



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



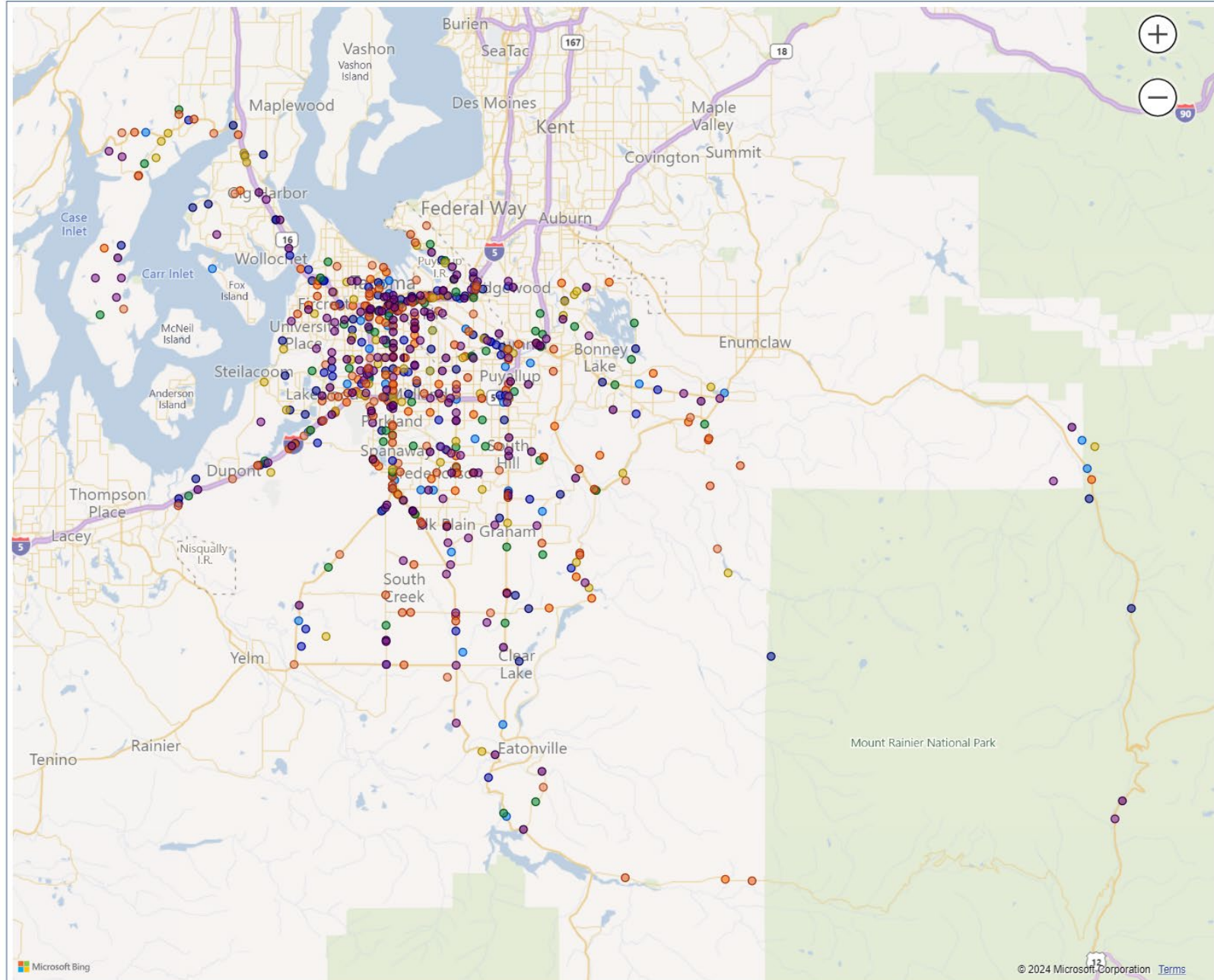
HOW: Data collection technology and SmartSign deployment



WHY: Historic number of traffic fatalities in 2023



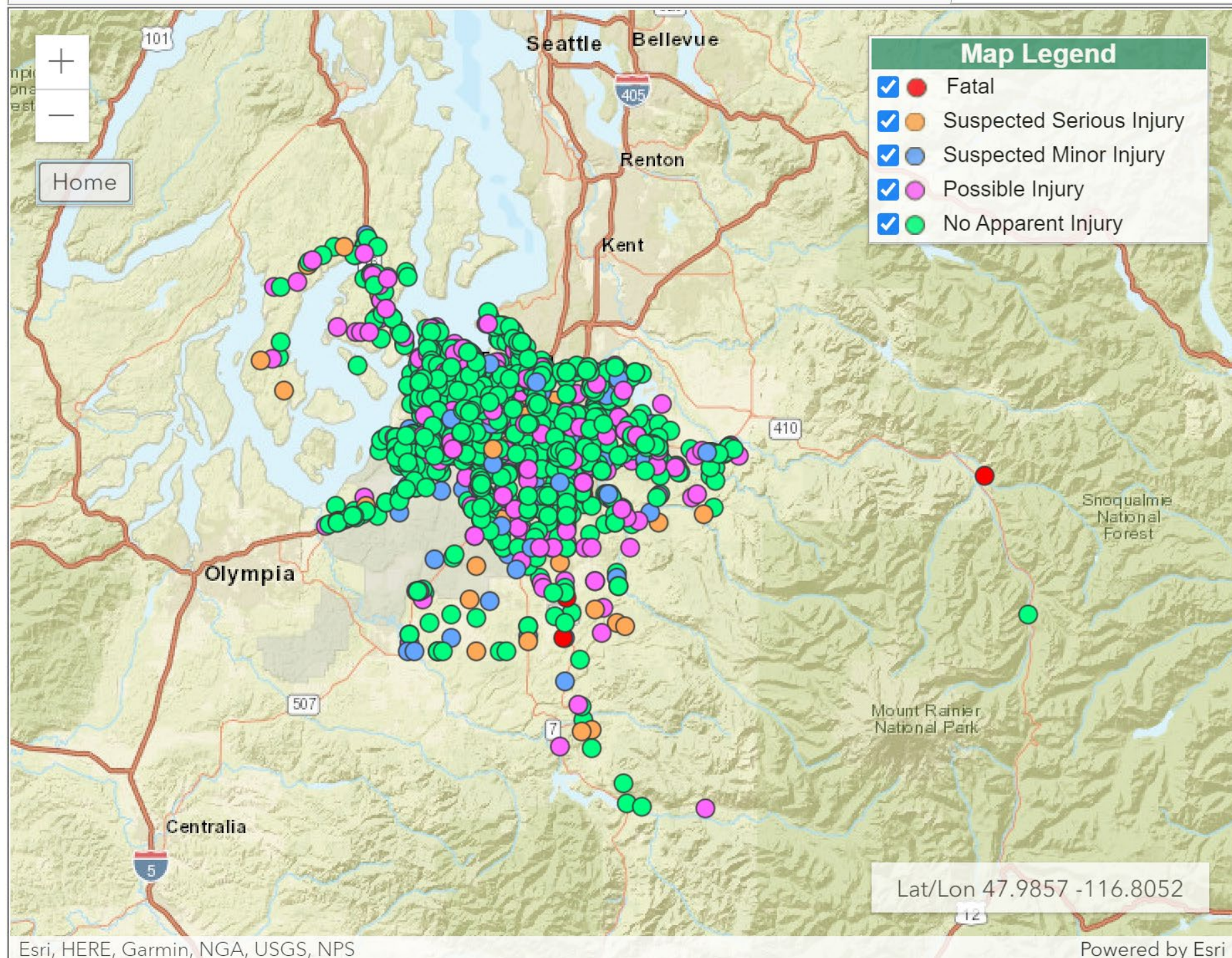
PIERCE COUNTY ROAD USER FATAL CRASHES



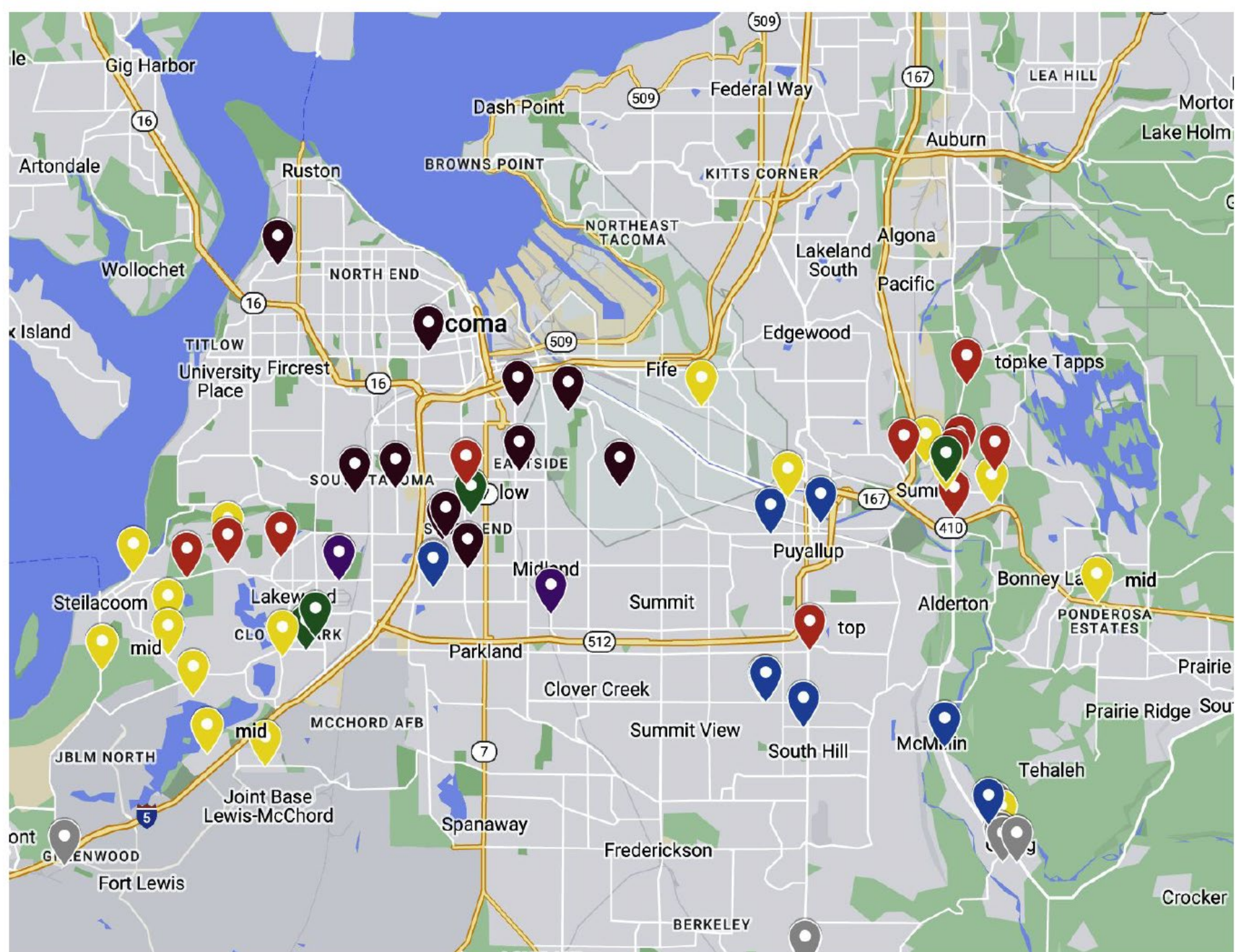
Microsoft Bing

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PIERCE COUNTY COUNTY DISTRACTED DRIVING SERIOUS INJURY AND FATAL CRASHES



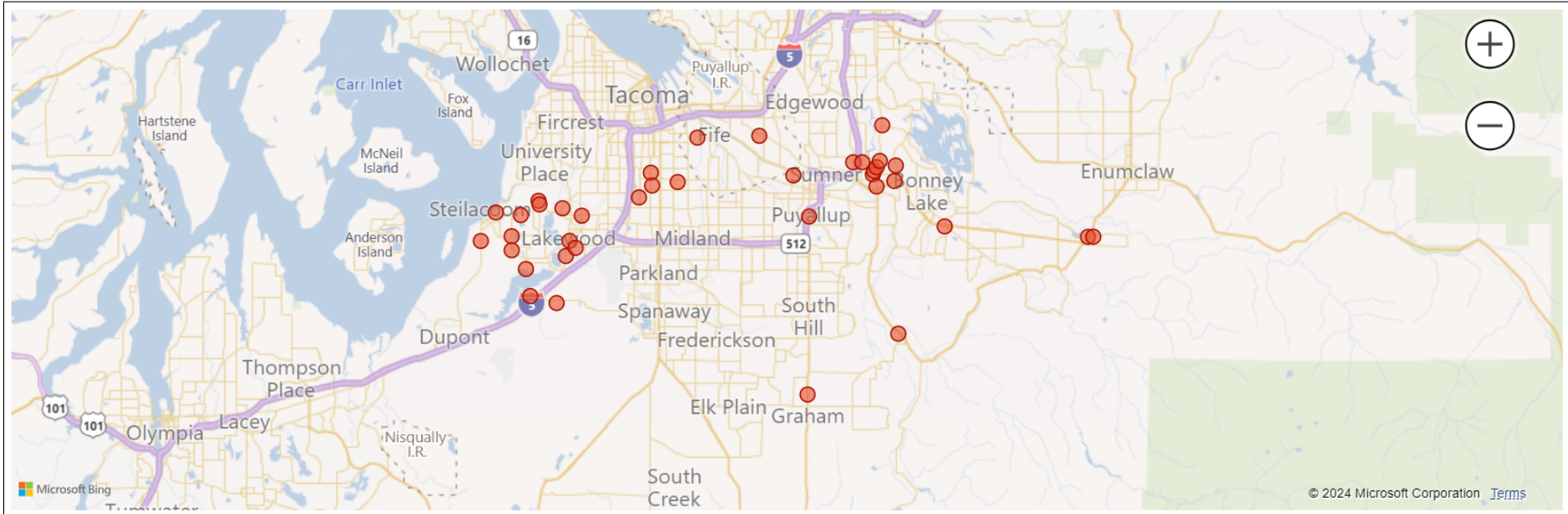
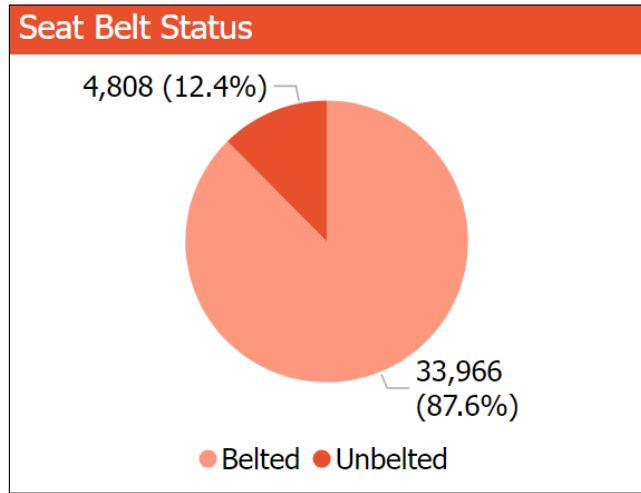
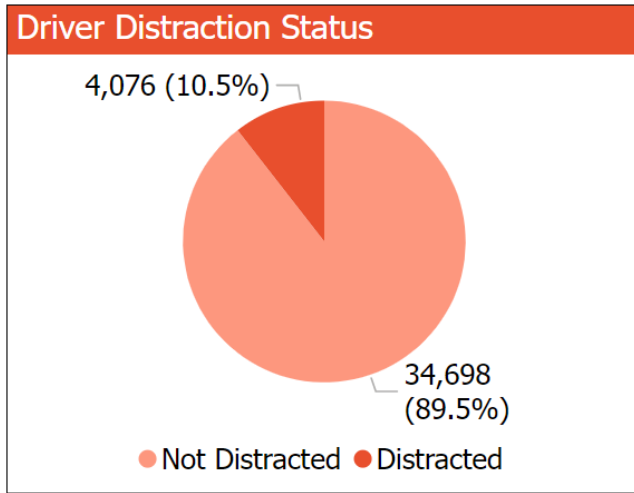
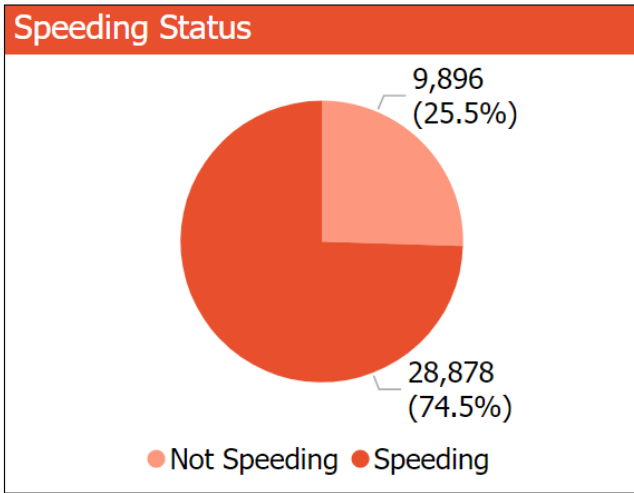
SOME
ROADS ARE
MORE
DANGEROUS
THAN
OTHERS



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

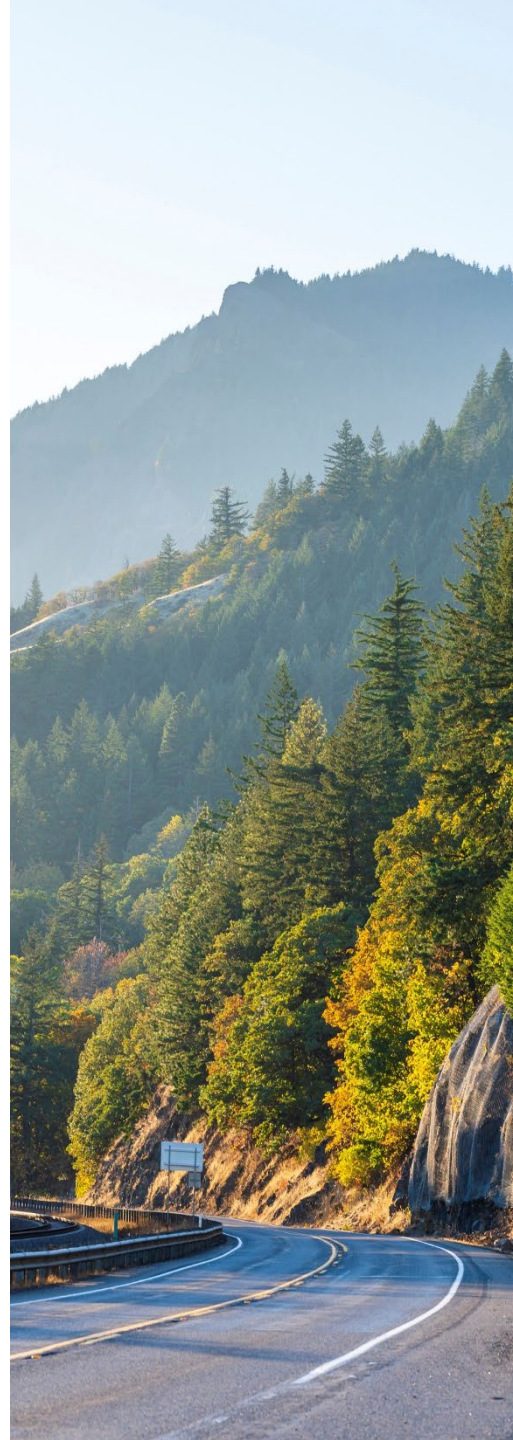
STRONG MEDIA INTEREST

- 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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