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For Immediate Release

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Government and Media Relations

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Impacts of Emphasis Efforts to be Measured

Olympia, Wash. - The Washington State Patrol (WSP) is partnering with the Washington Traffic Safety Commission, with support from the Governor's Highway Safety Association and Michelin Mobility Intelligence, to measure the impacts of emphasis efforts on driving behavior in four specific areas of the state starting Monday, June 16 through Thursday, July 31. The corridor emphases will coincide with the deployment of new Target Zero Trooper (TZT) personnel in six of WSP's eight service districts. TZT seeks to eliminate fatality and serious injury collisions by intercepting high-risk driving behavior through strategically deployed enforcement patrols.

Using data provided by Michelin Mobility Intelligence and information from WSP's field operations and aviation resources, the study will measure the effectiveness of traffic safety emphasis patrols on strategically targeted roadways identified through telematics data analysis. In addition, the study will evaluate how targeted roadway enforcement efforts impact surrounding roadways and auxiliary routes as driver behavior often shifts away from emphasis efforts.

"Michelin Mobility Intelligence provided an analysis of high-risk driver behavior, most notably speeding, for identifying the locations most likely to have future serious crashes. Troopers now have a data tool that will inform which areas of the state roadway network exhibit the most frequent high-risk driving behaviors and the days and times when these behaviors are most prevalent. Knowing exactly where to go and when will prevent these behaviors from turning to tragedy," said Dr. Staci Hoff, Research Director with the Washington Traffic Safety Commission.

This information will help law enforcement better understand high-risk driving behaviors and enforcement impacts, leading to safer roads for the motoring public. The goal and value of deterrence will be realized when the public makes proactive changes to avoid dangerous driving behavior. "We're looking for the motoring public to take an active role in this study, too, through responsible driving behavior. Emphasis efforts can lead to better driving decisions and habits, which lead to safer roadways for all," said WSP Chief John R. Batiste. "We want drivers to slow down, pay attention to the road, and never drive impaired. But most importantly, we want drivers to arrive safely at their destination each and every time they take to the roadway."



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The target areas were identified using crash data and information from telematics, including speed, harsh braking, and acceleration. The corridors with increased enforcement from June 16 – July 31 are:

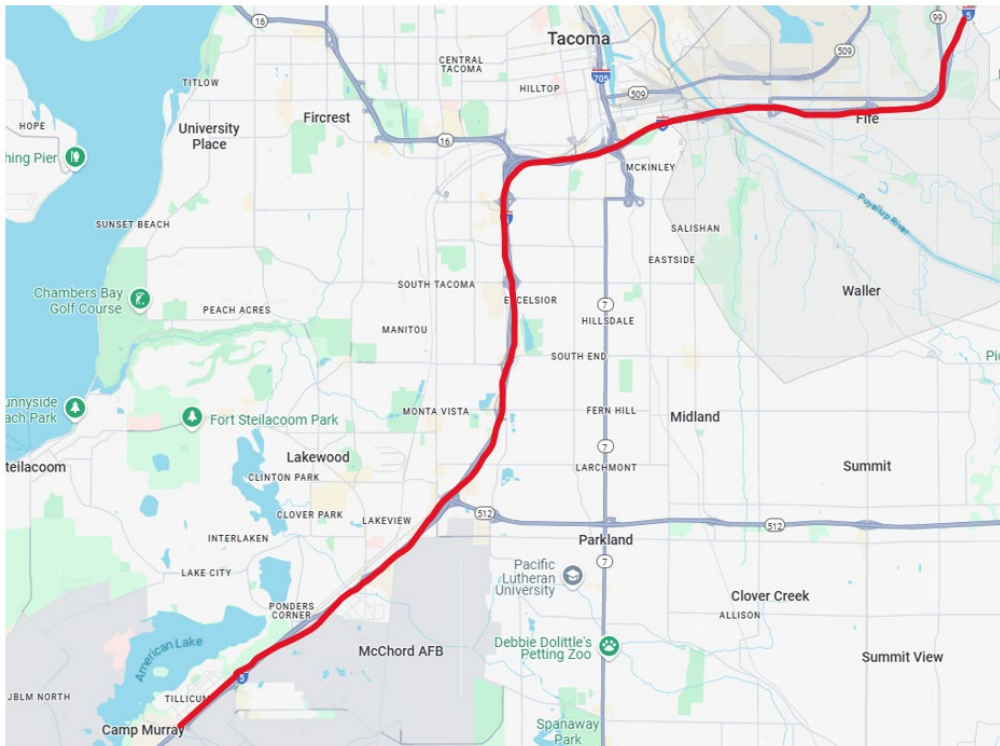
District 1- I5 corridor, Exit 122A (Murray Road) to Fife Heights area

District 2- I5 corridor, Fife Heights to S 288th Street

District 4- I90 corridor, Exit 277B (US-2 Interchange) to Exit 291B (Sullivan Road)

District 7- I5 corridor, SR-526 to SR-531

Focus Area Description: I-5 Exit 122A (Murray Road) North to the D2 boundary line)



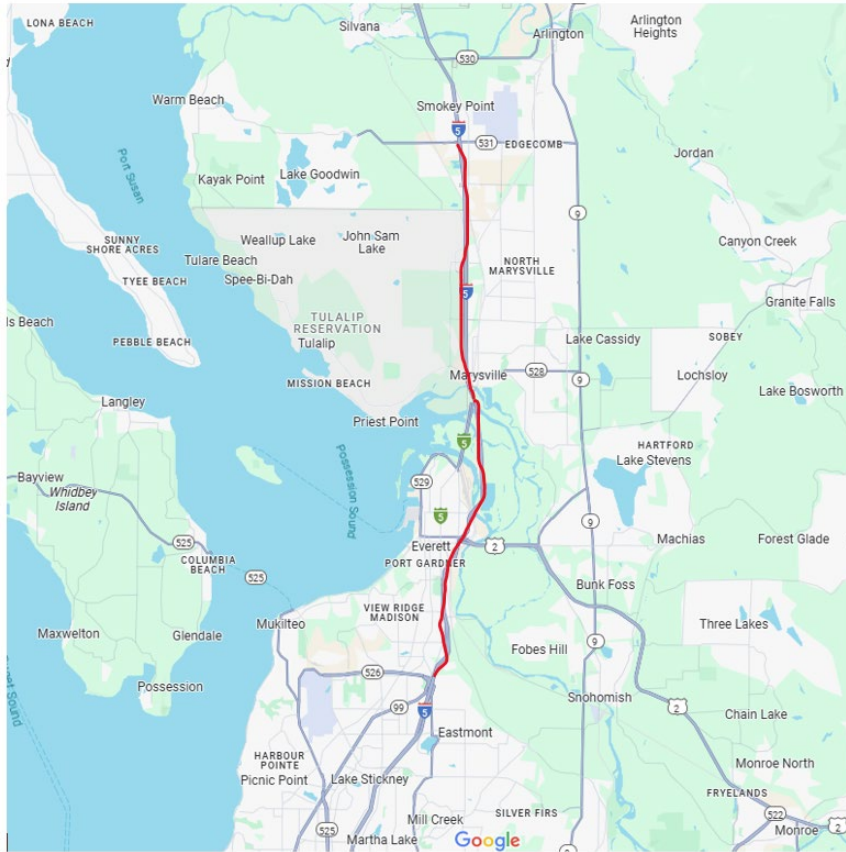
Focus Area Description: I-90: Exit 277B (US-2 Interchange) to Exit 291B (Sullivan Road)



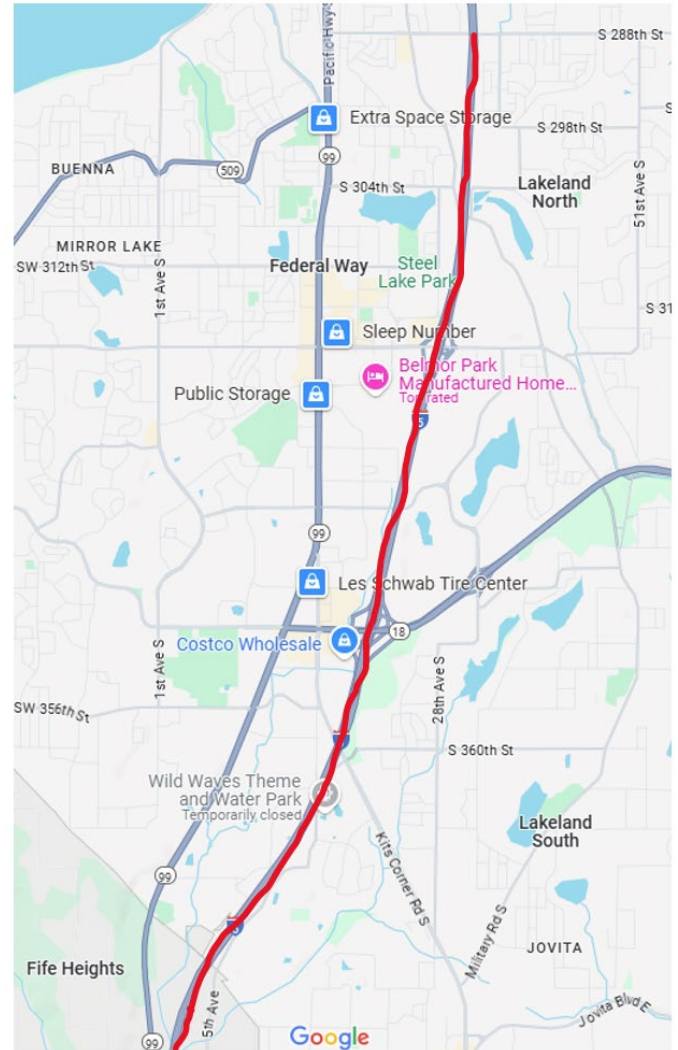


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Focus Area Description: I-5 spanning SR-526 to SR-531



Focus Area Description: I-5 from the D1/D2 boundary line to S 288th St



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