

# COMMUNICATIONS

## Problem Statement

Since the COVID-19 pandemic, fatalities on Washington roadways have been increasing at unprecedented rates (reaching highs not seen since the early 2000s) and is currently on track to reach highs not seen since the 1990s. High-risk driving behaviors have increased, and it seems decades of building a positive traffic safety culture have been undermined by the unprecedented effects of the COVID-19 pandemic. However, we have a solid foundation upon which to rebuild. A comprehensive Safe System Approach involves using all available tools, including education and outreach. These outreach efforts support enforcement and engineering countermeasures by increasing public awareness. The Communications program complements many other countermeasures throughout this plan and is a robust and comprehensive approach to influencing human behavior.

## Focus Populations

### Vulnerable Road Users

Some road users are more susceptible to involvement in fatal or serious injury crashes. This includes young or inexperienced drivers, older drivers (70+ years old), motorcyclists, and people who walk or roll.

### Risky Drivers

Drivers most at risk of driving impaired, distracted, or failing to wear their seat belts.

### Safe Road Users

Most road users exhibit safe behaviors and can influence the behaviors of the smaller group engaging in risky behaviors.

### Traffic Safety Partners and Stakeholders

Partners are people and organizations who share our vision and will work directly with us to take action to improve traffic safety. Stakeholders are all road users and the people and organizations they encounter such as their families, friends, classmates, teachers, employers, and community members.

**Associated Performance Measures: C-1, C-2, C-3** (See Program Updates section for more information).

## FFY 2022 Countermeasures and Planned Activities

### Planned Activity: Traffic Safety Program Support

<u>Fed Project #</u> FDL*CP22-02	<u>Project Title</u> News Media and Communications Support	<u>Program Manager</u> Erica Stineman	<u>Sub-Recipient</u> WTSC
<p><b>Description:</b> This grant was used to pay for various subscription-based tools to support communications initiatives and other WTSC program areas, print jobs, and purchasing stock images to use for numerous communications items such as web pages, in-house graphic design work, and informational documents. This project also funded the development of new creative assets (TV, radio, web, etc.) for use during paid media and educational campaigns.</p> <p><b>Results:</b> In addition to subscription services and materials, this project funded news media outreach and publicity during statewide Driving Under the Influence (DUI), distracted, and motorcycle HVE campaigns. New PSAs were developed in FFY 2022 for DUI and seat belts. These PSAs were developed with Together We Get There (TWGT) branding. The funds also paid for talent renewal fees, which allowed WTSC to continue using its PSAs on the web, social, and television and radio. An Automated Speed Enforcement Guide was also developed using these funds.</p>			
<u>Countermeasure</u> Social and News Media	<u>Fund Source</u> 405d	<u>Amount Approved</u> \$470,000	<u>Amount Expended</u> \$379,248

### Planned Activity: Traffic Safety Program Support

<u>Fed Project #</u> FDL*CP22-03	<u>Project Title</u> Website Maintenance and Support	<u>Program Manager</u> Erica Stineman	<u>Sub-Recipient</u> WTSC
<p><b>Description:</b> This project funded domain registration, hosting, updates, maintenance, and support for all WTSC-owned websites. This includes <a href="https://wtsc.wa.gov">https://wtsc.wa.gov</a>, <a href="https://togetherwegetthere.com">https://togetherwegetthere.com</a>, <a href="https://juntosilegamos.com">https://juntosilegamos.com</a>, <a href="https://wadrivetozero.com">https://wadrivetozero.com</a>, <a href="https://wtscpartners.com">https://wtscpartners.com</a>, and <a href="https://targetzero.com">https://targetzero.com</a>.</p> <p><b>Results:</b> Most of the funding in FFY 2022 was used for maintenance, security updates, and expanding storage to our websites. In FFY 2023, we will explore a refresh of our agency website with plans to integrate the various websites WTSC maintains into a single site.</p>			
<u>Countermeasure</u> Social & News Media	<u>Fund Source</u> 405d	<u>Amount Approved</u> \$50,000	<u>Amount Expended</u> \$14,679

## Planned Activity: Conduct Positive Culture Media Campaign

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
FDL*CP22-04	Together We Get There Brand Development	Erica Stineman	WTSC
<p><b>Description:</b> This project provided funds for creative asset development, web page design, and media campaigns in alignment with proactive traffic safety for the TWGT initiative.</p> <p><b>Results:</b> The TWGT initiative continued to grow in FFY 2022. New PSAs were developed for motorcycle safety, impaired driving, and seat belts. With additional funding provided by the Infrastructure Investment and Jobs Act (IIJA), a \$1 million media buy was launched and ran throughout the summer to encourage road users to do "the little things" that help keep everyone safe on our roads and promote a positive traffic safety culture in Washington. This funding also allowed us to test and develop a rebranded motorcycle safety program. For many years, WTSC has used "It's a Fine Line (between your best ride ever and your last ride ever)" as its motorcycle safety brand and tagline. The new brand better aligns with our positive traffic safety culture approach, and we will launch "Ride Safe, Ride On" in Spring/Summer 2023.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Growing a Positive Traffic Safety Culture	405d	\$1,350,000	\$1,190,314

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
PM22-03	Local Media Support	Erica Stineman	WTSC
<p><b>Description:</b> This project provided funds for TZMs to coordinate and execute local media projects.</p> <p><b>Results:</b> TZMs worked with the TSM Communications Lead to develop messaging customized for their regions and identified problem areas to address. They arranged paid media with local media outlets to broadcast these messages. Ads included TV, radio, newspapers, digital, social media, local sports teams, variable message signs, and posters at community events.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Growing a Positive Traffic Safety Culture	402	\$170,000	\$48,286

## Planned Activity: Conduct Positive Traffic Safety Culture Grants

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
F24*CP22-01	TZM PCN Training	Erica Stineman	WTSC
<p><b>Description:</b> This project provided funding for Positive Communities Norms (PCN) training for TZMs.</p> <p><b>Results:</b> The funds for this project were reallocated to the Positive Traffic Safety Culture Training and Technical Support project summarized in the Program Coordination section.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Growing a Positive Traffic Safety Culture	405d 24/7	\$0	\$0

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
F24*CP22-02	TZM PCN Project Support	Erica Stineman	WTSC
<p><b>Description:</b> This project provided funding to support TZM PCN projects that were facilitated with the help of the TZM Communications Lead.</p> <p><b>Results:</b> The funding for this project was used to develop and print a rack card with messaging about using cannabis and driving. With the help of the TZM Communications lead, the Region 14 TZM created the rack card using a PCN approach. The rack card centers around messaging of hope and concern - the number of Tetrahydrocannabinol-positive (THC) drivers involved in fatal crashes has been on the rise; however, most of us never drive high and we can plan ahead or step in to prevent impaired driving.</p>			
<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Growing a Positive Traffic Safety Culture	405d 24/7	\$10,000	\$522

<u>Fed Project #</u>	<u>Project Title</u>	<u>Program Manager</u>	<u>Sub-Recipient</u>
FDL*CP22-05	TZM Communications Lead	Erica Stineman	WTSC
<p><b>Description:</b> This project provided funding for the TZM Communications Lead contractor to provide strategic communications support as well as communications direction and training to the TZM program.</p> <p><b>Results:</b> The TZM Communications Lead worked with each TZM to develop messaging and content relevant to their region's needs. Throughout the year, materials were developed in partnership with the TZM Communications lead including Workplace Driving Policy videos, Safety City videos, Super Bowl, and St. Patrick's Day impaired driving social graphic templates, a bike safety rack card, cannabis rack card, 100 Safe Days of Summer social graphics, motorcycle safety graphics, and a Slow Down, Move Over PSA. Training was provided on social media basics, Adobe CC Express demonstration and training, and Post-HVE media, web content accessibility. The TZM Communications Lead also held bi-monthly workgroups with TZMs to discuss communications needs and</p>			

develop content. Additional work included creating roll call videos for law enforcement and a newspaper column (The Wise Drive) to address reader questions or hot topics about traffic safety laws.

<u>Countermeasure</u>	<u>Fund Source</u>	<u>Amount Approved</u>	<u>Amount Expended</u>
Growing a Positive Traffic Safety Culture	405d	\$100,000	\$99,840