-L-UP phone line responded to 4,609 calls this period. Citizens call this line to get child passenger safety information and to report sightings of unbuckled children. In the case of unbuckled children sightings, letters are sent to the registered owners of vehicles that are seen with unbuckled children inside them with information about what could happen in a crash.



The Washington State Safety Restraint Coalition also continued coordination of the Spanish toll free line. Latino citizens can call 1-8-777-TU-VIDA to receive child passenger safety information in Spanish.

"We Love You – Buckle Up" Early Childhood Education curriculums were distributed to pre-schools, day care centers, and elementary schools and worked with local pupil transportation staff regarding the safe transportation of preschool age and special needs children on school buses. Information and materials were provided to employees of school districts, Headstart programs, and Early Childhood Education Assistance Programs.

The WTSC worked with the state Department of Health through the Child Profile program to distribute age-specific child passenger safety information for parents of children birth to 6 years using the immunization registry system mailing list.



King County Latino Booster Seat Project

Latino children and their families are the fastest growing population in the United States. Latino children are also less likely to be properly restrained in the vehicle and are therefore at higher risk of dying in a crash when they travel. Harborview Injury Prevention and Research Center continues to reach out to the Latino population in King County through the King County Latino Booster Seat Program. This project aims to determine the behavioral barriers and facilitators for booster seat use among Latino families. Using qualitative research to identify these barriers, Harborview developed and tested campaign messages to promote booster seat use among Latino families not only in King County, but across the state. These materials are being widely disseminated throughout the state. This project also endeavors to point Latino families to the Spanish toll-free child passenger safety line. In addition the availability of a coupon for \$5 off of select booster seats at Target was also coordinated through this project. Baseline observational use data on car seat use has been collected for both intervention and control communities involved in the project. Follow-up observational data will be collected in the fall of 2006 in order to measure the change in booster seat use among Latino families.

Cross Cultural Child Passenger Safety Project

Based on the expanding Russian and Latino populations in Snohomish County, the SAFE KIDS Coalition there developed a program to increase the correct use of child passenger safety devices in those communities. The coalition trained

Spanish and Russian speaking individuals as child passenger safety technicians. Using interpreters, the project held six Russian and seven Spanish child passenger safety education classes for families and distributed seats to those who were in need. 83 families were serviced by this project and 144 child passenger safety devices were distributed.

Child Passenger Safety Flipchart for Doctors

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Focus group research conducted by the WTSC has shown that parents site doctors as the source they consistently turn to for accurate child passenger safety information. In an effort to encourage family practice doctors, pediatricians and their staffs to include child passenger safety in their conversations with parents, Mary Bridge Hospital-Center for Childhood Safety produced a flipchart with these offices in mind. The flipchart was professionally designed with detailed child passenger safety guidelines, pictures and illustrations telling parents and caregivers how to keep kids safe in cars from birth to adolescence. Based on preliminary evaluation reports suggesting that this flipchart is being widely used by the doctors and their staffs and it is being prepared for distribution statewide.

PUBLIC INFORMATION AND EDUCATION PROGRAM

The goal of the Washington Traffic Safety Commission's Public Information and Education Program is to increase public awareness about traffic safety issues and to supplement the efforts of the other Commission programs.

The Commission participated in numerous statewide law enforcement campaigns to keep seat belt use rates at historic high levels. Washington now boasts a seat belt use rate of 95.2%, one of the highest rates in the United States. Washington continues to maintain this high seat belt use rate by combining law enforcement efforts



and statewide publicity. The publicity warns drivers that law enforcement will be ticketing unbelted drivers. The publicity is then followed by enforcement. Because of the success of this "Click It or Ticket" formula for changing driver behaviors, this same formula was applied in other traffic safety arenas; to combat the impaired driving problem, to promote pedestrian safety in school zones and other pedestrian problem areas and to promote greater awareness about rules for newly licensed teen drivers. A similar model to the Click It or Ticket formula was used for the TACT project – Ticketing Aggressive Cars and Trucks.

Washington was chosen to lead a pilot safety project known as TACT, which is an enforcement and education campaign to increase awareness and reduce collisions between commuter vehicles and large commercial vehicles. The Commission conducted Mall Market Research to study driver behavior and awareness of these issues. Based on driver feedback, billboards were designed to warn cars to give more space to large commercial vehicles on freeways. These billboards were put up in many locations throughout the state, and many trucking companies put this message on their trailers to create rolling billboards. Radio PSA's were broadcast to educate drivers about the TACT safety project. The Thurston County and Whatcom County sections of the I-5 corridor were chosen as the enforcement sites. After the education and awareness campaign had time to take effect, law enforcement officers began ticketing aggressive cars and large commercial trucks.

As in the past few years, two large enforcement/publicity campaigns were implemented in 2005 to promote seat belt use and one large campaign was implemented to combat the impaired driving problem. Publicity efforts involved extensive radio and television campaigns supplemented by broad scale stakeholder work statewide to get the traffic safety messages picked up as news stories and to extend the reach of the publicity campaigns with posters, fliers, billboards, bumper stickers and banners (including airplane banners) distributed at the local level. Web page and newspaper ads were also purchased. Press releases, photo releases, radio news releases, ad slicks and guest editorial copy were all distributed in a targeted fashion to the print media statewide. Spanish language materials were also developed and distributed to the Spanish speaking population during these campaigns.

The Commission's use of celebrities to endorse traffic safety messages continued to be very popular with Washington's citizens. The NASCAR videos and DVD's, along with posters and fliers featuring the Seahawks' Matt Hasselbeck and actor Erik



Estrada, continued to be in high demand. In addition to these popular educational items, law enforcement officers from several counties across the state were featured in "localized" DUI posters. Posters were designed using dozens of officers with the Driver Hammered Get Nailed message and a slogan of "Meet Your Designated Driver". These posters were distributed to the county Task Force Coordinators for the holiday anti-DUI campaign. The use of local "celebrities" proved to be a very popular way to deliver the messages.

In an on-going effort to reach Washington's Hispanic population, the Traffic Safety Commission produced more Spanish language educational materials. Child Passenger Safety fliers and posters were produced in Spanish, and distributed through the Commission's website, as well as the Washington Booster Seat Coalition and county Task Force Coordinators. A school bus safety brochure titled "Stop for the School Bus" has been translated into Spanish, and should be available in early 2006.

For the two Click It or Ticket law enforcement emphasis efforts, the popular Grim Reaper campaign was expanded to include radio and TV PSA's. In the PSA's, the Grim Reaper teamed up with doctors, a lawyer, a judge, a law enforcement officer, and a concerned mother to warn the unbuckled driver about the dangers and consequences of not wearing a seat belt. Variable Message Signs were placed along busy roadways in several counties across the state. These signs are the moveable electronic billboards on a trailer that are commonly used to advertise "Accident Ahead" or other road traffic changes. The signs read, "Extra Patrols On Now - Click It or Ticket". The goal of the campaign was to remind the 95% of Washingtonians who wear their seat belts that the project is working to save lives.



New videos and DVD's were produced for the impaired driving program and Drive Hammered-Get Nailed campaigns. A DVD and video titled "A Mother's Nightmare" features a powerful interview with Rena Zyzniewski, a mother whose infant son was killed when their vehicle was hit by an impaired

driver. Another similar educational video is in production featuring Tricia McCoy, a Washington resident whose brother and husband were killed while driving drunk. Both productions will be distributed state-wide for educational purposes.

Those involved with the dissemination of campaign materials included Community Traffic Safety Task Force Programs, law enforcement public information officers and school resource officers, hospital marketing specialists, child passenger safety team members, local health department community relations professionals, civic groups like Mothers Against Drunk Driving and Students Against Destructive Decisions, insurance professionals, drivers education instructors, trauma nurses and emergency response professionals. In addition to putting up posters and distributing fliers, these stakeholders gave presentations at the local level with educational videos and display materials, as well as speaker points developed by the Commission. They also found places at the local level where banners could be hung against public buildings, and where free ad placements could be obtained. They also helped organize press conferences and other media events.

A statewide publicity campaign combined with an enforcement effort was conducted to improve pedestrian safety in school zones. Posters and other print materials were developed and distributed to schools. Static clings were also developed in association with the Office of Superintendent of Public Instruction to remind drivers to stop for school buses. The static clings are designed to be displayed on personal vehicles with the message "Thanks For Stopping For My School Bus", and reminds people it's illegal to pass a school bus when the stop sign is displayed and red lights flash.

An educational DVD on the dangers of Street Racing was produced and distributed to law enforcement agencies statewide, and a teaching curriculum has been designed to accompany this DVD. The teaching curriculum is being reviewed by several traffic safety education teachers throughout the state and, once it's finalized, will be distributed along with the DVD to high school and traffic safety teachers statewide.

A Motorcycle Safety Working Group was established between the Washington Traffic Safety Commission, Dept. of Licensing, and the Washington State Patrol. This group is working to reduce injuries and fatal crashes involving motorcycles using statistics as well as input from motorcycle riders, emergency medical personnel, law enforcement officers, and other traffic safety experts. A key component of this campaign is public information and education. A brochure



was designed about the dangers of impaired riding. In addition to being available on the WTSC website, this brochure is being distributed at motorcycle trade shows across the state. It was even showcased at the Motorcycle Riders Foundation national conference in Little Rock, AR in September, and the files have been shared to assist other states in designing a similar brochure.

The Commission conducted extensive activities to get the news media to pick up traffic safety stories. Press conferences were organized with local stakeholder groups and individual reporters were extensively “pitched” with story ideas. Examples include collateral materials such as posters, bumper stickers, and PSA’s, as well as road signs for the TACT project that say “Leave More Space—Ticketing Aggressive Cars and Trucks,” and Variable Message Signs displaying the message “Seat Belts Required - Click It or Ticket.” The result was extensive coverage of traffic safety messages in the media to supplement the paid advertising.



In addition to these major publicity campaigns, the Commission continued efforts to:

- Promote booster seat and child car seat use through the dissemination of brochures and posters.
- Combat drowsy driving through the distribution of educational materials and videos,
- Promote safety for pedestrians, bicyclists and motorcyclists through the dissemination of safety materials.

As was the case in previous years, approximately 30 quality traffic safety programs and efforts at the local level were chosen to be recognized at a statewide awards program in February 2006. This will be the first year in over a decade that the awards ceremony will be held separately from the Impaired Driving Conference.

As a result of our joint project with the Department of Licensing and the state Department of Social and Health Services, new traffic safety educational videos and DVD’s were distributed to Licensing and Welfare offices, as well as hospitals, greatly increasing the public exposure to the messages in a meaningful way.

The program's objectives include:

- Assess the effectiveness of the “Click It or Ticket”, “Drive Hammered. Get Nailed” and “TACT – Ticketing Aggressive Cars and Trucks” campaigns based on participant feedback.
- Determine whether the following four goals that WTSC uses to guide development and production of television and radio spots have been met. Radio and television spots must:
 - Stand out among the clutter of the approximately 2,000+ media messages an individual encounters each day;
 - Inform the public about a traffic safety enforcement campaign that is either pending or underway;
 - Entertain the public without presenting the message in an amateur or annoying way; and
 - Present the message in such a way that the public can accept it without any negative reaction or publicity;
- Determine whether media spots are influencing behavioral changes.



CORRIDOR TRAFFIC SAFETY PROGRAM

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

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The Corridor Safety Program has been a very successful effort, not only in building community relationships, but also in terms of making roadways safer. In completed corridor sections around the state, total collisions have been reduced 10%, total injuries have been reduced 14%, alcohol-related collisions have been reduced 15%, and fatal/disabling collisions have been reduced 25%.

Project activity during the fiscal year was directed at the following corridor projects:

Cross-Kitsap Corridor. This project encompassed approximately 24 miles of state highway on State Route 310, State Route 304 and State Route 3. The project closed down on September 30, 2005 and resulted in a 2% decrease in overall crashes; a 13% decrease in fatal and disabling crashes; a 50% reduction in alcohol related fatal and disabling crashes; and a 28% reduction in crashes involving drivers under the age of 21.

Memorial Traffic Safety Project. This project located in Spokane County on State Route 904 extends south of the Cheney city limits to the intersection with 1-90, a distance of eight miles.

The Cape Horn Traffic Safety Project. This project encompasses 15 miles of State Route 14 from the Skamania County Line east to North Bonneville.



Kittitas/Vantage Highway Traffic Safety Project. This project consists of approximately 17 miles of county routes and includes parallel sections of Vantage and Kittitas highways. The Vantage Highway portion extends from the City of Ellensburg to Parke Creek Road, a distance of 11 miles. The Kittitas Highway portion extends from Ellensburg to the City of Kittitas, a distance of 7 miles.

Fourth Plain Traffic Safety Project. Encompasses 7 miles of roadway on Fourth Plain Boulevard within the city limits of Vancouver. This project distinguishes itself from the others as the first and only project that lies totally within a city's boundary.

Highway 26 Traffic Safety Project. This project consists of a 20-mile section of State Route 26 extending from the Adams County line to a point just east of Othello.

Driving 101 Traffic Safety Project. The US 101 Corridor is approximately 32 miles in length, extending from State Route 112 (Laird's Corner) east through the cities of Port Angeles and Sequim to the Clallam County Line, just east of Chicken Coop Road.

Francis to Nine Mile Traffic Safety Project. The State Route 291 Corridor consists of an 11 mile section of roadway extending from Division Street to the Stevens County line.

Mountain Highway Traffic Safety Corridor. Encompasses approximately 12 miles of State Route 7 extending from the intersection with State Route 702 north to the intersection of 184th Street South.

Upper Skagit Valley Corridor. This project consists of approximately 26 miles of State Route 20, extending from Sedro-Woolley to, and through, the City of Concrete.



POLICE TRAFFIC SERVICES

The Police Traffic Services (PTS) program provides traffic enforcement training and equipment to the 300 law enforcement agencies of Washington State. In federal fiscal year 2005, the PTS program awarded nearly \$3,000,000 to state, county, and city enforcement agencies for specialized training in traffic safety issues, for equipment for traffic enforcement, for special projects, and for high-tech equipment that would not ordinarily be available to perform traffic-related functions.

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Federal 402 and 410 funds were used by an interagency group studying aggressive driving and for law enforcement advisory groups that provide advice to WTSC on the effectiveness of its projects. A law enforcement street racing committee worked together to help prevent racing activities in their communities. They were also instrumental in the design of two street racing videos; one to be used in driver education classes and the other to alert parents that their child could be racing.

Federal 410 funds were also used for year-long, statewide DUI emphasis patrols that involved ninety-five law enforcement agencies. This project was designed to be flexible to the participants. For example, patrols were scheduled during activities when local agencies knew there were likely to be drinking drivers on the road (i.e. high school graduations, city festivals, etc.) These funds also paid for concentrated DUI patrols titled “Surround the Sound” and the “Night of 1000 Stars”.

Funding was provided for a pilot project in Franklin County and the City of Snoqualmie to determine if unmarked patrol cars could be successful at stopping aggressive driving on county roads and city streets. As this is a two year project, data is being collected and the success of the project will not be determined until next year.

Among special projects funded were a Collision Investigation Unit sponsored by the Clallam County Sheriff’s Office which created a multi-jurisdictional collision response team made up of the various agencies in Clallam County. The City of Seattle also received a grant to train their officers on the use of stop sticks and to place them in all their patrol vehicles. Stop sticks are used in limited circumstances to end pursuits. The Seattle Police Department received a matching grant from the Seattle Police Foundation that made this project a reality.

PTS continued to work in concert with agencies with similar missions, such as the Liquor Control Board and the Washington Criminal Justice Training Commission, which provided training in the field to law enforcement at locations convenient to small agencies. Classes included SFST, collision investigation, and BAC and radar certification.



PTS also provided the following large grants:

WASHINGTON ASSOCIATION OF SHERIFFS AND POLICE CHIEFS

A block grant of \$300,000 was given to WASPC from 402 funds to distribute to local law enforcement agencies for traffic enforcement equipment. WASPC Traffic Committee members are professionals who are in the best position to know which types of equipment are needed by local agencies to further their traffic safety efforts. Consideration in grant awards was given to agencies that work well with other agencies and to agencies that take part in statewide enforcement initiatives.

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WASHINGTON STATE PATROL

In fiscal year 2005, WSP received a block grant of \$1,335,000 from federal 157 and 163 funds. This grant was used to fund overtime and equipment for the eight WSP districts throughout Washington State. Overtime was used for WTSC emphasis patrols and for special events in the districts, such as Rod Run, Apple Blossom Festival, and enforcement before and after the Concerts in the Columbia Gorge. In addition, WSP purchased needed traffic enforcement equipment.



BICYCLE & PEDESTRIAN PROGRAM

WTSC bicycle and pedestrian programs focus primarily on community based projects. WTSC offers a wide range of services, including technical support, consultation, training, and educational materials to support programs for local audiences.



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This past year WTSC has worked very closely with local law enforcement to increase pedestrian and bicycle safety awareness of drivers, cyclists and pedestrians. Local grants were allocated to individual cities and counties to increase enforcement activity and community awareness through public information and education.

The Spokane Regional Health District has worked very closely with the Spokane County Traffic Safety Task Force and the City of Spokane Police Department to continue with Targeted Crosswalk Enforcement. They also implemented a new program called Stop, Look, and Wave. The object of this effort is to have the pedestrian/cyclist make eye contact with the approaching driver prior to crossing the street. This project has completed its first year and preliminary data indicated it has been extremely successful. Local media outlets have created and aired PSA's and news stories addressing this activity.

With the support of the WTSC, the King County Public Health District completed a comprehensive analysis of pedestrian deaths in King county. The study has identified high incidence locations; strategies to address individual issues and a review of the state law. This study can and will be used as a guide for others wishing to develop local initiatives.

The Cooper Jones Advisory Committee continues to assist the WTSC in improving pedestrian & bicycle safety. Committee members include representatives from health, education, enforcement, insurance, licensing and state legislative staff. This past year the Committee has worked closely with a local children's Museum to design and implement a "Cooper's Corner". This is a "hands on" traffic safety exhibit inside the museum to teach pedestrian and bicycle safety, school zones safety and occupant protection. It is expected this exhibit will open in February of 2006 and will host every elementary school age child in the greater Spokane area through school field trips.

WTSC provides grants to the Washington Trauma Society to provide bicycle helmets for needy citizens. This activity is conducted through eight region EMS Councils and each helmet is fitted properly and accompanied by bicycle safety education.

WTSC staff provides assistance to local governments seeking to pass a local ordinance requiring bicycle helmets. State and local surveys conducted this past year indicate an 84% usage rate in local areas currently governed by helmet ordinances.

As part of our efforts to improve school zone and pupil transportation safety, the WTSC has worked very closely with the Washington State Department of Transportation, the Office of Superintendent of Public Instruction and Department of Health to establish an active Safe Routes to School Plan in Washington. School bus driver training has been offered in a “train the trainer” program, designed to enhance the school bus driver’s skills in high-risk weather conditions. This training is conducted by the Washington State Patrol and is open to all school districts in Washington State.



SENIOR DRIVERS PROGRAM

WTC continues to examine the issues of older driver safety and mobility. During FY 2005 assistance was offered for those who teach older driver traffic safety refresher courses, both for those who are teaching the class and for those who wish to attend a class but can't afford the enrollment fee. Various state agencies continue to work together on this topic to help ensure the safety of all the citizens on our roadways while respecting the needs of older residents to have access to people and services and interaction in their community. FY 2005 also saw a pilot project called "Car Fit" take place in the Seattle area, where volunteers from AARP went through a vehicle checklist with senior drivers to make sure the mirrors and controls on their cars are adjusted optimally and an occupational therapist was on site to discuss more extensive modifications with the seniors if it appeared necessary. The Car Fit program is sponsored by several national agencies including AARP and AAA. There will be similar events held in various locations in Washington in the upcoming year.



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YOUTH TRAFFIC SAFETY PROGRAM

In FY 2005 WTSC continued to offer grants directly to schools and youth organizations to assist them with their traffic safety efforts. Mini-grants were used to fund Grim Reaper programs, mock car crashes, safe prom events, and educational items to be distributed to youth at school and community events.



Funds were also given in support of the state SADD (Students Against Destructive Decisions) conference in the spring, and schools were offered financial help to attend the conference, as well. This annual conference includes many traffic safety workshops and keynote speakers who address impaired driving or other reckless driving behaviors.

INTERMEDIATE DRIVER LICENSE (IDL)

In response to the need to educate teen drivers, parents, and law enforcement and to encourage proper enforcement of the Intermediate Driver License (IDL) Law, the Washington Traffic Safety Commission is sponsoring and leading an interagency Intermediate Driver License Implementation Committee. The public information items that the committee developed were still in use by law enforcement, parents, teen and educators in fiscal year 2005. The fiscal year marked the first year that WTSC offered overtime grants to local law enforcement agencies to encourage enforcement of the IDL law. Nineteen agencies applied for and participated in the campaign.

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Crashes among teens in Washington State have been reduced since the IDL law took effect July 1, 2001. The overall highway collision rate for 16 year-olds dropped by nearly half in the first eighteen months years since the law took effect.

INTERMEDIATE DRIVER LICENSE GUIDELINES		
RCW 46.20.075 • Effective July 1, 2001		
Note: DOL Driver History check will show current restrictions from issue date		
From issue date Until age 18:	First six months	After six months until age 18
Restrictions on Passengers:	No passengers under age 20 except immediate family members	No more than 3 passengers under age 20 except immediate family members
Restrictions on Hours of Driving	No driving between 1 a.m. and 5 a.m. unless accompanied by parent, guardian or licensed driver at least age 25	No driving between 1 a.m. and 5 a.m. unless accompanied by parent, guardian or licensed driver at least age 25

EXCEPTIONS:

- There are no restrictions on hours of driving or passengers if IDL holder is driving for agricultural purposes.
- There are no restrictions on hours of driving or passengers if after twelve months IDL holder is not involved in a collision, or has not been convicted of, or found to have committed a traffic offense.

COMMUNITY TASK FORCE PROGRAM

The first DUI/Traffic Safety Task Forces began in Washington State as pilot projects in 1983. In FY 2005, there were 24 task forces in operation across the state. Task forces play a vital role for the WTSC, carrying out state and national traffic safety campaigns at the local level. Coordinators work to organize law enforcement emphasis patrols in their area, serve as car seat technicians, and

are the point of contact for local organizations and entities such as schools who desire information and materials regarding all aspects of traffic safety. They also work closely with WTSC to create and implement public information materials and media events.

WTSC provided funding in FY 2005 for the coordinators to meet twice during the year for training and sharing of information. Task force coordinators also had the opportunity to attend WTSC's other meetings and conferences throughout the year, such as the annual Impaired Drivers conference in December and the spring 3 Flags occupant protection meeting.

Funds for mini-grants are made available to task forces each fiscal year to support their local work, as well as the occasional larger amount of money for a special project or needed piece of equipment.



TRAFFIC RECORDS AND RESEARCH

Program Activities

- A research study on the characteristics of drivers cited for seat belt violations was completed.
- Two studies on pedestrian and bicyclist safety issues were initiated.
- Various surveys of seat belt use were conducted including the annual state-wide survey, mini-surveys evaluating the click it or ticket program, and a survey of belt use comparing Washington and Idaho cities.
- A contract with the Washington Institute for Public Policy was executed to conduct a major study evaluating the deferred prosecution law. The research plan was completed and the study was initiated in FY 06.
- Work on the evaluation of the NHTSA-FMCSA commercial motor vehicle safety project continued and data collection and analysis was initiated.
- University research projects included a UW study of hospitalization costs for injured MV occupants and the annual WSU observation survey of child safety seat use.
- Development of the traffic records strategic plan for Washington continued and many of the projects in the plan were started.
- A Traffic Records Coordinator position was created and the Coordinator was hired.
- A Traffic Records Oversight Committee was formed to provide executive support for data system initiatives.

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Research Reports Published:

Beard M & Salzberg P. The Last Five Percent: Who Are The Non-users of Seat Belts in Washington State? Olympia: Washington Traffic Safety Commission, 2005.

Salzberg P & Moffat J. Ninety Five Percent: An Evaluation Of Law, Policy, and Programs to Promote Seat Belt Use in Washington State. Journal of Safety Research, 2004, 35, 215-222.

Salzberg P & Thurston R. Seat Belt Use Rates in Washington State, 2005. Olympia: Washington Traffic Safety Commission, 2004.



PAID MEDIA PROGRAMS AND RESULTS

Media funds were used to purchase radio advertising to air public service announcements to let the public know about enforcement campaigns. Funds were also used to purchase contract support to generate earned media messages about enforcement campaigns. The goal of the messages was to reach high risk populations (males ages 16 – 34, but others as well) with the message that law enforcement patrols are taking place on a particular traffic safety emphasis issue.

Campaigns focused on:

- promoting seat belt and child car seat use,
- battling impaired driving,
- ticketing aggressive cars and trucks (TACT), and
- promoting safe driving around schools and playgrounds to reduce pedestrian deaths and injuries.

The media campaigns were, in turn, supplemented by enforcement campaigns as research confirms that these two activities work together to reduce roadway deaths and injuries. Campaigns were organized to coincide with priority emphasis dates identified by the National Highway Traffic Safety Administration.

Specific Campaigns and Dates (402 Funds):

Click It Or Ticket seat belt campaign

May 9 - June 26, 2005

Television Spots: 2,165 airings using paid media. 2,292 airings at no charge.

Television Air-buy Budget: \$286,800

Television Audience Size: 3,200,100

Target Audience: Ages 25-54

Radio Spots: 2,302 paid spots. 2,693 spots at no charge.

Radio Air-buy Budget: \$111,209

Radio Audience Size: 1,032,715

Target Audience: Ages 25-54



Drive Hammered-Get Nailed DUI Patrols

August 1 – September 4, 2005

Radio Spots: 1,838 paid spots. 2,014 spots at no charge.

Radio Air-buy Budget: \$76,500

Radio Audience Size: 477,750

Target Audience: Males-Ages18-34

Print Ads: Quantity 1, reached 128,000

Internet: Hits per month: 2,041,500

Click It Or Ticket Seat Belt Campaign

September 5 – October 2, 2005

Television Spots: 1,631 paid spots. 1,467 spots at no charge.

Television Air-buy Budget: \$283,834

Television Audience Size: 3,086,842

Target Audience: Ages 25-54

Radio Spots: 2,435 paid spots. 2,276 spots at no charge.

Radio Air-buy Budget: \$105,757

Radio Audience Size: 1,025,515

Target Audience: Ages 25-54

Drive Hammered-Get Nailed DUI Patrols

November 14, 2005 - January 1, 2006

Radio Spots: 2,648 paid spots. 2,900 spots at no charge.

Radio Air-buy Budget: \$111,088

Radio Audience Size: 552,515

Target Audience: Males-Ages18-34

Internet: Hits per month: 3,247,451

The goals of the Click It Or Ticket and Drive Hammered-Get Nailed campaigns were to put people on notice that extra law enforcement patrols were taking place in their areas. All of the radio air time purchases were conducted by Media Plus, a Seattle firm that specializes in the purchase of media air time. The paid schedules were supplemented with earned media efforts, bonus schedules and the distribution of collateral materials at the local level.

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Other Campaigns (Non 402 Funds):

Booster Seat Safety Campaign

January 31 – March 13, 2005

Radio Spots: 2,618 paid spots. 2,724 spots at no charge.

Radio Audience Size: 123,424

Target Audience: Females Ages 25-44

School Zone Safety Campaign

April 13 – May 1, 2005

Radio Spots: 941 paid spots. 904 spots at no charge.

Radio Audience Size: 607,200

Target Audience: Females Ages 25-54

TACT (Ticketing Aggressive Cars and Trucks)

July 4 – September 30, 2005

Radio Spots: 2,756 paid spots. 3,278 spots at no charge.

Radio Audience Size: 1,187,100

Target Audience: Ages 18-54

Print Ads: 42 ads

Washington was chosen to lead this pilot safety project which combined enforcement and education in an attempt to reduce collisions between commuter vehicles and large commercial trucks. Based on market research, road signs were designed to warn cars to give more space to large commercial vehicles. These signs were

placed along the freeway, as well as on the sides of tractor-trailers which created rolling billboards. Radio PSA's were developed and broadcast to educate all drivers about the TACT safety project. TACT campaign posters and brochures were designed and then distributed at DOL offices, weigh stations, rest areas, and the WTSC website. The brochures were also given out by law enforcement officers when making a stop for this violation.

The School Zone Safety Project

September 5 – September 25, 2005

Radio Spots: 518 paid spots. 675 spots at no charge.

Radio Audience Size: 636,435 Target Audience: Females-Ages 25-54

Internet: Hits Per Month: 342,000

Evaluation and Results include:

- Washington has maintained one of the highest seat belt use rates in the United States, and is currently at 95.3%.
- Although the 2005 final impaired driving numbers are not available yet, the final numbers for the previous three years show an impressive reduction in had-been-drinking (HBD) traffic deaths since the paid media-supported "Drive Hammered-Get Nailed" campaigns began in Washington:

2002 – 262 HBD deaths

2003 – 221 HBD deaths

2004 – 213 HBD deaths

Based on these results, it is shown that the Click It or Ticket and Drive Hammered-Get Nailed campaigns have been effective in changing driver behavior. Since the start of these campaigns in Washington State in 2002, seat belt use has increased and fatal crashes involving impaired drivers have decreased.

FATALITY ANALYSIS REPORTING SYSTEM (FARS)

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The Fatality Analysis Reporting System (FARS) was conceived, designed, and developed by the National Center for Statistical Analysis (NCSA) of the National Highway Traffic Safety Administration (NHTSA) to help identify traffic safety problems, suggest solutions, and help provide an objective basis to evaluate the effectiveness of motor vehicle safety standards and highway safety programs.



In Washington State, FARS is housed at the Washington Traffic Safety Commission. The Washington State FARS Team works closely with traffic safety program managers and researchers to provide accurate and timely data used for evaluating safety programs, as well as to aid in the efforts of other state, federal, and local agencies. Washington State FARS is responsible for gathering data on 500-600 fatal crashes yearly.

Washington State FARS coordinates with several different agencies to obtain data for each fatal traffic case, including the Washington State Department of Transportation, Washington State Patrol, Washington State Department of Licensing, Department of Health Vital Statistics, Washington State Toxicology Lab, EMS public, private, and volunteer agencies statewide, Federal Highway Administration, National Highway Traffic Safety Administration (NHTSA) Special Crash Investigations, NHTSA Center for Statistical Analysis, Federal Motor Carriers Administration, city and county government, Canadian driver and vehicle records, as well as FARS Analysts in other states.

There are FARS Analysts in each of the 50 states, Puerto Rico, U.S. Virgin Islands, and the District of Columbia collecting data from collisions involving motor vehicles traveling on trafficways open to the public and when the collision results in the death of a person (occupant of a vehicle or a non motorist) within 30 days of the collision. Information from each state's collision report is coded to standards and definitions set by FARS, to allow for comparisons between states. In addition to a computerized self-training system, and an initial one-week training session, FARS Analysts and Supervisors attend yearly national trainings.

Accomplishments

National Awards

Washington FARS is the recipient of two national awards for “Outstanding Achievement” that were presented in September at the FARS National Training in Dallas, TX.

Sandi Lee- “This analyst is very dedicated to the state and for years of service to FARS. It is stated in the nomination for this Analyst that the contribution does not go unnoticed and will serve well as a new member on the Coding Committee.”

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Marcia Marsh- “The nomination states this Analyst is “Outstanding year after year in the FARS Program for the state. The volunteered personal time of this Analyst was provided in helping the AK FARS Analyst bring the AK Program to where it is today (from last in the country to the top 5% of entire programs in the country). The dedication to FARS not only at home but, shared with and instilled in others is outstanding. Is an invaluable asset with a willingness to offer the acquired knowledge and hard work unselfishly whenever and wherever it is needed, as in the example of Alaska.”

FastFARS

FastFARS was created in response to a request from the NHTSA Administrator to create a system that would provide “real-time” notification of fatalities with a simple data set that would identify the number of fatalities occurring “yesterday,” the location of the collision’s occurrence (state, county), how many deaths occurring during a holiday period, the date and time of a crash, and jurisdiction. The FastFARS system is being implemented in two phases: the first being a Case Management System case entry screen, the other being the Electronic Data Transfer (EDT). Washington State is the only state in the nation to be a part of both pilot projects. In 2004, Washington successfully completed Phase I of the EDT Project, which involves WSDOT’s feeding collision data from its statewide database to NHTSA on a daily basis. Phase II of the EDT will involve displaying that data on the FARS machines and exploring options to auto-fill the 27% or so of elements that are replicated in



both FARS and WSDOT. With the launch of the E-Collision process, eventually the hope is that the electronic data will flow smoothly from the officer in the field to WSDOT and then into the FARS system. This will allow for greater accuracy and faster reporting from the field to FARS.



Phase I of the Case Management System Pilot involves the testing of a new data entry screen that will eventually be connected with the main FARS database, enabling NHTSA to receive a small preliminary data subset of near real-time data. Currently, NHTSA must wait until all cases are coded and analyzed to get data on fatal crashes, which typically involves at least a 1-12+ month lag depending on state. Washington FARS is planned to be the first state to see a merger of the EDT and Case Management System Pilot.

National Committee Work

Sandi Lee, FARS Analyst has recently been appointed to serve a seat on the National FARS Coding Committee. Her presence on the committee will give the state a voice when discussing critical data collection issues. Marcia Marsh, FARS Supervisor, continues to serve a seat on the National FARS Information Technology Advisory Panel (ITAP).

Bureau of Indian Affairs/ Federal Highways Indian Reservation Roads Safety Management System Development

Over the past year, WA FARS has served as an advisor and participant on the drafting of the Indian Reservation Roads Safety Management System Plan, in the areas of data collection and analysis.

Government Management Accountability Process

FARS has also been successfully participating monthly in the GMAP Process, and has gained valuable insights into daily processes, successes, and areas identified for even further improvement.

Challenges

Challenges the FARS Team in Washington State faces include:

Lack of a single repository for Statewide EMS Data Collection

Currently the FARS Analyst must send out a “Request for Information” on every fatal collision in the State of Washington to each and every individual responding agency in the state in order to obtain EMS Times and other additional details. This past year, advances made by the Department of Health on the WEMSIS Project to create a statewide EMS database are a step in the right direction towards helping address this issue for FARS.

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Drug and Alcohol Reporting

Washington Administrative Code requires toxicology testing for all persons who die in a traffic collision within a 4-hour window. For surviving drivers involved in fatal crashes, there is no such law, so unless the driver is tested, there are no test results to analyze.

Better, Faster Collision Reporting

Currently, the plan for an Early Fatal Notification System for traffic collisions in Washington State is in development. WA FARS is actively working with the Traffic Records Committee and Law Enforcement Agencies to find a solution in light of upcoming demands the FastFARS will put on the states. The E-Collision project will play a major role in accomplishing this goal.

Improved Police Collision Report Design

Over the past year and a half, through partnership with the Traffic Records Committee and the Washington State Department of Transportation, FARS has successfully obtained the placement of new FARS-specific elements on the report form. This will ease the workload of having to write the officers back for additional information and elements not currently included on the existing form.

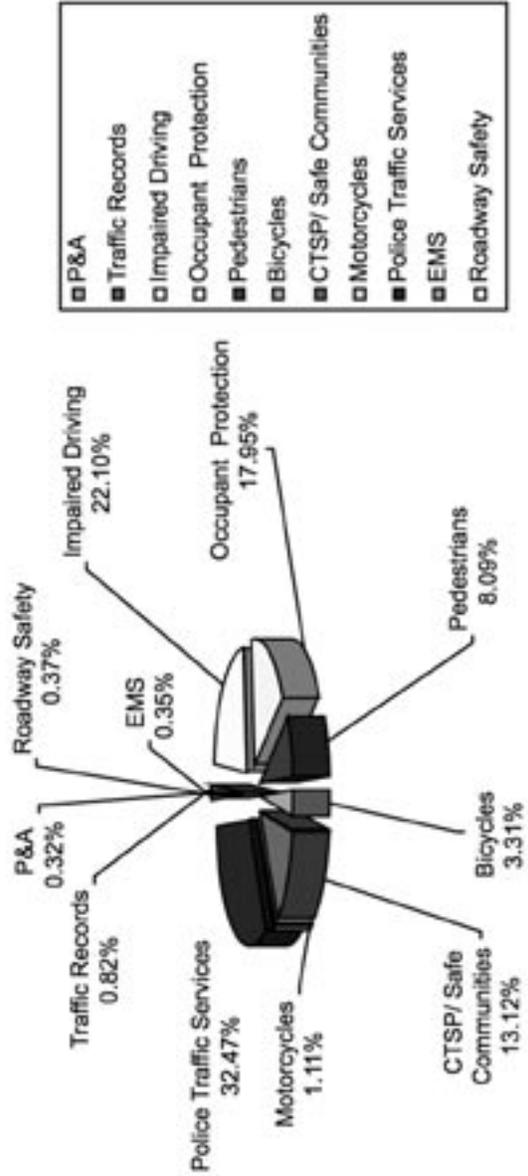
Improved Roadway Location Data

WA FARS has met with others in the Traffic Records Community to seek GIS solutions to improving the location quality of the data and allowing for data consistency between systems.

FINANCIAL SUMMARY

Financial Summary

	402	405	410	411	154	157	157	164	2003b	Total	% of Total
P&A	\$23,000									\$23,000	0.3%
Traffic Records	\$59,230									\$59,230	0.8%
Impaired Driving	\$1,600,800									\$1,600,800	22.1%
Occupant Protection	\$1,300,000									\$1,300,000	17.9%
Pedestrians	\$586,200									\$586,200	8.1%
Bicycles	\$240,000									\$240,000	3.3%
CTSP/ Safe Communities	\$950,000									\$950,000	13.1%
Motorcycles	\$80,540									\$80,540	1.1%
Police Traffic Services	\$2,351,543									\$2,351,543	32.5%
EMS	\$25,110									\$25,110	0.3%
Roadway Safety	\$26,684									\$26,684	0.4%
TOTAL										\$7,243,107	



NOTEWORTHY PRACTICES

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Project Title: Targeting Aggressive Cars and Trucks (TACT)

Target Group: Car and large truck drivers driving aggressively around large trucks – primarily commercial vehicles.

Program Area: Commercial vehicle/large truck safety.

Problem Statement: When large trucks are involved in traffic crashes, the consequences are often deadly for occupants of smaller vehicles. The US Congress directed NHTSA and the FMCSA to work with a state to test a pilot project that could reduce crashes involving large trucks with the hope that a successful model then could be applied in other states.

Objectives: Our primary objective was to reduce the number of crashes (and resulting injuries and deaths) involving large trucks. Secondary objectives included increasing the separation between large trucks and other vehicles, increasing public awareness that trucks need more space and reducing aggressive driving around large trucks.

Strategies: We employed the Click it or Ticket model, combining repeated waves of intense media and visible enforcement to change driver behavior.

Public education strategies included radio spots, posters, brochures distributed at licensing offices and truck stops/rest areas and road signs asking motorists to “LEAVE MORE SPACE” for large trucks.

Enforcement strategies included marked and unmarked traffic units, both local and state law enforcement agencies, aircraft surveillance and state troopers riding in commercial vehicles calling patrol vehicles to take enforcement action when they observed aggressive driving around large trucks.

Two waves of ten days of public education followed by ten days of enforcement were conducted in the summer and fall on two corridors of I-5, both about 20 miles in length. Two control corridors (no media, no enforcement) well outside the media and enforcement areas were selected. These control corridors gave us a means to measure progress in the two media/enforcement corridors.

Results: The evaluation of the pilot project will not be completed until early CY 2006.

Cost: About \$600,000 in federal funds were provided to support the project. These funds were augmented by a Washington State match of just over \$100,000 and in kind contribution by in state private trucking companies of around \$50,000.

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LOOKING TO THE FUTURE

Significant Challenges to be addressed

The increasing deaths that result from motorcycle crashes continue to be a serious challenge.

Although we are making progress in establishing programs to deal with speed related crashes, we still have a long way to go.

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The fact that we are three months into FFY 2006 and we still do not know how much federal funding we will receive or even how and when we can apply for federal grants authorized under SAFETEA-LU makes planning and implementing a viable traffic safety program extremely difficult.

Training, technical assistance, expertise and other resources necessary for success

We have benefited greatly from NHTSA sponsored program assessments, including a traffic records assessment in 2003 and an impaired driving assessment in 2004. We also rely heavily on the excellent courses offered by NHTSA's TSI in Oklahoma City. We look forward to our first NHTSA Performance Review since the early 90's, scheduled for August 2006.

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