

# DOL Traffic Safety Curriculum & Driver Guide Update Efforts

*JTC Driver Training Workgroup*

*August 1, 2014*

- 29 Core Elements
- 30 Hours of Classroom
- 6 Hours of Driving
- Schools Can Modify the Curriculum
- WA Meets National Standards



- Print and Online (PDF)
- Available in Spanish, Chinese, Korean, Russian, Vietnamese, & Japanese
- Covers Rules of the Road, Safe Driving Tips, Licensing Requirements & Emergencies



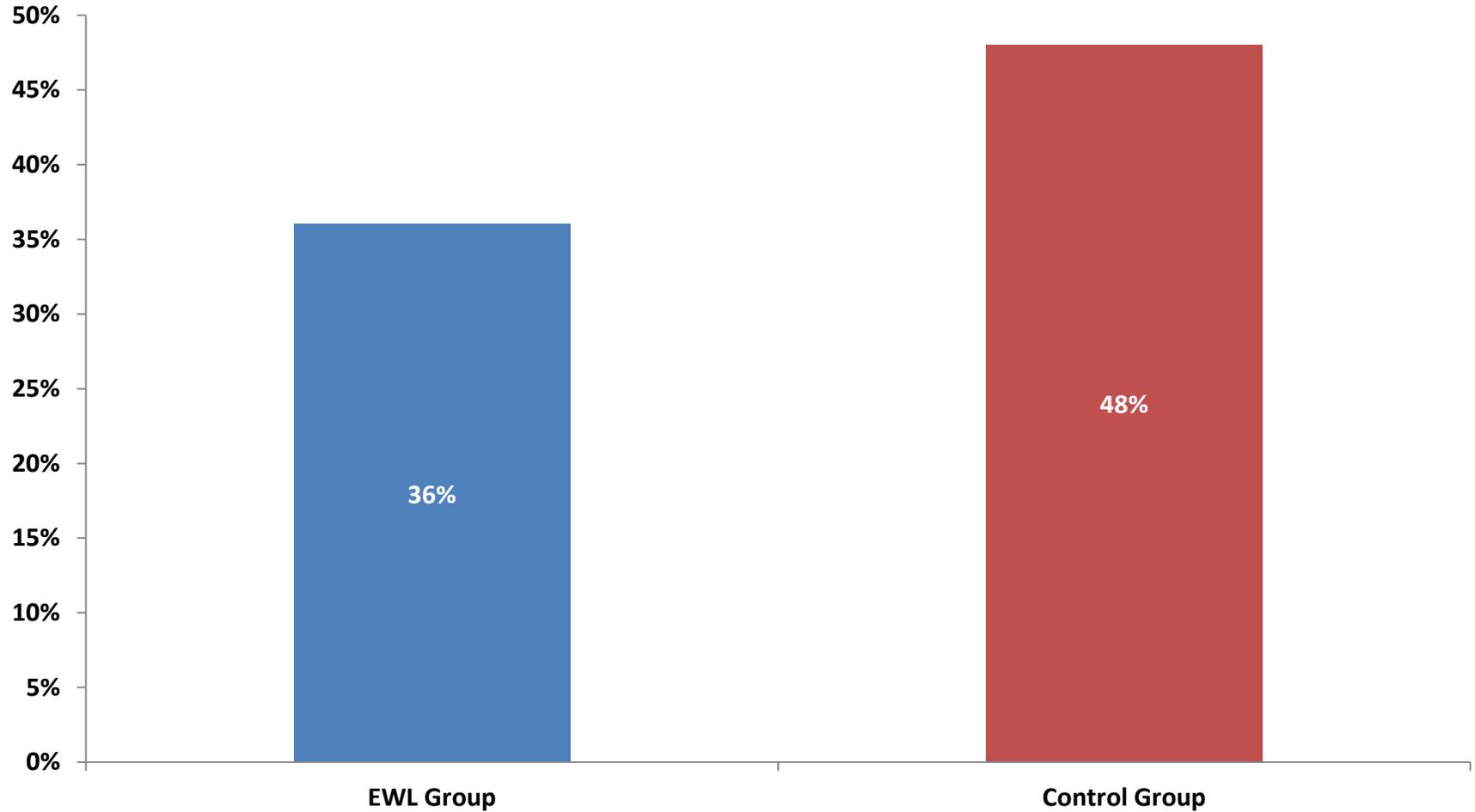
- Lead Agency for Young Drivers
- Goal: Reduce young driver involved fatalities from 146 (2011) to 110 in 2017
- What We're Doing:
  - Evaluating Curriculum, Driver Guide, & Knowledge Test
  - Early Warning Letter Program
  - Ongoing Research/Analysis
- Target Zero Driven Messaging Makes a Difference



- More Alignment with Target Zero
- More Impactful & Relevant Messaging
- Data Driven Approach
- Adding Depth Where Necessary
  - *Distracted Driving*
  - *Marijuana/Drug Use*
- Online Driver Guide Improvements
  - *Interactive Content*
  - *YouTube Videos*
  - *Improved Access on Mobile Devices*

- Goal: Reduce Young Driver Repeat Offenses
- Focus on 18-21 Year Olds
- Sent an “Early Warning Letter” after 1<sup>st</sup> Moving Violation
- Letter is Non-Punitive
  - *Sent from the DOL Director*
  - *States Traffic Violation Doubles Car Accident Risk*
  - *Encourages Driver to Stay Attentive*

## Percentage of Those Who Received Another Ticket Within 2 Years of Early Warning Letter



*Early Warning Letter Reduced 2<sup>nd</sup> Ticket Issuance by 12% Compared to Control Group*

- Second violations reduced by 12% in 10 months compared to control group
- Improved violation behavior: all ages and genders
- Predictive Model Results:
  - Probable reduction of 317 collisions
  - Probable reduction of 5 serious injuries
  - Probable reduction of 1 fatality

- Adding Statistics for Emphasis
  - Speeding is the third-most common factor contributing in fatal and serious injury collisions. It was involved in nearly 40% of fatalities and 30% of serious injuries
- Additional Focus on Young Drivers in Driver Guide
  - *Teen/parent safe driving contract*
  - *Additional young driver statistics*
- Improving Run Off the Road Curriculum
- Expanding Marijuana/Drug Content
- Distracted Driving

- Internal DOL Target Zero Workgroup
- Reviewing alignment of curriculum and Driver Guide with Target Zero
- Present plan details to agency leadership later this year
- Coincides with a broader internal Target Zero inventory effort
- Potential Target Zero legislation in 2016 session