

OUTLINED INVESTMENTS & STRATEGIES

Completed:

Remote Weather Information System (RWIS) Installation

- SR 26/SR 127 Intersection
Dusty, WA
- SR 26/SR261 Intersection
Washtucna, WA

Current Strategies:

- Permanent Installation of Variable Message Signs (VMS)
- Continuation of Palouse Driver Education Campaign
- Six Passing Lanes on US 195 (2018-2019)
- Four Passing lanes on SR 26 (2022)



PALOUSE REGIONAL TRANSPORTATION
PLANNING ORGANIZATION (PRTPO)
www.palouertpo.org

IN PARTNERSHIP WITH:



Palouse RTPO ensures nondiscrimination in all programs and activities in accordance with Title VI of the Civil Rights Act of 1964. If you need more information or special assistance for persons with disabilities or limited English proficiency, Please Contact our staff.

CONTACT US

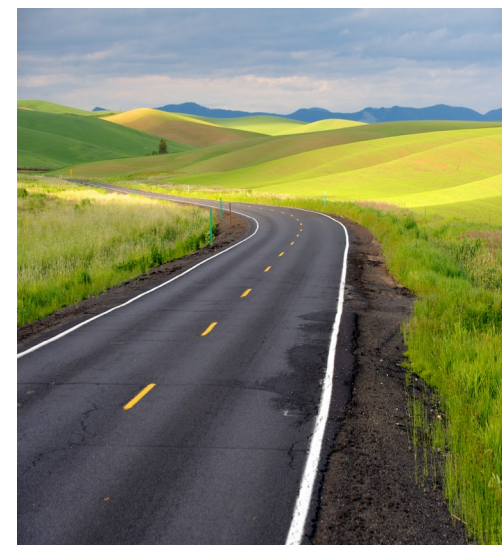
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Palouse Driver Education Campaign

PALOUSE
REGIONAL
TRANSPORTATION
PLANNING
ORGANIZATION



Drive Safe, Arrive Alive!

CONNECT WITH US ONLINE

Facebook: Palouse Driver Education Campaign

Twitter: @PalouseDrivers

Instagram: SafePalouseDrivers

Our Motivation



The Palouse Driver Education Campaign was established in 2016 in response to significant data showing the frequency of serious injury and fatal crashes along SR 26 and US 195, and the community petitions that followed. According to the study, the cause of the crashes were due to one of three factors: most drivers were either distracted, drowsy, or young.

Crash Data

| 2011-2015 Crash Summary | | | | |
|-------------------------|----------------|-------|-------|--------------------------|
| Cause of Crash | Serious Injury | Fatal | Total | Percent of total crashes |
| Distracted Driver | 7 | 7 | 14 | 34% |
| Drowsy Driver | 3 | 2 | 5 | 12% |
| Young Driver | 14 | 8 | 22 | 54% |

Between 2011-2015, there were 1,122 crashes on SR 26 and US 195, including **17 fatal** and **24 serious injury** crashes.

Did you know?

Young drivers

- Young drivers (inexperienced) between the ages of 16-25 accounted for 54% of all deaths on US 195 and SR 26 between 2011 and 2015.

Distracted drivers

- Between 2011-2015 distracted driving was a factor in 34% of all fatal and serious injury crashes on US 195 and SR 26.

Drowsy drivers

- Between 2011-2015, drivers who were drowsy contributed to 2 fatal crashes. The 16-25 age group represented at least 1 of those.



Be Part of the Solution:

- Put your phone away while driving.
- Get enough sleep, have a coffee, and take breaks at rest areas. Don't drive drowsy!
- Be aware and stay focused while behind the wheel.
- Stay informed about weather and road conditions.
- Find a personal motivation to be a safe driver. Remember, someone is always waiting for you!

2016-17 Previous Achievements:

- **Radio (18+ hours air time) and various print advertising campaigns** including study & crash statistics, testimonials, and educational material
- Developed a **Driver Communication Plan** to communicate with travelers on US 195 and SR 26
- Held a **safe driving week (April 10-14, 2017)** and several safe driving contests with prizes to incentivize involvement
- Distributed more than **1,000 Safe Driving Brochures** and had more than 250 individuals signed a **safe driving pledge**.
- **Created a Driver Education resource tool via Facebook (SafePalouseDrivers), Twitter (@palousedrivers), and Instagram (PalouseDriverEducationCampaign)**



Scan for a direct link to our Facebook page.

2017-18 Current Strategies:

- Continuation of **radio outreach contracts**
- Extension of **partnerships with WSU, WSP, WSDOT, and the Pullman Police Department**
- Continuation of **informational booths** throughout the region
- Continuation of **various outreach events and meetings**
- Ongoing coordination with a **citizen led committee and business networks** for message sharing