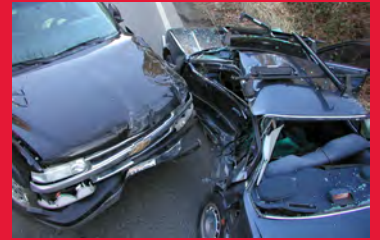
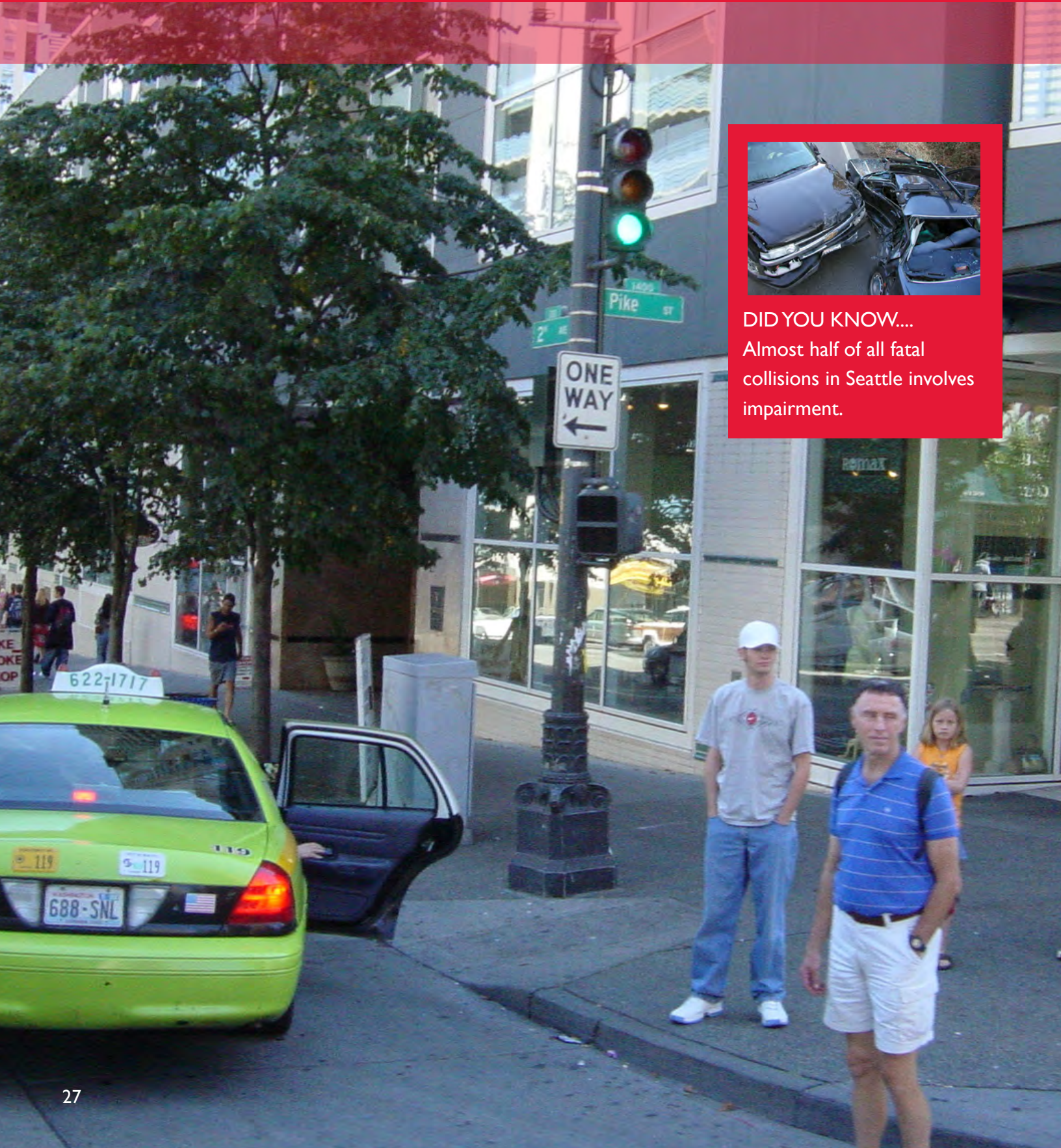


FEWER PEOPLE TRAVELING WHILE IMPAIRED



DID YOU KNOW...
Almost half of all fatal collisions in Seattle involves impairment.

MEASURES

Number of collisions attributed to impairment annually	408 (2010)
Percentage of fatal collisions where impairment is a factor	48 percent (2006-2010)

Impairment accounts for nearly half of all traffic fatalities. Impaired drivers are more likely to speed, more likely to be inattentive behind the wheel, and more likely to fail to grant the right of way to people on foot, in wheelchairs, or on other wheels, and people riding bikes. It takes impaired drivers twice as long to react when compared to a non-impaired driver.

Impairment is the leading cause of fatality collisions on Seattle streets. Between 2006 and 2010, 48 percent of the deaths on our streets involved impairment. Thankfully, keeping alcohol and drug impaired drivers off the road has been a priority in Washington for years. SPD, Public Health – Seattle & King County, and the State of Washington have a long-standing partnership to combat impaired driving. As part of King County's Target Zero Team, SPD receives funding from the Washington Traffic Safety Commission to conduct extra patrols. These patrols are supported with a robust media presence to inform drivers of the extra patrols and to remind people that drinking and driving is not worth it. Known as high visibility enforcement, this coordinated education and enforcement strategy has been proven to deter impaired driving.

Aside from the fact that impaired drivers risk harming themselves and others on the road, the financial cost of being convicted for driving under the influence is staggering. These costs include fines, jail expenses, attorney fees, probation costs, and increased insurance rates. Driving under the influence cases can cost offenders \$10,000, but the costs go far beyond the monetary. Loss of driving privileges, mandatory jail time, and potential loss of employment are just a few of the steep personal costs that anyone convicted of DUI must bear.

ACTIONS

Data tells us that half of those killed in impairment crashes were people between 16 and 30 years old. The majority of impairment-related fatality collisions occur between the hours of 6 p.m. and 6 a.m., and most frequently occur on Friday, Saturday, or Sunday. More than 40 percent of impairment-related deaths occur from June through September. Further, three out of five impairment-related deaths involved just a single vehicle.

While significant gains have been made to reduce impaired driving, we know that drinking and driving remains a common practice. It has been estimated that at least 80 million trips are made nationwide every year by drivers with a blood alcohol content of .08 or higher (the legal threshold for impaired driving in Washington) and that arrests are rare (Hedlund & McCartt, 2002).

EDUCATION

Conduct Outreach at Venues Known to Generate DUIs

Law enforcement officials collect information about the locations where drivers became intoxicated whenever possible. This information will help us launch extra efforts at targeted venues known to produce impaired drivers. This will allow our educational messaging to reach potentially impaired drivers before they drive. Outreach will include placing posters, infographics, billboards, and special messages at key sites and make intoxicated individuals think twice about getting behind the wheel.



Promote Late Night Taxi stands

As part of the Seattle Nightlife Initiative, five new late-night taxi stands have been opened in Belltown, Capitol Hill, Downtown/Pike Place Market, Fremont and Pioneer Square. The new stands

provide a safe and visible location for people to catch a cab instead of driving. Seattle will continue to develop new late night taxi stand in neighborhoods with significant late-night activities.

Promote Late Night Pre-Paid Parking Option

Also part of the Seattle Nightlife Initiative, all pay stations have been re-programmed to open at 10 p.m. to sell parking stickers for the following morning. This gives drivers an opportunity to leave their car and retrieve their vehicles the next day. The City and our partners will launch an effort to promote this transportation alternative at bars and clubs throughout Seattle.

ENVIRONMENT

Utilize Dynamic Message Signs to Support Enforcement

Dynamic Messaging Signs inform a large number of travelers about increased enforcement efforts. While enforcing a law through a traffic citation ensures that the person stopped is aware of the law, dynamic message signs are an opportunity to inform the broader public about the targeted enforcements.

ENFORCEMENT

Conduct Extra DUI Patrols

The City will provide increased support of the Seattle Police Department's work to deter impaired driving through the King County Target Zero Team. This will include a strong media presence to inform drivers of increased patrols and educational outreach about impaired driving. Enforcement efforts will occur along corridors where impairment-related collisions most frequently occur.

Deploy DUI Squad

The Seattle Police Department's DUI Squad works Seattle streets from 7:30 p.m. to 4:30 a.m. The specially trained officers on this squad detect impaired drivers by enforcing traffic laws, responding to collisions, and assisting patrol officers who have stopped a driver they suspect might be impaired by alcohol and/or other drugs. During the winter holidays the squad is augmented by an emphasis patrol known as "Drunk Net."



Provide More Training for SPD

SPD will provide additional training on driving under the influence (DUI) procedures and tactics for patrol officers to assist them in identifying, arresting and processing impaired drivers.



HIGHLIGHTED PROJECT

Drive Hammered, Get Nailed

The Seattle Police Department, through a partnership with Public Health – Seattle & King County and the Washington Traffic Safety Commission, participates in special emphasis patrols to deter impaired driving. These patrols are supported by a robust media presence which includes television and radio advertising. Occurring several times per year, this use of high visibility enforcement has been deployed nationwide and has been proven to be an effective countermeasure against impaired driving.