



TRAFFIC SAFETY COMMISSION

Report to the Legislature

HB 1853, SEC. 8 (2023): RCW 46.68.480

Activities Funded by the Cooper Jones Active Transportation Account

July 2022 – June 2024

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Director
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Publication and Contact Information

A PDF version of this report is available for download on the Washington Traffic Safety Commission website at:

<https://wtsc.wa.gov/cooper-jones-account-spending-report-2024/>

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Executive Summary

Through HB 1853, passed in 2023, the Legislature added a requirement for the Washington Traffic Safety Commission to report on activities funded by the Cooper Jones Active Transportation Safety Account, established in RCW 46.68.480.

The requirement reads: “By December 1, 2024, and every two years thereafter, the commission shall report to the transportation committees of the legislature regarding the activities funded from the account.

During fiscal years 2023 and 2024, the account funded one statewide social media campaign and three local or county-level active transportation safety projects. Total expenditures for the two-year period were: **\$603,506**.

- Clark County, WA: Walker/Roller Equity Project
- The Benson/Cascade, Talbott, and Skyway/West Hill Neighborhoods in Renton, WA: The Safer Access to Neighborhood Destination (SAND) Program
- Spokane, WA: Spokane Shares the Road
- Fall 2022 social media campaign urging motorists to watch out for school students and other walkers and rollers on Washington roads in counties with higher per capita injuries and deaths for pedestrians and bicyclists.

Brief summaries of each project and expenditures from the Cooper Jones Account for each are summarized below. Please note that the terms active transportation user, vulnerable road user, and non-motorist are commonly used to describe people who walk (pedestrians) and people who roll (bicyclists and other pedalcyclists), as well as people who use personal mobility devices.

Walker/Roller Equity Project, Clark County, WA

The Walker/Roller Equity Project supported shared responsibility approaches to bicycle and pedestrian safety by focusing on safer driver and active transportation user behaviors. The program included several activities:

- High-visibility Enforcement (HVE) patrols in Clark County locations identified through data analysis to target driver behaviors that pose risks of fatal injury to vulnerable road users.
- A comprehensive communications plan focused on driver and pedestrian visibility, impairment, speeding and distraction. The campaign included endorsements from prominent local figures and community-based organizations. Campaign media included billboards, gas pump toppers, and other advertising, resulting in millions of impressions among local residents and road users.
- Street mural and utility box paintings by local artist Benjamin Todd, aimed at promoting safe street practices.
- An event at a Clark County motocross park, targeting young male drivers with safety messaging.
- Tool kits were distributed to partners, and high-visibility enforcement (HVE) activities were conducted to further promote road safety.

The campaign utilized diverse media channels, generating \$128,600 in advertising value and reaching 6.1 million impressions. Radio PSAs, multimedia ad buys, and other promotional tools were also implemented. Earned media coverage reached 3.3 million people, and public relations events garnered significant attention. The Mayor of Vancouver attended the unveiling of the road safety mural at the intersection of West 11th and Ester Street. Here are examples of local media coverage:

[New safe driving mural unveiled in Vancouver](#)

[Safety is the word on the street at West 11th and Esther in downtown Vancouver - The Columbian](#)

Project surveys and focus groups revealed significant safety concerns about walking and rolling safely among unhoused populations. Reflective raincoats and other active transportation user safety equipment, including flashlights and reflective tape, were distributed to community-based organization partners for dissemination to the populations they serve. The campaign distributed substantial safety gear to CBOs, including 50 high-visibility shirts, 200 high-visibility raincoats, 275 flashlights, and 500 visibility strips.

Total expenditures during July 2022 – June 2024: **\$309,807**

Safer Access to Neighborhood Destinations (SAND) Project, Renton, WA

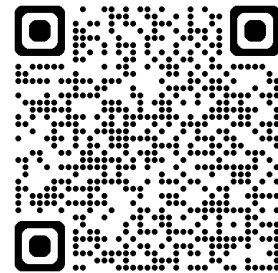
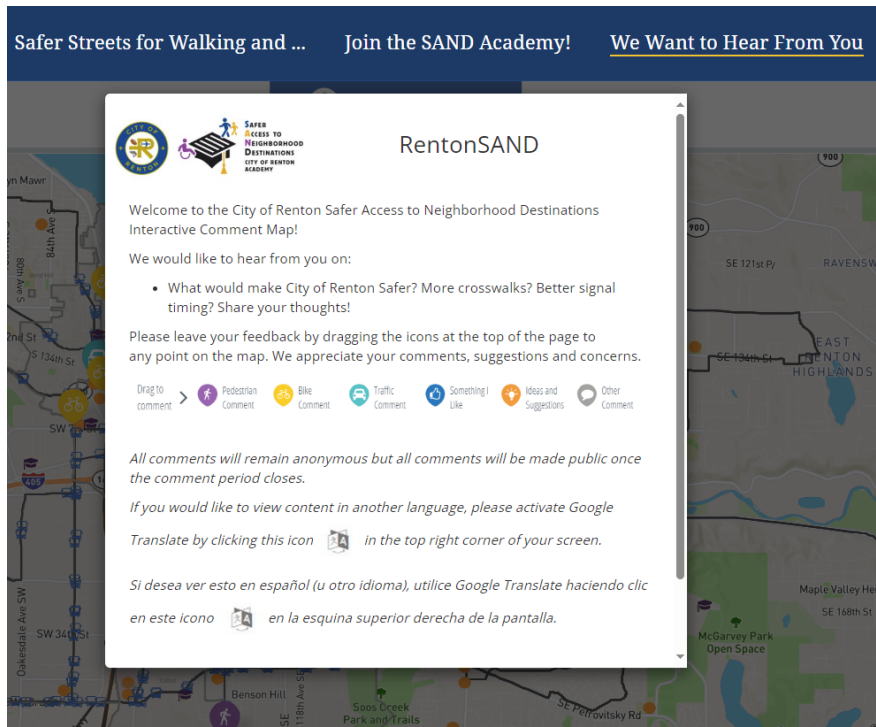
The Safer Access to Neighborhood Destinations (SAND) program is an educational and civic engagement campaign focused on the prevention of fatal and serious roadway-related injuries by providing young adults and aspiring drivers with tools and knowledge to empower safe and confident travel choices and behavior. The project serves several of Renton’s most diverse and low-income neighborhoods: the Benson/Cascade, Talbot, and Skyway/West Hill neighborhoods. All three focus areas have a higher-than-average percentage of residents living at or below the poverty level, cost-burdened households, disabled seniors, and households without a vehicle. They include schools with the highest percentages of low-income students in the city.

In 2023, the city of Renton hosted an in-person and interactive SAND Academy featuring opportunities for young adults (ages 8-12) to work directly with city officials and develop safe routes for walking, biking, and getting around in their neighborhoods.

The SAND Academy curriculum included:

- An overview of roadway safety and contributing factors to crashes
- Presentation on bicycle safety, pedestrian safety, and traffic signal equipment
- Field visit to identify signal equipment and safety features on Renton’s roadways
- Free helmet and helmet fitting for participants and lunch

In addition, the Renton SAND interactive crowdsourced [active transportation user map](#) was created.



The city planning department received dozens of public comments and continues to monitor and review them for potentially critical feedback on active transportation user safety issues that are feasible to address. This tool requires minimal maintenance and continues to be promoted and utilized by the city.

Expenditures, June 2022 – July 2024: **\$112,230**

Spokane Shares the Road

The “Spokane Shares the Road” project made strides in promoting pedestrian safety, fostering community engagement, and establishing valuable partnerships between Spokane County Target Zero and local stakeholders. Through a two-year narrative-driven traffic safety campaign, the project promoted a culture of traffic safety within the Spokane community, specifically areas where active transportation users were most at risk while walking and rolling, according to WTSC data. The friendly, accessible [Spokane Shares the Road website](#) was designed to be unique to the Spokane County audience. The site and related campaign materials synthesized laws, requirements and safety tips to protect people on the roads.

Because more pedestrian and cyclist fatalities were affecting areas where more people speak Spanish, the website hosted a [Spanish-language version](#) alongside the English-language one. A Spanish-speaking team member translated the content, ensuring its tone and humor remained intact. Project goals, such as engaging the Spanish-speaking community, were achieved through targeted community outreach, surveys, and the use of double-sided (English/Spanish) traffic safety yard signs distributed at schools, events and other public venues. Project staff engaged local organizations, schools, and institutions to raise awareness about walker/roller safety and foster a safer environment for pedestrians in targeted areas. The interactive elements of the website continue to generate community engagement and survey responses from members of the public. Target Zero Spokane uses data from the website to inform program planning, outreach and engagement.

In addition to the campaign website, a suite of print and other materials provided information to more people in more places (and drove traffic to the site). Spanish and English were used on all materials, ensuring that designs reflected the importance of Spanish-language content.

The project’s theater advertising campaign exceeded expectations and delivered 105% of expected impressions: 213,000. The video completion percentage (VCR) rate indicating the percentage of videos that played through the entire video ad once started was 88% in English and 89% in Spanish.

A strong partnership was forged between the Department of Health (DOH), Spokane Target Zero and the Washington State University (WSU) Spokane campus as a result of the high visibility bicycle emphasis patrol element of this project. In partnership with DOH, the grantee provided the equipment and training necessary for campus security to form a bicycle patrol unit and conduct emphasis patrols in 2024. WSU posted campaign materials in 128 campus locations and at three bus stop locations on or near campus. The emphasis patrols resulted in 20 safety briefings to new students and 48 direct

contacts with drivers, pedestrians and cyclists regarding pedestrian safety. The resources provided to WSU will allow these patrols to continue well beyond the conclusion of this project.



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Print and outdoor pieces

A suite of print and other materials provided information to more people in more places (and drove traffic to the site). We included Spanish and English on all materials, ensuring that our designs reflected the importance of Spanish-language content. The materials included posters and flyers for displaying in stores, restaurants and bus stations; rack cards for events; billboards to remind drivers to share the road; and yard signs for neighborhoods where pedestrian and cyclist safety is a concern. Whenever possible and appropriate, we applied visual treatments that made the text distinct in each language for ease of reading and for balanced visual weight.



Total expenditures during July 2023 – June 2024: **\$123,590**

Fall Campaign for Walker/Roller Safety, 2022

As daylight hours shorten in the fall, pedestrians and cyclists face greater risks from vehicle collisions. This is also a time when students are travelling to and from school under conditions with less natural light. This social media campaign was designed to remind vehicle drivers to be aware and be responsible for vulnerable road user safety by paying attention and travelling at safe speeds.

Social media allows more precise targeting of specific geographic locations and demographic groups, compared to traditional media, such as broadcast television, radio, and newspapers. It also allows us to reach audiences that do not have local television stations. Messaging was targeted to specific counties with higher per capita bicyclist and pedestrian fatalities and serious injuries, including Asotin, Cowlitz, Grays Harbor, King, Skagit, Spokane, Whatcom, and Yakima Counties, as shown in the chart on the following page.

Total expenditures during October – December 2022: \$57,879

Bicyclist and Pedestrian Fatality and Serious Injury Rate by County (per 100,000), 2017-2021

