

Abstract

This project aims to assist the Washington Traffic Safety Commission (WTSC) and Public Health Seattle-King County (PHSKC) in developing effective outreach materials to raise awareness about new traffic rules that have been enforced in Washington since 2018. We conducted an analysis of data collected from a survey using Tableau and Python to identify essential parameters that can aid in the design of awareness campaigns and educational programs.

The analysis showed that while most of the respondents were aware of the new traffic laws, there were still some concerning issues; A significant number of people were unaware of current laws such as calling 911 in case of an emergency, or not using apps while driving. Moreover, even when individuals were aware of the law, many indicated that they were unlikely to follow it, such as continuing to use their phones despite the potential risks such as getting into a crash or killing someone while driving. We also identified subgroups based on age and education levels that require targeted outreach to raise awareness.

However, we observed a significant drop-off in participation among 16-17-year-olds over the years and low response rates in a few zip codes making it hard to pinpoint specific locations, which could impact the reliability of the results. Therefore, we recommend caution when interpreting the findings, especially for subgroups with limited data. By targeting specific subgroups with tailored messages and materials, the aim is to increase compliance with traffic laws and enhance road safety in Washington.