



Pierce County Triple Threat Detection

A Pilot Project: Distracted Driving, Speeding, and Seat Belt Compliance

Dr. Janine Koffel
September 9, 2024

THE 5 W'S: A QUICK REVIEW



WHO: GHSA/GM with Law Enforcement Liaison and Target Zero Manager



WHAT: Develop a county-wide driver behavior profile Assess preventive affect of real-time driver behavior feedback messages



WHERE: Pierce County, WA State



WHEN: November 2023-August 2024



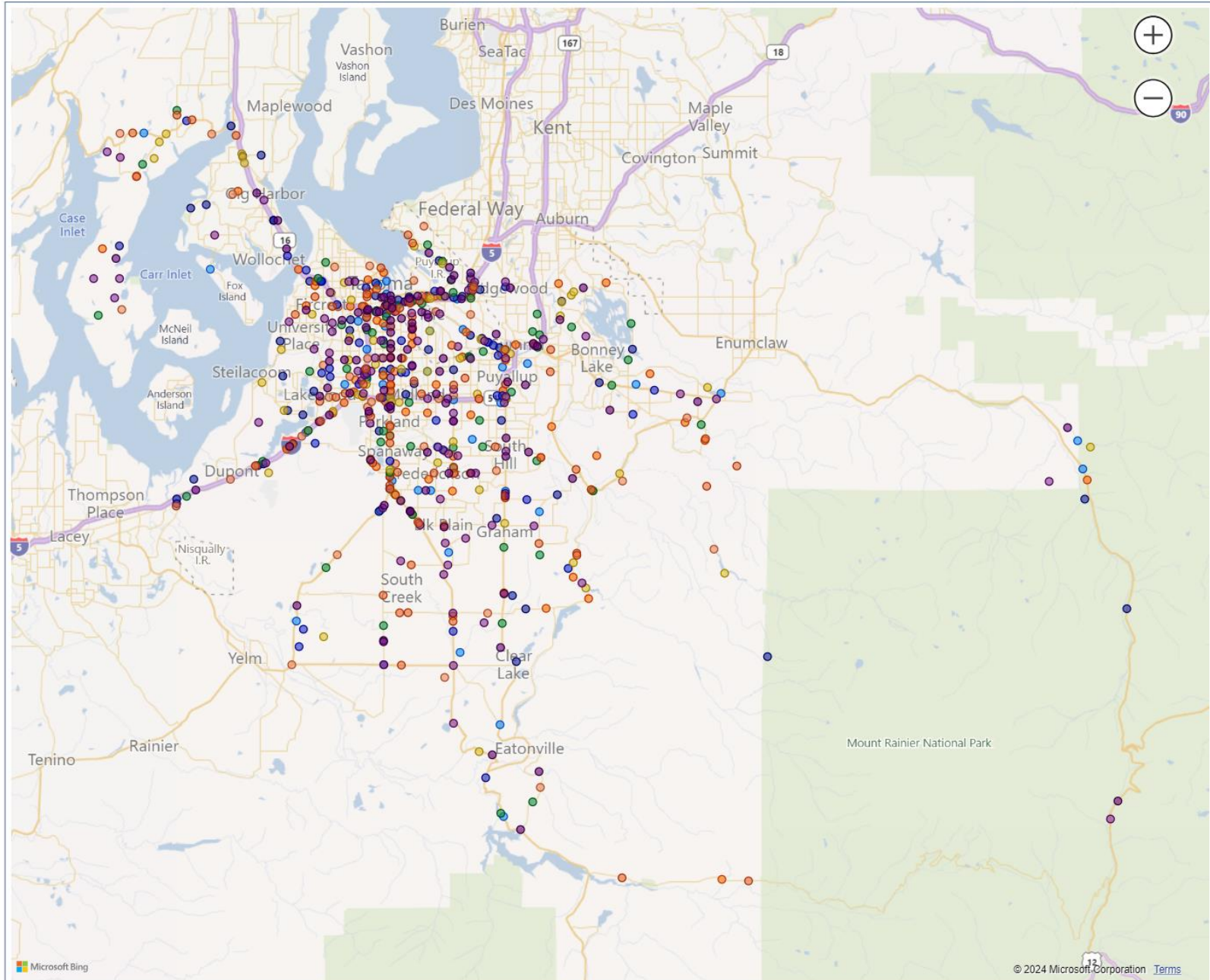
HOW: Data collection technology and SmartSign deployment



WHY: Historic number of traffic fatalities in 2023

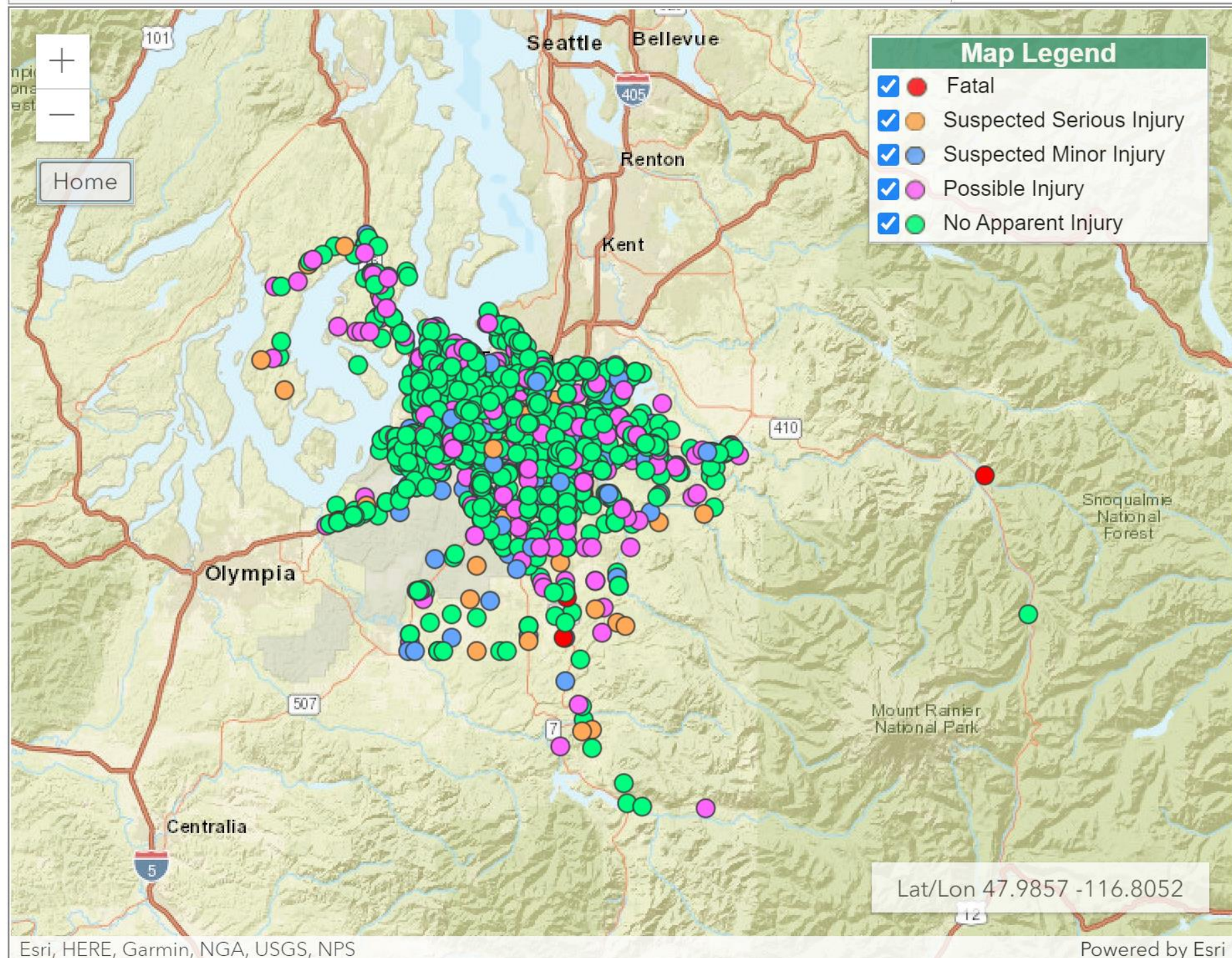


PIERCE COUNTY ROAD USER FATAL CRASHES

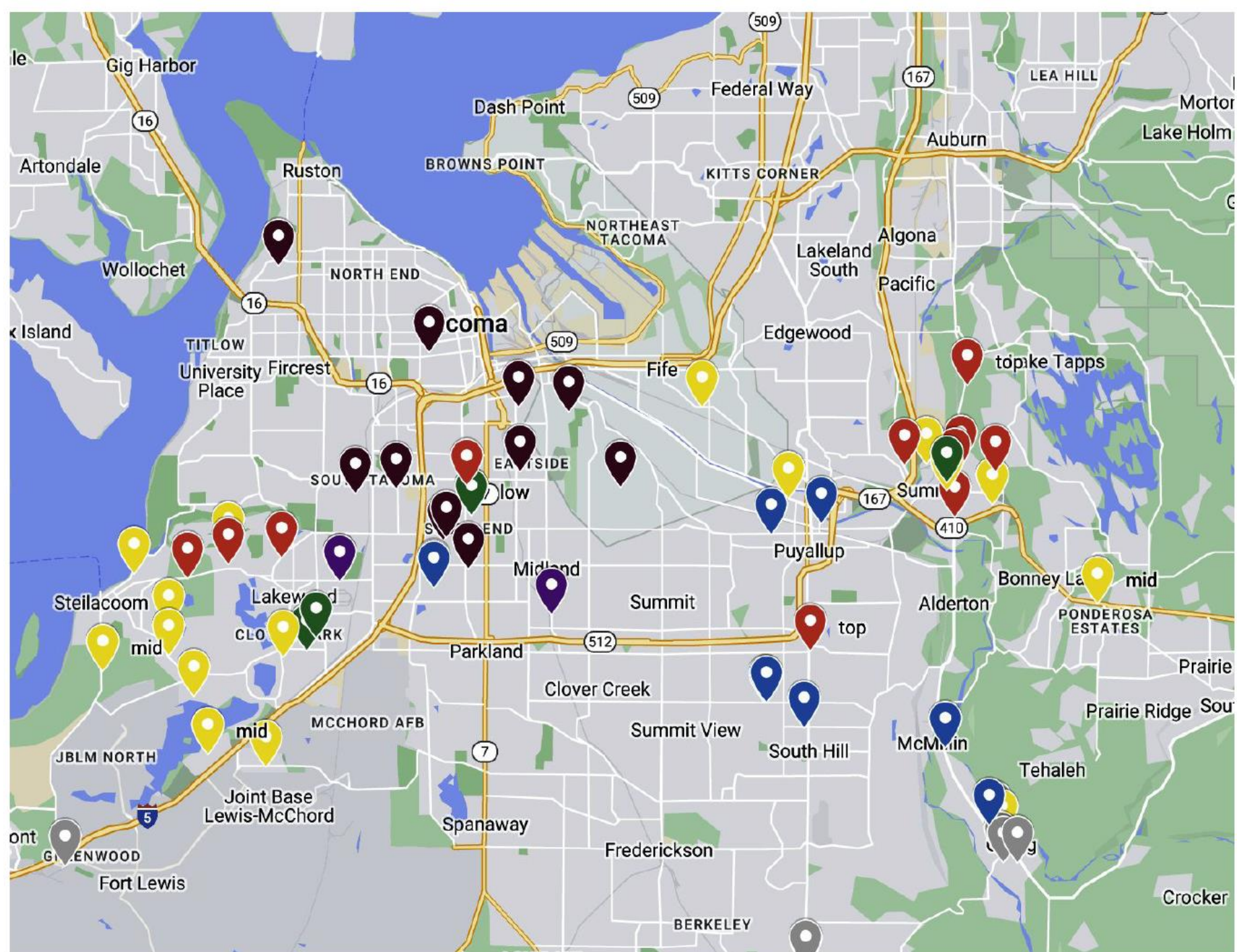


Year ● 2014 ● 2015 ● 2016 ● 2017 ● 2018 ● 2019 ● 2020 ● 2021 ● 2022 ● 2023

PIERCE COUNTY COUNTY DISTRACTED DRIVING SERIOUS INJURY AND FATAL CRASHES



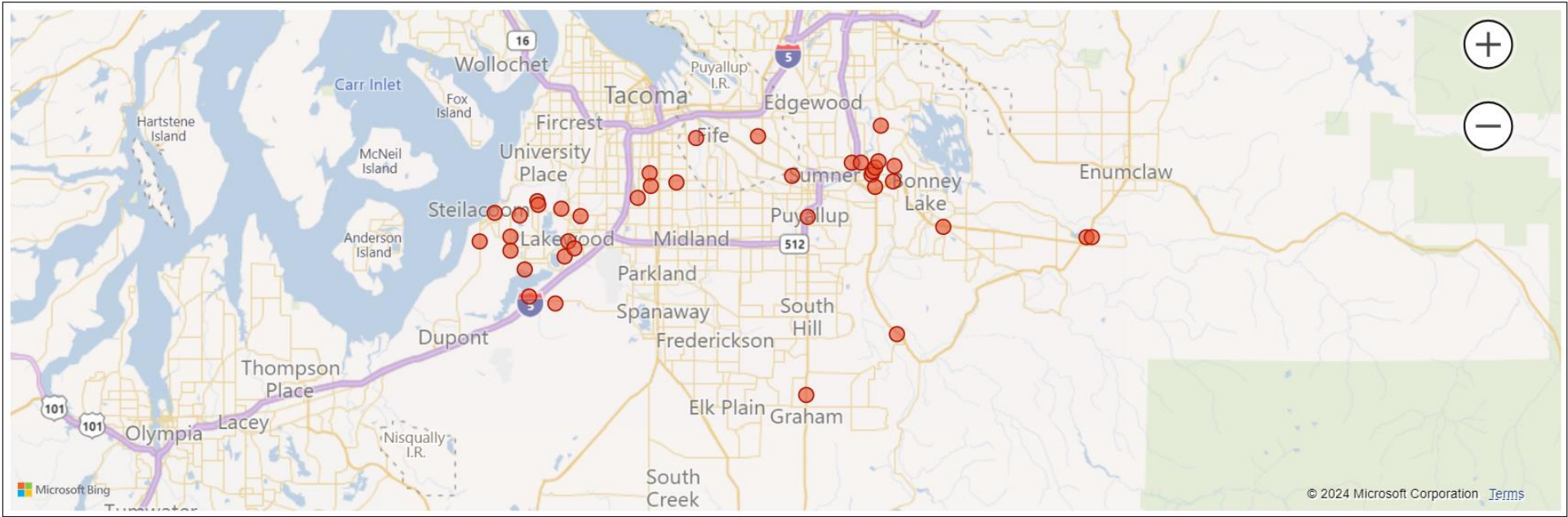
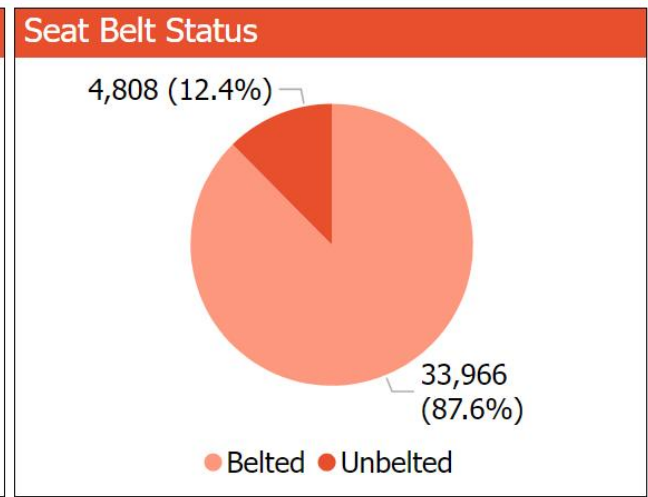
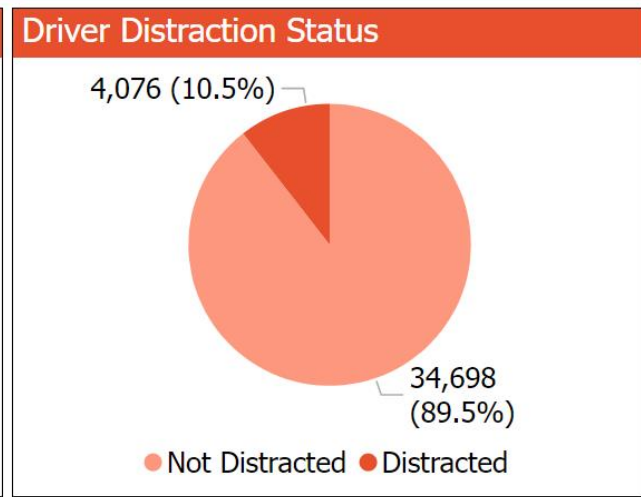
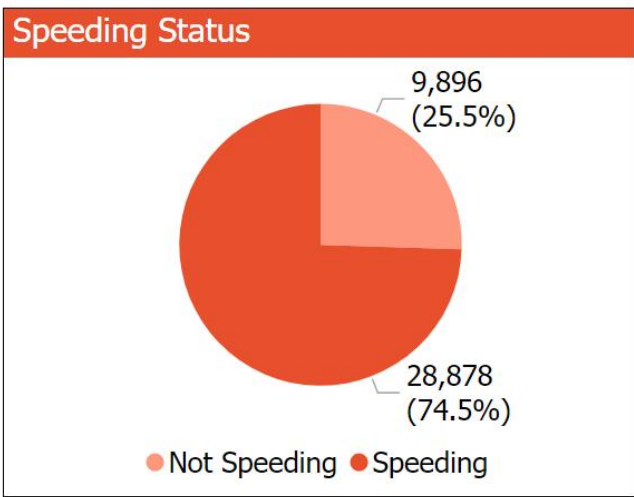
SOME
ROADS ARE
MORE
DANGEROUS
THAN
OTHERS



TRIPLE THREATS TO ROAD USER SAFETY

Safer Streets: Speed, Distraction, and Seat Belt Use in Pierce County

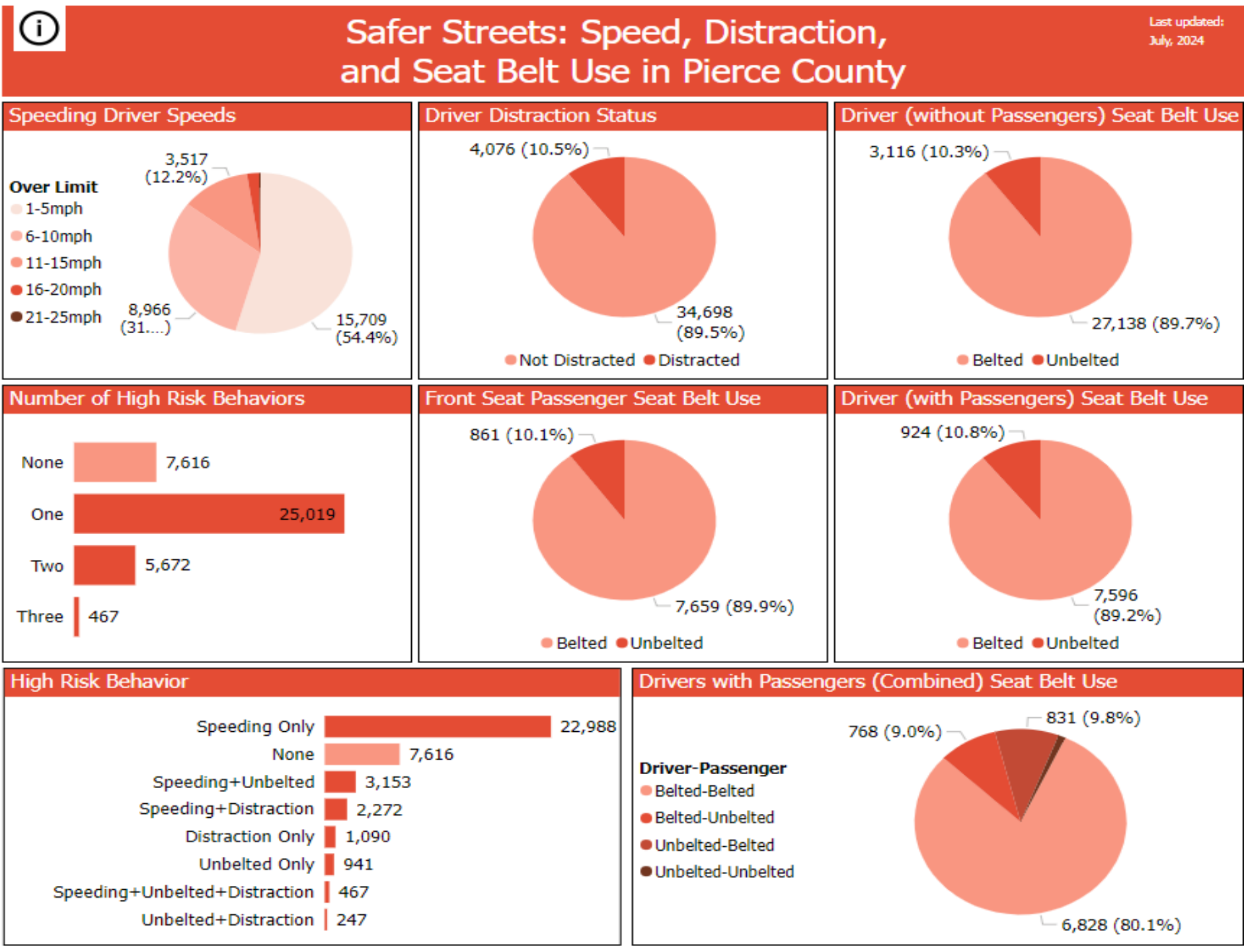
Last updated: July, 2024



Description of Data Collection Sites

City	Address	Day of Week	Date	Total Observations	Posted Speed	Percent Distracted	Percent Unbelted	Percent Speeding

TRIPLE THREATS TO ROAD USER SAFETY



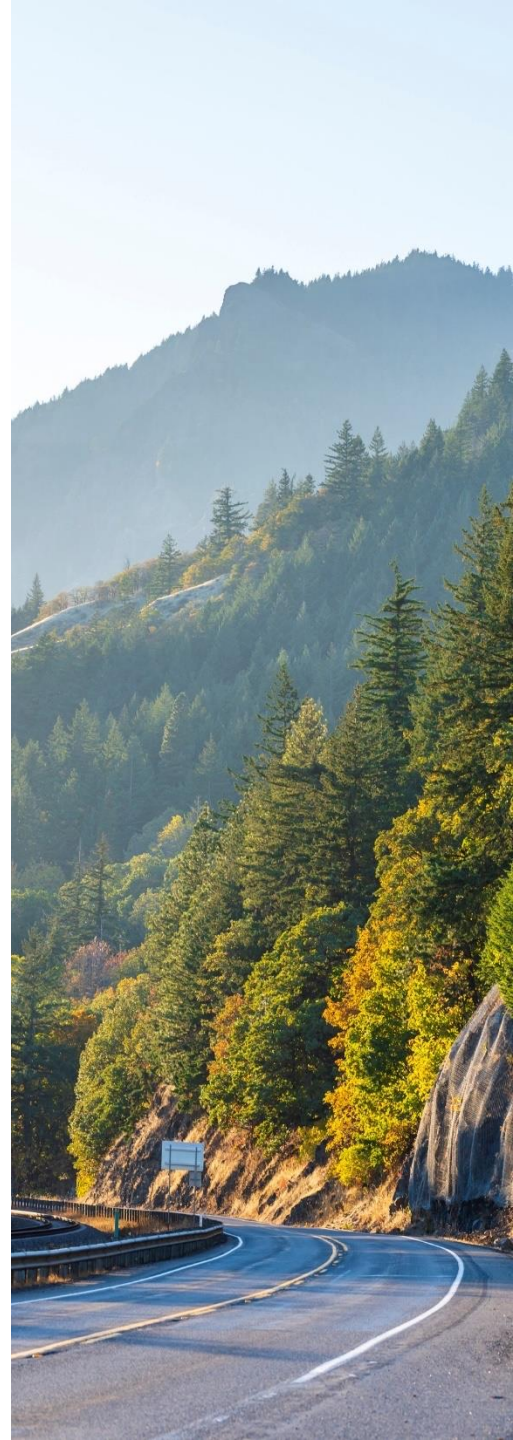
STRONG MEDIA INTEREST

- Traditional media reach:
 - 20M impressions in Washington state
 - Over 972M impressions nationally
- Local social media reach: 284,257 people



LESSONS LEARNED

- Data collection, analysis, logistics, and dissemination
- Community Engagement
- Media Engagement



THANK YOU!

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